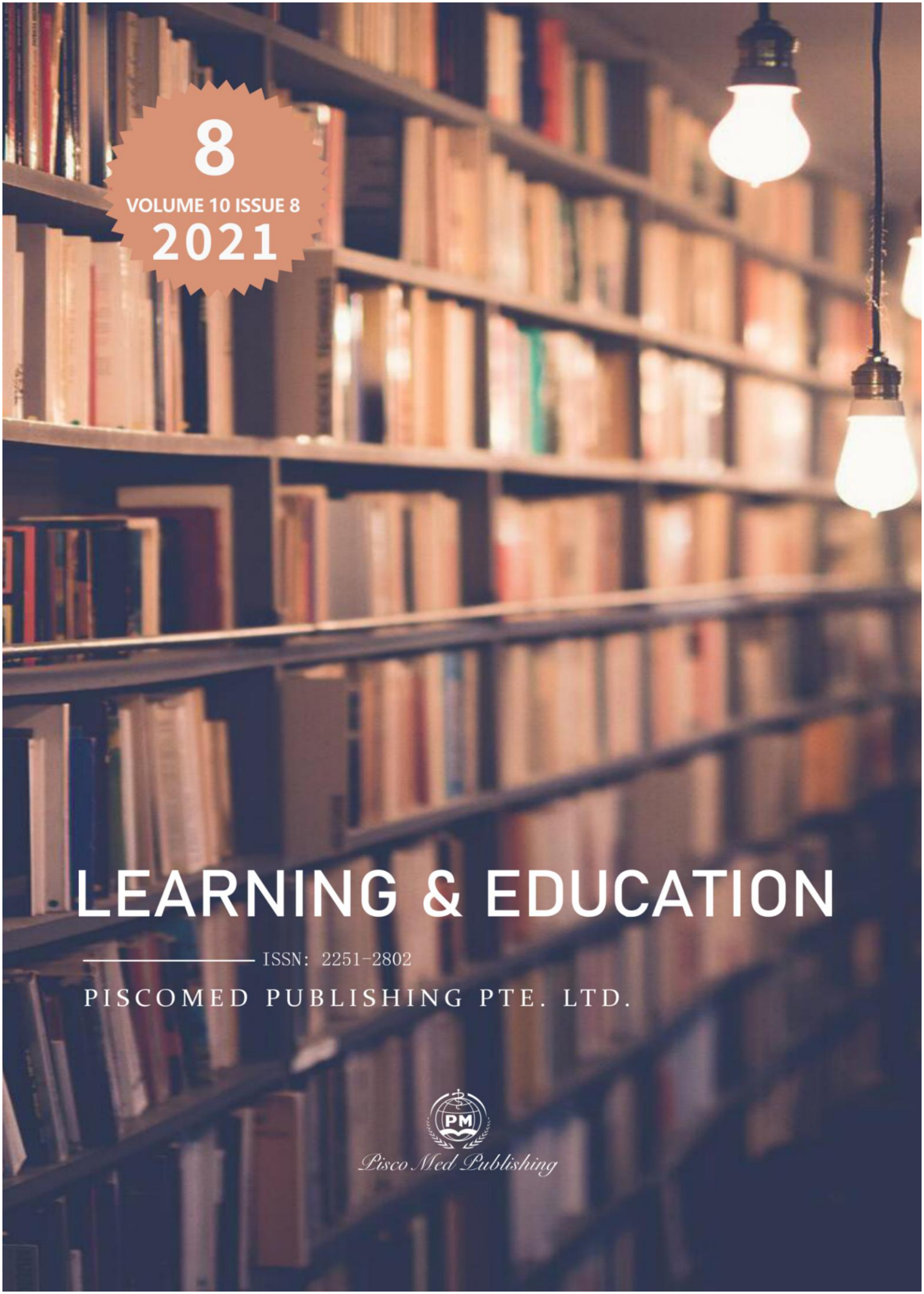

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Original Research Article

Chinese Version of VEINES-QOL/Sym Questionnaire in Chinese Patients with Deep Venous Thrombosis: Cultural Adaptation and Psychometric Properties

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Abstract: Purpose:To verify the psychometrical properties of the Chinese-version VEnous INsufficiency Epidemiological and Economic Study-Quality of Life/Symptoms (VEINES-QOL/Sym) questionnaire, in Chinese patients with deep venous thrombosis.Methods:The English-version VEINES-QOL/Sym questionnaire was translated into Chinese by forward-translation, back-translation and cultural adjustment, and approved by the original authors. It was administered to patients with deep venous thrombosis of the two local hospitals in Nanchong from Jul 2017 to Jan 2018. The internal consistency reliability and construct validity of the Chinese version of VEINES-QOL/Sym questionnaire were evaluated. Main outcome measures were as follows: Reliability was tested using Cronbach's alpha coefficient, internal consistency reliability, retest reliability, split-half reliability . Validity was verified by structure validity, content validity and criterion-related validity.Results:In pilot study, a total of 132 participates completed the questionnaire. In validity sample, a total of 335 participates completed the questionnaire. The Chinese-version VEINES-QOL/Sym questionnaire has 25 items. And it had good internal consistency and stability (Cronbach's α coefficients ranging from 0.877-0.930, split-half coefficients ranging from 0.792-0.913 and retest coefficients ranging from 0.891-0.987). The Chinese-version VEINES-QOL/Sym summary score had good criterion-related validity in the PCS (physical component summary) and MCS (mental component summary) of Chinese-version SF-36 (0.801 and 0.792). Four factors emerged from exploratory factor analysis, which named symptoms (Q1a-i, Q6), physical functioning (Q2, Q3a-d), role-physical (Q4a-d, Q5) and mental health (Q7a-e) respectively. ConclusionsThis questionnaire was shown to be reliable and valid in the Chinese language. We propose that the Chinese-version VEINES-QOL/Sym is a useful tool for local use.
Keywords: VEINES-QOL/Sym; Deep venous thrombosis; Quality of life; SF-36; questionnaire; Validity; reliability

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1. Introductiin

Deep venous thrombosis (DVT) is a common and unresolved issue associated with substantial morbidity which reported of 70–140 cases/100,000 persons in one year[1].

There is a large body of evidence which shows that patients with DVT have adverse clinical outcomes, such as mortality and recurrence, especially in the first six months [2, 3]. Hence, the assessment of adverse clinical outcomes in patients with DVT is significant. Currently, studies narrowly focus on physical symptoms and factors. Clinicians and researchers were rarely focused on self-reported quality of life in patients. Indeed, both objective and subjective instruments should general appeal in assessing the impact of DVT. Quality of life (QoL) is a multidimensional concept and has been used to mean lots of different things [4, 5]. The instruments of QoL involve both generic and disease-specific instruments [6]. The former are used to evaluate outcome in people

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from all walks of life, whereas the latter have good sensitivity and specificity in detecting the feeling and experience of specific disease in patient [7]. The 36-item Short Form Health Survey questionnaire (SF-36), the EuroQol-5D (EQ-5D) and the Nottingham Health Profile questionnaire (NHP) are widely used generic quality of life instruments in clinicians and researchers. Meanwhile, disease-specific quality of life measures, which vastly used, are the VEnous INsufficiency Epidemiological and Economic Study-Quality of Life/Symptoms questionnaire (VEINES-QOL/Sym) and the chronic venous insufficiency quality of life questionnaire (CIVIQ). To data, researchers used both generic and disease-specific instruments to evaluating the health status in patients with DVT [8-9].

The VEINES-QOL/Sym questionnaire, as the one of commonest instrument, also is a patient self-reported outcomes instrument used in evaluating patients with DVT [2, 10]. It has been used in epidemiological studies and clinical intervention studies to comprehensively evaluate the symptoms and quality of life in patients with DVT, which provide references in disease treatment, prevention of recurrence and other aspects. The questionnaire developed by Lampling was constructed based on literature review, standard translation procedures, expert review and pilot study[11]. Until now, it has been translated into a variety of languages, including Turkish, Norwegian, Dutch, Swedish, French (to use in Belgium and France), French Canadian (to use with French-speaking patients in Canada), Persian and Italian, having good validity, reliability and acceptability [2,3,6,8,11-14]. However, the VEINES-QOL/Sym questionnaire has not yet been validated in Chinese patients with DVT. Research of DVT in Chinese patients with a useful tool is of particular interest to assessment the complex factors in physical and mental. The present study aimed to validating the Chinese version of the VEINES-QOL/Sym questionnaire and exploring its psychometric properties and applicability.

So, according to literature recommendation, we adopt the procedures of forward-translation, back-translation and cultural adjustment in this study [15].

2. Materials and Methlds

2.1 Patients

Medical database was searched for the diagnosis of deep venous thrombosis from 2 hospitals in Nanchong: Affiliated Hospital of North Sichuan Medical College and Affiliated Nanchong Central Hospital of North Sichuan Medical College in Nanchong, China, from Jul 2017 to Jan 2018. An agreement and the approval of the research ethics committee from 2 hospitals and the North Sichuan Medical College was obtained before the implementation of the study.

The inclusion criteria for participants who were (1) had a confirmed diagnosis of deep vein thrombosis of the lower extremities in outpatient service, (2) 18 years or older, (3) able to complete questionnaire by independently reading or the help of researcher, and (4) be will to participate in this study and not participate in other similar studies at the same time. Participants who were mental disease, cognitive impairment, disturbance of consciousness or at the end of life were excluded.

2.2 VEINES-QOL/Sym questionnaire

The VEINES-QOL/Sym questionnaire is a 26-item questionnaire, with the items divided to measure the sub-constructs of symptoms and quality of life [11]. The former contains 10 items evaluating the frequency of symptoms from patients with deep venous thrombosis, whereas the latter contains 25 items (involving all items of the questionnaire expect Question 2) assessing the overall effect of deep venous thrombosis on the quality of life in patients [11]. The format of the SF-36 was used in the questionnaire, rated on 2-point to 7-point, high scores indicating better outcomes [11]. To easily understand the range of scores, raw scores were firstly transformed to z score equivalents (mean, 0; standard deviation, 1), and then z score equivalents were transformed to T scores (mean, 50; standard deviation, 10) [11].

For the current study, Brislin's model of translation was used to translate the original English version into Chinese.

First, the English version of the VEINES-QOL/Sym questionnaire was translated into Chinese by two independent translators (researcher A and researcher B) who are Chinese native speakers, forming Chinese version 1 and Chinese version 2. Then, researcher C organized translators to discuss, compared the differences between the two versions, and jointly determined the two versions as a translation version (Chinese version A).

Second, the questionnaire was translated from Chinese to English by an English native translator who was fluent in Chinese and was blinded to the English version questionnaire, forming English version B.

Third, an expert committee consisting of previous researchers and three bilingual experts (1 linguists, 1 nursing specialist, 1 medical specialist) who were Chinese native speakers and fluent in English compared the English and Chinese versions, jointly discussed and modified any inconsistencies, forming the Chinese version B.

Forth, cultural adaption of Chinese version B was carried out by advisory specialist and cognitive debriefing interviews. Researchers conducted advisory specialist with 14 domestic experts (including 5 clinical medical experts, 5 clinical nursing experts and 4 psychological experts). Meanwhile, researchers conducted cognitive debriefing interviews with 10 DVT patients. And then, researchers collected all kinds of opinions, discussed and revised the items with understanding differences. By cultural adaption, it was revised to form the VEINES-QOL/Sym prediction questionnaire. Then, psychometrics methods were used in the prediction questionnaire.

2.3 SF-36 questionnaire

36-item Short Form Health Survey questionnaire (SF-36) is a self-assessment questionnaire involving 36 items with 8 dimensions: physical functioning (PF), role-physical (RP), bodily pain (BP), general health (GH), vitality (VT), social functioning (SF), role-emotional (RE) and mental health (MH) [16]. The above eight dimensions are divided into physical component summary (PCS) and mental component summary (MCS) [16]. The PCS is account for the total score of PF, RP, BP and GH dimensions which is reflect the state of physical health, while the MCS accounting for the total score of VT, SF, RE and MH dimensions which is reflect the mental health status. The Chinese-version SF-36 has good reliability and validity in Chinese [17].

2.4 Data collection

Participates were searched from Affiliated Hospital of North Sichuan Medical College and Affiliated Nanchong Central Hospital of North Sichuan Medical College in Nanchong, between Jul 2017 and Jan 2018. The number of outpatients per year is about 2.86 million in the 2 hospitals. In pilot study, 132 outpatients with DVT were asked to complete the VEINES-QOL/Sym questionnaire by face to face survey. In validation sample survey, 335 outpatients with DVT were asked to complete the VEINES-QOL/Sym and SF-36 questionnaires by face to face survey. If a questionnaire was incomplete, to complete all missing items, outpatients were asked to take home the questionnaire and return it at the next visit. Demographic and clinical data of patients were collected from medical records, including gender, age, education and diagnosis.

2.5 Statistical analysis

Demographic or clinical characteristics were expressed as proportions or medians and ranges. Internal consistency reliability, retest reliability, split-half reliability, structure validity and content validity were used in the pilot sample (n=132). The criterion-related validity was used in validation sample (n=335). P-Values of <0 .05 were considered statistically significant.

3. Results

3.1 Questionnaire Modification

Questionnaire modifications included item wording modification and item exclusion.

3.2 Item wording modification

Owing to understanding difficultly for patients, a comment was added at the end of the item. The item "Restless legs" was modified to "Restless legs (It refers to the discomfort such as leg soreness during rest, which can be eliminated after exercise)".

Due to the cultural differences between Chinese and western, in the west, weddings take a long time to stand in a church. However, weddings in China are usually held in a hotel, where guests sit and watch the ceremony. So we deleted "wedding". The item "Social or leisure activities in which you are standing for long periods (e.g. parties, weddings, taking public transportation, shopping, etc...)" was modified to "Social or leisure activities in which you are standing for long periods (e.g. parties, taking public transportation, shopping, etc...)"

3.3 Item exclusion

Item that represented only one item loaded on the factor was excluded. The item, "At what time of day is your leg problem most intense?" , was excluded for this reason.

3.4 Patients

In pilot study, 47.7% were male patients, 56.1% were primary school or below education level, 65.2% were left lower extremity DVT and the range of age was 18-77(n=132). In validation sample, 51% were male patients, 51.9% were primary school or below education level, 59.1% were left lower extremity DVT and the range of age was 18-79 (n=335). The details of demographic and clinical characteristics were listed in Table 1.

Tables1 Demographic and clinical characteristics of patients with deep venous thrombosis

	Pilot Sample (n=132)		Validation Sample (n=335)
Characteristic	n (%) or median (range)		n (%) or median (range)
Gender			
Male	63(47.7)		171(51)
Female	69(52.3)		164(49)
Education			
Primary school or below	74(56.1)		174(51.9)
Junior high school	45(34.1)		112(33.4)
Senior high school	10(7.6)		36(10.7)
College	2(1.5)		10(3.0)
Bachelor degree or above	1(0.8)		3(0.9)
Diagnosis			
Left lower extremity DVT	86(65.2)		198(59.1)
Right lower extremity DVT	27(20.5)		75(22.4)
Both lower extremities DVT	19(14.4)		62(18.5)
Age, years	59.3(18-77)		57.7(18-79)

Abbreviations: DVT: deep vein thrombosis.

Psychometric characteristics

Validity

Structure validity

Bartlett'sχ^2 test of sphericity was significant (2927.438, P＜0.001) and the KaiserMeyer-Olkin measure of sampling adequacy was acceptable (0.882). It means that the data is fit for the factor analysis. We used the exploratory factor analysis (EFA) in our study. Through principal component analysis with oblique rotation, the results of the EFA revealed 4 eigenvalues greater than 1.0, which

explained 69.85%. The cutoff point of 0.40 was usually used to examine standardized factor loadings [12]. Four factors emerged from the 25 items with all item loadings greater than 0.40. So, the four factors were named symptoms (Q1a-i, Q6), physical functioning (Q2, Q3a-d), role-physical (Q4a-d, Q5) and mental health (Q7a-e) respectively, which implied the VEINES-QOL/Sym questionnaire had good structure validity (Tables2).

Tables2 Factorial structure of the Chinese version of the VEINES-QOL/Sym questionnaire (n=132)

Item	Factor loading			
	Factor 1	Factor 2	Factor 3	Factor 4
Q1a Heavy legs	0.783			
Q1h Itching	0.782			
Q1b Aching legs	0.751			
Q6 How much leg pain have you had during the past 4 weeks?	0.745			
Q1f Restless legs (It refers to the discomfort such as leg soreness during rest, which can be eliminated after exercise)	0.743			
Q1c Swelling	0.713			
Q1d Night cramps	0.698			
Q1e Heat or burning sensation	0.665			
Q1g Throbbing	0.602			
Q1i Tingling sensation(e.g. pins and needles)	0.573			
Q4c Were limited in the kind of work or other activities		0.953		
Q4b Accomplished less than you would like		0.949		
Q4a Cut down the amount of time you spent on work or other activities		0.943		
Q4d Had difficulty performing the work or other activities (for example, it took extra effort)		0.864		
Q5 During the past 4 weeks, to what extent has your leg problem interfered with your normal social activities with family, friends, neighbors or groups?		0.577		
Q7a Have you felt concerned about the appearance of your leg(s)?			0.896	
Q7d Have you been worried about bumping into things?			0.895	
Q7e Has the appearance of your leg(s) influenced your choice of clothing?			0.817	
Q7c Have you felt a burden to your family or friends?			0.808	
Q7b Have you felt irritable?			0.785	
Q3c Social or leisure activities in which you are standing for long periods (e.g. parties, weddings, taking public transportation, shopping, etc...)				0.832
Q3b Daily activities at home (e.g. housework, ironing, doing odd jobs/repairs around the house, gardening, etc...)				0.803
Q2 Compared to one year ago, how would you rate your leg problem in general now?				0.784
Q3a Daily activities at work				0.702
Q3d Social or leisure activities in which you are sitting for long periods (e.g. going to the cinema or the theater, travelling, etc...)				0.629

3.5 Content validity

The S-CVI value of the summary score was 0.97, the S-CVI values of the dimensions were 0.96-0.99, and the I-CVI values of all items were 0.86-1.00 in the Chinese-version VEINES-QOL/Sym questionnaire, indicating good content validity (Tables3, Tables4).

Tables3 Scale-level content validity index (S-CVI) for each item of the Chinese version of the VEINES-QOL/Sym questionnaire (n=132)

Dimension	S-CVI
Sym	0.97
PF	0.99
RP	0.97
MH	0.96
VEINES-QOL/Sym-SS	0.97

Abbreviations: VEINES-QOL/Sym-SS: VEINES-QOL/Sym summary score; Sym: symptoms; PF: physical functioning; RP: role-physical; MH: mental health.

Note: Each S-CVI was calculated based on 14 experts' ratings of item relevance.

Tables4 Item-level content validity index (I-CVI) for each item of the Chinese version of the VEINES-QOL/Sym questionnaire (n=132)

Item	I-CVI
Q1a Heavy legs	0.93

Q1b Aching legs	1.00
Q1c Swelling	1.00
Q1d Night cramps	1.00
Q1e Heat or burning sensation	1.00
Q1f Restless legs (It refers to the discomfort such as leg soreness during rest, which can be eliminated after exercise)	0.86
Q1g Throbbing	1.00
Q1h Itching	1.00
Q1i Tingling sensation(e.g. pins and needles)	0.93
Q2 Compared to one year ago, how would you rate your leg problem in general now?	0.93
Q3a Daily activities at work	1.00
Q3b Daily activities at home (e.g. housework, ironing, doing odd jobs/repairs around the house, gardening, etc...)	1.00
Q3c Social or leisure activities in which you are standing for long periods (e.g. parties, weddings, taking public transportation, shopping, etc...)	1.00
Q3d Social or leisure activities in which you are sitting for long periods (e.g. going to the cinema or the theater, travelling, etc...)	1.00
Q4a Cut down the amount of time you spent on work or other activities	0.93
Q4b Accomplished less than you would like	1.00
Q4c Were limited in the kind of work or other activities	1.00
Q4d Had difficulty performing the work or other activities (for example, it took extra effort)	0.93
Q5 During the past 4 weeks, to what extent has your leg problem interfered with your normal social activities with family, friends, neighbors or groups?	1.00
Q6 How much leg pain have you had during the past 4 weeks?	1.00
Q7a Have you felt concerned about the appearance of your leg(s)?	0.93
Q7b Have you felt irritable?	0.93
Q7c Have you felt a burden to your family or friends?	1.00
Q7d Have you been worried about bumping into things?	1.00
Q7e Has the appearance of your leg(s) influenced your choice of clothing?	0.93

Note: Each I-CVI was calculated based on 14 experts' ratings of item relevance.

3.6 Criterion-related validity

In this study, the Chinese-version SF-36 was used to test validity of the Chinese-version VEINES-QOL/Sym, high score of correlation coefficient indicating better criterion-related validity. The criterion-related validity between the Chinese-version VEINES-QOL/Sym summary score and the two summary scores of the Chinese-version SF-36(PCS and MCS) were 0.801 and 0.792 respectively, indicating good criterion-related validity. The correlation coefficients between 4 sub-questionnaires of VEINES-QOL/Sym and 8 dimensions of SF-36 were significant ($P<0.01$), except the correlation coefficient between the sub-questionnaire "symptoms" and the dimension "general health" (Tables5).

Tables5 criterion-related validity between the Chinese version of the VEINES-QOL/Sym questionnaire and the SF-36 questionnaire（n=335）

SF-36 dimension	VEINES-QOL/Sym-SS	Sym	PF	RP	MH
PF	0.773 [a]	0.548 [a]	0.755 [a]	0.589 [a]	0.567 [a]
RP	0.643 [a]	0.377 [a]	0.592 [a]	0.670 [a]	0.477 [a]
BP	0.643 [a]	0.559 [a]	0.522 [a]	0.388 [a]	0.488 [a]
GH	0.216 [a]	0.000	0.213 [a]	0.274 [a]	0.315 [a]
VT	0.621 [a]	0.402 [a]	0.516 [a]	0.392 [a]	0.684 [a]
SF	0.746 [a]	0.501 [a]	0.697 [a]	0.597 [a]	0.595 [a]
RE	0.661 [a]	0.397 [a]	0.592 [a]	0.660 [a]	0.514 [a]
MH	0.548 [a]	0.340 [a]	0.384 [a]	0.346 [a]	0.689 [a]
PCS	0.801 [a]	0.533 [a]	0.733 [a]	0.689 [a]	0.620 [a]
MCS	0.792 [a]	0.499 [a]	0.688 [a]	0.662 [a]	0.715 [a]

Abbreviations: VEINES-QOL/Sym-SS: VEINES-QOL/Sym summary score; Sym: symptoms; PF: physical functioning; RP: role-physical; MH: mental health; BP: bodily pain; GH: general health; VT: vitality; SF: social functioning; RE: role-emotional; PCS:

physical component summary; MCS: mental component summary.

[a] P＜0.01.

3.7 Reliability

The internal consistency reliability, split-half reliability and retest reliability were tested in this study. The Cronbach's α coefficients were 0.930 for the VEINES-QOL/Sym summary score, 0.911 for symptoms, 0.877 for physical functioning, 0.956 for role-physical, and 0.917 for mental health, indicating good internal consistency reliability. The split-half coefficients were 0.792 for the VEINES-QOL/Sym summary score, 0.913 for symptoms, 0.834 for physical functioning, 0.858 for role-physical, and 0.881 for mental health, indicating good stability and internal consistency.

The retest coefficients were 0.929 for the VEINES-QOL/Sym summary score, 0.904 for symptoms, 0.891 for physical functioning, 0.987 for role-physical, and 0.939 for mental health, again indicating good stability. The Item-total correlations were 0.494-0.747, which indicated all items have good correlation with the VEINES-QOL/Sym questionnaire (Table 6).

Tables6 Reliability and Item-total correlation of the Chinese version of the VEINES-QOL/Sym questionnaire

Dimension	Content consistency reliability (n=132)	Split-half reliability (n=132)	Retest reliability (n=20)	Item-total correlation (n=132)
VEINES-QOL/Sym-SS	0.930	0.792	0.929	0.494-0.747
Sym	0.911	0.913	0.904	0.505-0.701
PF	0.877	0.834	0.891	0.494-0.726
RP	0.956	0.858	0.987	0.647-0.747
MH	0.917	0.881	0.939	0.525-0.564

Abbreviations: VEINES-QOL/Sym-SS: VEINES-QOL/Sym summary score; Sym: symptoms; PF: physical functioning; RP: role-physical; MH: mental health.

4. Discussion

The purpose of this study was to develop a Chinese version of the VEINES-QOL/Sym for measuring quality of life among Chinese patients with deep venous thrombosis.

By reason of Dr. Lamping, the author of VEINES-QOL/Sym questionnaire, passed away in 2011, there is no copyright or fee about the VEINES-QOL/Sym questionnaire. Based on literature review, we completed the forward-translation, back-translation and cultural adaption for the VEINES-QOL/Sym questionnaire. Moreover, we verified the Chinese version questionnaire by the way of the psychological measurement of questionnaire which includes the test of reliability and validity (such as internal consistency reliability, retest reliability, split-half reliability, structure validity, content validity and criterion-related validity) in patients with deep vein thrombosis.

The evidence of the structure validity of the Chinese version VEINES-QOL/Sym was supported by the exploratory factor analysis (EFA). The EFA extracted four factors: "symptoms", "physical functioning", "role-physical" and "mental health", accounting for 69.85% of the cumulative variance. The sub-questionnaire of "symptoms" contains 10 items (Q1a-i, Q6) which can evaluate the frequency of symptoms. The sub-questionnaire of "physical functioning" contains 5 items (Q2, Q3a-d) which can evaluate the effects of normal physical activity due to leg problems. The sub-questionnaire of "role-physical" contains 5 items (Q4a-d, Q5) which can evaluate the functional limitations due to leg problems. The sub-questionnaire of "mental health" contains 5 items (Q7a-e) which can evaluate the mental health effects of leg problems. In this study, the VEINES-QOL/Sym questionnaire has good structure validity.

14 experts were invited to test the content validity, in our study. Likert 5 rating method is used for each item, which is divided into "very appropriate, appropriate, general, inappropriate, and very inappropriate". The S-CVI value of the summary score was 0.97, the S-CVI values of the dimensions were 0.96-0.99, and the I-CVI values of all items were 0.86-1.00 in the Chinese-version VEINES-QOL/Sym questionnaire. It is indicated that the Chinese version of VEINES-QOL/Sym questionnaire has reasonable content validity.

The format of English-version SF-36 was used in the English-version VEINES-QOL/Sym. Meanwhile, the both have good criterion-related validity in previous study [12]. According to literature review, the Chinese-version SF-36 was used to verify the criterion-related validity in our study. The criterion-related validity between the Chinese-version VEINES-QOL/Sym summary score and the two summary scores of Chinese-version SF-36 (PCS and MCS) were 0.801 and 0.792 respectively, indicating good criterion-related validity.

The Cronbach's α coefficients of the VEINES-QOL/Sym summary score, symptoms, physical functioning, role-physical and mental health were 0.930, 0.911, 0.877, 0.956 and 0.917 respectively. The split-half coefficients of the VEINES-QOL/Sym summary score, symptoms, physical functioning, role-physical and mental health were 0.792, 0.913, 0.834, 0.858 and 0.881 respectively. The retest coefficients of the VEINES-QOL/Sym summary score, symptoms, physical functioning, role-physical and mental health were 0.929, 0.904, 0.891, 0.987 and 0.939 respectively. They were indicated that the Chinese version of VEINES-QOL/Sym questionnaire has good internal consistency and stability. The Chinese version VEINES-QOL/Sym questionnaire can comprehensively evaluate the quality of life of DVT patients, which is of great significance for the formulation of targeted intervention strategies in clinical practice.

This study also had some potential limitations. In our study, the questionnaire has only been used preliminarily in clinical. As a tool for DVT patients' quality of life assessment, it can be used in future studies to further carry out the intervention studies on DVT patients' quality of life. Meanwhile, owing to the limitations of time, investigation area, research funds and other objective conditions, our study only conducted a cross-sectional survey of DVT outpatients in two hospitals in Nanchong city. Geographical limitations may affect the representativeness of samples. We hope to conduct further studies in multiple regions and populations in the future

research.

In conclusion, this study preliminarily completed the introduction, revision and preliminary clinical application of the VEINES-QOL/Sym questionnaire. There are 25 items in the Chinese-version VEINES-QOL/Sym questionnaire. And it is composed of four sub-questionnaires: symptoms, physical functioning, role-physical and mental health. The questionnaire meets the requirements of psychometrics and it conforms to cultural background and expression habits in Chinese. It has good reliability and validity in DVT patients. So, it can provide disease-specific quality of life measures in Chinese patients with DVT. And it is applicable to the measurement of quality of life in Chinese patients with DVT.

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Original Research Article

How Does the Theory of Marketing Mix Affect Consumer Behaviours, with the Development of Fandom Economy?

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Abstract: Fandom economy is becoming an increasingly hot topic in current society. Therefore, researching on such a newly-emerging phenomenon is worthy of being done. Through the analysis of "celebrity effect", also called "idol culture" in this dissertation, fans behaviours and the business model of entertainment company by the theories from marketing area, it could help to find out the supply chain of this industry and understand the fundamental reasons why fandom economy occurs.
Keywords: Market Economy; Fans idol Culture; Social Platform

Preface

This dissertation will be divided into five chapters: introduction, literature review, methodology, results and analysis, and conclusion. In the first chapter, the researcher will introduce the background information about fandom economy, consumer behaviours, and a brief overview of theories: models of marketing mix. In the second chapter, the researcher will give a thorough review of literatures and theories, making comparisons between the previous study and the current research demands. As for the third part, methodologies will be introduced in details, and the design of survey will be primarily ensured. The researcher would choose quantitative methodology, and prefer to questionnaire, as the way of data collection. The fourth chapter is to present the survey results and analysis. In this chapter, the researcher will mainly summarize the consumer behaviours, surveys their attitudes towards idols and the management company. Finally, the overall conclusion could be given. The researcher will also critically add limitations to this part.

1. Chapter 1 Introduction

1.1 Background

1.1.1 Introduction to Fandom Economy

Fandom economy, or fans economy, deriving from entertainment industry, is the consequence of consumerism. The essence of fandom economy is the business model that creates a relationship between celebrities and their followers, and makes the process of celebrity admiration profitable. (Grinnell College, 2019)

Fans refer to a group of people who admire an organization or individual with great passions and spend time or money on them. The concept of fans, in the broad sense, could date back to Victorian Time, primarily refers to the religious fanatics. (Staiger and Hake, 2009) And when it came to 1960s-1970s, with the recovery and development of economy after World War II, the sports and entertainment industries such as movies and pop music began to thrive rapidly, which led to a prosperity of fans group of these sports and movie stars. This kind of group spontaneously give support to the celebrities who they admire, which laid the foundation of fandom economy in the post-modern time.(Fiske, 1992) After 21st century, fandom economy became more professional and commercial, because many entertainment companies began to take the initiative to package stars for the tastes of fans, with fixed procedures. In this condition, stars or celebrities are more likely to be assumed as "commodities", while their fans or followers could be regarded as "consumers", because the companies charge them for the shows and performance of celebrities.

1.1.2 Introduction to Idol Culture and Its Connection with Fandom Economy

This dissertation will mainly focus on the "idol culture" which is included in the range of fandom economy, especially exists in East Asian countries, such as China, Japan and South Korea. Idol culture is a kind of profitable subculture in current society. Here, "idol" means a specific branch of entertainment celebrities, and specially refers to the ones who are packaged with a stylized process by their companies. Most of them debut as groups or bands. They signed a contract with companies at early age, and received singing and dance training under the guidance of professional teachers. The entertainment company put them onto the market, and charged their fans for the purpose of supporting activities and concert tickets. (Deng and Zhou, 2018) A representative of this packaging model is the K-pop group. Besides it, in China and Japan, they also have their national idol groups packaged in such a similar way.

In China, for example, there is a popular group named TFBOYS which could be regarded as a typical product of idol culture and fandom economy, in recent years. This boy group consists of three members: Karry Wang, Roy Wang and Jackson Yee. They entered their management company, Time Fengjun Entertainment, as trainees at the age of 11 and 12, and debuted in 2013 as the youngest

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Chinese idol group. The band became famous in 2014, with their hit song Manual of Youth throughout China and Asia. (Wang, 2016) Because of their youthful and positive image among teenagers, the group was praised highly by Chinese official government. And they are also cited as one of most influential acts to shape the national entertainment industry by assisting to spread Mando-pop internationally and are dubbed as one of most successful Chinese boy group to hit mainstream media in terms of sales, influence and endorsement value. They have been ranked in Forbes China Celebrity 100 for 4 continuous years since 2015, and have an estimated commercial value of more than 430 million USD (equals to 3 billion CNY) combined from group endorsements and branding in 2018. (Straits Times, 2017) In addition, they owned more than 200 million followers on Sina Weibo, a well-known social media platform in China. (Kan, 2017)

1.2 Theoretical Guidance

1.2.1 Introduction to the Theory of Marketing Mix

The theory of marketing mix mainly includes several types of models whose evolution process will be introduced in details, in the next chapter. This part will only focus on the content of three main models of marketing mix: 4Ps model.

4Ps model consists of four dimensions: "product", "price", "place" and "promotion". Among them, "product" refers to items that satisfies customers' demands. It could be tangible commodities and intangible services. (Needham, 1996) "Price", means the amount of money that consumers pay for the product, which is decided by value of product, and fluctuates around it. (Marx, 1865) "Place" means the accesses to carry out transactions. In other words, it means to provide customers with convenience to get in touch with the products. (Wright, 1999) "Promotion", including elements of advertising, PR (public relations), sales and direct marketing, refers to marketing communications. (Rajagopal, 2007)

1.2.2 Connections between the Theory and Fandom Economy

Interested in fandom economy, and given that it is existing in a commercial market, there is a significance to research it with 4Ps model. Specifically speaking, this dissertation will respectively analyse how fandom economy works in the four dimensions of "product", "price", "place" and "promotion"; or the dimensions of "consumer", "cost", "convenience" and "communication". And it will summarize the business model of this "idol" industry and give some reflections. Through the study and analysis of fandom economy with marketing literatures and models, it might help to acquire aspirations about the current entertainment market.

1.2.3 Research Purpose

Although there has been essays or reports written about fandom economy, most of them researched on the fans of sports celebrities in America and Europe. For entertainment celebrities, especially for idols in East Asia, the number of researches is comparably few. So, there is a significance to study on this topic that fewer researchers have explored.

Furthermore, idol culture or fandom economy is a newly-updated topic, which may cause widespread concerns among the public. Through the research of this topic, the researcher could acquire more critical reflections on current commercialized entertainment industry and the subculture of fan groups, which might help to attract more attention to East Asian idols and fandom economy.

2. Literature Review

2.1 Approaches to Fandom Economy

This dissertation will use deductive approach to study fandom economy. Deductive approach, opposite to induction, is the process of reasoning from one or more statements to reach a logically certain conclusion. (Hendricks, 2005) It needs to firstly propose the theory, then to test and explain it with a study. On the other hand, the process of study, including research design, data collection and analysis, and summaries of results, should be under the guidance of the theory which is presented in the beginning. (Bryman and Bell, 2015; Saunders et al., 2016)

2.2 Development of the Theory of Marketing Mix

The theory of marketing mix means a series of marketing tools that the firm uses to attract consumers and achieve the goal of making profit, in the target market. (Kolter, 2000) Since the birth of Marketing, it has experienced five stages—4Ps theory (product, price, place, promotion).

4Ps theory was defined by E. Jerome McCarthy in 1960. He presented a framework with four dimensions of "product", "price", "place" and "promotion", for marketing management decisions making. (McCarthy, 1964) In 1980s, because the 4Ps theory, also called contemporary marketing mix, was not able to meet the demands of marketers for practical use, theorists began to make some upgrades on the basis of the original theory.

2.3 History of Research on Fandom Economy

2.3.1 Early Phase (1990-2000): Focus on Sports and Music Fans

The majority of researches on fandom economy started in 1990s, mainly focused on the fans of sports and music. For sports fans, most of them studied on football fans, because of the popularity of World Cup, and European football teams at that time. And as for music fans, they mainly studied on the fans of musical bands such as the Beatles and Queen.

2.3.2 Developing period (2000-2015): Transfer to the fans of Entertainment Celebrities

After the year of 2000, the entertainment industry became more commercial and prosperous, with more modelized process of star packaging. Fan-oriented idols or idol groups began to form, and quickly occupied the entertainment market, especially in some Asian countries. Therefore, researchers moved their sights to this brand-new area. And more researches of fandom were connected with business and marketing.

2.3.3 Recent Period (Since 2015): Timely Updated

During the recent years, studies on fandom economy have witnessed a timely update, which means the investigated subjects mostly become the fans of pop stars and band groups. For example, the chapter Fan Economy and Consumption Fandom of Korean Music Bands in China of book The Korean Wave: Evolution, Fandom, and Transnationality has studied the consumer behaviours of

K-pop fans, such as buying idol related products, fan meeting and concert tickets (Zhang and Fung, 2017). Furthermore, the article Research on the Behaviour of Idol's Related Product Reseller under the Background of "Fans Economy" —Monthly Photography of SNH48 as an Example (Deng and Zhou, 2018) also investigated the same aspect as the previous one, and narrowed the range of idol groups by taking one specific group as a case.

2.4 Summary and Rationale

Moreover, in today's China, an increasing number of domestic idols are trained and packaged by many native entertainment companies. And since Chinese government imposed a ban on South Korean entertainers in 2016, due to the military system of "Terminal High-Altitude Area Defence" (THAAD), these native idols have been promoted, and replaced their popularity in Chinese market. (Huanqiu, 2016) Therefore, the fans of Chinese idol group also need to be investigated, which might have some difference with South Korea and other East Asian countries; but there are few researchers to do it. The next chapter will present the methodologies to answer the research questions, which specially focuses on the fans of Chinese idol group.

3. Methodology

3.1 Philosophy of Research

3.1.1 Philosophical Considerations

Research philosophy refers to a system of beliefs and assumptions about the development of knowledge, (Saunders et al., 2016) which means different philosophical dimensions, including ontology, epistemology, and axiology.

In terms of this dissertation, it may involve ontology and axiology in interpretivist position, and epistemology in positivistic position. Because the study of fandom economy mainly belongs to the field of social humanities and social science, rather than natural science, and it is difficult to accurately measure or calculate fans' behaviours and motivations with scientific and mathematic. In other words, the value of admiring celebrities mainly originates from fans' subjective phycological affections, which is hard to quantify. Therefore, the ontology and axiology could be discussed in interpretive position. But as for the process of epistemology, the sample group, also called respondents, still needs to be investigated from objective or positivistic position.

3.1.2 Research Approach

As for the selection of approach, the researcher tends to choose deductive approach instead of induction. Induction or inductive approach means to develop the theory by researching; while deductive approach needs to propose the theory or hypothesis at first, then testing it by conducting a research. (Bryman and Bell, 2015; Saunders et al., 2016) The difference between them is the sequence of the theory and the designed research.

For this dissertation, based on the research question, it aims to study and analyse the effects that marketing mix has, for consumers, which means that the theory should be primarily presents, so that the researcher could use the theory to study on its practical influence. Therefore, deductive approach could be more suitable for this research.

3.1.3 Research Design

As it is mentioned in the last part, this research will be conducted with both positivism and interpretivism. But the approach will tend to be deduction. So, the methodology could be mainly focus on quantitative research.

Quantitative methods include objective measurements and the mathematical, statistical or numerical analysis of data collected through polls questionnaire, and surveys, or by manipulating pre-existing statistical data using computational techniques, (Given, 2008) Unlike the qualitative methods which are empirical research methods where the data are not in the form of numbers (Punch, 1998).

3.2 Data Collection

The process of data collection could be divided into the collection of primary data and secondary data. Primary data, also called raw data, refers to the data, such as numbers and figures, gathered by researchers in person, according to the results of surveys. (Kitchin, 2014) But secondary data emphasizes the data acquired from others or other resources, including government reports, journals, records of social organizations, etc, not directly collected by researchers themselves. (Saunders et al., 2016)

For this study, the researcher will firstly conduct primary data collection by looking up journal reports and other reliable sources, because it helps the researcher to be familiar with the background information and some general figures that are not easy to be counted by sampling survey. Take TFBOYS as an example, the price of their concert tickets that will be listed in the next chapter is from the news of Global Times, which could be one of the secondary data.

As for primary data collection, it is the key point of the research, which will be particularly introduced in this chapter.

3.2.1 Method of Data Collection

Because the use of quantitative methods, the researcher will choose questionnaires to conduct data collection. Questionnaire is one of ways of survey to collect data, different from other survey techniques, such as structured observations and interviews. (Saunders et al, 2012) It is commonly used on the collection of data with large sample scale and testify a theory or specific hypothesis.

3.2.2 Questionnaire Design

In order to acquire significant sample, it is better to survey the fans who have spent money on their idols, which makes the survey non-random. The sample size should be 100 to 200 people. In order to have an access to the respondents, the researcher will join in their chat group on social media, such as Weibo, WeChat, and QQ chat group, which are the China's mainstream social media platforms. Because of the social distance that fans are scattered in different geographic places, it is not practical to give them paper questionnaire, and the online questionnaires should be more reasonable. By sending them questionnaire link, the researcher can acquire the first-hand resources about their thoughts and behaviours, which enables the primary data be collected.

3.3 Reliability and Validity

The researcher would use pilot test to test the reliability and validity. Pilot test, also called pilot study or pilot experiment, is a

small-scale preliminary study conducted in order to evaluate feasibility, duration, cost, adverse events, and improve upon the study design prior to performance of a full-scale research project. (Thabane et al., 2010)

Taking the participants' feedback into considerations, the researcher made some revisions for the questionnaire, with cutting down the question number and changing the last open question into closed one.

3.4 Ethical Standards

Research ethics refer to the standards of behaviour that guide the conduct in relation to the rights of those who become the subject of the researcher's work, or are affected by it. (Saunders et al., 2016)

Specifically speaking, to begin with the study, the researcher should make a consent form for the respondents. For example, before the researcher shared the online questionnaire links in the chat group of TFBOYS fans club, all of them should be confirmed that they would be investigated and understood the aims of the researcher's survey.

In addition, the researcher ensures the confidentiality of respondent's personal information, and makes a promise that all the data should be only used for this dissertation, not for any other commercial and uncommercial purposes.

Last but not least, though the respondents are not vulnerable people, the researcher should still be careful and respect them, especially for some teenager student fans. The researcher needs to make the ways or methods of survey as neutral as possible, without giving any subjective judgement to their behaviours of worshiping idols.

4. Results and Analysis

4.1 Results and Discussion of the Questionnaire

The questionnaire totally collected 162 responses with the survey software Qualtrics. All the respondents were anonymous and identified as the fans of TFBOYS. This part will summarize the data, based on the three sections of questionnaire: personal information, consumer behaviours, and satisfaction; and analyse it with SPSS and marketing mix models.

4.1.1 Results and Discussion of "Personal Information"

According to the bar chart shown in Appendix 6, the majority the fans of TFBOYS are young females (accounting for 94%); and most of them are at the age of 18-35. As for career situation, about 41% of the fans are students, whereas 59% have worked. Therefore, these students could mainly be college or university students, as most of them were adults. For the channel that they know this band, 91% fans are familiar with them through online self-social media.[1]

4.1.2 Results and Discussion of "Consumer Behaviours"

The vast majority of fans choose to purchase for their idols directly, compared with making a donation to the intermediators like fan clubs. They mainly prefer to spend money on their idol's works, including albums, movies and TV series, etc. Besides it, the commodities which are endorsed by the band and the supporting products and concert tickets, could be the second and the third most preferable selections that they consume for idols.

In terms of the amount of expenditure which they annually pay for supporting the band, most fans spend under 1000 RMB and 1000-10,000 RMB on it, making up around 35% and 39%, respectively. As for the sources of funds, working and earning by themselves occupied more proportion than sponsored by parents, which is 48% versus 36%; because, as it mentioned above, there are more office workers than students the band's fans group.

4.1.3 Results and Discussion of "Satisfaction"

This section aims to survey "consumer satisfaction" about the "products". In this economic circumstance, fans could be regarded as "consumers", and the band could be the "products".

The researcher finds that fans' satisfaction with their idols is negatively correlated with the satisfaction with the management company (shown as the scatter plot by SPSS below). The majority of fans are very satisfied with the idols, but not satisfied with the company.

4.2 Analysis with Models of Marketing Mix-4Ps Model

4.2.1 Product

When the band has a certain popularity, some other derivative products might occur. These derivative products could be mainly divided into four categories: supporting products and tickets, commodities endorsed by group members, their works, and online music lists.

Based on the survey results above, what the fans of TFBOYS attach most importance to is the "works" which makes up the largest proportion among the four categories of derivate products. The reasons are that idols are currently stereotyped as the "eye candy" which refers to the celebrities who only give people visual enjoyment with their good appearances, but have little competence to be specialists, compare with professional singers, dancers, actors or actresses. Masses usually believe that idols earn a living by their fans, instead of works which are universally known and accepted by normal audiences except fans. (Zhou, 2017) Therefore, make their idols' works, including musical, film and television works, be widely appreciated by the public becomes an important goal for fans. To achieve it, they spare no effort to heat the music list and promote the movie and TV series they are starring in, so that their idols' capacities of singing and acting could be commonly discussed and accepted by other people.

4.2.2 Price

Price is the reflection of products. In fandom economy, Price reflects the commercial value of idols, generally speaking. The more popular the idols are, the higher they are paid, which means that the advertising fees and remuneration of movies and TV series for top stars are much expensive than the B or C listers. Taking TFBOYS as an example, they are cited as the most influential Chinese group to hit mainstream media in terms of sales, influence and endorsement value, with more than 20 million followers in Sina Weibo in total and a top rank in Forbes China Celebrity list. Since 2015, the group's commercial has approximately reached 3 billion CNY, which indicated that their "price" is expensive because of the high popularity. (Kan, 2017)

The reason why the band is marked at such an expensive price is that, its consumer demands exceed the supply. Because the band owns a large number of fans who have strong demands on their concert tickets and endorsed products, etc, it usually leads to a situation that the quantity of products offered by their management company cannot meet consumers' needs. In microeconomic terms, this phenomenon is called "demand surplus". (Case and Fair, 1994) When consumer demands exceed supply, the market could be oriented by suppliers or sellers, which is called "Seller's Market" (Krugman et al., 2007). Due to the demand of fans exceeds the number of products that the management company can provide, the price of the existing products could be risen, and keep a high level for long time.[2]

4.2.3 Place

Given that the business of fandom economy is not a completely physical industry, the places where it was conducted are mainly in the virtual world of Internet. Because the idols are usually untouchable for fans and they only communicate with fans through their online social accounts, the most business transactions and interactions between both subjects are carried out online. Although they could physically see each other in concerts or fans meeting, the majority of time in adoring idols is spent online.

A crucial reason for this phenomenon is the rapid development of self-media. With the update of information technologies, the growth of Internet users in China has reached 710 million, up to June 2016. Among them, mobile phone users have reached 656 million, increasing from 90.1% to 92.5%, (CNNIC, 2016) which means Internet users are becoming fonder of mobile phones to surf online in the recent years, because the devices are very easy to carry with, so that they can browse the webpages conveniently and frequently.

4.2.4 Promotion

Since it is one of commercial activities, it is important for fandom economy to take good promotion or marketing strategies, because the entertainment companies need to publicize the "products"-the idols they cultivated-as wide as possible, in order to attract more people to become their fans and make more profit. As it mentioned above, self-media is the main channel for the promotion of current celebrities in China.

Take TFBOYS as an example, the band firstly caught the public's eyes by covering the song of Onion from Mayday, a Taiwanese rock band, in 2013. The video of cover version won millions of reposts by several self-media bloggers. (Law, 2019) After that, the band skyrocketed to fame when the song Manual of Youth kept five-week champion on the music list of YinYueTai in 2014, not only owing to the participation of fans, but also the online platform that provides them with the place for publication.

4.3 Test for Reality and Validity

To begin with, the researcher uses SPSS to calculate the Cronbach's Alpha (Sijtsma, 2009) of the data, collected by the questionnaire. And the value is 0.547, whose internal consistency is poor. To increase Cronbach's Alpha and make the survey acceptable, the researcher eliminates some invalid responses with incomplete answers, and finally made the value become 0.6932, which could be roughly equivalent to 0.7.

5. Conclusion

5.1 Research Purposes

This dissertation aims to use the theories of marketing mix to research on the consumer behaviours of fans, in the background of fandom economy. The researcher took the fans group of a popular Chinese band TFBOYS as an example, in order to find out the influence that idol culture has on Chinese, especially on young generations. The fundamental purpose is to study the phenomenon of the idol culture from economic perspective.

5.2 Research Significance and Implication

5.2.1 For Academy

There are a few researches about fans and idols, especially for Chinese idols, in economic field, and this dissertation could be a reference to the future researchers who would continue to study on this topic. Moreover, it connected theories of marketing with fandom economy, enriching and developing the theories in practice.[3]

5.2.2 For Economy

As a part of tertiary industry, entertainment industry plays an increasingly important role, owing to the thriving of idol culture and fandom economy. This research lists an obvious supply chain of this industry, and discussed relationship between objectives of consumers (fans) and merchandises (entertainment companies), which could help to give a hint for these companies to provide better services and products-packing idols with better quality and professional skills-for consumers.

5.2.3 For Society

This research not only presents the profit model of fandom economy and idol industry, but also give the public a chance to see the implicit problems for the society, and help them to make more rational and moral choice, when they have demand on these idols. In addition, it might help government to start an awareness of reasonable supervision for this industry, and urges the entertainment to give teenagers a positive leading to worship idols.

5.3 Limitations

In the first place, time limitation may affect the completeness of the survey. For example, in this research, interview is merely considered as an alternative form of data collection. However, to acquire more qualitative data such as the thoughts, emotions and psychological movement of fans, and their motivations to worship the band; interview could be a proper way to help the researcher understand them more deeply. Through the oral communication with fans, the researcher would have a more direct and specific impression on them, which might make up the lack of voice and image in questionnaires. But because the longest time of survey is only one month, the researcher does not have enough time to conduct both questionnaires and interviews, since the interview needs careful preparations that the researcher should ask for the permission of interviewees, write the scripts and test the equipment of video

or audio recorders in advance.

6. Conclusion

In the second place, the quantitative research does not contain enough direct mathematic analysis, including variables analysis and scales in data analysis. In other words, more questions in the questionnaire should be designed as scales, so that the data can be analysed by SPSS more easily. Besides some simple statistics of proportion, the data analysis should reflect more significant information, like covariance, correlation, and regression, etc.

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Original Research Article

Research on the Construction of the Second Classroom of Innovation and Entrepreneurship in Industry Characteristic Universities

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Abstract: The study conducted a survey among the university with typical industry characteristics and analyzed the current situation together with problems about the construction of the second classroom of innovation and entrepreneurship education. It found that the positive role of the second classroom was generally recognized by college students. However, there were some deficiencies in the second classroom of innovation and entrepreneurship, such as, low participation rates, utilitarian tendency and inefficiency of comprehensive management etc. In order to promote the development of the educational function of the second classroom, the incentive mechanism of innovation and the entrepreneurship evaluation should be improved, the faculty building and integrated management in second classroom of innovation and entrepreneurship should be strengthened on the premise of confronting the role about the second classroom of innovation and entrepreneurship.

Keywords: Industry characteristic university; Innovation and entrepreneurship; Second classroom

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1. Research Background And Problems

With the in-depth development of world multi-polarization and economic globalization, scientific and technological progress is changing with each passing day, and the talent competition is becoming increasingly fierce. The key to China's future development and national rejuvenation lies in talents and education. In 2010, [The Outline of the National Medium and Long-term Education Reform and Development Plan (2010-2020)] was issued, which pointed out that "people-oriented, comprehensive implementation of quality education", and improving students' "sense of social responsibility to serve the country and the people, innovative spirit to explore and practical ability to solve problems"; In the same year, [The Opinions of the Ministry of Education on Vigorously Promoting Innovation and Entrepreneurship Education in Colleges and Universities and College Students' Independent Entrepreneurship] pointed out that it is necessary to "widely carry out innovation and entrepreneurship practice activities", "enrich students' innovation and entrepreneurship knowledge and experience, and promote students' innovation energy and entrepreneurship ability"; In 2015, [The Implementation Opinions of the General Office of the State Council on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities] was issued to "speed up the cultivation of innovative and entrepreneurial talent teams with large scale, innovative spirit and courage to devote themselves to practice"; In 2017, order No. 41 of the Ministry of Education of the People's Republic of China promulgated [The Regulations on the Administration of Students in Colleges and Universities], requiring colleges and universities to encourage college students to participate in innovation and entrepreneurship practice through credit conversion, major transfer, suspension and other regulations. China pays more and more attention to innovation and entrepreneurship education and takes building an innovative country as an important national development strategy. As an important extension of the first classroom, the second classroom is of great significance in making up for the lack of practical experience of students and the limitations of entrepreneurship education in the first classroom in colleges and universities. At the same time, with the development of society and the deepening of education and teaching reform, the content and form of the second classroom in colleges and universities should be continuously expanded and innovated.

Industry characteristic university is an important part of China's higher education. It refers to a university or college that relies on the industry, focuses on the needs of the industry and aims at the characteristics of the industry to cultivate high-quality professionals for specific industries[1]. In the late 1990s, in order to overcome the disadvantages of running schools by departments, China carried out the reform of higher education system guided by "co-construction, adjustment, cooperation and merger"[2]. At the same time, with the withdrawal and merger of a large number of industrial departments, after 2000, most of the ordinary colleges and universities directly under the relevant ministries and commissions of the former State Council have been put under the jurisdiction of local governments or the Ministry of Education directly, and a new mechanism of central and provincial management and overall management of provincial governments has been gradually formed. The history of higher education running by industrial departments has basically ended.

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After long-term accumulation and precipitation, industry characteristic universities have distinctive school running characteristics and prominent discipline advantages. They have trained a large number of excellent innovative talents and industry technical backbone for the industry and become an important scientific research and talent training base for the industry. With the social development and the reform of higher education, it is facing the transformation from the basic pattern of "establishing relying on the industry and developing through serving the industry" to "going out of the industry and leading and surpassing the industry"[3]. Under the background of "mass entrepreneurship and innovation", how to strengthen the reform of innovation and entrepreneurship education in industry characteristic universities and how to open up a way for the cultivation of innovation and entrepreneurship talents through the construction of the second classroom are major issues worthy of consideration and research.

2. Research on The Second Classroom of Innovation And Entrepreneurship

The second classroom refers to the educational practice activities relative to the first classroom, that is, the practice of various activities that students voluntarily participate in and carry out in an organized and planned manner outside the specified teaching plan courses, including political, academic, public welfare, entertainment and other activities[4]. The second classroom of innovation and entrepreneurship in colleges and universities mainly refers to various extracurricular activities around the theme of innovation and entrepreneurship participated by college students.

In order to enhance the pertinence and representativeness of the research, the author takes North China Electric Power University, a typical industry characteristic university, as the object to carry out in-depth research. North China Electric Power University was established in 1958. With the reform of higher education and power system, it was transferred to the Ministry of Education in 2003, and a council was established to participate in the joint construction. Taking talent training as the fundamental task, the university has formed the talent training characteristics of "strengthening foundation, emphasizing practice, improving ability and seeking innovation". Since its establishment, the university has undertaken the historical mission of cultivating high-quality talents and promoting scientific and technological progress for the national energy and power industry. The University attaches importance to the cultivation of students' innovation and entrepreneurship ability, and continuously strengthens the construction of the second classroom of innovation and entrepreneurship education by establishing innovation classes and experimental classes, carrying out college students' innovation and entrepreneurship training program projects, guiding students to participate in science and technology competitions, building college students' entrepreneurship incubation centers, applying for national, provincial and ministerial mass entrepreneurship spaces, etc. Graduates are widely praised by employers for their "solid theory, strong practical ability, broad vision and promising innovation".

In order to comprehensively investigate the development of the second class of innovation and entrepreneurship, the author collected and sorted out the relevant materials and data of entrepreneurship education in North China Electric Power University, selected five innovation and entrepreneurship instructors to conduct in-depth interviews, and specially designed the questionnaire for the second class of innovation and entrepreneurship. A total of 650 questionnaires were distributed to students, 632 valid questionnaires were recovered, and the questionnaire efficiency was 97.23%, including 484 undergraduates, 148 postgraduates, 310 boys and 322 girls. The specific purpose of the questionnaire survey is to understand the overall attitude, understanding, evaluation and suggestions of college students from university with typical industry characteristics on entrepreneurship, the second classroom and the second classroom of innovation and entrepreneurship.

Through comprehensive analysis of the special interview and questionnaire, it is not difficult to find that: students have a high awareness of the second classroom, and 71.84% of students say they have a certain understanding of the second classroom; Students have a high degree of recognition for the second classroom. 18.35% of the students believe that "the second classroom is as important as the first classroom", and 78.16% of the students believe that "the first classroom is the main and the second classroom is the auxiliary, and the two complement each other"; Through the second classroom, students can exercise and improve their abilities in many aspects. The survey found that the top five are: interpersonal skills, organization and management skills, practical operation skills, learning skills and logical thinking skills.

3. Prominent problems in the second classroom of innovation and Entrepreneurship

According to the survey results, college students have high entrepreneurial intentions. For the question "Are you starting or considering starting a business?", nearly 70% of the students choose "Already established company", "Want to start a business very much", "Considering and learned it", "Considering but not learned it". To some extent, it shows that the attention and investment of the state, society and colleges and universities to college students' innovation and entrepreneurship education in recent years have achieved initial results. However, through the in-depth statistical analysis of the survey data, it can be found that there are some prominent problems in the construction of the second classroom of innovation and entrepreneurship in colleges and universities, mainly in the following three aspects:

3.1 Students' participation in the second classroom of innovation and entrepreneurship is insufficient

The second classroom activity of innovation and entrepreneurship, as an important way for students to improve their comprehensive ability of innovation and entrepreneurship, has been widely recognized and participated by college students with its free organizational form and open group atmosphere. By participating in the second classroom activities, college students strengthen their professional knowledge and improve their personal practical ability. Through the survey, it is found that college students' participation in the second classroom of innovation and entrepreneurship is lower than their love. For the question "which of the following second classroom activities do you like best", college students like "student association activities" most, with a rate of 63.61%, followed by "Professional internship and practice" and "social public welfare activities", with a rate of about 50%, the rate of "Social practice activities" and "science and technology competition" is about 48%, while only 27.22% like "Entrepreneurial projects". The survey results of College Students' participation in the second classroom activities show that the rate of participating in "student association

activities" is 77.22%; "Social practice" came second, 64.56%; "Social public welfare activities" was 43.35%; The rate of participating in "Entrepreneurial projects" is only 16.46%.

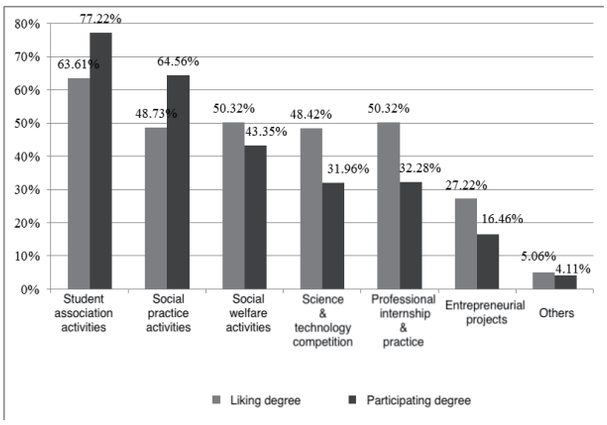

Fig.1 Comparison of college students' love and participation in second classroom activities

Through the comparison of Fig.1, it is found that college students' participation in "Student association activities" and "Social practice activities" is higher than their love, while their love for "Social public welfare activities", "Science and technology competition", "professional internship and Internship", "entrepreneurship projects" is higher than their participation. These four kinds of activities are important forms of the second classroom of innovation and entrepreneurship in colleges and universities. It can be seen that the second classroom of innovation and entrepreneurship fails to meet the potential needs of college students. The main reason is that the innovation and entrepreneurship activities started relatively late, and are mainly carried out in the form of innovation and entrepreneurship competitions, innovation and entrepreneurship projects and entrepreneurship community activities. The form is relatively single, which virtually improves the threshold for students to participate in the second classroom of innovation and entrepreneurship, and makes a considerable proportion of students "look timid" to the second classroom of innovation and entrepreneurship.

There are differences in the participation of students of different types and grades in the second classroom of innovation and entrepreneurship. The survey results of the question "The type of second classroom you have participated in" show that undergraduates' participation in second classroom activities such as social practice activities, science and technology competitions, professional internships and internships, and entrepreneurship projects is significantly lower than that of postgraduates. Junior students have higher participation in all kinds of second classroom activities than other undergraduate students, and have the highest participation in social practice activities, science and technology competitions, entrepreneurship projects and other activities, as shown in Fig. 2&3. The reason for the higher participation of postgraduates than undergraduates is that compared with undergraduates, postgraduates have a more comprehensive and in-depth grasp of professional knowledge and more free time. The reason why the junior students have higher participation than other grades is that the junior students are under great pressure of entering a higher school and employment. A considerable number of students participate in the second class of innovation and entrepreneurship in order to obtain corresponding bonus points for examination free recommendation, which shows the utilitarian tendency of students to participate in the second class. For the question "The main purpose of participating in the second classroom activities of innovation and entrepreneurship", about 35% of the students choose "Improve comprehensive quality and ability", nearly 35% choose "Add points for postgraduate recommendation/excellence evaluation", and the remaining 30% choose "Prepare for entrepreneurship in the future". The acquisition of innovation and entrepreneurship ability requires continuous learning and practice. It is an important task and has a long way to go for the colleges and universities to strengthen the construction of the second classroom of innovation and entrepreneurship, and mobilize students at all levels and grades to actively participate in the second classroom of innovation and entrepreneurship.

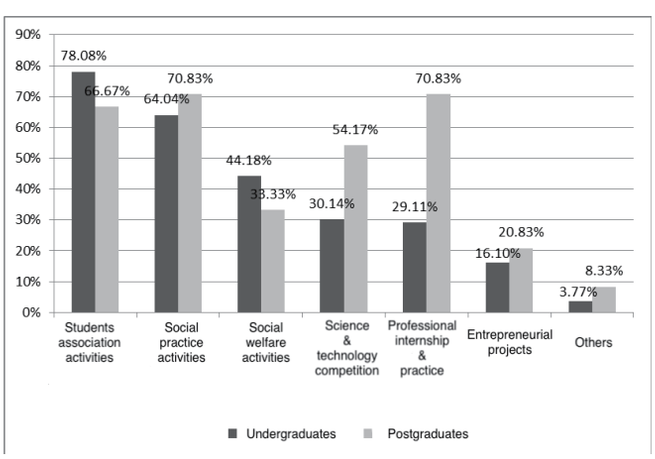

Fig. 2 Comparison of different types of college students' participation in second classroom activities

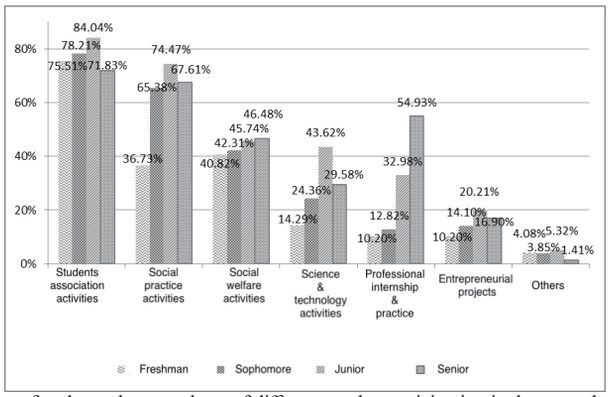

Fig. 3 Comparison of undergraduate students of different grades participating in the second classroom activities

3.2 The teachers in the second classroom of innovation and Entrepreneurship are weak

The teachers of the second classroom of innovation and entrepreneurship in Colleges and universities mainly include the organization teachers and guidance teachers of the second classroom of innovation and entrepreneurship. The organizers of the second classroom of innovation and entrepreneurship are mainly counselors and school employment staff. Most of them have strong activity organization ability, but they are occupied by routine work, lack practical experience in innovation and entrepreneurship, and lack experience in the design, activity organization and guidance of the second classroom, so it is difficult to achieve the desired effect. For the instructors in the second classroom of innovation and entrepreneurship, the sources are relatively narrow, mainly in-school teachers, and there are few off-campus teachers with practical experience in innovation and entrepreneurship. Moreover, the communication and interaction between teachers and students are mostly short-term targeted guidance around innovation and entrepreneurship related events or projects, and rarely long-term continuous guidance based on the cultivation of innovation and entrepreneurship teams.

In addition, the process of establishing contact between students and instructors mostly stems from students' spontaneous behavior. For the question of "The main obstacles participating in the second classroom of innovation and entrepreneurship", 44.3% of students choose "it is difficult to find instructors". At the same time, for the question of "The most needed functions of the second classroom management platform for innovation and entrepreneurship", 61.08% of students choose "two-way choice of entrepreneurial mentors". There is serious information asymmetry between students and instructors in the second classroom of innovation and entrepreneurship in colleges and universities, which fails to give full play to the intellectual resources and advantages of college teachers. The reasons are as follows: First, most college teachers lack entrepreneurial practical experience, and undertake a wide range of teaching, scientific research and management affairs, so the time available for the second class of students' innovation and entrepreneurship is limited; Second, incentives for teachers are insufficient. The school takes a series of measures to encourage teachers to participate in the second classroom activities of students' innovation and entrepreneurship. Generally, corresponding teaching and research rewards are given according to the competition or assessment results obtained by students participating in competitions and projects. As a result, compared with the long-term cultivation of innovation and entrepreneurship teams, college teachers prefer to guide innovation and entrepreneurship competitions and projects.

3.3 The second classroom management of innovation and entrepreneurship is inefficient

In recent years, colleges and universities have generally attached importance to innovation and entrepreneurship education and strengthened the construction of leadership and coordination institutions for entrepreneurship work. North China Electric Power University has established a leading group for innovation and entrepreneurship education headed by the president, which provides organizational guarantee for the development of innovation and entrepreneurship education. The University has been selected into the "Innovation talent training demonstration base" of the Ministry of Science and Technology and the "NCEPU · Spark" maker space has been rated as a national maker space. As an important position of innovation and entrepreneurship education, the second classroom of students' innovation and entrepreneurship has been widely valued by the Academic Affairs Office, Graduate School, Students' Affairs Division, School Youth League Committee, every Departments and other management departments. All departments jointly or separately led the second classroom activities of innovation and entrepreneurship in various forms and rich contents. Students have won many symbolic honors such as "Xiaoping scientific and technological innovation team" and "China Youth Scientific and Technological Innovation Award". However, in the practice and research of the second classroom of innovation and entrepreneurship, it is found that the comprehensive efficiency of the second classroom of innovation and entrepreneurship in colleges and universities needs to be improved. Firstly, it is reflected in the efficiency of organization and management. Influenced by both historical and practical factors, the leading management organization department has accumulated unique management mode and teacher resources in the second classroom of innovation and entrepreneurship, but there is a lack of interactive communication and information sharing mechanism and platform between departments, resulting in duplication and low efficiency of management to a great extent. Secondly, the efficiency of information transmission in the second classroom of innovation and entrepreneurship is not high. The main reason is that the second classroom of innovation and entrepreneurship is led, organized and managed by various departments respectively, showing diversification in information transmission channels, which increases the time cost for students to obtain relevant information. Meanwhile, the information transmission way has not fully utilized the advantage of information technology, through investigation and study, we have learned the way of students to get information about second class information of innovation and entrepreneurship. 24.26% of students are through campus propaganda or commendation activities, 22.73% through university official website, 24.38% through university or departments official account, 23.09% through teachers or classmates, as shown in Fig. 4.

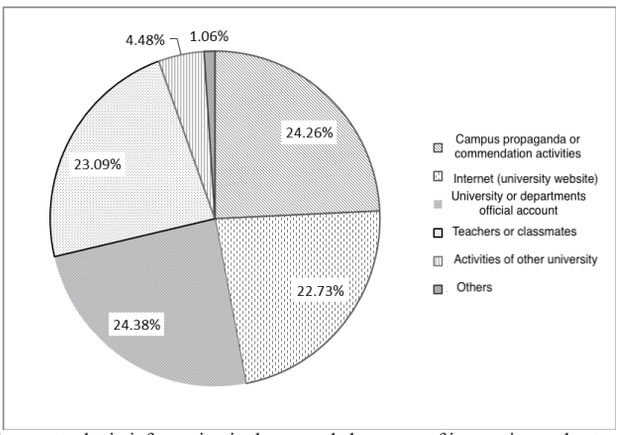

Fig. 4 ways to obtain information in the second classroom of innovation and entrepreneurship

4. Key measures to strengthen the construction of the second classroom of innovation and Entrepreneurship

In order to improve the effectiveness of the second classroom of innovation and entrepreneurship, we should focus on incentive mechanism, team construction and platform construction, as follows:

4.1 Improve the evaluation and incentive mechanism of the second classroom of innovation and entrepreneurship

Establishing and improving the evaluation and incentive system is not only an important guarantee for the sustainable development of the second classroom of innovation and entrepreneurship, but also an important means to improve the development effect of the second classroom of innovation and entrepreneurship. Due to the concealment and lag of the role of innovation and entrepreneurship education, it is not suitable to take the actual results obtained by students participating in the second classroom of innovation and entrepreneurship as the only standard for assessing and evaluating teaching activities. At the same time, only relying on the curriculum model construction of teaching units and students' active participation is difficult to ensure sustainable development. We must cooperate with the overall coordination of relevant departments at the school level to form a broad linkage mechanism.

Colleges and universities should establish a scientific evaluation system for the second classroom of innovation and entrepreneurship, which helps to mobilize the participation enthusiasm of teachers and students. The factors to be considered include: first, the development goal of the second classroom of innovation and entrepreneurship. The second classroom of innovation and entrepreneurship is designed to provide college students with opportunities for innovation and entrepreneurship practice and let them experience the "trial and error" and "iteration" process of innovation and entrepreneurship practice; Second, the contents and levels of the second class of innovation and entrepreneurship. Universities with industry characteristics should combine their own school running advantages to carry out practical activities such as innovation and entrepreneurship forums, competitions, practical training and roadshows for students of different grades and majors, so as to attract students of all grades and majors to participate in them; Third, improve the evaluation and incentive mechanism of the second classroom of innovation and entrepreneurship. University evaluation should focus on the material guarantee and system support of innovation and entrepreneurship, teacher evaluation should focus on the realization of innovation and entrepreneurship education objectives, and student evaluation should focus on the cultivation of innovation and entrepreneurial spirit and ability improvement.

The construction of scientific, standardized and humanized evaluation and incentive system for the second classroom of entrepreneurship course can improve the teaching efficiency of the second classroom of entrepreneurship course. Among them, for the second classroom instructor of innovation and entrepreneurship, the university can calculate the workload and give class hour allowance according to the activity time, place, content and professional title; For students, relevant entrepreneurship education credit incentive policies can be issued, the credit system management can be implemented for college students to participate in the second classroom, and the innovation and entrepreneurship credits for participating in discipline competitions, technical training and innovation and entrepreneurship projects can be converted into innovation and entrepreneurship credits according to different standards and included in the talent training plan.

4.2 Strengthen the construction of teachers in the second classroom of innovation and entrepreneurship

Innovation and entrepreneurship education is a highly practical educational activity. The improvement of students' innovation and entrepreneurship ability must be through the joint action of classroom teaching and extracurricular activities. After long-term accumulation and precipitation, industry characteristic universities have accumulated rich alumni resources and partners inside and outside the industry. Giving full play to the strength of alumni and promoting school-enterprise cooperation is an important way to expand the strength of innovative and entrepreneurial teachers. The second classroom of innovation and entrepreneurship can provide a broad platform for promoting in-class and out-of-class interaction and integrating in-school and out-of-school educational resources.

To improve the construction of teachers in the second classroom of innovation and entrepreneurship, we should strengthen the construction of teachers in and outside the school: in terms of teachers in the school, first, encourage teachers in colleges and departments to participate in competitions and project guidance, and strengthen the quality of students' participation in the second classroom activities of innovation and entrepreneurship; second, promote more full-time personnel of innovation and entrepreneurship to go out to participate in innovation and entrepreneurship training, seminars and other activities, so as to learn advanced ideas

of entrepreneurship and innovation education and carry out various second classroom activities. At the same time, colleges and universities should strive to integrate various social forces, including alumni and enterprise resources, to jointly participate in the cause of innovation and entrepreneurship education: first, develop alumni resources, regularly invite alumni to hold special lectures, share the current situation of industry development and technological frontier, and guide students' innovation and entrepreneurship teams to convey the needs of industry and market; Second, attract entrepreneurial mentors and hire outstanding alumni with entrepreneurial experience to serve as mentors of entrepreneurial student teams to help them participate in competitions and carry out research on innovative and entrepreneurial projects; Third, deepen the cooperation between universities and enterprises, pay attention to the win-win sharing of resources and information between schools and enterprises, expand the student internship platform, enable students to understand the social and market needs, understand the enterprise establishment and business philosophy, enable students to improve the quality and ability of innovation and entrepreneurship in theoretical learning and social practice, and create a benign entrepreneurial culture atmosphere for the campus.

4.3 Strengthen the comprehensive management of innovation and entrepreneurship education

Innovation and entrepreneurship education is a brand-new educational concept and model that requires full participation, all-round coverage and whole process implementation. The second classroom entrepreneurship practice activities need the strong cooperation and close cooperation of all departments of the university. In order to improve the effectiveness of innovation and entrepreneurship education, the university can improve the comprehensive management ability of innovation and entrepreneurship education from three aspects: first, straighten out the functions and relations of relevant departments in innovation and entrepreneurship education, make the rights and responsibilities of various departments clear and cooperate closely, and mobilize the joint efforts of educational administration, students and workers, school enterprises, colleges and departments and other departments to give full play to the effect of education; Second, strengthen the construction and management of college students' entrepreneurship incubation base, provide good entrepreneurial opportunities and incentive environment for college students' innovation and entrepreneurship, and attract more college students to sprout entrepreneurial intention. It is an effective model for the second classroom of college students' entrepreneurship course. At the same time, it provides comprehensive support in terms of venue, capital, technology, information, marketing, management and consultation for small and micro enterprises with professional characteristics, Facilitate the practice and training of relevant majors, and attract a large number of students to actively participate in independent entrepreneurship; Third, build an innovation and entrepreneurship education network platform to realize the functions of innovation and entrepreneurship online learning, information release, information management, formalities handling, teacher-student interaction and online communication. At the same time, provide online discussion for the second classroom of innovation and entrepreneurship, activate the campus entrepreneurship atmosphere and enhance the attraction of the second classroom of innovation and entrepreneurship.

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Original Research Article

Comparison Between Flipped Classroom Teaching Model And Traditional Teaching

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Abstract: The flipped classroom is an instructional strategy and a type of blended learning, this paper illustrated the definition of the flipped classroom and features of flipped classroom, compare the flipped classroom teaching model with the traditional classroom.

Keywords: Comparison; Flipped Classroom; Teaching Model

Project: Educational science planning project of Gansu Province,Research title:The application of flipped Classroom in Vocational English Teaching,NO.:GSGB[2018]GJ112.

1. The Definition of the Flipped Classroom

The flipped classroom is an instructional strategy and a type of blended learning that reverses the traditional learning environment by delivering instructional content online or outside of the classroom. It moves activities, including those that may have traditionally been considered homework into the classroom. In a flipped classroom, students watch lectures online, collaborate in discussions online, carry out research at home while engaging in concepts in the classroom with the guidance of a mentor.

Perhaps the simplest definition of the flipped, (or inverted) classroom is given by Lage et al. Inverting the classroom means that events that have traditionally taken place inside the classroom now take place outside the classroom and vice versa. While this explanation captures the rationale for using the terminology inverted or flipped, it does not adequately represent the practice of what researchers are calling the flipped classroom. This definition would imply that the flipped classroom merely represents a re-ordering of classroom and at-home activities. In practice, however, this is not the case.

Most research on the flipped classroom employs group-based interactive learning activities inside the classroom, citing student-centered learning theories based on the works of Piaget (1967) and Vygotsky. The exact nature of these activities varies widely between studies. Similarly, there is wide variation in what is being assigned as "homework". The flipped classroom label is most often assigned to courses that use activities made up of asynchronous web-based video lectures and closed-ended problems or quizzes. In many traditional courses, this represents all the instruction students ever get. Thus, the flipped classroom actually represents an expansion of the curriculum, rather than a mere rearrangement of activities.

We define the flipped classroom as an educational technique that consists of two parts: interactive group learning activities inside the classroom, and direct computer-based individual instruction outside the classroom. We restrict this definition to exclude designs that do not employ videos as an outside of the classroom activity. While a broad conception of the flipped classroom may be useful, definitions that become too broad suggest that assigning reading outside of class and having discussions in class constitutes the flipped classroom. We reject these definitions.

Educause, an organization of community leaders who focus on knowledge creation to support the transformative role it plays in higher education, describes the flipped classroom as a pedagogical model in which the typical lecture and homework elements of a course are reversed. Stephen Neshyba (2013) state that flipping is a teaching technique that involves abandoning the traditional lecture (or just not relying on it so much) and replacing it with interactive approaches that experiment with technology and require students to gather information outside of class and be prepared to engage the material in class. The Center for Teaching and Learning at the University of Texas-Austin has developed that includes acquiring knowledge outside of the classroom, applying key concepts in class, and then checking understanding and extending learning at home. The FLN's governing board and key leaders in the network now distinguish between a flipped classroom and flipped learning and assert they are not interchangeable, school work at home and home work at school, it is not necessarily embracing the pedagogical approach originally intended. FLN has established four pillars of F-L-I-P (Flexible learning environment, Learning culture, Intentional content, and Professional educator).

Scholars in western countries often defined the flipped classroom as a pedagogical approach in which students gained first exposure to new materials outside the classroom and class time was reserved for problem solving and question discussing. Therefore, a dynamic, interactive learning environment, in which the teacher provided students with guidance, took the place of the traditional

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lecture-based classroom. In other words, it would be concluded that the flipped classroom was actually the movement of the traditional in-class activities out of actual classroom by adopting newly developed technologies, often in the forms of audio or video podcast.

In China, although different scholars held different opinions towards the definition of the flipped classroom, they have all agreed that the core of the flipped classroom model was inversion of classroom learning activities and individual learning activities. In addition, they also agreed that this inversion might contribute to the creation of a more harmonious learning atmosphere and student-centered teaching process. Jin (2012) wrote that the so-called flipped classroom was actually an inversion of the traditional teaching process in which teachers gave lectures in classes and students did home work after school. Zhang (2013) pointed out that the flipped classroom model was a process in which knowledge teaching was placed outside the classroom with the help of computer networking technology while reserving the class time for problem solving and question discussing.

2. Features of the Flipped Classroom

Many scholars and researchers explored teaching by video many years ago, but there was seldom results and effects at that time. But flipped classroom is flourishing and has attracted many attention due to it has its own characteristics:

2.1 The video is short but effective

Most videos just have few minutes, the longer video has only a dozen minutes. Each video aimed at solving one specific problem. It's also easy to view and play at any time. The length of video is controlled within the time range in which students can concentrate their attention, which is consisted with students' physical and mental development characteristics. Teachers put videos on the internet for students to conveniently view and play many times according to their own learning pace and ability or their spare time, students can take control and learn autonomously pre-class.

2.2 The information is clear and concise

"It doesn't seem like I'm standing on the stage lecturing to you…it like we are seating at the same desk, study together and write the content on a piece of paper" (Salman Khan, 1976). This is the difference between traditional model and flipped classroom, the teacher's head as well as the various objects appeared in the video can distract students' attention, especially students' autonomous learning.

2.3 Rebuilt the learning process

Generally, a students' learning process consists of two sections: the first is information transfer which is realized by the interaction between the teacher and students, students and students; The second is absorption internalization which is completed by students themselves after class. Due to lack teacher's support and companion's assistant and the latter one often makes students feel disappointed and lose their force power and feeling of success. Flipped classroom rebuilt students' learning process. The former done pre-class in which teaching video and online tutor given by teacher. while the latter is completed by interaction during class while teachers can learn about students' difficulties ahead and offer more effective explanation to students, The mutual communication between students is more powerful to enhance knowledge absorbing and internalization.

2.4 The convenient review and timely test

After watching the prepared teaching video in advance, 4 to 5 questions followed can test whether students have master the contents and judge for students, If some questions are not answered well, student can replay and rethink. Teachers can collect information from the cloud platform timely to know the students' learning situation. It is benefit for students to review and consolidate after some span time.

3. Comparison Between the Flipped Classroom and the Traditional Classroom

Based on some previous studies and theoretical models, Fulton (2012) summarized the following difference between traditional classroom and flipped classroom.

Table 1 an Overall Comparison Between Traditional Classroom and the Flipped Classroom (Fulton, 2012)

Timeline	Traditional Classroom	Flipped Classroom
Before class	Students are assigned materials to read Teachers prepare lecture.	Students are guild through learning section and required to generate questions. Teachers prepare learning opportunities.
Beginning of the class	Students have limited information about what to expect. Teachers make general assumption about what is helpful.	Students have specific question in mind to guide their learning. Teachers can anticipate where students need the most help.
During class	Students are guided to learn new knowledge. Teachers try to get through all the materials.	Students practice the skills they are expected to learn. Teachers guide the process with feed back and the mini-lectures.
After class	Students finished the homework usually with delayed feedback. Teachers grade past work.	Students continue applying their knowledge skills after clarification and feedback. Teachers post any additional explanation and resources as necessary and grades higher quality work.
Office hour	Students want to confirm what to study. Teachers often repeat what was in lecture.	Students are equipped to seek help where they know they need it. Teachers continue guiding students toward deeper understanding.

The table 1 is actually a comparative study between traditional classroom and flipped classroom. According to Fulton (2012), the flipped classroom can be divided into 3 sections: the pre-class, the during-class and the after-class section. During the pre-class section, it was necessary for teachers to prepare learning opportunities so that students could be guided into the new class. During the in-class session, they were required to take part in a variety of activities, like quiz, debate, which could help them to consolidate what they have learned. Because most problems and questions had been solved during class, students could get their abilities developed by

exploring some additional learning materials which were more challenging.

The traditional teaching process includes 2 parts: knowledge instruction and knowledge internalization. The knowledge instruction is accomplished through teachers' teaching in class, while the knowledge internalization ask students to complete assignment, exercise or practice out of class. this form was overturned in the flipped classroom, knowledge was completed through the assistance of information technology after class, knowledge internalization is achieved with the teacher's help and classmates assistance in class, then formed flipped classroom. For the teaching process overturned, all link of the classroom learning process have also changed accordingly.

The flipped classroom is very different from previous classes in the allocation of teaching time. The traditional classroom was dominated by teachers' explanations and passively accepted by students. The time spent in flipped classroom is mainly for interaction.

Table 2 A Comparison of the Allocation of Time Between Traditional Classroom and Flipped Classroom

Traditional Class		Flipped Class	
Classroom activities	Time (minute)	Classroom activities	Time (minute)
pre-class warming	5	pre-class warming	5
homework reading	20	homework reading	10
focus on content	30-45	focus on content	75
classroom interaction	20-35		

From table 2, we can see, in traditional class, pre-class warming takes 5 minutes, homework reading 20 minutes, focus on content 30-45 minutes, classroom interaction 20-35 minutes. However, in flipped classroom, pre-class warming is 5 minutes, homework reading 10 minutes, focus on content 75 minutes. The time allocation is reversed.

Table 3 Comparison Between Traditional Classroom and Flipped Classroom

	Traditional Classroom	Flipped Classroom
teacher	knowledge transmitter, class manager	mentor and facilitator of learning
student	passive receiver	active researcher
teaching form	class presentation + homework	pre-class learning + classroom inquiry
class content	Knowledge interpretation	problem inquiry
technology application	content show	independent learning, communication and reflection, collaborative discussion tools
assessment format	traditional paper test	multiple angles, multiple ways

From table 2 and 3, we can see:

3.1 Teacher's role transition

Flipped classroom makes teachers become the facilitator and mentor of learning from the knowledge instruction in traditional classroom. Teachers are no longer the center, but they are facilitator. When students require guidance, teachers will offer the necessary assist. Teachers become the scaffolding for students to obtain materials , utilize resources and apply knowledge into real situations.

Accompanied by teacher's status shift, teachers are facing the challenge of developing new teaching skills. In flipped classroom, students become the center of the learning process. They need to build knowledge by completing real tasks in actual participation activities. This requires teachers to use new teaching strategies to achieve this goal. The new teaching strategy needs to promote students' learning, but cannot interfere with students' choices. Teachers promote students' growth and development by designing teaching activities. After completing the study of a unit, teachers should check students' knowledge mastery, give students timely feedback, and make students clear what they are learning. Timely evaluation also facilitates teachers to make timely adjustments for the design of classroom activities and better promote students' learning.

3.2 Redistribute the class time

Adequate time and efficient study are the key factors to improve academic performance. Flipped classroom complete the extension of teaching and learning time by maximizing the preview time. Flipped classroom reduced teacher's teaching time and save more learning time for students. These activities according to real situations and attracts students to complete learning tasks in interactive collaboration. Transfer what was taught in the classroom outside the classroom and increase students' interaction in class without reducing the amount of basic knowledge display. Finally, this shift will improve students' understanding. Besides, when teachers make performance-based evaluations, classroom interaction will become more effective. According to teachers' evaluation and assessment, students have a more objective understanding of their learning situation and make them better.

3.3 Students' role change

Educators can effectively offer rich learning resources with technology tools such as Wikis and blogs, students also can obtain the knowledge what they needed from online resources. In the individualized learning supported by technology, students become autonomous learners, who can choose when and where to study, control the learning content and amount. In the flipped classroom, students is not a completely independent learner. The flipped classroom is a dynamic and students are highly participate in activities. In the collaborative learning environment supported by technology, students need to interact with classmates and teachers repeatedly to expand their deep learning. Therefore, the flipped classroom is a class that constructs deep knowledge.

4. The Flipped Classroom Models

In traditional teaching, teacher teaches students in the front of classroom with the aid of blackboard and chalk, students listen to the teacher and do exercises in their seats. In class, teacher explain the textbook knowledge points according to the teaching plan. After class, students review and do exercises to consolidate the knowledge.

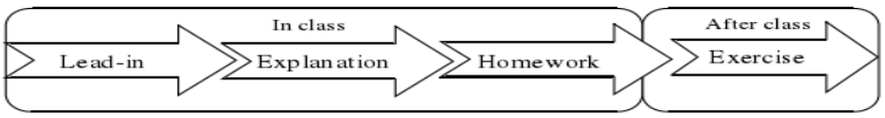

Figure 1 Traditional Teaching Model

Figure 1, Teachers mainly teach vocabulary from the aspects of pronunciation, morphology, meaning and make sentence. In the reading part, teachers teach knowledge through recording questions and answers. For the text, explain the meaning word by word, focus on the language points in the process of translation, and teach some grammar, sentence structures and collocation problems. Finally, homework is assigned to complete the exercise on the exercise book.

Among all the flipped classroom models, the models designed by Gerstein (2011) and Talbert (2014) respectively are among these most famous ones.

Gerstein (2011) designed the circular flipped classroom model and divided the whole class into 4 sessions including experiential engagement, concept exploration, concept exploration, meaning making the demonstration and application. Firstly he presented the opinion that the flipped classroom should begin with some experiential activities, such as doing crafts, experimenting, researching and so on. After that, some corresponding teaching videos were allocated to students who tried to explore some new concepts by watching those pre-class videos. Then students were asked to finish certain test and write blogs to fully understand the learned knowledge. Finally, students were required to present their learning achievement in groups.

Gerstein's model has drawn great attention from other scholars and teachers. However, some scholars have pointed out that his model was too complicated. Therefore, Robert Talbert (2014) designed the following simplified model .

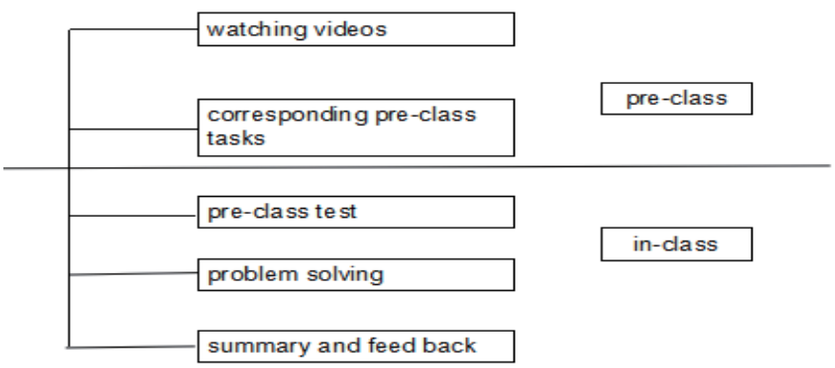

Figure 2 Bobert Talbert's Model of Flipped Classroom (Talbert, 2014)

The flipped classroom realizes the reversal of knowledge instruction and internalization. Knowledge instruction in the traditional classroom is transferred to the pre-class complete, while the knowledge internalization is transferred from doing homework activity after class to the learning activity in the classroom. In many courses, Robert Talbert, a professor of mathematics and computational science at Franklin Institute, has applied the flipped classroom teaching model and achieved great results. After years of teaching, Robert Talbert summarized the application structure model of the flipped classroom. The model briefly describe the main steps in the implementation of flipped classroom, however, The applied subject mostly inclined to the operational courses of science, the liberal arts curriculum needs further improvement.

From the above figure, it can be seen that Talbert divided the whole class into pre-class stage and in-class stage. Besides he also has pointed out that an effective flipped classroom experience should involve highly structured pre-class assignments in which students made first contact with new material, a means of accountability to ensure students finish the out-of-class work efficiently, well-designed sense making activities for students to do during classes and open lines of communication throughout the class (Talbert, 2014).

By comparing and analyzing the above two models, it can be found that both Gerstain and Talbert laid great emphasis on classroom activities and communication between teachers and students. They both agreed that communication between teachers and students were critical to the success of flipped classroom (Gersteins, 2011; Talbert, 2014).

Considering the fact that characteristics of education in China are quite different from that in western countries, some Chinese scholars (Zhang, 2012; Wang, 2013) have created some new models which took both the characteristics of the flipped classroom and traits of Chinese students and education in China into consideration. For example, according to the flipped connotation, constructivism theory and systematic teaching design theory, based on professor Robert Talbert the flipped classroom model, Zhang (2012) designed the following flipped classroom model based on his teaching practice and experience.

He divided the whole period of the flipped classroom into two parts: pre-class period and in-class period. In this period, teachers uploaded videos and exercises for students to down on the communicative platform before the class. After learning the new lesson on the Internet, students went to class with questions. Therefore, the first step of the class should be collecting and determining the questions to be discussed. Then students were divided into groups to discuss the question. In the end, feedback and a brief summary of students' performance were provided for students. In these two sections, information technologies and activities learning are two strong means.

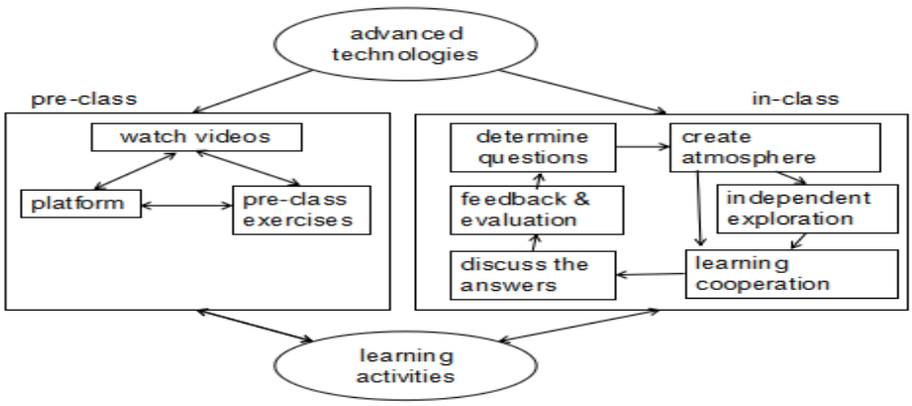

Figure 3 The Flipped Classroom Model (Zhang, 2012)

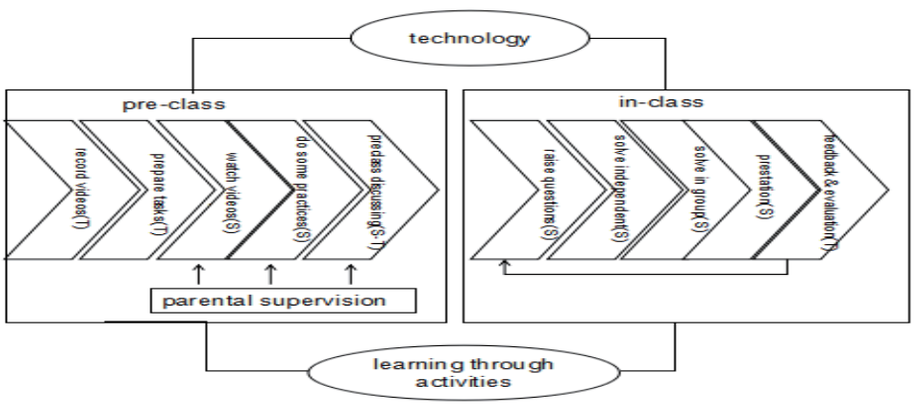

Figure 4 Revised Flipped Classroom Model (Wang, 2013)

In 2013, Wang present a revised flipped classroom model based on the Albert's model which has been introduced above. In the above figure, the capital letter "S" stands for students and the capital letter "T" for teacher. According to Wang, Technologies and learning activities were two core elements which could guarantee other learning activities. With the help of technologies, teachers could search for various learning materials and made videos which students could seek the answers when faced with some difficulties. One important feature of this model is its well-ordered procedure and elaborately arranged content. However, she also pointed out there was no one-fit-all model, teachers should revise the existing model according to the concrete situation and reality, such as their students' level, learning context and the availability of learning equipment.

In February, 2013, Zhong Xiaoliu appeared Research on Instructional Design Based on the Flipped Classroom Concept in Information Environment, he created the flipped classroom model of Tai Chi ring, emphasized problem-centered, in-class links out-class, teaching and learning interacted and 4 steps progression step by step (prepare before class, memory and comprehension, application analyze and comprehensive evaluation).

The comparison of flipped classroom teaching model and Traditional one has been showed in this paper. This study presents that flipped classroom model is an more effective method for learning. It not only increases the self-efficacy of students, but also improves the independent learning capability in comparison with the traditional lecture method. The main characteristics of flipped classroom model are active learning method, group work, collaborations and Question-Answer method. It can be concluded that flipped classroom model is more effective teaching strategy as related to the traditional method of teaching.

5. Recommendations

Although the flipped classroom model is a relatively new method in education, it is quickly gaining importance because it creates time for more active learning and develops learning practices by integrating technology.Students in the flipped classroom performed better and favored the new model, feeling that flipped classroom was useful and helpful in preparing for the course.They benefited from the pre-week online lectures in the flipped classroom to prepare for the course. Before participating in a flipped classroom, teachers need to improve their knowledge and skills about using flipped classroom effectively.The flipped classroom model has the potential to create an autonomy-supportive learning environment and provide beneficial learning experiences.

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Original Research Article

Exploration of Electrolyte Ionization Activities with a Self-made Instrument and the Student Evaluation

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Abstract: In this paper, a chemical experimental instrument was designed with a sing-chip computer. By using this instrument, the teachers instructed the students to deeply and comprehensively explore the ionization of electrolytes through the processing and analysis of the experimental data, which allow the latter to profoundly understand the factors influencing the ionization of electrolytes, the variations during ionization process, and the concept of ionization. Besides, based on the evaluation of the students' exploration activities, the teachers can further improve their experimental and core attainments in chemistry.
Keywords: Ionization, Electrolyte; Experimental Instrument; Self-made Instrument

Fund topics: This paper is a phased research achievement of the "Practical Research on the Evaluation of High School Chemistry Classroom Learning Based on Scientific Exploration" (No. MJYKT2020-073) program of the General Education and Teaching Research Office of Fujian Province.

1. Introduction

Ionization is the process that an electrolyte dissociates into oppositely charged and freely mobile ions in an aqueous or molten state. In the basic theories of chemistry in high school, electrolyte ionization, occupying an important position, is the basic theory for students to understand and cognize the existential state and the movement of matters in the solution, and it occupies an important position in chemistry. [1] Some students might have certain misconceptions about electrolytes, and believe that electrolytes can only be dissociated under the condition of electrification. The theory teaching might lead to failures in the concept construction and theoretical understanding. Relying on homework, students might only vaguely know electrolytes, but cannot associate electrolytes to how particles are present in solution, leading to the difficulty in solve various subsequent questions. Specifically, "the ionization of weak electrolyte" is a very important link in the three equilibrium theories of aqueous solution, and it is very difficult for students to understand and master it. The experimental exploration of this paper allows students to master the ionization of strong electrolytes/weak electrolytes/non-electrolytes, the influence of temperature on electrolyte ionization, the ionization during the dilution of glacial acetic acid, the ionization of electrolytes during chemical reactions, etc., gaining in-depth understandings on the concepts of acids, bases, salts and electrolyte ionization.

Electrolyte solutions transmit current through the migration of positive and negative ions. However, in weak electrolyte solutions, only the ionized part undertakes the task of transmitting electrons. The experiment was designed to distinguish strong electrolytes, weak electrolytes and non-electrolytes by measuring the ionic conductivities of aqueous solutions, and to explore the influence of temperature on electrolyte ionization, the effect of water polarization on ionization, the ionization of ions in chemical reactions, etc. [2]

In the experimental teaching of high school, most chemistry teachers represent the concepts with the process of adding hydrochloric acid and acetic acid solutions (same volume and same concentration) in a small beaker, connecting the conductive device, and observing the brightness of the bulb. The method can display the ionization of the electrolyte, but cannot effectively quantize the ionization. However, the instruments for conductivity test are generally expensive, and generally cost thousands to hundreds of thousands CNY. It is quite difficult to find a simple test instrument. Targeting this problem, we successfully developed a high-sensitivity, low-cost analytical testing instrument. Using the self-made instrument, we can guide students in scientific exploration, and design a scale to evaluate their exploration activities, so as to discover shortcomings, develop advantages, better guide them, and improve their core attainments in chemistry.

2. Experimental Research Method

For this instrument, a microampere ammeter was designed with a single chip microcomputer and an operational amplifier, as shown in Fig. 1-3. Specifications of the Microcontroller: STC15W401AS (model), DC 5 V (power supply voltage), 8-channel 10-bit

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ADC, package pin S0P28. Specifications of the Voltage Regulator Chip: LM1117-3.3V. The Current Detection Resistor: 5 Ω Chip Resistor. Operational Amplifier: LM358DR was used to form a differential amplifier circuit, which amplifies the voltage across the current-sensing resistor, with the magnification factor of 20 times.

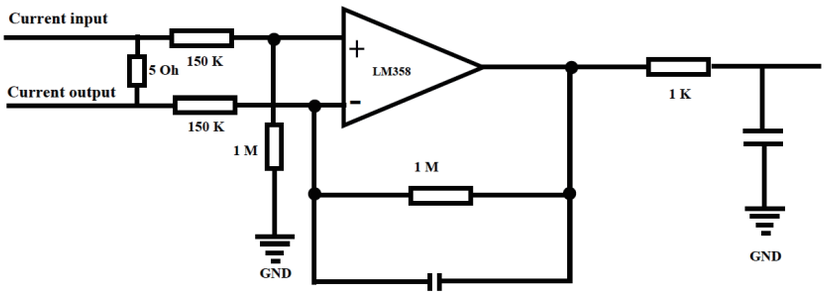

Fig. 1 Schematic Diagram of the Instrument

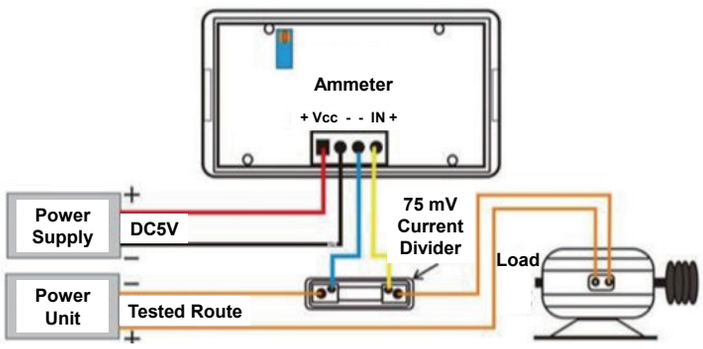

Fig. 2 Circuit Diagram of the Operational Amplifier

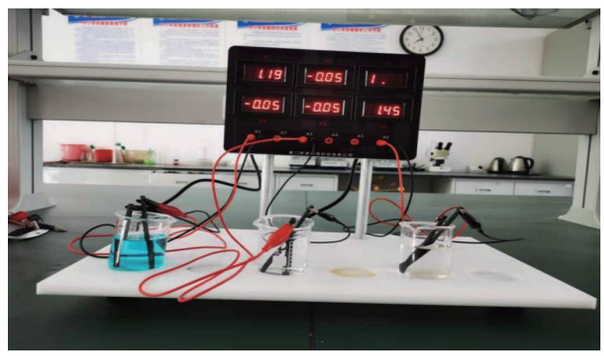

Fig.3 Physical map of set-up

With the rapid development of microelectronics technology, the continuous updating of ultra-large-scale integrated circuits, and especially the popularization of single-chip microcomputers, the measurement and control instrument, apparatus and technology have been developed and innovated accordingly. A digital ammeter, characterized by high precision, simple measurement, easy-to-read data, and strong utility, is to digitize the measured analog current through A/D conversion. The conversion of analog quantity into digital quantity requires an AD converter, which digitizes the input voltage (U) instead of the current (I). First, convert the current (I) of the measured circuit into a voltage (U), and then connect the circuit in series with a sampling resistance (R; 100 ohms). In the Figure, the supply voltage is 5 V DC, the supply unit is one required for testing the electrolyte, and its voltage and current can be adjusted according to different electrolytes. The Load refers to that required to test the electrolyte current, as certain voltages and currents are required to test the ionization equilibrium of the electrolytes. Complete the current-to-voltage conversion (U; U=IR). The A/D converter converts the analog voltage (U) into a digital quantity and sends it to the single-chip microcomputer, which then reads, stores, analyzes and calculates the data and obtains the current result. Finally, the single-chip microcomputer communicates with the liquid crystal display to display the current. A 16-bit A/D converter was selected to reduce the measurement error to less than or equal to 0.01 mA. In the design of the peripheral circuit, we used a new anti-interference set and utilized graphite as the electrodes to achieve high-precision, high-reliability, and low-cost test and analysis of electrolyte ionization. Specifically, the design idea of the anti-interference circuit is that diodes are used to suppress the reverse current at the measurement inlet and outlet of the milliammeter and then to return the ammeter to zero without affecting the test results.

3. Research Process

The students were guided to carry out exploration activities. Specifically, use six sets of test instruments to assemble the electrolyte ionization test instrument, and conduct conductivity tests on hydrochloric acid, acetic acid, deionized water, sodium hydroxide, ammonia water, and gasoline; conduct conductivity tests in the process of adding deionized water to glacial acetic acid, during the acetic acid warming process, and in the process of dilute sulfuric acid reaction with barium hydroxide.

3.1 Research on the Ionization Behaviors of Electrolytes and Weak Electrolytes

On the basis of studying chemical equilibrium theories and understanding the environment in which ionization and ion reaction occur in electrolytes, the teachers want to further strengthen the concepts of strong and weak electrolytes in students, and expect them to understand the ionization equilibrium of weak electrolytes, the influences of concentration, temperature and other conditions on ionization equilibrium and ionization Equilibrium constant. Therefore, we designed the conductivity experiment with 0.1 mol/L HCl solution and 0.1 mol/L CH3COOH solution, as shown in Fig. 4.

The method often used by middle school chemistry teachers is to test ionization behaviors with light bulbs connected in series. However, it is generally difficult to achieve an obvious phenomenon with the method, especially in the concentration of 0.1 mol/L, which leads to the difficulty in the experimental teaching. [3] By using the ammeter prepared with the single-chip microcomputer can we express the difference between strong and weak electrolytes intuitively. The current in acetic acid is significantly smaller than that in hydrochloric acid. The decrease of the current with time is mainly caused by polarization. With the extension of time, the current value will show a stable state. It will allow the students to intuitively understand the ionization of strong and weak electrolytes in

aqueous solutions.

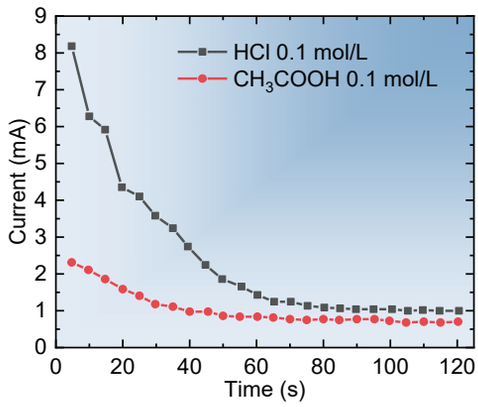

Fig. 4 HCl and CH_3COOH Current Method for On-current Measurement

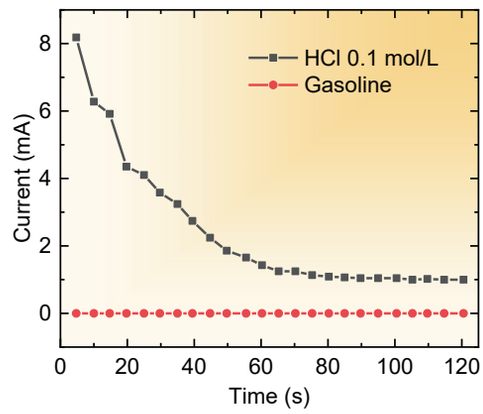

Fig. 5 On-circuit Current Measured by Hydrochloric Acid and Gasoline Galvanometry

3.2 Electrolytes and Non-electrolytes

Definition of Electrolyte: It refers to a compound that can conduct electricity in an aqueous solution or in a molten state. The Definition of Non-electrolyte: It refers to a compound that does not conduct electricity in an aqueous solution or in a molten state. It is determined that gasoline cannot conduct electricity, but experimental verification is required. Fig. 5 shows the hydrochloric acid and gasoline galvanometry in measuring the ionization.

This experiment can fully help students understand the difference between electrolyte and non-electrolyte. A non-electrolyte has zero conductivity, while an electrolyte conducts electricity in aqueous solution. The distinctive difference between the two is directly shown in the curves.

3.3 Identification of Electrolyte Conductivity Variations with Concentration

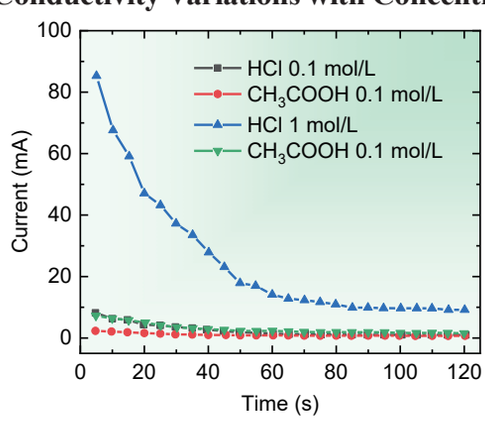

Fig. 6 On-current Measurement of HCl and CH_3COOH at Different Concentrations by Galvanometry

Electrolytes in large quantities are incompletely dissociated at higher concentrations. Therefore, the ionization of acetic acid is weakened at higher concentrations, resulting in a 3-fold increase in the conductivity of acetic acid when the concentration is increased by 10 times, which hydrochloric acid, as a strong electrolyte, has the conductivity increased nearly by 10 times when its concentration is increased by 10 times, as shown in Fig. 6. This experiment fully reflects the change of ionization balance of strong and weak electrolytes during ionization.

3.4 Current Changes during Glacial Acetic Acid Dilution

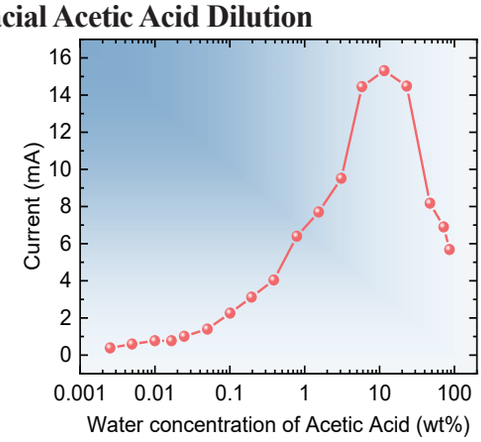

Fig. 7 Current of Acetic Acid Solution Varying with Water Concentration

The experiment of testing the conductivity change of glacial acetic acid during the dilution with water at a constant temperature is a hot topic in the education of electrolyte ionization. We chose this experiment to carry out the analysis and test with the self-made chemical instrument. At a certain temperature, in the process of diluting glacial acetic acid with water, the conductivity curve of the measured solution increases with the concentration of added water, as shown in Fig. 7. The current measured in glacial acetic acid is very weak; at the initial diluting stage, the current increases very rapidly, and the presence of trace water leads to a rapid increase in current, indicating that the acetic acid molecules are rapidly ionized, producing cations and anions and resulting in a rapid increase in current. When the current reaches a certain value, it decreases, suggesting that the concentration of ions in the solution begins to decline. In the late diluting stage, the declining trend slows down, showing that the ionization equilibrium of the acetic acid molecules changed, resulting in little change in the current. [4]

3.5 Test of Sulfuric Acid and Barium Hydroxide Reaction

Traditionally, the reaction between barium hydroxide solution and dilute sulfuric acid is mainly monitored through the brightness changes of the light bulbs, which reflect the ion changes during the double decomposition reaction, but the event effect is less than satisfactory. Therefore, the use of our ammeter to monitor the conductivity change of the reaction has the advantages of simple operation, obvious demonstration effect, and good experimental reproducibility, and has a good teaching effect in helping students understand the essence of the double decomposition reaction.

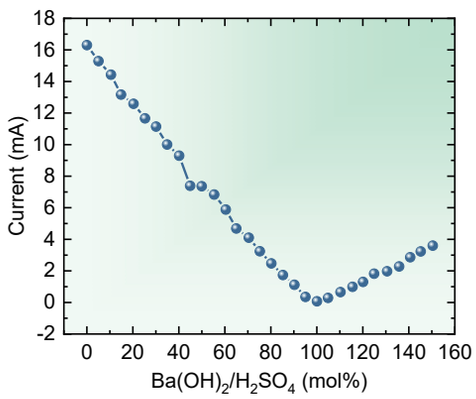

Fig. 8 Changes in the Conductivity of H_2SO_4 Solution Added with $Ba(OH)_2$ Solution Drops

The conductivity of an electrolyte solution mainly depends on the ion migration rate and migration number in the solution. The ion migration rate is related to the nature of ions (including ionic radius, degree of ion hydration, electric charge, etc.), the nature of the solvent and the potential of the electric field. Besides, ion migration rate and migration number are affected by factors such as ion concentration and temperature. Sulfuric acid solution is characterized by good conductivity, and double decomposition reaction occurs when $Ba(OH)_2$ is dripped into H_2SO_4 solution: $Ba(OH)_2 + H_2SO_4 = BaSO_4\downarrow + 2H_2O$; since barium sulfate is insoluble in water, the reaction results in significant reductions of OH^-, SO_4^{2-}, Ba^{2+} and H^+ ions, showing a certain linear relationship. Therefore, as shown in Fig. 8, there is a straight drop in current, and the current increases with the increase of barium hydroxide after approaching 0 point. The inflection point indicates the end of the reaction, and it effectively reflects the reaction process with clear experimental phenomenon.

3.6 The Relationship between Weak Electrolyte Ionization and Temperature

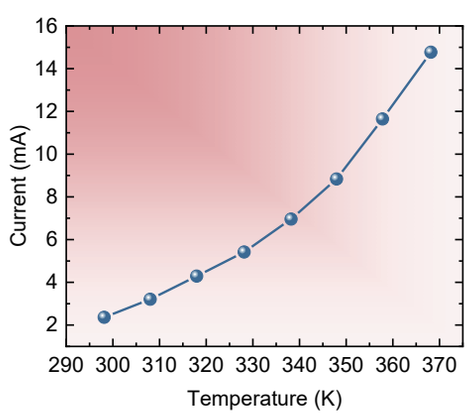

Fig. 9 Current Variation of 0.1 mol/L Acetic Acid Solution during the Warming Processing

It can be seen from the Fig. 8 that as the temperature increases, the current of the acetic acid solution increases gradually. Because acetic acid is a weak electrolyte, and the ionization process is an endothermic reaction, the increase of temperature promotes ionization, and leads to more ionized H^+ and CH_3COO^-, the rise of the ion concentration, and growth of the current. [5]

4. Project Achievement

Electrolyte ionization experiments were carried out by using an ammeter controlled by a single chip microcomputer, so as

to systematically explore the ionization of strong and weak electrolytes as well as electrolyte and non-electrolytes, the change of electrolyte conductivity with concentration, the current change during the dilution of glacial acetic acid, the test of sulfuric acid and barium hydroxide reaction, and the relationship between the ionization of a weak electrolyte and temperature. The experiments with our self-made experimental instrument intuitively and reliably reflect the physical and chemical changes of electrolyte ionization, reaction, physical properties, etc., and the instrument provides a good teaching platform for experimental teaching and learning in high school chemistry.

Project Innovations and Advantages:

(1) Innovatively use a single chip microcomputer for current testing in electrolyte ionization experiments.

(2) Systematically study various factors influencing electrolyte ionization, and monitor the process of chemical experiments.

(3) The instrument has the advantages of simple operation, high test accuracy, reliable performance, and relatively good cost performance.

5. Teaching Evaluation

As shown in Table 1, an evaluation form was designed to evaluate students' exploration activities from the perspectives of experimental attitude, experimental skills, experimental knowledge, and experimental attainment. Based on the evaluation, teachers can carry forward the merits and improve the shortcomings, so as to improve the students' experimental exploration in chemistry as well as their core attainments in chemistry.

Table 1 Scientific Exploration Classroom Evaluation Form

Item	Experimental Attitude (10 Points)	Experimental Skills (40 Points)	Experimental Knowledge (40 Points)	Attainment in Chemistry (10 Points)
Dimension	Preparation before class, purpose of experiment, principle of experiment, safety of experiment, resource conservation, environmental protection awareness	Experiment design, operating specifications, accurate records, collaboration, active participation, communication and discussion	Experimental data processing, completion of experimental reports, interpretation of experimental phenomena, understanding of experimental principles	Macroscopic identification and microscopic analysis, concept of change and thought of balance, evidence reasoning and model cognition, experimental exploration and innovative consciousness, scientific spirit and social responsibility
	Each dimension is divided into four levels (excellent, good, medium, and poor), which account for about a quarter of each item, and are directly scored.			
Student Self-Assessment				
Group Assessment				
General Evaluation by Teacher				

6. Conclusion

The teachers and students have studied together and practiced continuously. With the self-made chemical experimental instrument, the teachers guided students to carry out the experimental explorations, allowing them to experience the fun of scientific exploration, master the research ideas, and learn scientific research methods. An assessment form is used to evaluate the efficiency of students' scientific exploration, and based on the feedback, teachers can further improve the quality of teaching as well as students' research ability and core attainments, and cultivate more and better developers and socialist successor.

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Original Research Article

Finite-Dimensional Hopf Algebras

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Abstract: This paper mainly discussed various characterizations for the finite-dimensional Hopf algebras over algebraically closed field and has characteristic 0. And further showed that the order of antipode of the Hopf algebras is finite, but also provides a hint on how to estimate the order of the antipodes.

Keywords: Finite-dimensional Hopf algebras; Order of the antipode ; Trace; Semisimple; Cosemisimple; Eigenvalue; Distinguished grouplike

Fund project: Project supported by Research Program of Software Engineering Institute of Guangzhou（KY202110）.

1. Introduction

Throughout this paper K is a algebraically closed field and has characteristic0, H is a finite -dimensional $K-Hopf$ algebra with antipode S which is a diagonalizable operator and C is a $K-$

coalgebra . There is a convenient adaptation of the Heyneman–Sweedler[1] singma notation for coalgebras and comodules as $\Delta(c)=\sum c_{(1)}\otimes c_{(2)}$ and $\rho(c)=\sum c_{(-1)}\otimes c_{(0)}\quad \forall c\in C$.

Definition1.1[1] A grouplike elements of C is a $c\in C$ which satisfies the following conditions: $\Delta(c)=c\otimes c$ and $\varepsilon(c)=1$, the set of grouplike elements of C is denoted $G(C)$.

We firstly recall the following actions as module structures:

H^* is a left $H-$module via $(h\to h^*)(g)=h^*(gh)$ for $h,g\in H, h^*\in H^*$.

H^* is a rigt $H-$module via $(h\leftarrow h^*)(g)=h^*(hg)$ for $h,g\in H, h^*\in H^*$.

H is a left h H^*-module via $h^*\to h=\sum h^*(h_2)h_1$ for $h^*\in H^*, h\in H$.

H is a right H^*-module via $h\leftarrow h^*=\sum h^*(h_1)h_2$ for $h^*\in H^*, h\in H$.

If $g\in H$ is a grouplike element as in Definition1.1, we can denote by

$$L_g=\{m\in H^*\big|h^*m=h^*(g)m \text{ for any } h^*\in H^*\}$$

and

$$R_g=\{n\in H^*\big|nh^*=h^*(g)n \text{ for any } h^*\in H^*\}$$

which are ideals of H^* and $L_1=\int_l$, $R_1=\int_r$. Also recall from[1] that L_g and R_g are 1-dimensional,and there exists a grouplike element d such that $R_d=L_1$, where d is called the distinguished grouplike. We can perform the same constructions on the dual algebra H^*. More precisely, for any $\eta\in G(H^*)=A\lg(H,K)$ we can define

$$L_\eta=\{x\in H\big|hx=\eta(h)x \text{ for any } h\in H\}$$

$$R_\eta=\{y\in H\big|yh=\eta(h)y \text{ for any } h\in H\}.$$

We remark that if we keep the same definition we gave for L_g, then L_η should be a subspace

of H^{**}.The set L_η, as defined above ,is just the preimage of this subspace via the canonical

Isomorphism $\theta: H\to H^{**}$. From the above it follows that the subspaces L_η and R_η are ideals

of dimension 1 in H, and there exists $\alpha\in G(H^*)$ such that $R_\alpha=L_\varepsilon$. This element α is the

distinguished grouplike element in H^*.

Remark1.2[1] If H is semisimple and cosemisimple, then distinguished grouplike in H and

H^* are equal to 1 and ε, respectively.

Lemma1.3[2] Suppose that H is a Hopf algebra over K. Then

The only subspaces of H which are both a left ideal and left coideal of H are $\{O\}$ and

H.

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If H contains a non-zero finite -dimensional left or right ideal. Then H is finite-dimensional.

Lemma1.4[3] Let C be a finite-dimensional coalgebra over K. Then $U \mapsto U^{\perp}$ is a one-one inclusion reversing correspondence between the set of coideals (respectively subcoalgebras, left coideals, right coideals) of C and the set of subalgebras (respectively ideals, left ideals, right ideals) of the dual algebra C^*.

Lemma1.5[3] If $C_n(K)$ is a simple coalgebra over K for all $n \geq 1$. Then any simple coalgebra over K is isomorphic to $C_n(K)$ for some $n \geq 1$.

Lemma1.6[4] Suppose U and V be vector spaces over K and $F: V^* \to U^*$ is the transpose of a linear map $f: U \to V$. If J and I are subspaces of V^* and U^* respectively. Then

$F(J) \subseteq I$ implies $f(I^{\perp}) \subseteq J^{\perp}$.

Remark1.7[4] For a subspace V of U let $res_V^U : U^* \to V^*$ be the restriction map which is thus defined by $res_V^U(u^*) = u^*|V$ for all $u^* \in U^*$. Notice that $Ker(res_V^U) = V^{\perp}$. Hence

$U^*/V^{\perp} \cong V^*$ as vector spaces. Therefore we have the formula $Dim(U^*/V^{\perp}) = Dim(V^*)$. In particular $V^{\perp}$ is a cofinite subspace of U^* if and only if V is a finite-dimensional subspace of

U. Also notice that $res_V^U = i^*$, where $i: V \to U$ is the inclusion map.

Definition1.8[4] For $a \in H$, $a^* \in H^*$, $b \in H$, define endomorphisms $L(a^*)$ and $R(a^*)$ in $End(H)$ by $L(a^*)(b) = a^* \to b$ and $R(a^*)(b) = b \leftarrow a^*$, on the other hand, $l(a)$ and $r(a)$ in $End(H)$ by $l(a)(b) = ab$ and $r(a)(b) = ba$.

Proposition 1.9[5] Suppose that S is the antipode of H. Let Λ be a left integral for H and ω be a right integral for H^* which satisfy $<\Lambda, \omega> = 1$. Then

$Tr(r(a) \circ S^2 \circ R(a^*)) = <\omega, a><a^*, \Lambda>$ for all $a \in H$, $a^* \in H^*$.

The functional $\omega_r \in H^*$ defined by $\omega_r(a) = Tr(r(a) \circ S^2)$ for all $a \in H$ is a right integral for H^*.

Proposition 1.10[5] Suppose that S is the antipode of H. Then the following are equivalent:

H and H^* are semisimple.

$Tr(S^2) \neq 0$.

Proposition 1.11[5] Suppose that S is the antipode of H.

Let g and α be the distinguished grouplike elements for H and H^* respectively. Then $S^4 = \tau_g \circ (\tau_{\alpha^{-1}})^*$

or equivalently, $S^4(a) = g(\alpha \to a \leftarrow \alpha^{-1})g^{-1}$, for all $a \in H$.

If H and H^* are unimodular , in particular if H and H^* are semisimple, then $S^4 = 1_H$.

$Tr(S^2) = (Dim(H))Tr(S^2|_{x_H} H)$.

Theorem 1.12[6] Let H be a Hopf algebra over K. Then the following are equivalent:

All left $H-$comodules are completely reducible.

$<\lambda, 1> \neq 0$ for some $\lambda \in \int^r$.

$H = K1 \otimes C$ for some subcoalgebra C of H.

$<\lambda, 1> \neq 0$ for some $\lambda \in \int^l$

All right $H-$comodules are completely reducible.

Theorem 1.13[6] Let H be a cosemisimple Hopf algebra with antipode S. Then $S^2(C) = C$ for all simple subcoalgebras C of H.

2. The order of the antipode

Lemma 2.1 Suppose $\eta \in G(H^*)$, $g \in G(H)$, $m, n \in H^*$ and $x \in L_\eta$ such that $m \to x = x \leftarrow n$. Then $m \in L_g$ and $n \in R_g$.

Proof Let $h^*, g^* \in H^*$. Then

$$\begin{aligned}(g^*h^*m)(x) &= \sum (g^*h^*)(x_1 m(x_2)) \\ &= (g^*h^*)(g) \\ &= g^*(g)h^*(g) \\ &= \sum g^*(m(x_2)x_1)h^*(g) \\ &= (g^*h^*(g)m)(x)\end{aligned}$$

which shows that $(g^*(h^*m - h^*(g)m))(x) = 0$, so $(h^*m - h^*(g)m)(x \leftarrow H^*) = 0$. But

$x \leftarrow H^* = H$, since $L_\eta \leftarrow \eta = L_\varepsilon$ and $L_\varepsilon \leftarrow H^* = H$ (applied for the dual of H^{op}). This

shows that $h^*m = h^*(g)m$, and so $m \in L_g$. The fact that $n \in R_g$ is proved in a similar way.

Corollary 2.2 If $m \in H^*, x \in L_\varepsilon$, and $m \to x = 1$, then $m \in L_1$ and $x \leftarrow m = d$.

Proof If $h^* \in H^*$, then

$$\begin{aligned}h^*(x \leftarrow m) &= \sum h^*(x_2)m(x_1) \\ &= (mh^*)(x) \\ &= h(d)m(x) \\ &\quad h^*(m(x)d)\end{aligned}$$

Applying ε to the relation $\sum m(x_2)x_1 = 1$ we get $m(x) = 1$. This shows that $x \leftarrow m = d$. The fact that $m \in L_1$ is proved by Lemma 2.1.

Lemma 2.3 Suppose $x \in L_\eta$, $g \in G(H)$, $m \in H^*$ such that $m \to x = g$. Then for any

$h^* \in H^*$ we have $\eta(g)h^*(1) = \sum h^*(x_1)m(gx_2)$.

Proof From the fact that $\Delta(h^*) = \sum h_1^* \otimes h_2^*$, $g = m \to x$ and $\eta(g)x = gx$, we have

$$\begin{aligned}\eta(g)h^*(1) &= \sum \eta(g)h_1^*(g^{-1})h_2^*(g)\\ &= h_1^*(g^{-1})h_2^*(m(x_2)x_1\eta(g))\\ &= h_1^*(g^{-1})h_2^*(m(gx_2)gx_1)\\ &= \sum h^*(g^{-1}gx_1)m(gx_2)\\ &= \sum h^*(x_1)m(gx_2)\end{aligned}$$

Lemma 2.4 Let $x \in L_\eta$, $g \in G(H)$, $m \in H^*$, and $\eta \in G(H^*)$ such that $m \to x = g$. Then for any $h \in H$ we have $S(g^{-1}(\eta \to h)) = (m \leftarrow h) \to x$.

Proof If $h^* \in H^*$. Then

$$\begin{aligned}h^*(S(g^{-1}(\eta \to h))) &= \sum h^*(S(h_1)g)\eta(h_2)\\ &= \sum \eta(g)h^*(S(h_1)g)\eta(g^{-1}h_2)\\ &= \eta(g)((h^*S)\eta)(g^{-1}h)\\ &= \sum ((h_1^*S)\eta)(g^{-1}h)\eta(g)h_2^*(1)\\ &= \sum ((h_1^*S)\eta)(g^{-1}h)h_2^*(m(gx_2)x_1)\\ &= \sum (h_1^*S)(g^{-1}h_1)\eta(g^{-1}h_2)h_2^*(m(gx_2)x_1)\\ &= \sum h_1^*(S(h_1)g)h_2^*(m(gg^{-1}h_3x_2)g^{-1}h_2x_1)\\ &= \sum h_1^*(S(h_1)gg^{-1}h_2x_1m(h_3x_2))\\ &= \sum h^*(x_1m(hx_2))\\ &= h^*((m \leftarrow h) \to x).\end{aligned}$$

Remark 2.5 If we write the formula from Lemma2.4 for the Hopf algebras $H, H^{cop}, H^{op,cop}$ and H^{op}, we get that for any $h \in H$ the following relations hold:

Suppose $x \in L_\eta, m \to x = g$, then $S(g^{-1}(\eta \to h)) = (m \leftarrow h) \to x$;

Suppose $x \in R_\eta, m \to x = g$, then $S^{-1}((\eta \to h)g^{-1}) = (h \to m) \to x$;

Suppose $x \in R_\eta, x \leftarrow n = g$, then $S((h \leftarrow \eta)g^{-1}) = x \leftarrow (h \to n)$;

Suppose $x \in L_\eta, x \leftarrow n = g$, then $S^{-1}(g^{-1}(h \leftarrow \eta)) = x \leftarrow (n \leftarrow h)$.

In particular

If $x \in L_\varepsilon, m \to x = 1$, then $S(h) = (m \leftarrow h) \to x$ (2.1)

If $x \in R_\alpha = L_\varepsilon, m \to x = 1$, then $S^{-1}(\alpha \to h) = (h \to m) \to x$ (2.2)

If $x \in R_\alpha = L_\varepsilon, x \leftarrow n = d$, then $S((h \leftarrow \alpha)d^{-1}) = x \leftarrow (h \to n)$ (2.3)

If $x \in L_\varepsilon, x \leftarrow n = g$, then $S^{-1}(g^{-1}h) = x \leftarrow (n \leftarrow h)$ (2.4)

Theorem 2.6 For any $h \in H$ we have $S^4(h) = d^{-1}(\alpha \to h \leftarrow \alpha^{-1})d$.

Proof Suppose $x \in L_\varepsilon = R_\alpha$, and $m \in H^*$ with $m \to x = 1$. Corollary 2.2 shows that $m \in L_1$ and $m \in L_1$ and $x \leftarrow m = d$. Moreover, we have

$$(S^4(h) \to m) \to x = S^{-1}(\alpha \to S^4(h)$$

(by (2.2))

$$\begin{aligned}&= S^{-1}(S^4(\alpha \to h)\\ &= S(S^2(\alpha \to h)\\ &= (m \leftarrow S^2(\alpha \to h) \to x\end{aligned}$$

(by (2.1))

Since the map from H^* to H, sending $h^* \in H^*$ to $h^* \to x \in H$ is bijective, we obtain

$$S^4(h) \to m = m \leftarrow S^2(\alpha \to h).$$

On the other hand,

$$x \leftarrow (m \leftarrow S^2(\alpha \to h) = S^{-1}(d^{-1}S^2(\alpha \to h)$$

(by (2.4))

$$\begin{aligned}&= S^{-1}(S^2(d^{-1}(\alpha \to h)))\\ &= S(d^{-1}(\alpha \to h))\\ &= S(d^{-1}(\alpha \to h)dd^{-1})\\ &= S(((d^{-1}(\alpha \to h \leftarrow \alpha^{-1})d) \leftarrow \alpha)d^{-1})\\ &= x \leftarrow ((d^{-1}(\alpha \to h \leftarrow \alpha^{-1})d) \to m)\end{aligned}$$

(by (2.3))

Since the map $h^* \mapsto (x \leftarrow h^*)$ from H^* to H is bijective, we obtain that

$$m \leftarrow S^2(\alpha \to h) = (d^{-1}(\alpha \to h \leftarrow \alpha^{-1})d) \to m$$

We got that

$$S^4(h) \to m = (d^{-1}(\alpha \to h \leftarrow \alpha^{-1})d) \to m$$

then the formula follows from the bijectivity of the map $h \mapsto (h \to m)$ from H to H^*.

Theorem 2.7 Let H be a finite dimensional Hopf algebra. Then the antipode S has finite order.

Proof By Theorem 2.6, we obtain by induction that

$$S^{4n}(h) = d^{-n}(\alpha^n \to h \leftarrow \alpha^{-n})d^n$$

for any positive integer n. Since $G(H)$ and $G(H^*)$ are finite groups, their elements have finite orders, so there exists p for which $d^p = 1$ and $\alpha^p = \varepsilon$. Then it follows that $S^{4p} = I$.

3 Characterizations of semisimple Hopf algebras

Semisimlpe Hopf algebras are finite-dimsnsional by part (2) of Lemma 1.3. We characterize finite-dimensional Hopf algebras which are semisimple in the algebraically closed characteristic zero case. To this end we calculate a trace.

Lemma3.1 If C is a simple coalgebra over K, and T is a diagonalizable coalgebra automorphism of C. The

$$Tr(T) = (\sum_{i=1}^n \lambda_i)(\sum_{i=1}^n \lambda_i^{-1})$$

where $\lambda_1, \lambda_2, \cdots, \lambda_n$ are eigenvalues for T.

Proof By lemma1.5 we obtain that $C \cong C_n(K)$ for some $n \geq 1$. Thus we may assume

$C = C_n(K)$. The crux of the proof will be to show that there is a simple left coideal M of C

such that $T(M) \subseteq M$. Necesarily $Dim(M) = n$.

T^* is an algebra automorphism of $C^* = M_n(K)$. By Skolem-Noether Theorem, there is an invertible matrix $u \in M_n(K)$ such that $T^*(a) = uau^{-1}$ for all $a \in M_n(K)$. Identify $C^* = M_n(K)$ with $End(V)$,where V is an $n-$ dimensional vector space over K. Since K is algebraically closed, u has an eigenvalue $\lambda \in K$. Let $v \in V$ be a non-zero vector satisfying $u(V) = \lambda v$. Regard $End(V)$ and V as left $End(V)-$ modules via function composition and evaluation respectively. Then V is a simple module and the evaluation map

$e_v : End(V) \to V$ given by $e_v(a) = a(v)$ for all $a \in End(V)$

is a module map. Therefore $L = Ker(e_v) = \{a \in End(V) | a(v) = 0\}$ is a maximal left ideal of

$End(V)$ of codimension $n^2 - n$. Observe that $T^*(L) \subseteq L$. Set $M = L^{\perp}$. Then M is a minimal left coideal of C by Lemma 1.4 and $T(M) \subseteq M$ by Lemma 1.6. and Using Remark1.7 we see that $Dim(M) = n$.

Since T is diagonalizable and $T(M) \subseteq M$ it follows that the restriction $T|M$ is diagonalizable. Let $\{m_1, m_2, \cdots, m_n\}$ be a basis of eigenvectors for $T|M$ and let $\lambda_1, \cdots, \lambda_n \in K$

satisfy $T(m_i) = \lambda_i m_i$ for all $1 \le i \le n$. Then $\lambda_1, \cdots, \lambda_n$ are non-zer scalars since $T|M$ is noe-

one. For each $1 \le i \le n$ write $\Delta(m_i) = \sum_{j=1}^{n} c_{i,j} \otimes m_j$. Then the $c_{i,j}$'s satisfy the comatrix identities and thus span a non-zero subcoalgebra D of C. Since C is simple $D = C$. Since

$Dim(C) = n^2$ necessarily the $c_{i,j}$'s from a basis for C. Applying $T \otimes T$ to both sides of the

equation for $\Delta(m_i)$ yields $\sum_{j=1}^{n} \lambda_i c_{i,j} \otimes m_j = \sum_{j=1}^{n} T(c_{i,j}) \otimes \lambda_j m_j$. Therefore $T(c_{i,j}) =$

$\lambda_i \lambda_j^{-1} c_{i,j}$ for all $1 \le i, j \le n$. Since $\{c_{i,j}\}_{1 \le i,j \le n}$ is a basis for C we calculat

$$Tr(T) = \sum_{i,j=1}^{n} \lambda_i \lambda_j^{-1} = (\sum_{i=1}^{n} \lambda_i)(\sum_{i=1}^{n} \lambda_i^{-1})$$

Theorem 3.2 Let H be a Hopf algebra with antipode S over K. Then the following are equivalent.

H is cosemisimple.

$Tr(S^2) \neq 0$.

H is semisimple.

$S^2 = 1_H$.

$\omega : H \to K$ defined by $\omega(a) = Tr(r(a)$ for all $a \in H$ is a right integral for H.

Proof (1)$\Rightarrow$(2). Since H is cosemisimple it is the direct sum of its simple subcoalgebras . Let C be a simple subcoalgebra of H. Then $S(C) = C$ By Theorem1.13 . Now S^2 has finite order by part (1) of Theorem Proposition1.11. Since K is algebraically closed of

characteristic zero S^2 is diagonalizable. Thus $Tr(S^2) = (\sum_{i=1}^{n} \lambda_i)(\sum_{i=1}^{n} \lambda_i^{-1})$ where $\lambda_1, \cdots, \lambda_n$ are roots of unity by Lemma 3.1. Since the characteristic of K is zero we may assume that $\lambda_1, \cdots, \lambda_n \in$ C, the field of compex mubers. Thus

$$Tr(S^2|C) = (\sum_{i=1}^{n} \lambda_i)(\sum_{i=1}^{n} \lambda_i^{-1}) = (\sum_{i=1}^{n} \lambda_i)(\overline{\sum_{i=1}^{n} \lambda_i}) = \left|\sum_{i=1}^{n} \lambda_i\right|^2$$

is a non-negative real number. Therefore $Tr(S^2) = 1 + \sum_C Tr(S^2|C) \ge 1$, where C runs over the simple subcoalgebras $C \neq K1$ of H. We have shown that $Tr(S^2) \neq 0$.

(2)$\Rightarrow$(3). It is pretty obvious by Proposition1.10.

(3)$\Rightarrow$(4). Assume that H is semisimple. Then H^* is cosemisimple. We have just show H^*

is semisimple; thus H is semisimple and cosemisimple. In particular $Tr(S^2) \neq 0$. Now $Tr(S^2)$ $= (Dim(H)\ Tr(S^2|_{x_H} H)$ by part (3) of Proposition 1.11 and $S^4 = 1_H$ by part (2) of Porposition1.11. Since the characteristic of K is not 2, the last equation implies S^2 is a diagonalizable endomorphism of H with eigenvalues ± 1. Choose a basis of eigenvectors for S^2. Let n_+ be the number of basis vectors belonging to the eigenvalue 1 and let n_- be the number belonging to -1. By the preceding trace formula $n_+ - n_- = (n_+ + n_-)m$ for some integer m which is not zero since $Tr(S^2) \neq 0$ .Squaring both sides of this equation yields

$$-2n_+n_- = (m^2 - 1)n_+^2 + 2m^2 n_+ n_- + (m^2 - 1)n_-^2 \ge 0.$$

Therefore $n_+ n_- = 0$. Since $n_+ \neq 0$ necessarily $n_- = 0$. We have shown $S^2 = 1_H$.

(4)$\Rightarrow$(5). That it is very simple follows by part (2) of Proposition1.9.

(5)$\Rightarrow$(1). Since $\omega(1) = Dim(H)1 \neq 0$, thus our proof is complete by Theorem1.12.

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Original Research Article

Exploring the Construction and Characteristic Development of First-class Undergraduate Majors in Engineering Management - Education Sector

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Abstract: The construction of first-class undergraduate majors in engineering management is an important component of the construction of double first-class universities and an important support for cultivating first-class talents. In order to comprehensively revitalize undergraduate education, it is necessary to explore the connotation of first-class undergraduate majors, sort out the advantageous resources of the university, establish the construction contents of undergraduate majors from various aspects such as talent cultivation, professional orientation, sustainable development of majors, curriculum system, faculty team and teaching conditions, and formulate characteristic development ideas in combination with social demands and professional advantages.
Keywords: Engineering management; First-class profession; Characteristic development

Introduction

The engineering management profession is a product of reform and opening up and the gradual establishment and improvement of the market economy system. With the diversification of market interest subjects and the continuous promotion of reform and opening up, problems such as excessive project investment, misallocation of resources and declining economic benefits have become increasingly prominent; especially with the continuous promotion of the Belt and Road national strategy, more energy and power projects have gone abroad, requiring the engineering management of the new era to be dedicated to solving the management problems of energy and power projects in different environments. These problems have put forward higher requirements for engineering management talents, and also put forward new requirements for engineering management education. On the basis of analyzing the educational characteristics of our undergraduate engineering management majors, this paper analyzes the future planning of the construction and development of first-class undergraduate majors, so as to lay the foundation for the sustainable development and talent cultivation of engineering management majors in the new era.

1. The current state of development of the engineering management profession

The engineering management profession in China can be traced back to the early 1960s, when a group of engineering economy experts who studied in the former Soviet Union in the 1950s and engineering economy experts who studied in Britain and the United States before the 1950s opened the discipline of technical economy in China, which mainly studied the economic analysis of projects and technical activities, such as project evaluation and feasibility analysis.

In 1979, 11 institutions in China, including Xi'an Jiaotong University, launched management engineering programmes.

In 1980, Huazhong Institute of Technology started to recruit undergraduate students in materials management engineering.

In 1981, Harbin University of Architecture enrolled in construction management engineering, followed by real estate business management and international engineering management.

After four revisions in 1963, 1989, 1993 and 1998, China's undergraduate majors have been integrated into engineering management, including construction management engineering, capital construction management engineering, management engineering (direction of construction management engineering), real estate management, foreign-related construction engineering creation and management, and international engineering management, which formally became a major under the first-level discipline of management science and engineering in 1998 [1].

Engineering management majors are widely employed in construction units, construction enterprises, real estate companies, supervision companies, project management companies, engineering consulting and other departments to engage in construction, budgeting, supervision, technical management, information, safety, quality testing and other work[2]. In recent years, with the rapid development of the national economy, the demand for engineering management professionals in various industries has increased drastically[3]. However, the development history of engineering management majors varies among colleges and universities, so there are certain differences in professional settings, faculty settings and research directions.

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The major of Engineering Management of North China University of Electric Power was established in 1983, and was selected as one of the national first-class undergraduate majors in 2020, and ranked 16th in China in the 2021 Soft Science Ranking of Chinese Universities. The major adheres to the cultivation objectives of "electric power characteristics, engineering practice, scientific research and innovation", and cultivates high-quality composite talents with "knowledge of both technology and economics, management and law".

2. Engineering Management Specialty Analysis

2.1 Industry Features

Engineering management is an emerging cross-composite discipline of engineering technology and management, which cultivates complex senior management talents with basic knowledge of management, economics and civil engineering technology and mastering theories, methods and means of modern management science. Modern engineering project management generally has the following characteristics: the project involves a wide range of areas and is technically difficult; it requires multi-disciplinary integration; there are many participating units and requires cross-territory collaboration; high quality requirements and tight schedules; complex information communication and wide social influence. This profession was established in the early 1980s after the reform and opening up, in response to the needs of socialist construction. In recent years, with the development of global integration, especially after China's accession to the WTO, international engineering project management has become a hot spot. According to the relevant national regulations, engineering management requires students to have basic knowledge of civil engineering technology and management, economy and law related to engineering management; students of this major are required to study mainly the basic theories, methods and technical knowledge of civil engineering in engineering management. Generally speaking, engineering management is mainly construction project management, and most of the engineering management majors in China's universities are set up according to this requirement.

2.2 School Features

As a first-class professional university for the electric power industry, North China University of Electric Power (NUEP) has seized the opportunity to build a "large electric power" system based on superior disciplines, with emerging energy disciplines as the focus and arts and science disciplines as the support, in the face of the world's energy development trend led by innovative energy and renewable energy. "The university has been able to maintain its advantages in the field of energy and electricity. On the basis of the dominant disciplines such as electricity and power, the university accelerates the development of disciplines such as environment, nuclear energy, hydropower, wind energy, solar energy and bio-energy, actively develops disciplines such as economics, management, law, mathematics, physics and other arts and science disciplines, pays attention to the combination of mechanical, electronic, material, control information and arts and science disciplines with energy and power disciplines, through mutual penetration and cross-fertilization, so that the connotation of each discipline forms its own characteristics and together The university has built up a system of disciplines and specialties that highlights the characteristics of "Big Electricity".

The university pays attention to the characteristics of talent cultivation of "emphasis on practice and strong ability" and builds the "four modes" of "basic experimental teaching, on-campus practical teaching, simulation practical teaching and off-campus engineering practical teaching". The "Four Modes" engineering teaching mode is built to lay a solid foundation for the overall development of students. Among them, the on-campus practical teaching module mainly consists of "experimental simulation" and "practical simulation", the former highlighting the application of simulation in experimental teaching, and the latter simulating a practical environment close to reality, allowing students to conduct comprehensive practical training.

2.3 Course Features

The basic courses of Engineering Management in North China Electric Power University include six basic courses, namely Principles of Management, Microeconomics, Engineering Statistics, Engineering Operations Research, Engineering Economics and Engineering Drawing. Through the core foundation courses, students can master the important professional theoretical foundation of management, economics, statistics and operation research at the same time. The core courses can be further subdivided into four series of courses:

① civil engineering series courses;

② engineering cost and management series courses;

③engineering management software series courses;

④power industry special series courses.

The civil engineering series courses enable students of engineering management to master the necessary basic knowledge of civil engineering and lay a solid professional foundation for engaging in engineering management-related work; the engineering cost and management series courses, as the core professional courses of engineering cost and management series, play an important role in cultivating students' vocational skills and enhancing their competitiveness in employment; the engineering management software series courses can exercise students' ability to solve practical problems by using professional software. The series of courses on engineering management software can train students to use professional software to solve practical problems and lay a good foundation for their future work; and the series of courses on the characteristics of the electric power industry are designed to cultivate high-level engineers in the electric power industry and give students a unique competitive advantage in the electric power industry.

3. Exploring the construction and development of first-class undergraduate majors

With the continuous development of socialism with Chinese characteristics in the new era and the continuous improvement of social and economic levels, the construction of first-class undergraduate majors and the cultivation of first-class professional talents have increasingly become the focus of high-quality development of universities. At present, there are problems in the development of engineering management majors, such as the lack of distinctive professional characteristics, unreasonable curriculum system,

unfrontier curriculum content and imperfect practical training platform. In order to better complete the construction of first-class undergraduate majors, innovate talent cultivation mode, make the course content, cultivation mode and teaching means meet the requirements of "Power Engineering Management Composite Talent Cultivation Plan", engineering management majors need to take the characteristic development road with the needs of the times.

3.1 Design of an engineering management training programme oriented to the needs of energy and electricity

In the process of constructing first-class undergraduate majors, it is necessary to highlight the characteristics, explore the inherent needs of cultivating outstanding engineers, future scientists and industry leaders around energy and power science and engineering, formulate the cultivation objectives of first-class engineering management majors, construct the curriculum system corresponding to them and form the cultivation program of first-class engineering management majors. The specific contents are as follows: 1) extensively investigate the current situation and successful experiences of the development of engineering management majors in famous universities at home and abroad; 2) explore the specific needs of energy and power science and engineering for engineering management; 3) analyze the factors and paths influencing the cultivation of first-class talents in engineering management; 4) clarify the cultivation objectives, construct the curriculum system and form a cultivation program for first-class engineering management majors with the characteristics of our university.

3.2 Course content revised to highlight energy and power features

Based on the realistic needs of the country and the industry, facing the field of electric power engineering management, according to the role and characteristics of each course in personnel training, engineering standards, specifications and cases with strong electric power characteristics and cutting-edge advantages are enriched into the teaching contents of corresponding courses, so as to realize the in-depth integration of basic theory and cutting-edge technology, general education and innovative application, universal knowledge and industry characteristics. Specifically, we collect and analyse the common knowledge points of the teaching contents of each course, explore the frontier theories and technical methods of each course, and then collect and collate the case materials accumulated in energy and power engineering research projects, so as to finally complete the revision of the teaching contents of courses with outstanding energy and power characteristics.

3.3 Reforming the cultivation mode of talents with characteristics of power engineering management

Adhering to the objective of "student-oriented, promoting students' all-round development and personality development", the university carries out comprehensive reform of the cultivation mode of talents with characteristics of electric power engineering management, focusing on the construction direction of first-class disciplines of energy and power science and engineering. Through the revision of curriculum teaching contents and the establishment of electric power characteristic teaching materials system, the construction of virtual simulation practice training system through VR technology and Internet technology, the improvement of practical operation ability of engineering management students based on the construction of electric power engineering practical training platform, and the realization of remote linkage training mode through the cooperation between schools and enterprises with the help of advanced communication technology. Establish the cultivation mode of electric power engineering management talents with organic integration of multiple methods.

3.4 Building a teaching team based on a multidisciplinary and collaborative matrix organisation structure

Based on the national excellent teaching team of engineering project management, the university will further strengthen the construction of teachers' team. According to the construction idea of "self-cultivation, internal selection and external introduction", the team will focus on improving the quality of the teaching team, optimize the structure, drive teaching by scientific research, encourage teachers to go deep into enterprises and grassroots, and shorten the distance between theory and power production practice; in order to cultivate compound talents of engineering management majors, break the barriers between disciplines, and strive to build a team with a strong sense of reform, reasonable structure and advanced teaching quality. In order to cultivate composite talents of engineering management majors and break the barriers between disciplines, we strive to build a teaching team based on matrix combination structure under the collaboration mode of cross-department and cross-discipline, which loves undergraduate teaching, has a strong sense of reform, reasonable structure, high teaching quality, advanced teaching concepts and clear teaching reform goals. In order to achieve this goal, firstly, it is necessary to analyze and summarize information about the education background, research direction and engineering practice experience of the existing teaching team, update the concept of professional construction and enhance professional quality through teacher training and exchange and learning, so as to meet the competence requirements of the members of the teaching team for first-class majors; subsequently, it is necessary to construct the matrix organization structure of the teaching team of first-class majors in engineering management, and at the same time carry out the internal management system of the teaching team The construction of the internal management system of the teaching team was carried out at the same time to avoid the problem of multiple leaders that might be caused by the matrix organization structure.

3.5 Building a practical teaching platform with energy and power characteristics

In order to guarantee the smooth promotion of teaching reform, improve the quality of education and teaching, and achieve the sustainable and healthy development of first-class engineering management majors, it is necessary to study how to construct the quality assurance system of this major through methods such as engineering certification and quality supervision system. For example, in the whole process of cultivating talents with characteristics of electric power engineering management, build a method of monitoring and attributing timely responsibility for the quality of higher education; carry out the adjustment and optimization of cultivation programs of undergraduate courses and teaching practices of Chinese engineering management majors firmly in accordance with China's engineering education accreditation standards and relevant international accreditation standards. In terms of disciplines, strive to complete the professional accreditation work, including the international accreditation assessment work, and strive to obtain the

relevant international accreditation certificate, and do a good job of subsequent professional construction based on the accreditation opinions.

4. Concluding remarks

Under the guidance of the Ministry of Education encouraging classification development and characteristic construction, relying on the advantageous resources of the construction of the first-class discipline group of "energy and power science and engineering" of North China Electric Power University, we have made preliminary exploration and planning for the characteristic development direction of engineering management majors in our university, and will continue to follow the national undergraduate education concept and the new needs of the industry in the future to make dynamic adjustments to the construction direction of this major. In the future, we will continue to follow the national undergraduate education concept and new demands of the industry to make dynamic adjustments to the direction of construction of this major. The engineering management major of North China University of Electric Power will, on the basis of solidifying the essence of the major, give full play to the characteristics of the university's large electric power, realize the role of demonstration leader in the field of engineering management in the electric power industry, cultivate composite top talents in the field of electric power engineering management, and provide strong support for the smooth realization of the low-carbon transformation of China's energy engineering and the goal of double carbon.

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Original Research Article

Research on the Renovation Strategy of Dwelling Narrowness Space Based on Service Design

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Abstract: With the expansion of urban population, tight housing supply, rising housing prices, and increasingly popular dwelling narrowness housing, young people in the city are increasingly demanding housing experience. How to customize a good living space for young people is particularly important.This paper takes the service design as the theoretical basis and research method, and proposes a systematic service strategy for the design and transformation of the dwelling narrowness space. Firstly, analyze the current situation of the dwelling narrowness space, and sort out the service design theory; secondly, analyze, dismantle and reorganize the user behavior, service system construction and relevant stakeholders' interaction points in the renovation design of the dwelling narrowness space;Finally, the design of the dwelling space and the user process are analyzed, so as to propose strategies for customized space renovation design schemes suitable for different application scenarios.

Keyword: Service design; Interior design; Renovation of dwelling narrowness space; Strategy research

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Introduction

With the rapid development of China's economy and the continuous improvement of people's living standards, more people have entered the city, moving from bungalows and self-built houses to commercial houses. In recent years, due to the expansion of colleges and universities, the per capita education level has improved, the number of college graduates has continued to rise, and a large number of young people have entered the cities for employment. Affected by the above factors, most cities have high housing prices, and most young people can only live in small-sized houses. With the increasing complexity of residential space design, its design scheme should also be more systematic and holistic. Service design aims to create better experience and value for users through services.

1. Design of dwelling narrowness space and service design

1.1 Analysis of the current situation of dwelling narrowness space design

The State Council's "Notice on the Applicable Standards for the Construction of Centralized Rental Housing" pointed out that in order to meet the living needs of new citizens and young people (14-35 years old), optimizing the quality of the living space environment and taking into account the actual development is the current housing space renovation design reform. Support force, and put forward the requirements of effectively increasing the supply of affordable housing, housing design is one of its important links.

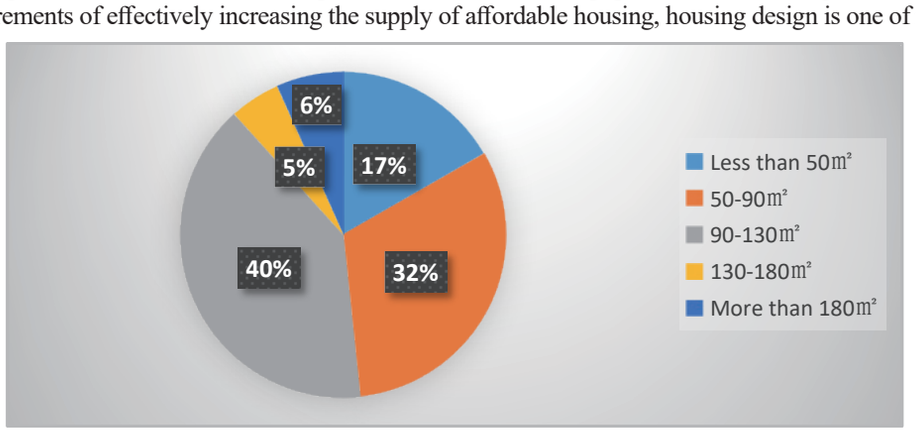

Figure 1 Data from: China Business Industry Research Institute

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1.1 Tianfeng Securities Research Institute

Dwelling narrowness space mainly refers to small-sized dwellings (below 90m²). Through the research and analysis of the current residential area of people, it is found that the living area below 90M²accounts for nearly 50% (Figure 1)..Most of the consumer groups are mainly concentrated in the "80s-00s". They have grown up with the rapid development of the information and network era, and they know how to use the information network that has been nearly perfected to obtain more information. And these "post-80s" who are full of individuality and advanced thinking are the main consumers, and their consumption behavior and consumption psychology have gradually become the main factors affecting most of the interior renovation market of narrow dwellings.

Service design emphasizes people as the center, and people are the foundation of service design. The needs of consumers guide the design trend of the living space environment. Therefore, in the design of residential space renovation services, the needs of consumers are the starting point of the value of space renovation. Analyze the motivation, and on this basis, construct a design strategy for the renovation of the dwelling narrowness space to enhance the living experience of the space. After research, it is found that the current direction of space design in the market is mainly biased towards large-scale and large-space design, and there is no relatively perfect design service strategy for the renovation of the dwelling space, resulting in the design scheme, material purchase and other links required for the transformation of the dwelling narrowness space. It is more scattered, and information interaction is more difficult, and it is impossible to concentrate such consumer groups.

1.2 Service Design Thinking

Service design and space design are two relatively independent entities. Service design is often based on the completion of space design, and according to the user's usage habits, it can independently modify and solve some problems in space design. "Service occurs within a period of time, and service has its own unique process and progress. Grasp its efficiency and improve service quality." Quality requirements are also increasing day by day. So it is very important to consider service design and space design at the same time. In the whole process of design, while looking for the focus and problem of each single node, using scattered and one-by-one solutions, its efficiency cannot match the pursuit of efficient social rhythm. For these design individuals, the focus should be on integrity, and the systematic and process-oriented service design ideas are in line with the current design concept.

1.3 The significance of service design to the design of dwelling narrowness space

As an important part of interior design, the living space focuses on the design of the "spirit of place". The ultimate purpose of the design is to allow users to experience the different feelings and changes brought about by the design. The design of space will affect people's psychological state, behavioral habits and character shaping and so on. Especially in small interior space, let the design enrich the user's development of space possibilities as much as possible.

The service design will systematically integrate the design of the dwelling narrowness space. From design to construction to after-sales, consumers can also participate in the design and customize their needs. The holistic service process pushes the customized design to the public, allowing more people in need of customized services.

The inner structure of the dwelling narrowness space is often complex, and the room types are various. In the face of different house types, different layouts, and different water and electricity layouts, a reasonable design cannot be completely solved with a set of solutions. At the same time, in the selection of furniture, users are often not satisfied. And because the occupants themselves are relatively weak in economic capacity, they are unlikely to pay for the design alone, so it is of practical significance to explore the mutuality between service design and dwelling space design. It is very important to consider the direction of the design of the dwelling space and its specific design method. How to let users have a scientific, humanized and comfortable living space is the significance between service design and dwelling space design.

2. System construction and integration innovation of dwelling narrowness space renovation mode

Because there is no relatively complete system construction for the renovation of the dwelling narrowness space at present, it is difficult to build a service system for the transformation of the dwelling narrowness space to solve the problems it faces from a single perspective. What is really needed is that thinking on the problem should be analyzed from multiple dimensions and the information should be integrated in order to get a comprehensive solution. In the understanding of space transformation, it should be separated from the space design itself, and the understanding should be extended to users and tangible products, intangible services, space experience and so on.The goal of service design is user-centered experience innovation and optimization, through the sorting out of system relationships, such as "people-object-behavior, people-environment-society", etc. The service design of the dwelling narrowness space design identifies the main core stakeholders, and carries out planning, organization and operation to improve work efficiency, and ultimately enhance the user's sense of participation. As far as the main stakeholders are concerned, there are many complex demand relationships among the consumers, management, designers, material factories and other stakeholders involved in the transformation, and there are close relationships among the various stakeholders. While service design acts on all aspects of consumers, it deepens the interactive relationship between consumers, manufacturers and management. In the process of service, they can provide more effective information and sufficient communication with each other, and enhance consumers' understanding of The cognition of interior space design and the enhancement of consumer experience, the three form a closed loop model (Figure 2).

In the current market, the process of interior space design and renovation is relatively simple, and the specific relationship types can be divided into consumer-designer,consumer-management(design company), consumer-manufacturer etc. Each contact chain is one-way and decentralized, and does not form a systematic process, which leads to the separation of stakeholders and the reduction of contacts in the service process, resulting in unequal information provision. When consumers design a space, some of the needs that will arise cannot be solved by a single link, including the form and style of design, the quality, price of materials, the provision of after-sales information and so on. In order to better construct the service process system of the dwelling narrowness space design,

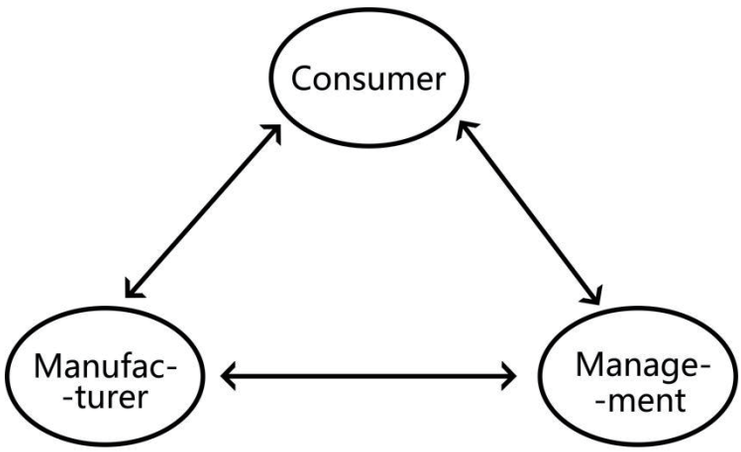

Figure 2 Consumer, Manufacturer and Management Relationship Diagram

the above factors need to be considered. Consumers have not been able to obtain effective information quickly in the presentation of design proposals, material selection, provision of facilities and information, and application of technology. So, integrate facilities, information flow, services, material supply, management, after-sales and other related elements to provide new overall solutions, thereby further changing the existing operation mode and forming a stakeholder relationship. The refined form of cooperation and information exchange between them create new markets and reduce wasted consumption of enterprise management and resource costs.

Service design should be committed to the construction of product service system, so that touch points become new opportunities to expand the value space of projects. Improving the user experience of consumers at various stages can effectively improve the service quality of this research strategy and help create a perfect service experience. From the perspective of the overall view, it is committed to improving every contact point and link in the service design process, so that consumers can enhance their sense of identity in the process of experiencing the service, and enhance the service design value of the renovation of the dwelling narrowness space.

3. Service design strategies for the renovation of dwelling narrowness spaces

With the help of contemporary digital communication and network technology, a new product service system is constructed. By integrating designers, material factories, construction companies and management, the operation system of the service system is reconstructed and a user flow chart is drawn (Figure 3). Visual processing is carried out from the beginning of the design requirements to the completion of the design. The systematic design improves the efficiency and experience of consumers, and introduces consumers into different situations with the flow of the timeline.

3.1 Subdivision service scope

Based on the different problems of consumers' needs, the needs of consumers are classified, different product orientations are set, and a self-service system is formed, which is divided into two modules: "furniture soft decoration" and "whole house decoration". However, this kind of module classification is too simple, and the brief differentiation cannot enable consumers to accurately search for their needs in the process of use, so on this basis, the main two categories continue to be differentiated into several sub-categories, which can be further selected by consumers.When consumers enter the service design system, they can choose furniture design or whole house decoration design according to their own needs, and then choose according to the process prompts, and the system will push according to the consumer's choice. Consumers can customize the design style or customize the furniture according to their actual situation until the consumer's choice is complete. After the consumer communicates with the management, revises the order, confirms the order and pays the payment or prepays the deposit, and finally the system integrates the order information for feedback. This link integrates the scattered consumers in the original market, concentrates the number of orders, realizes the demand collection of such consumers, and meets consumers' needs for small space and small apartment renovation.

3.2 Cooperative division of labor strategy

This link is usually accompanied by a lot of order information, which cannot be completed by the management alone. In the previous link, the needs of consumers are classified, and on this basis, the management should also classify the orders. For the production of orders, it is necessary to use the method of classification and refinement of cooperation with designers, enterprises and material factories, so as to outsource orders to create benefits while reducing the management of factories, and to expand business and training in the later stage. Consolidate the foundation of new consumer groups. Although the whole-house decoration has greater economic benefits, the product has a long service cycle. The service cycle refers to the time when consumers change their space use rights. There is less demand for whole-house decoration solutions. Therefore, for whole-house decoration of consumers we should build higher quality services. As for the demand for furniture soft decoration, the market demand is relatively large. However, according to the consumer group, most consumers are college students and young people who have just entered the society, and their purchasing power is not high. In response to this problem, the management should work with the design team to create more furniture suitable for the living space to meet such consumption. users' needs. In summary, for consumers with different needs, they are classified and refined, and then targeted measures are taken to achieve the system construction of "consumer-management-enterprise", further increase interaction with consumer groups, and promote The development of its model.

3.3 After-sales service and information exchange and sharing

After-sales service should connect system management and after-sales service of merchants, and provide consumers with a platform for feedback and exchanges. When consumers check and confirm the decoration, if they have any objection to the furniture or decoration construction, they can give feedback in time. The management receives the feedback and adjusts the furniture or decoration construction, and pays the balance after the consumer confirms that it is correct. Users can also read articles about the use of small spaces and the design of dwellings narrowness space that are regularly pushed in the program. The management backstage organizes consumer feedback issues and conducts data analysis on the preferences of the pushed articles, makes regular rectifications, and regularly launches new products.

In order to achieve the purpose of service design, let the contact points of stakeholders generate more effective information communication and cooperation, and adapt to the changing social needs. For the development of the service design system itself, it is also necessary to consciously make strategic adjustments or rectification. And launch more functions with public welfare social services, serve more people, improve the industry structure, and help the renovation and design of dwelling narrowness spaces to play more social roles.

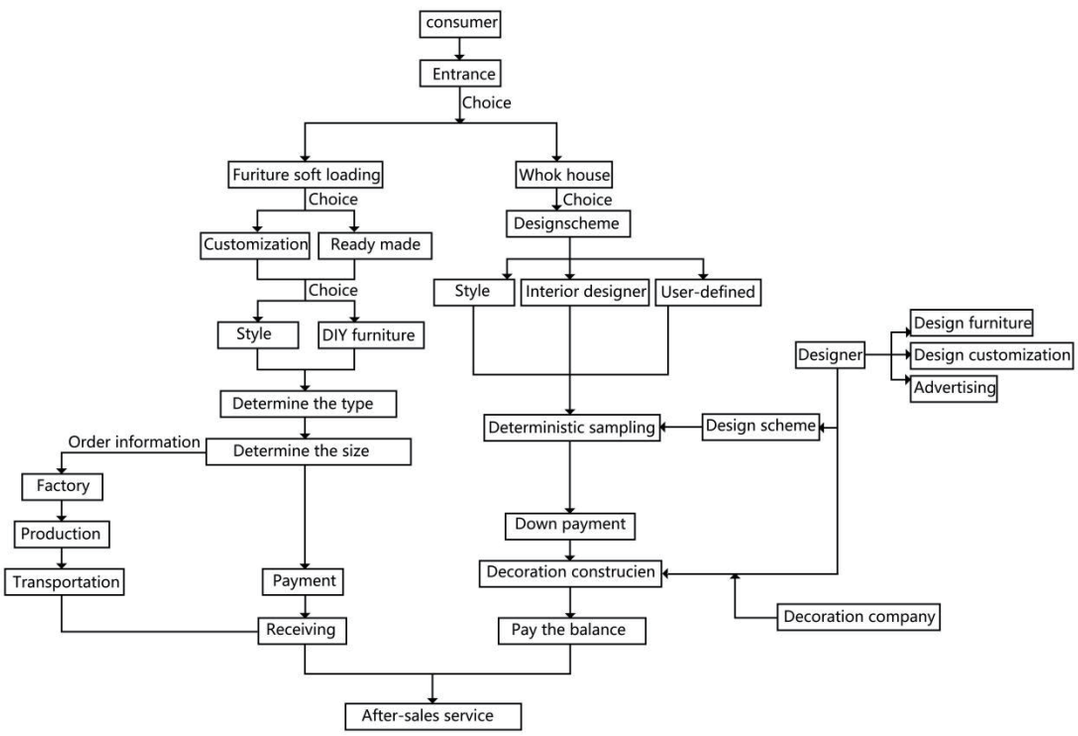

Figure 3 User flow chart of the design and renovation of the dwelling narrowness space

4. Conclusion

What is the function of design, how does design work in society, and what are the solutions. From the perspective of service design, this paper explores the innovative application strategy of the design process of dwelling space, and proposes the application of service design operation mode in the design industry of dwelling space. Service design and space design interact and interact with each other. Under the design framework and concept of service design, a personalized, humanized and integrated space design development strategy is formed.

In the narrow interior space, simple furniture arrangement can no longer meet people's requirements for the aesthetics of daily life. Adhering to the concept of service design, making overall changes and innovations in living space design, and providing service strategies that can be used for reference can inspire designers Research ideas, move towards the goal of designing more diverse and individual living spaces, and create a better life for urban youth.

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Original Research Article

A Study on Subtitle Translation Strategies of Are our kids tough enough? Chinese School from the Perspective of Domestication and Foreignization

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Abstract: With the deepening of the reform and opening up in China and the increase of international cultural exchanges, more and more English documentaries have entered the Chinese audience's view, and more scholars have also focused on the translation of documentary subtitles. Documentary is a new type of cultural carrier suitable for cultural communication. As a branch of film art, documentary film often has more educational significance while entertaining the audience. It shoulders the mission of disseminating knowledge belonging to all mankind and promoting cross-cultural communication. However, the spread of documentary is inevitably affected by different cultural backgrounds and language differences. Most of the audience still need to rely on subtitle translation to help them understand the content conveyed by the documentary. In China, documentary translation is still in its infancy. In this field, the experience and theory of subtitle translation still have some deficiencies, which will lead to the difficulty in achieving the audience's expectations. As a result, the research on the Chinese translation of English subtitles still needs to be promoted. This paper mainly analyzes an English documentary on Education launched by the BBC, Are our kids tough enough?Chinese School.This paper attempts to combine the strategy of domestication and foreignization with the subtitle translation of this documentary film, and discusses the application of domestication and foreignization in the subtitle translation of documentary films. The purpose of this paper is to provide a perspective for the Chinese translation of English documentaries, and finally come to the conclusion that the domestication is mostly adopted in the translation of English documentaries, supplemented by foreignization. Subtitles for this article are from www.ZiMuZu.tv.

Keywords: Subtitle translation; Foreignization and domestication; Are our kids tough enough; Chinese School

Introduction

With the rapid development of economic globalization and mass media,documentary,a new carrier for cultural communication,emerges as the times require.However,influenced by the language barrier,subtitle translation of documentary is crucial for the audiences to understand the content and create profundity in thoughts.The research methods of domestication and foreignization can provide theoretical guidance for the subtitle translation of documentary films, and the reasonable use of domestication and foreignization makes the subtitle translation more acceptable to the audience, so as to appreciate the cross-cultural achievements. Educational significance is often an important feature of documentary.Zhang Sufang[1]pointed out that the documentary broadcast by BBC(British Broadcasting Corporation), Are our kids tough enough?Chinese School,has achieved a widen discussion in both China and Britain.The purpose of this paper is to explore the application of domestication and foreignization in the documentary and the educational reflection brought by the success of subtitle translation.As a result,in the following content,the author will give a brief overview of translation strategies and the introduction about the documentary, Are our kids tough enough?Chinese School, pondering over the questions on the way of education.

1. Background on the documentary, Are our kids tough enough?Chinese School

In the documentary "Are our kids tough enough?Chinese School", the introduction of Chinese education by Bohunt school is actually a bold attempt to integrate western education with typical Chinese exam oriented education.[1] BBC launched a research project to invite five Chinese teachers who have been strictly selected to teach for one month in the British top public school, Bohunt middle school. They are responsible for teaching 50 British students aged 13 to 14 in the "China experimental class", while the other students of Bohunt middle school are taught by British teachers in the school as usual. After a month, the two groups of students will take mathematics and natural science examinations respectively to see which teaching method is more effective. The results will be published in the documentary. According to the documentary, they hope to explore whether China's high-quality basic education can teach British students well. However, the reality gives them a red light that their "high intensity" teaching method is not only inhumane, but also stifles students' autonomous behavior. At the same time, aggrieved and tearful Chinese teachers believe that British students are lazy men raised under the high welfare system in Britain.[2]In the end, however, Chinese education won. In the final test, Chinese school students scored higher in every subject than British students, but is this kind of education really a good way

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of education? This documentary shows the public in different ways of education from both Chinese and English perspectives, which has a strong significance of educational reflection. Only a good subtitle translation of documentary can better achieve the function of spreading cultural ideas and education. More accurately convey ideas, cause people can have deeper thinking through the more accurate ideas conveyed by the subtitle translation. Therefore, in order to make subtitle translation more successful, domestication and foreignization should be adopted in the translation of documentary.

2. Theoretical Framework

The terms of Domestication and Foreignization were put forward by Lawrence Venuti, a famous American translation theorist, in 1995 in his book Invisible Translator.

Domestication is to localize the source language, take the target language or the target language readers as the destination, also adopt the expression methods that the target language and the readers are used to convey the content of the source text. Friedrich Schleiermacher, a famous German Translator in the 18th-19th century claimed that the translator should not disturb the reader and let the author close to the reader [3]. He advocates that dynamic equivalence should be centered on the target readers and serve the target readers' understanding and response. [4]In films or documentaries, domestication translation helps the audience better understand the subtitle translation and enhance the readability and appreciation of the translation.

Friedrich argued that the translator should not to disturb the author's text as much as possible and let the reader close to the author (Friedrich, 1996:39). According to Venuti,[5] the foreignization method refers to "respect and retain cultural differences, guide the audience to temporarily stay away from the national culture and enter the foreign cultural atmosphere". The purpose of foreignization translation is to preserve and reflect the characteristics of the foreign nationalities and language styles.

As a result, it is generally regarded that strategies of domestication and foreignization form the unity of opposites and complement each other. No absolute domestication and absolute foreignization exist in the translation activity. In the process of translation, whether domestication or foreignization should be adopted should be based on the actual translation situation and background. At the same time, we should also consider the purpose of the documentary, the language characteristics of the source language and the target language, and the national culture. In the translation of documentaries and film materials, translators generally adopt the strategy with the combination of domestication and foreignization in order to achieve a specific and dynamic unity.

3. Case Analysis on the translation of Are our kids tough enough?Chinese School

3.1 Domestication

Domestication refers to a transparent and fluent translation strategy, which aims to reduce the audience's strangeness to foreign texts. It is a kind of text-oriented translation.

Example 1

Voice-over:Leading the routine is science teacher Yang Jun,and he's keen to bring the Chinese ethos to his new students.

旁白：领操的是科学老师杨君（音），他非常想在他的新学生中树立起中式校风。

The translation strategy of domestication is embodied in this dialogue. The background of this voice-over is that Chinese teachers come to Bohunt school on the first day. The first thing they did was to gather all the students on the playground to have an exercise between classes. Through the commentator's explanation in the documentary, it can be found that there is no such tradition in British schools. However, in the translation of this sentence, the translator translates "leading the routine" into "领操", and the meaning of the original words is "routine or a set of actions". After adopting the domestication translation strategy, the cultural content familiar to the Chinese audience is restored, which is in line with the context of this sentence and more in line with the speaking habits and thinking mode of the target language audience, so as to make it clear to Chinese audience at a glance. In addition, the "中式校风" of this sentence is also an embodiment of domestication translation strategy. The word "ethos" in English refers to "national spirit or moral thought", but here the translator translates it into "中式校风", using domestication method. "校风校纪" is a very familiar word for Chinese people, representing a kind of spiritual outlook. Therefore, the translation here is very close to the background of the target language which allows Chinese audience to quickly understand the information of the documentary.

Example 2

Jay Brem: You'll just be talking at them,the children won't understand it,the children won't access it,tailored to the needs of our particular groups,and if we,as teachers,don't develop lessons to take...it's just going to fall on deaf ears.

杰伊·布雷姆：你就只是单方面的灌输，学生也不懂其里，也不懂其表，按照受众群体的需求来设定的话，如果我们作为老师不发掘课程，结果只能是对牛弹琴。

This teacher is a math teacher at Bohunt high school, Jay Brem.Here, domestication translation strategy can be fully reflected. First of all, the translation of "表、里", there is an idiom in China: from the surface to the inside, which means from the shallow to the deep. This refers to Mr. Brem's view that students can neither understand the surface meaning of knowledge nor really grasp the profound connotation of knowledge under the Chinese teaching mode. Obviously, the domestication translation method can let the Chinese audience grasp the key points of the subtitle information and be close to the expression way of Chinese. The translation of idioms is also an important embodiment of domestication translation. "对牛弹琴" is a common idiom in China. However, the use of idioms in Chinese culture does not lose the deep meaning of the source language, but also being simple and vivid.It is successful to let the Chinese audience to achieve the purpose of subtitle translation.

Example 3

Zou Hailian:We're going to do an extra activity,1000years ago,say Chinese ring.

邹海连：我们做一个课外活动，1000年前发明出来的，叫做九连环。

"九连环" is a traditional Chinese folk intellectual toy, which is connected in series with nine rings and with the aim to solve the ring. The translation of "九连环" in the original is "Chinese ring", which means "中国环", but the documentary was spread to China,

aiming at Chinese audiences. It is hoped that people will reflect on education through such a double perspective education experiment. Therefore, it is very appropriate to translate the original text into "九连环" directly by adopting domesticated translation strategy. For Chinese people, it is very familiar with such an ancient puzzle game, Most people have the experience of understanding the nine rings. Such translation can quickly bring Chinese audience into the documentary atmosphere in which people play this puzzle game. British students are still very strange to the wisdom of China, and their eyes and expressions show a kind of desire and excitement. This is also the immersion culture teaching method developed by Chinese teachers, in order to mobilize their enthusiasm.

To sum up, we can see that, in subtitle translation, the application of domestication is mainly reflected in its closeness to the target culture. Whether it adopts the use of some Chinese idioms or common sayings, or the use of domestication to translate some products with Chinese traditional characteristics, it retains the Chinese cultural connotation and artistic details, and makes the Chinese audience resonate with the source language audience in terms of language and emotion.

3.2 Foreignization

Foreignization is a kind of translation thought produced in the translation process.It focus on breaking the convention and retaining the foreign characteristics contained in the original work which is also a kind of translation based on original text.

Example 4

Miss Yang:You have BTEC,you have IGCSE,you have different syllabus to suit different students' ability...

杨老师：你们有BTEC和IGCSE课程体系，你们为不同能力的学生准备了不同的教学大纲...

Here it directly uses the abbreviation form, and too many notes to these two curriculum systems are not accepted by the translator. However, the use of foreignization translation does not affect the audience's understanding of the whole dialogue. On the contrary, it highlights the two education systems in Britain, which improves its popularity and achieves the purpose of cultural communication. BTEC, refers to the business & Technology Education Council, which is the abbreviation of that, while IGCSE is a very well-known education system. It is one of the most tested systems in the world between the ages of 14 and 16. The foreignization of proper nouns is also an appropriate strategy for documentary translation. The documentary is limited by time, space and text, thus subtitle translation should be concise and clear to provide the audience with the best viewing experience.

Example 5

Roise: Stephen Hawking wouldn't do very well.

罗茜：斯蒂芬·霍金也跑不起来啊。

Usually, in the translation of movies and documentaries, the translator will adopt the foreignization translation strategy when translating names of people, places, food and things with distinctive foreign color.[6] The background of this sentence is that Chinese P.E. teachers test British students according to the standard of high school entrance examination, which makes many students feel that their self-confidence has been hit. Especially student Joe, who is at the top of the academic list, but sports is his short board. He is not good at sports, so the Chinese teacher's request is almost impossible for him to complete. He can't help crying because he is afraid of losing face in front of his classmates. In an interview with his classmates, Roise expressed sympathy and thought that it was really a hard nut to crack, and there was no need to force him on things he was not good at, and took an example, "even Stephen Hawking can't do well". For the translation of person's name, if literal translation or transliteration is adopted, sometimes annotation is needed. But in this example, Stephen Hawking is a well-known celebrity, so the direct use of foreignization translation is the most appropriate. This will not affect the audience's understanding, but retain the cultural characteristics of other countries, so that the target language audience can feel the cultural connotation of the source language better.

From the above analysis, it can be seen that the foreignization method is mainly applied to the content of some proper nouns, names of people, place names, etc. The adoption of the method in foreignization can make the audience understand the foreign customs better and experience the cultural or historical background of other countries, and to a certain extent, help the Chinese translation of English documentary films more successful.

4. Conclusion

Table 1 Number of the application of domestication and foreignization in the documentary

Episode	Domestication	Foreignization
The first episode	25(75%)	8(25%)
The second episode	30(73%)	11(26.8%)
The third episode	28(65%)	15(4.9%)
Total	83(71%)	34(29%)

From what has been analyzed and the data above,we can draw the conclusion that domestication is often used in subtitle translation of documentaries(71%),with the method of foreignization as supplement(29%).There are many factors in the choice of domestication and foreignization Strategies, and their effects are also different.[7]Due to the time constraint of documentary subtitles, the audience must receive the information in a short time. With domestication, the audience only need to deal with the familiar words and expressions, because the translation strategy can effectively reduce the burden of receiving information. [8]Therefore, domestication strategy should be regarded as the main strategy of subtitle translation, especially when dealing with cross-cultural

words in documentary, while foreignization strategy can be an auxiliary choice in subtitle translation. Only by combining the two, skillfully using, can rthe function of disseminating knowledge be better realized and audience can be better entertainment.

In addition, this paper is based on an educational documentary as the analysis object. In such an educational cultural background, through the subtitle translation of the documentary, we have more thoughts on the Sino-British education system. Translation is a kind of transformation work, which needs to take full account of the background culture of both sides. Limited to the space, the author summarizes that the biggest difference between documentary and ordinary film is in the communication significance and educational function. Such characteristics make subtitle translation plays a particularly important role in documentary. Only successful subtitle can lead people to think about the same topic correctly, which is the crucial point.

The biggest obstacle in subtitle translation is how to deal with the relationship between the source language and the target language correctly. The translation work must take the audience as the center, and fully consider the target audience's acceptance ability, understanding ability and aesthetic taste. The author believes that domestication and foreignization should be combined in subtitle translation, with domestication as the main factor and foreignization as the supplement, so as to achieve the goal of cultural exchange and communication.

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Original Research Article

Critically Discuss the Changes Taking Place in the Sphere of Advertising and Promotion as a Result of the Spread of Digital Media in an International Context

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Abstract: The world is changing drastically, which are spreading throughout the social, economic and political activities of the human. One of the significantly affected areas has been in the economic field. Global trade is an important aspect in the world today such that there has been a greater choice for the consumer due to increased competition, and thus, businesses and companies have resulted in advertising and promotions to maintain their brands and reputations. In the past, advertisements and promotions were greatly concentrated on communication mediums such as television and radios. However, with the increase in the spread of digital media in the international arena, there have been introductions of new means that continue to revolutionize advertisement and promotion. Internet advertisement, for example, the interactions of ads and e-commerce websites, has been a great tool that companies and individuals continue to utilize to reach their customers. Therefore, this essay will critically discuss the changes experienced in the field of advertising and promotion as a result of digital media use in the international context, and also these changes are impacting or hindering the critical elements of advertisement and promotion.

Keyword: Digital era; Promotion; Advertising; Social media

1. Changes in the field of advertising and promotion

The field of advertisement and promotion has not experienced changes from the abyss but through innovations such as technology. According to Rodger (2003), people who have new ideas and tend to seek more information are innovators. More so, they possess extensive knowledge of mass media, and they have a wide range of networks (Rogers, 2003). It is through the mindsets of innovators that the business world has experienced drastic changes. Markham, Gatlin-Watts, and Bounds (2001), in their analysis on both traditional and internet advertisement methods, realized that extensively business has migrated to the internet world to enhance their sales and market themselves among other potential competitors. Some of the traditional methods such as advertising or promoting products in the newspaper have become obsolete with time as the reading culture has gradually declined as the new generation emerges. [1]However, the integral position occupied by the televisions and radio is still there even though millions of people continue to spend their time browsing the internet (Markham, Gatlin-Watts and Bounds, 2001). [2]

However, for a business to reach their global markets, they need to have better marketing strategies that drive success into their realm. Lavinsky (2013) notes that new tactics and media have dominated the advertisement and promotion arena and thus raised questions on the validity of the traditional methods. The use of local radio cables, billboards, and TV are no longer effective for international business that needs to address consumers from all parts of the world (Lavinsky, 2013). [3]Therefore, the development of the internet and social media has been a breeding ground for better changes that have been evident in recent years and are better situated for international marketing. Some of these changes have been expounded extensively in the next parts.

2. Social media and Personalized advertisement

More than 4.5 billion people are active on social media platforms throughout the world, 93% can access the internet through their mobile phones. It is the existence of a rich pool of users that the integrations of personalized and non –personalized ads were introduced (Murphy and Roser, 2018). Personalized ads, initially known as interest-based advertisements, are tools that track users' interest based on the website, applications they have visited. Tran (2017) affirms that personalized ads are an effective tool for any marketers to integrate into their Facebook advertisement. A study conducted by Zawacki (2019) noted that 90% of the consumers are agitated by advertisements and promotions that offer irritating messages irrelevant, and 54% consider such an advertisement irrelevant (Tran, 2017; Zawacki, 2019). [4]Therefore, personalized ads tend to improve the users' digital experience, which is why many businesses have integrated them into their business models and have reaped benefits because of positive user engagement. The effect of using personalized ads is that it impacts user decisions on what to purchase. Amazon is a good example of an international business that integrates personalized ads to target and influence consumer's behaviours. Amazon does this through personalized onsite content and emails. A consumer is therefore reminded of a product they checked online or placed in their basket, and thus in

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the process, Amazon can personalize a user homepage and tailor products based on the customer's searches and purchase records (Bullock, 2018). [5]

Personalized ads have been enabled through cookies. McDonald and Cranor (2012) argue that cookies are an effective tool that enables marketers such as Goggles to personalize ads, control the number of time an ad is shown to a person, measurements of ads effectiveness, and disabling of the ads a user chose to rejects (McDonald and Cranor, 2012). Publishers and third parties incorporate cookies to track a person and their behaviours online. This means that websites can recognize a person's computers once they come back and tailor their experiences to save time and improve their browsing experiences. Companies, therefore, tend to use cookies to save on the ads a person has seen or been exposed to. They then personalize the ads based on the browsing habits of a consumer. [6]However, Individual need to offer their consent on whether to accept or rejects cookies when visiting any websites (Cahn et al., 2016). [7]

3. Viral advertising and buzz marketing

This is another change that has been evident in advertisement and promotion. Viral advertisement or creating a buzz as the name suggests, viral advertisements can capture the interest, sale, and brand through messages that are quick from one person to another through word of mouth (MOM). Viral and buzz marketing has greatly been enabled by the existence of social media and thus a powerful tool that marketers use in promotion and advertisement.[8] Viral marketing tends to taps into the curiosity of the users. Notable companies around the world, especially phone manufacturers, tend to utilize consumer curiosity to create viral marketing. A good example was in 2018 when IHOP created a viral campaign when they stated they would be changing their name from IHOP to IHOb. The company did not explain what "b" stood for, but the upcoming week saw active social media engagements as users speculated on what "b" could have meant or the intention of the company. This further escalated confusion and speculation, which attracted a wide range of audiences. Through such a viral and buzz advertisement, IHOP later revealed that the "b" stood for the burger and, in the process, earned $113 million in media and sales of their burger. This viral marketing campaign was indeed a success (Troitino, 2018)[9]

Viral and buzz marketing are an important way to attract a huge customer base through suspense. Vasile, T,et al. (2010) comments that marketing role has drastically changed in recent times as a results of social web. Through the use of viral and buzz marketing, companies can benefit from the low cost of promotion and, more so, enhance the adoption speed of their products to their consumer base. Indeed, viral and buzz marketing helps companies receive international exposure, increased traffic, and more so positive attention to the products, which in turn leads to better and improved sales revenue (Tomiţa et al., 2010). This change has greatly been enabled because of social media. [10]

Followers are potential market opportunities, which is why many businesses have integrated the use of celebrities or influencers in advertisement and promotion. Influencer advertisement is a new change in advertisement and promotion that incorporates endorsement of individuals who have a huge fan base and are considered experts in their field. Marketers and companies tend to tap into the trust their followers have in them to boost their brands to potential customers. Biaudet (2017) notes that digitalization or increased use of social media has created competition in the advertisement and promotion market, and thus more and more businesses are accommodating the use of influencers to take advantage of the already built-in trust between the influencers and their followers.[11] A good example of an Instagram influencer is a football player Cristiano Ronaldo who has a huge follower totalling 254 million-plus. As a result of massive followers, companies use him to advertise and promote their products. He has been involved in advertising and promoting products from Nike. This partnership between Cristiano Ronaldo and Nike is valued at $1 billion (Badenhausen, 2016). Nowadays, it is easier for the young generation to trust influencer's perceptions of certain products, and thus this alters their purchasing behaviours. Influencer marketing has taken control of most of the online marketing as the company's rushes to contract people with a huge follower on Instagram, YouTube, TikTok, and Facebook to market their products. [12]

Digital media around the world offers business a platform where they can advertise and promote brands, services, and products through various digital channels the business has created and thus can interact with their followers and customers. Rowley (2008) argues that digital content marketing is an important approach as it seeks to address customer value in a digital marketplace. It involves a series of creative and distributions of important, interesting, and consistent content that aims to attract the audience (Rowley, 2008). [13]Some of these methods are particularly concentrated in the promotion of a new product. Multinational corporations tend to use their huge following in social media to channel their campaigns to market their products. A good example has been Coca-Cola through its numerous campaigns that attract huge sales and customer base. In 2014 Coca-Cola launched an innovative marketing technique which was named the "Share a Coke" campaign. Share a Coke campaign followed a personalization strategy in which coke bottles were replaced by names of their customers, and thus customers were motivated to find a bottle that had their names in it. (Nguyen and Nguyen, 2015). [14]After finding the bottle, customers were also encouraged to share the coke with friends and engage in a social media campaign to tweet the hashtag #shareaCoke. The aftermath of this digital content campaign saw 500,000 photos being shared online, and in countries such as Australia, the coke consumption increased by 7%. In the United States, where the consumption of coke had gone down for more than a decade, the "Share a Coke" campaign was able to boost coke consumption by 2% (Donoghue, 2015). Advertisement and promotion of the products do not only involve the direct sales of the product in the media but also customer engagement. [15] Beckers, Van Doorn, and Verhoef (2017) argue that creating an active engagement between consumers and the company can be a strong substitute for advertisement. A good example is McDonald's Question Time, which aimed to answer questions the consumer had about their product (Beckers, Van Doorn, and Verhoef, 2017). Therefore, it is evident that digital content is also an important tool used in promotion and advertisements. [16]

4. Changes brought by digital media to advertising and promotion

It is evident from the above discussion on changes brought by digital media in advertisement and promotion that, indeed, the world of promotion and advertisement has been affected or altered altogether. The digital age has altered almost everything, even

the traditional methods of advertisement, which, even though they are still in use, are not as famous as they used. One element of advertisement that has been impacted greatly by the digital age has been the target audience. The audience is the sole reason why companies make ads since they want to attract them. Southgate (2017) confirms that the digital age has been greatly influenced by generation z, especially due to their modern taste and preferences (Southgate, 2017). [17] In any promotion, there exist five promotional mix elements that have been traditionally followed. Mangold and Faulds (2009) note these promotional mixes as advertising, public relations, direct marketing, personal selling, and sales promotion. However, it is quite evident that some promotional mix such as personal selling has been hindered or bypassed by the digital age. Personal selling has not been fully integrated due to the social media platforms offering an online platform rather than a personal one. [18]Even though this element has been hindered, it has also been positively improved since internet-based social media can enable a salesperson to communicate with thousands of people around the world while answering questions regarding the company's products and services (Mangold and Faulds, 2009). In a clear manner, the digital age has indeed enhanced customer engagement than the traditional elements of personal sales. However, it is worth noting that digital marketing has not really disrupted the traditional marketing channels; but instead, it offers an avenue where new channels can be integrated and messages delivered to the intended audiences. These channels include social media platforms such as YouTube and other forms of advertisement such as using influencers.[19]

Lastly, marketers and companies around the world can utilize any delivery methods to reach their target audience. However, the digital age delivery methods such as cookies and personalized ads can be manipulated by the 3rd parties to collect personal information about the user. The traditional marketing elements did not experience privacy breaches (Tucker, 2013). In a nutshell, it is evident that the digital age has indeed impacted some elements of advertisement and promotion negatively. Others like personal sales have been altered, but all in all, these are changes, and they have their better side and drawbacks.[20]

5. Conclusion

The world of advertisement and promotion is changing. New changes are being experienced as a result of the digital age. Social media has brought with it more than 4 billion users and marketers can channel new innovations. One of the changes has been the issue of personalized ads, which track user's behaviour in an app and personalize their experience with their taste and preference and thus make their buying easier. [21]More so, cookies have been integral tools that can recognize a person's interaction with an app and thus help to tailor ads, disabling them, and more so, analyzing the effectiveness of an ad. More so, the viral and buzz advertisement has increased recently as marketers tap into customer curiosity and suspense in their product and letting that suspense be an important tool that helps bring traffic and market their product. Besides, influencer marketing has also been a change that is taking advantage of the trust followers have in celebrities, bloggers, and people with a huge fan base. By using their platforms, companies can reach millions of audiences that would have been otherwise challenging if traditional methods were applied. As seen in the essay, some like persona sales have been affected while at the same time being improved on an online avenue. All in all, these changes will take an important place in international marketing and will shape how companies prevail under the existing competition and, more so, whether businesses are susceptible to alter their operating models and integrating new and better advertisement and promotions ways.

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Original Research Article

Analysis of Basic English Teaching Strategies in Colleges and Universities from the Perspective of Applied Undergraduates

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Abstract: Application-oriented Undergraduate Colleges and universities pay more attention to the cultivation of students' knowledge application ability, so that students can flexibly use their knowledge to solve practical problems, so as to achieve the purpose of applying what they have learned, and lay a good foundation for students' future employment and development. Therefore, from the perspective of Applied Functional undergraduate, we should innovate the teaching mode in basic English Teaching in Colleges and universities, carry out teaching with new ideas, new ways and new ideas, cultivate students' knowledge application ability and promote the teaching reform in Colleges and universities. Especially in college basic English teaching, from the perspective of applied undergraduate, college basic English teaching should focus on cultivating students' English language communication and expression ability, pay attention to practical teaching, and lay the foundation for college students' future English knowledge learning. So how can we improve the efficiency of basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduates? This is the main content of this paper.

Keywords: Applied Undergraduate; Efficient basic English; Research on Teaching Strategies

The purpose of College English basic teaching is to lay a good foundation for college students' future English learning and enable students to communicate and communicate through the use of English. In order to innovate the teaching methods in the basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduates, so as to exercise and cultivate the students' English language organization ability and expression ability, and improve the efficiency of basic English Teaching in Colleges and universities. However, in the current basic English Teaching in Colleges and universities, some teachers lack attention to the cultivation of students' English language application ability, so they can not improve the efficiency of basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduates. Therefore, in order to solve the problems existing in the current basic English teaching in Colleges and universities and improve the efficiency of basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduates, This paper will explore the basic English teaching strategies in Colleges and universities from the perspective of application-oriented undergraduates.

1. Analysis on the current situation of basic English Teaching in Colleges and universities from the perspective of application

1.1 Some teachers pay little attention to cultivating students' English language organization and expression ability

In the current perspective of application-oriented undergraduate, there are many problems in efficient basic English teaching. These problems seriously affect the improvement of basic English teaching efficiency in Colleges and universities, do not meet the teaching requirements and teaching characteristics of application-oriented undergraduate, and have a great impact on students' future employment and development. For example, the most common problem is that teachers do not pay enough attention to cultivating students' English language organization ability and expression ability, but take improving students' test scores as the teaching focus. Therefore, in the setting of teaching content and the clarification of teaching objectives, there is no combination of students' individual differences and the teaching requirements of application-oriented undergraduates. Therefore, they do not pay enough attention to cultivating students' English language organization and expression ability, In this teaching method, students' English pragmatic awareness can not be cultivated, they can not use English flexibly for communication, and even have an impact on College Students' future learning.

1.2 Traditional teaching methods do not meet the learning needs and learning characteristics of today's students

At present, another common problem in basic English Teaching in Colleges and universities is the tradition of teaching methods. Some college English teachers still teach by telling words and grammar in the teaching process, and then let students memorize grammar and words by rote. Although students can complete the learning tasks assigned by teachers by rote, they can't leave a deep

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and long-term memory in their mind, because this "mechanical" memory method can't make students really understand the meaning of words and grammar. Over time, students will have the phenomenon of forgetting and confusion, and can't achieve the teaching goal of cultivating students' English language organization and expression ability. In addition, the traditional teaching method ignores the dominant position of students. The teaching method adopted by teachers is single, and the learning enthusiasm and initiative of some students have been hit. Some students' learning needs can not be met, which affects students' learning efficiency. Therefore, it is unable to improve the efficiency of basic English Teaching in Colleges and universities from the perspective of applied undergraduate.

2. An analysis of the importance of exploring basic English Teaching in Colleges and universities from the perspective of Applied Undergraduates

2.1 It can cultivate students' English language application ability and lay a good foundation for students' future development

The efficient development of basic English Teaching in Colleges and universities from the perspective of Application-oriented Undergraduate plays an important role in cultivating students' English language application ability, because the teaching purpose of basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduate is to cultivate students' knowledge application ability, so that students can use their knowledge for communication and communication, so as to achieve the teaching purpose of applying what they have learned. In addition, under the background of globalization, mastering English is the basis and premise of every student's development, so teachers should focus on cultivating students' awareness of English application in basic English Teaching in Colleges and universities. The development of basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduates is an important way to achieve this teaching goal. Students can improve their English language organization and expression ability in the basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduates, so as to achieve the teaching purpose of applying what they have learned, and provide reference for the future learning and development of college studentsFrom this, we can see that the exploration of basic English teaching strategies in Colleges and universities from the perspective of application-oriented undergraduates plays an important role in the future development of college students and the cultivation of College Students' English language application ability.

2.2 The innovation of English Teaching in Colleges and universities has promoted the reform and innovation of English teaching methods in Colleges and universities

There are many problems in traditional college English teaching. The solution of these problems requires teachers to innovate teaching plans, combine the teaching requirements put forward by modern teaching and the learning characteristics of current students, so as to achieve the purpose of improving teaching efficiency. Just like in the basic English Teaching in Colleges and universities from the application-oriented perspective, in the basic English Teaching in Colleges and universities from the application-oriented perspective, teachers pay more attention to cultivating students' English language organization and expression ability, so that students can use their English knowledge for communication and communication. Therefore, the basic English Teaching in Colleges and universities from the application-oriented perspective promotes teaching innovation and makes the teaching methods more in line with the personalized needs of students, Thus, it improves the efficiency of basic English Teaching in Colleges and universities and promotes students' employment and future development, which can also reflect the importance of basic English teaching innovation in Colleges and universities from the perspective of application-oriented.

3. Developing strategies of basic English Teaching in Colleges and universities from the perspective of Application-oriented Undergraduates

3.1 Create teaching situation and cultivate students' awareness of English application in the situation

The efficient development of basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduates. Teachers can create relevant teaching situations and let students simulate the content of the article for communication and communication. In this process, students can deeply understand the meaning of the article, improve students' English language organization and expression ability through article learning, and make students feel the fun of English discipline, So as to improve the efficiency of basic English Teaching in Colleges and universities from the perspective of applied undergraduate, and lay a good foundation for college students' future learning and development. For example, in actual teaching, when teachers talk about scene articles, they can create teaching situations in combination with teaching contents, such as common zoo situations, work situations, life situations, etc. in this way, students can learn and explore in the situation, so as to make students feel the connection between English subject and real life. More importantly, in the situation, middle school students can use English language for communication and communication. When simulating the content of the article, they can deeply understand the application of words and grammar in the article, so as to exercise the students' language organization ability and expression ability, so as to improve the students' English meaning.Therefore, in the situational teaching method, students' English language and expression ability can be exercised to achieve the teaching goal of applying what they have learned, which plays a positive role in the future learning and development of college students.

3.2 Strengthen the cultivation of students' ability to use words and grammar, and improve students' language organization ability

For basic English Teaching in Colleges and universities, English words and grammar teaching is the focus of the teaching content, because the teaching content of basic English teaching itself is basic knowledge, that is, grammar and word knowledge, which is also an important way to lay the foundation for students' English learning and language expression ability in the future. Therefore, in the basic English Teaching in Colleges and universities, teachers should pay more attention to the teaching of words and grammar, especially in the efficient basic English teaching from the perspective of application-oriented undergraduates. Teachers can specifically describe

the use and meaning of words, and list relevant sentences for students to consolidate words. Or when teaching grammar, teachers can tell the application examples of grammar and make students master grammar more deeply through sentence pattern conversion. In this process, middle school students' word and grammar application ability can be cultivated, and the cultivation of word and grammar application ability is an important way to improve students' English language organization and expression ability, so that students can use the learned words and grammar for English communication, so as to achieve the teaching purpose of learning for application. The development of basic English Teaching in Colleges and universities from the perspective of applied undergraduate is to cultivate students' English language organization and expression ability. Therefore, strengthening the cultivation of word and grammar application ability is also an important way to improve the efficiency of basic English Teaching in Colleges and universities from the perspective of applied undergraduate, which plays a positive role in the future learning and development of college students.

3.3 Use Internet information technology to expand teaching resources and enrich students' knowledge accumulation

There are abundant teaching resources on the Internet, and these teaching resources have been summarized and practiced by excellent teachers. Students can find their own learning content in the rich resources, and teachers can also save the time of lesson preparation. In addition, Internet information technology also has the characteristics of intuitive display of teaching content. Students can learn English knowledge more efficiently in the intuitive display of teaching content, so as to reduce the difficulty of learning and improve students' English learning efficiency. Especially in the basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduates, in the basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduates, teachers pay attention to the cultivation of students' English language organization and expression ability, so teachers can use Internet information technology to intuitively display the characteristics of teaching content to play English sentences and make students follow English sentences. Or use video to intuitively display the story situation of the articles in the textbook,In this way, students can exercise their language organization and expression ability under the guidance of video, cultivate and exercise their English pragmatic awareness, and achieve the goal of basic English Teaching in Colleges and universities from the perspective of applied undergraduates. In addition, the Internet has the advantages of unlimited time and location. Therefore, in the teaching content intuitively displayed by Internet information technology, middle school students can learn anytime and anywhere, get rid of their dependence on the classroom, make students gradually form the awareness of English communication, and achieve the teaching goal of cultivating students' English language organization ability.

3.4 Carry out life-oriented basic English Teaching in Colleges and universities in combination with students' actual life

English is a subject closely related to real life, because English belongs to a language subject, and language is the way of communication in people's life, so the content of English teaching is closely related to students' real life. This also means that from the perspective of applied undergraduate, college basic English teaching teachers can combine students' actual life, such as creating situations combined with students' actual life, introducing students' actual life cases for dialogue, etc., which can cultivate students' English language organization and expression ability, and achieve the teaching goal of applying what they have learned. Therefore, in college basic English teaching, teachers should pay attention to combining students' actual life. Just like when carrying out life case teaching, teachers can organize students to carry out dialogue practice in combination with life in the class, or when carrying out life story teaching, teachers can intuitively deduce the content of the article in the way of role-playing, so that students can practice English communication and life, so that students can use their knowledge to communicate and communicate in life, In addition, the goal of basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduate is to cultivate students' English language organization and expression ability. Therefore, carrying out life-oriented teaching in combination with students' actual life can improve the efficiency of basic English Teaching in Colleges and universities from the perspective of application-oriented undergraduate, so that students can communicate in English, Lay a good foundation for the future employment and development of college students.

3.5 Adopt group cooperative learning to exercise students' English language organization ability in groups

The use of group cooperative learning can enable students to learn and communicate in groups. In this way, integrating classes can create a strong learning atmosphere. At the same time, every student can participate in group learning, so as to improve teaching efficiency. Therefore, in the basic English Teaching of colleges and universities from the perspective of application-oriented undergraduate, teachers should pay attention to group cooperative learning, and ensure the fairness of the group through scientific distribution of groups and regular replacement of group division, so that students can also have a more prominent learning effect in the group.In addition, using group cooperative learning, students can carry out simulated exercises of articles in groups. In this process, students' English language organization and expression ability have been cultivated and exercised, and their English application awareness has been cultivated, which has improved the efficiency of basic English Teaching in Colleges and universities from the perspective of Applied undergraduate, improved students' learning enthusiasm, and promoted the reform of basic English Teaching in Colleges and universities, It lays a foundation for college students' future learning and development. Therefore, in the basic English Teaching of colleges and universities from the perspective of application, teachers can adopt the way of group cooperative learning to cultivate students' English pragmatic awareness.

3.6 Do a good job in classroom teaching and evaluation to continuously improve the basic English teaching plan in Colleges and universities

Doing a good job in the summary and evaluation of classroom teaching can timely find the problems existing in teaching, continuously improve the teaching scheme while solving the problems, improve the teaching efficiency and innovate the teaching

methods. And in the process of summary and evaluation, highlight the students' main position and change the disadvantages of not highlighting the students' main position in the previous teaching mode. Therefore, in the application-oriented perspective of basic English Teaching in Colleges and universities, teachers should pay attention to evaluation, and carry out multi angle and comprehensive evaluation to make the evaluation more scientific and reasonable. For example, in actual teaching, teachers can communicate and exchange with students in the classroom, master students' learning status and dynamics through communication and exchange, and timely find students' problems in learning. In addition, after the course, teachers should evaluate students' learning performance, such as students' performance in class, problems encountered in learning and learning results, so as to evaluate students from multiple angles.

4. Conclusion:

In short, from the perspective of applied undergraduate, college basic English teaching promotes the innovation of College Basic English teaching, cultivates students' English language organization and expression ability, and lays a foundation for college students' future learning and development. Therefore, as college English teachers, we should pay attention to the cultivation of students' English language organization and expression ability, achieve the teaching purpose of applying what we have learned by creating teaching situations, adopting group cooperative learning and combining with students' actual life, improve the efficiency of basic English Teaching in Colleges and universities from the perspective of application, and lay a good foundation for the employment and development of college students.

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Original Research Article

Oedipus the King: Quest for Self-Knowledge

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Abstract: The theme of Oedipus the King is the conflict between Oedipus' desire to know himself and his opposing desire to conceal the truth that will bring disaster. It's his complex character and conflict over self-knowledge that makes the tragedy a rich source of inspiration for psychoanalytic concept formation and provides a deeper understanding of emotional and cognitive development.

Keywords: Oedipus the King; Self-knowledge; Sophocles

Introduction

The Oedipus complex is a cornerstone of psychoanalysis, and an essential concept in psychoanalytic theories of general psychic development and thedevelopment of neuroses. The story of Oedipus is part of ancient Greek mythology. Freud chose Oedipus as a metaphor for the passionate relationships in the family because he could observe cognate dynamics in his patients' – and his own – dreams and in the myth. The myth, in Freud's view, expresses a kind of proto-knowledge over family dynamics. He wrote:... the legend of Oedipus sprang from the same primaeval dream-material which had as its content the distressing disturbance of a child's relation to his parentsowing to the first stirrings of sexuality.

To be more precise, his point of departure is Sophocles' version of the myth in the tragedy Oedipus the King. My aim in the present article is to show the complex character of Sophocles' Oedipus and to reflect on some aspects of its impact on psychoanalysis[1]. In the tragedy, Oedipus represents more than the figure we all know, the protagonist of the Oedipus complex. He is also determined to discover the truth about himself. The main theme of the tragedy is this quest. This quest is, however, all but straightforward, and two contradictory readings have been presented. The traditional one emphasizes the truth-seeking Oedipus, forcing his way towards self-knowledge. The other gives the opposite view; the tragedy is a collusive cover-up of a truth that all or most of the characters in the play must know.

For a psychoanalytic reader of the tragedy, it is striking to see how closely linked the passionate relationships of the Oedipus complex are with Oedipus' conflict-ridden struggle to find out who he is. Sophocles attains this by the way he composes the play on the background of the myth, adding details, inserting changes and omitting themes. In Sophocles' tragedy Oedipus stands out as a very complex character, and his quest for self-knowledge is presented as a dramatic psychic conflict.

Steiner (1985) used this ambiguous nature of Oedipus' quest as an example of a special form of distortion of psychic reality, turning a blind eye. Inspired by the complexity in Sophocles' construction of the play, he developed his thinking about this mechanism. He perceived it as an intermediate misrepresentation of reality, a marked distortion, but less grave than a psychotic breakdown of reality. I will take departure in the same contradictions as Steiner did and expand his points of view along a different line of thinking. Sophocles used the myth as a background for his play and adapted it to his own aims. He transformed the myth's drama of fate to a psychological drama with a structure that shows the complex, deeply human nature of Oedipus' character. In that way, Sophocles has inspired psychoanalytic understanding both of emotional and cognitive development up to our own time. My aim is to trace some elements in this history of ideas. I will show how the union of the contrary readings into one coherent version highlights Oedipus' inner drama –his conflict over knowledge. To prepare the ground we have to look at the tragedy and its relation to the myth. However, before we start discussing the text, we have to decide what epistemological status Oedipus has in our analysis.

1. The Real Identity of Oedipus

Oedipus on the stage is not a real person, and he is not an analytic case. On the other hand, neither can he be dismissed as pure fantasy. That would make him less interesting for the audience and for our purpose too. So I propose that he is not real but he is potentially real. In Winnicott's (1953)language, he exists in transitional or potential space. Enckell[2] (2010) argues that metaphor is the model of all fiction: "The truth of metaphor is not actuality, but possibility. The world of fiction is real as a potential" . This means that Sophocles is not portraying a person but composing a person that could be. And he puts his knowledge about and comprehension of human nature into the character. This does not mean that he models the character after a theory. As an artist, his knowledge is certainly more intuitive than explicit. His act of creation takes place in transitional space. For this reason, it can be rewarding for psychoanalysis to examine characters like Oedipus and Hamlet, not primarily to apply theory to explain them,but rather to learn from them, and to

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extract and make explicit the intuitive conceptualization of the author.

2. The Myth and Sophocles' Adaptations

The oedipal drama is the theme of the mythical story of Oedipus and his family. Sophocles' tragedy comprises only a couple of hours of this story. There are several variations on the myth,1 which has developed over a long period. It is rooted in archaic vegetation rites and religious regulations. For example, patricide is related to the method of succession of priests in archaic religions such as the Diana cult in ancient Italy, in which the ruling priest was killed by his successor (Frazer, 1922)[3]

There is a curse on Laius, the king of the city of Thebes, because he has abducted and abused the son of another king. Mourning his own childlessness, which he feels is a punishment for his abuse of the boy, Laius consults the Oracle of Delphi. She tells him that his childlessness is a blessing because his son will become his killer.

Laius rejects Jocasta without telling her why. Hurt and angry, she makes him drunk, seduces him and gives birth to a son. Laius seizes the newborn child from his nurse, pierces his feet and bids a servant put him out on Mount Cithaeron to die. Sophocles varies this in a psychologically highly significant way. In his version it is Jocasta who gives the baby to a shepherd with orders to take him to the mountain. The parents act together and the mother too rejects the child.

In the myth the child is found by a shepherd from Corinth and given the name Oedipus because his feet are swollen. (Oedipus can mean 'swollen foot'.) The shepherd takes him to Corinth where the reigning king, Polybus, and his wife are childless too, and are happy to raise Oedipus as their own son. In Sophocles' rendering the shepherd from Thebes gives the child to the shepherd from Corinth because he cannot bear to let the child die. And to economize on his dramatic means, Sophocles gives the two shepherds additional roles in the tragedy, the Theban as the survivor from the meeting at the crossroads and the Corinthian as the messenger announcing Polybus' death. In this way Sophocles condenses the background for the crucial scene where the truth is revealed, the meeting between the two shepherds.

3. The Myth and Sophocles' Transformation

The myth is a drama of fate. Laius has once abused a young boy. The gods punish him with infertility and the Oracle's threatening prophecy. When he begets a son, he attempts to avoid the fulfilment of the prophecy by putting the baby to death. And when Oedipus asks the Oracle about his origin, she adds another curse to the first. Thus Oedipus' punishment is secondary to that of the whole family. As in the words of the jealous God in the Old Testament: "visiting the iniquity of the fathers upon the children to the third or fourth generations of those who hate Me" .

Oedipus tries to avoid his destiny but every step he takes away from it actually brings him closer. One aspect of the dramatic irony of the myth concerns the futility of fighting one's destiny. Destiny is decided by the gods. The prophecies foretell the future which, although the participants try to escape their destiny, is inevitable.

In the drama of fate portrayed in the myth, Oedipus appears as a pawn in a game played by the gods. Sophocles transformed the myth into a psychological drama. He is not concerned with the curse on the family. Oedipus is the protagonist who drives the play forward. But he is also his own antagonist. Tiresias says so directly: "Creon's no enemy of yours; you are your own" . Tiresias, Jocasta and the shepherd do what they can to persuade him to desist from his investigation. Oedipus, however, insists on pursuing the truth – firstly, the real meaning of the Oracle's words, then, who killed Laius and, finally, when the evidence points in his direction, who he is.

The central elements of the myth, the killing of the father and the marriage with the mother, form a background for the tragedy that accompanies Oedipus on his progress towards self-knowledge. Oedipus the King is therefore not primarily a play about murder and incest. As Rudnytsky points out, the play can be conceived as an enactment of the riddle of the Sphinx. In his encounter with the Sphinx, Oedipus solves the riddle on an intellectual level. When faced with his past, he has to solve the riddle of his own life.

4. Truth-seeking of Oedipus

In the traditional reading, Oedipus the King is a play about the search for self-knowledge. The truth-seeking Oedipus has been vividly described by Hçlderlin, who translated Sophocles' play into German in the 1790s. In his notes to the text he emphasizes Oedipus's "…desperate struggle to come to himself, the roughshod, almost shameless striving to become master of his own, the foolish–wild searching after a consciousness" . Hçlderlin's view of Oedipus is a romantic one. Oedipus is not merely a man who shows his superiority by answering the riddle of the Sphinx, nor is he merely a man who is resolutely seeking the truth about a murder. He is also involved in a passionate search for knowledge about himself.

Freud does not refer to Hçlderlin but he was well aware of this interpretation of Oedipus' character. Jones retells Freud's remembrance how, as a student, he had strolled around the arcades of the University of Vienna, looking at the busts of old and famous professors, and had had a fantasy about a similar bust to himself inscribed with a line from the final speech of the chorus in Oedipus the King: "Who knew the famous riddle and was a man most mighty".

When Freud chooses Oedipus as one of his intellectual heroes, he is in impressive company. Again, I am referring to Rudnytsky's monograph. Aristotle[4] considered Oedipus the King to be a model tragedy, a family drama arousing both pity and fear in the spectator and portraying the very movement from ignorance to knowledge that marks the fully developed tragedy. After Aristotle, however, the rendering of the myth became diluted. It was Lessing, in Germany, who around 1770 re-established Oedipus the King as a play concerned with self-reflection. He thereby marked the beginning of a movement in the history of ideas that Rudnytsky terms 'the age of Oedipus'. The expression refers to the fact that Oedipus was regarded as a major intellectual figure throughout the 19th century in Germany, and many of the central philosophers and authors of German romanticism and idealism were preoccupied with the character of Oedipus. Thus Schiller, Hçlderlin, von Kleist and Hegel, and later von Hartmann and Nietzsche, produced either interpretations similar to Sophocles' play or their own interpretations of his character. In these works Oedipus was portrayed in the same way as the protagonist of Sophocles' play – the truth-seeking Oedipus, the man who wanted to know himself.

However, Freud did more than borrow a popular theme. He raised the oedipal drama from a descriptive level (the myth) to a

dynamic and structural level. He gave oedipal dynamics a central place not only in personality development (the Oedipus complex), but in cognitive development as well. For example, in discussing the case of 'Little Hans', Freud writes: … his sister's birth stimulated him to an effort of thought which, on the one hand, it was impossible to bring to a conclusion, and which, on the other hand, involved him in emotional conflicts. He was faced with the great riddle of where babies come from, which is perhaps the first problem to engage a child's mental powers, and of which the riddle of the Theban Sphinx is probably no more than a distorted version. And in the introduction to the case he writes: "Thirst for knowledge seems to be inseparable from sexual curiosity. Hans's curiosity was particularly directed towards his parents" .

In 1915 Freud added a section to Three Essays on Sexuality under the heading 'The sexual researches of childhood', where the first chapter concerns "the instinct for knowledge" (1905, p. 194). In the 'Rat Man' nd in Introductory Lectures (Freud, 1917, p. 327–8), this need to know has been translated into English as the epistemophilic instinct. This is also the concept used by Melanie Klein in the English translations of her early writings, for example, in Early stages of the Oedipus conflict: The early connection between the epistemophilic impulse and sadism is very important for the whole mental development. This instinct, roused by the striving of the Oedipus complex …

Thus both Freud and Klein connected oedipal dynamics with the urge to know, and both conceived of this urge as an instinctual force. Green (1969) has taken this perspective on oedipal dynamics and its relation to cognitive development a step further. In his book, which in the original French has the cryptic title Un Œil en Trop [An eye too many], he quotes the lines by Hçlderlin that gave him the title of the book: King Oedipus has an eye too many perhaps. [5]The sufferings of this man, they seem indescribable, unspeakable, inexpressible.

In Hçlderlin's view, Oedipus' suffering and fall are closely related to his efforts to find Laius' killer. The Oracle's prophecy does not mention Laius explicitly. If Oedipus had been satisfied with the notion of a killer who had to be punished, the story could have ended there. Instead he takes the matter further and in this way prompts Creon's thoughts on the death of Laius: Before the city passed into your care,

My Lord, we had a king called Laius.

5. Cover-up for Oedipus

Vellacott (1993, see also 1971) has argued that Sophocles invites two contradictory readings of Oedipus the King; the traditional one and one where all the central participants know the truth from the beginning and try to prevent it coming out. This interpretation means that behind the story that seems to be taking place on the stage – Oedipus' determined quest for the truth about himself – another, more hidden drama is unfolding: the truth is being covered up. Vellacott supports his view by pointing to the inconsistencies and overlooked facts in the description of the events following the killing of Laius. According to Vellacott there is a conspiracy of silence around Laius' death. Oedipus at first joins the conspiracy, but later engages in a "painful pilgrimage from pretence to reality".

Although Vellacott's interpretation of the tragedy has not been met with much enthusiasm by scholars in the field, it makes sense to the general, or at least the psychoanalytic, reader. Steiner (1985) has further developed Vellacott's view of the drama as a cover-up operation for Oedipus and discussed the implications for the understanding of mechanisms resulting in the pathological resolution of the Oedipus complex.[6] Steiner maintains that Jocasta, Creon, Tiresias, the chorus and not least Oedipus himself are all 'turning a blind eye' to reality, a reality they must be aware of and must have realized when Oedipus first arrived in Thebes after killing Laius. In my recapitulation I have noted a number of events that either point directly or hint indirectly at the truth. They are registered by Oedipus, he reacts to them, but he does not draw the obvious conclusion. For example, the comment by the Corinthian youth on Oedipus' lack of resemblance to his parents, his parents' irrational response to his question and the Oracle's clear and ominous reaction. Further examples are the circumstances around his murder of a man: the closeness in time with Laius' death and the lack of investigation of this crime, and also Oedipus' striking ignorance of the murder and his efforts to avoid facts connecting his encounter at the crossroads with Laius' death. Finally, he ignores Tiresias' direct statement of the truth.

The denial of the truth about oneself as a force in the human mind was also expressed by a playwright who was a contemporary of Freud, Henrik Ibsen. In his tragedy The Wild Duck there is a dialogue between Dr Relling, the sensible physician, and the idealistic and bombastic Gregers Werle, old friend of the grandiose but miserable Hjalmar Ekdal:

Gregers: And what treatment are you using for Hjalmar?

Relling: The usual one. I am trying to keep up the self-deception4 in him. […]

Gregers: Doctor Relling, I won't give in till I have rescued Hjalmar from your clutches.

Relling: So much the worse for him. If you take away self-deception from the average man, you take away his happiness as well. (Ibsen, 1884, Act V, p. 158–9)

Including Vienna, before and after the turn of the 19th century , and Freud makes several references to them. One reference that is directly relevant here is his dream about an essay written "in a positively norekdal style" . "Norekdal" is a (derogatory) adjective coined from the names of two of Ibsen's characters: Nora from A Doll's House and Ekdal from The Wild Duck. In the dialogue quoted above Dr Relling dispassionately refers to Ekdal's self-deception or life-lie, to his ordinary human need to avoid the unwelcome, the painful or the shameful truth, to cover up harsh facts and turn a blind eye on reality and the truth about himself.

6. Conclusion

Aristotle considered Oedipus the King to be the model tragedy, almost perfectly in accordance with his own thinking about tragedy. However, it should be borne in mind that Oedipus the King played a part in Aristotle's conceptualization of tragedy, and thus influenced his thinking. And Sophocles took a remarkable step. Only 50 years after the birth of tragedy when Aeschylus introduced a second actor on the stage, Sophocles wrote a masterpiece that has preserved its impact to this very day.

In order for a tragedy to move us, it must take place among close friends or in a family, says Aristotle . Furthermore the story must

culminate in recognition, in a transition from ignorance to knowledge. Green takes the thought further. The family is the primary scene of tragic events – this is where love and hate are at their most intense – and the tragic space is a space for disclosure . Self-knowledge becomes problematic when something stands in the way of the process. The barrier is repression, which forms a demarcation between the conscious, which we know, and the unconscious knowledge against which we defend ourselves. The Oedipus myth concerns a central arena of repression of consciousness: incestuous desire and murderous rivalry with the parents.[7] The stage where the struggle for self-knowledge takes place is the sexual and aggressive ties within the family. Sophocles was a highly conscious dramatist when he composed his tragedy.

Furthermore it was in the self-analysis he began in 1895, and in which the death of his father a year later played an important role, that he became aware of the general nature of the Oedipus complex when he encountered it ‘‘in my own case too‘‘ as he wrote to Fliess. In his conceptualizations, both of the unconscious and of the Oedipus complex, he accomplished a transformation that extended the concepts from a purely descriptive to a dynamic and structural level. Freud did more than interpret the character of Oedipus. He placed oedipal dynamics in a theoretical context and attributed to it a decisive role in the development of the personality as well as in reality testing, symbol formation and thinking.

The theme of this paper is the complexity of Sophocles' vision of man as he presents it in the character of Oedipus. This wisdom is to some extent already present in the myth, in which the family is the arena for passionate interaction. But Sophocles developed this further. The complex character of Oedipus and the intensity of his conflict-ridden struggle for self-knowledge is Sophocles' work. It is Sophocles' conception of man – the way he expresses a deeply human dynamics – that makes this tragedy valid for all times and such a rich source of inspiration for psychoanalytic thinking and understanding.

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Original Research Article

Research on Professional Skills Association Helping to Cultivate Applied Talents in local Colleges and Universities

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Abstract: Taking the training of applied talents as the starting point, this paper points out that the target orientation of applied talents training in local colleges and universities should be constructed from the aspects of knowledge, ability and quality. Taking the school of mathematics and statistics of Zhaoqing University as an example, this paper discusses the training mode of applied talents relying on the platform of professional associations, expounds the specific implementation schemes and measures, summarizes the work results, and provides ideas and reference for the training of Applied Talents in local colleges and universities.
Keywords: Professional Associations; Second Class; Local Universities; Training of Applied Talents

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Local colleges and universities should actively meet the needs of local economic and social development and technological innovation requirements of enterprises, grasp the direction of talent demand in the industry, make full use of local resources, give full play to their own advantages, refine school running characteristics, deepen the integration of industry and education, school enterprise cooperation and collaborative education,[1] enhance students' employment and entrepreneurship ability, and cultivate a large number of students with strong industry background knowledge, engineering practice ability and competent for industry development needs applied and technical talents [1]. The second classroom, as an effective extension and supplement of the first classroom, is an effective way to implement innovative education and an important support and powerful guarantee for cultivating students' innovative quality [2]. 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 in addition to learning [3].

1. Introduction

Taking Zhaoqing University as an example, the university practices the school running philosophy of "student-oriented, quality-oriented, academic development and academic excellence", strives to achieve the goal of "building a high-level applied comprehensive university with distinctive characteristics", constantly deepens the reform of education and teaching, and practically constructs a high-level applied talent training system. From the perspective of secondary colleges, the fundamental task of secondary colleges is to cultivate available talents for local economic and social development, especially to cultivate front-line applied technical talents required by industrial transformation and upgrading and public service development, and promote technology application and innovation. In order to better complete this task and enhance the core competitiveness of students towards society, the talent training system based on talent training program must be "grounded", which should be based on serving the needs of local economic and social development and the requirements of enterprise technological innovation [4]， and should be seamlessly connected with the needs of local economic and social development and industrial transformation and upgrading.

How to cultivate marketable applied talents? In this regard, the school of mathematics and statistics of Zhaoqing University closely focuses on the school orientation of building a high-level applied comprehensive university with distinctive characteristics. Starting from the reality of specialty setting, the school has established five professional associations outside the classroom to carry out the second classroom teaching activities, 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

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colleges and universities.

2. Implementation plan and measures

Relying on the platform of professional associations to help cultivate applied talents, the school of mathematics and statistics of Zhaoqing University mainly carries out the following work.

2.1 Rely on the activities of professional associations and integrate the ideological and political elements of the curriculum

Focusing on the requirements of the construction of "Curriculum Ideology and politics", to transform the "teaching" focusing on imparting knowledge into the "education" to realize the all-round development of students, we need to fully mobilize and organize the active participation of teachers and students, form the "great ideology and politics" pattern of curriculum teaching, strengthen the moral education function of the second classroom while integrating ideology and politics into the main position of the first classroom, and actively promote the deep integration of "two classrooms" The professional association is the platform to carry out the second classroom. Through the integration of professional association activities and curriculum thought and politics, it can realize the integration after class, so as to realize the whole process, all-round and three-dimensional education.

2.2 Use the platform of professional associations to increase professional skills training

Students use the knowledge gained from skill training to participate in various competitions, including those organized by student associations, schools, provincial and national competitions The main contents are: (a) college students' mathematical modeling competition at all levels; (b) mathematics knowledge competition, postgraduate entrance examination exchange and other activities; (c) various teaching skill competitions, tutor pre job training and tutoring services, as well as the establishment of volunteer education and assistance activities in local primary and secondary schools; (d) organize students to participate in "Blue Bridge Cup" programming competition and "Teddy Cup" national data mining challenge; (e) organize and participate in modeling competitions such as finance and securities investment, and improve the passing rate of students' financial qualification certificate examination.

2.3 Give full play to the characteristics of professional associations and cultivate innovation ability

Relying on the platform of professional associations, do a good job in innovation and entrepreneurship characteristic education There are mainly: (a) various certification qualification examinations Professional associations help students pass various certification and qualification examinations conducive to employment by organizing pre examination training and mock examinations; (b) scientific research and publication of papers Encourage students to participate in scientific research, write academic papers and investigation reports, and form creative and unique academic views; (c) innovative experimental plan for college students Encourage and guide students to actively participate in "Challenge Cup", "climbing plan", college students' innovative experimental plan and other innovative and entrepreneurial projects.

3. The significance of professional associations in promoting the cultivation of applied Talents

3.1 Integrate ideological and political education into the curriculum and improve the effectiveness of education

Through the linkage of professional association practice and curriculum thought and politics, we can realize the combination of in class and out of class, specialty and practice, continuously enhance the timeliness of Ideological and political education and improve the effectiveness of all-round education.

3.2 Realize the collaborative training mode of "project research + skill contests"

Take subject research as the carrier, combine professional subject competition and professional skill competition, improve students' ability of "scientific inquiry", and guide students to "promote learning by competition, lead learning by competition, experience learning by competition, and help and learn from each other".

3.3 Improve the performance of professional discipline competition and improve professional influence and identity

Promote learning through competition and practice through competition, publicize the award-winning students through websites, "E-class", "Wechat", class meetings and other ways, stimulate students' enthusiasm to participate in professional associations and discipline competitions through the exchange of excellent deeds and experience and model drive, and "lead from point to area", so as to promote the continuous improvement of students' professional quality and comprehensive quality.

3.4 Improve the cultivation of innovation and entrepreneurship ability and help the cultivation of innovative talents

Relying on the platform of professional associations, cultivate students to actively participate in innovation and entrepreneurship research, and organize the application of research topics at all levels With the promotion of professional associations, graduates can start businesses in educational institutions, software development, new retail system research and development, financial information services and other aspects through training in school.

4. Work results achieved

4.1 Contests Awards

The student professional association of the school of mathematics and statistics has achieved outstanding results with a systematic and effective training and training system In recent years, fruitful achievements have been made in the skill competition for normal students, financial modeling competition, mathematical modeling competition, "Blue Bridge Cup" program design competition, mathematical knowledge competition, "climbing plan", "Challenge Cup" market research competition and other discipline

competitions, with a total of 39 national awards and 212 provincial awards After each award, the college publicizes through website, E-class, Wechat, class meeting and other means, and stimulates students' enthusiasm for professional learning and participation in associations and competitions through excellent deeds and experience exchange and model driving. The "point to area" effect is remarkable, and the professional quality and comprehensive quality of all students are continuously improved.

4.2 College Students' innovation and entrepreneurship projects

The subject works declared by professional associations have also won national, provincial and school level projects for many times For example, in the application of College Students' innovation and entrepreneurship training program in 2018, a total of 13 projects of the school of mathematics and statistics of Zhaoqing University were approved, including 2 at the national level and 3 at the provincial level; In 2019, 10 projects were approved, including 1 at the national level and 4 at the provincial level; In 2020, 8 projects were approved, including 1 at the national level and 2 at the provincial level; In 2021, 9 projects were approved, including 1 at the national level and 3 at the provincial level.

4.3 Application Innovation

The training system and activities of professional associations not only make up for the lack of strong theoretical and monotonous classroom teaching, but also further cultivate and tap the potential of students' innovation and entrepreneurship, make students better adapt to the requirements of the general environment of "mass entrepreneurship and innovation" in the new era, and lay a good foundation for students' employment and entrepreneurship in the future Driven by professional associations, the number of entrepreneurs in our college has also increased year by year. In recent years, many students have established companies in educational institutions, software development, new retail system research and development, financial information services and so on.

5. Conclusion

The establishment of professional associations enables students to gradually improve their professional quality in the training system and activities of student professional associations In the process of independent management, students' soft power such as organization and coordination, overall response and so on has been continuously improved The establishment of five professional associations is precisely the reason why the school of mathematics and statistics of Zhaoqing University has established a new mechanism of application-oriented talent training, scientific and technological innovation and social service, so as to enhance its ability to serve regional economic and social development and technological progress of industrial enterprises The college focuses on cultivating applied talents who can skillfully use knowledge, solve practical production problems and meet the diversified needs of society as its core mission, and continues to comprehensively deepen the comprehensive reform of education and teaching, so as to implement the cultivation of applied talents.

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Original Research Article

The Improved Leslie Model for population Forecasting

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Abstract: Based on China's population data from 1953 to 2020, the Leslie model combines the fertility rate of women of child-bearing age by region and age, the sex ratio of the birth population, the mortality rate, the migration rate between urban and rural areas by age, the curve fitting migration function, and the application of ARIMA to predict mortality rates to construct a discrete population dynamics system in order to predict China's future population development trajectory. The improved Leslie, Leslie, BP and Malthus models were compared in terms of error rates. The improved Leslie model was more stable than the rest of the models and had an average error rate of 0.09%, with good model generalization ability. The results show that the improved Leslie model predicts that the total population will slowly increase under the national regulation policy, and will reach a peak by around 2045 and then decline.

Keywords: Leslie; Population Prediction; ARIMA; Mortality Rate; Mortality Rate

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1. Intrlduction

China is a country with a large population and the population issue has always been one of the key factors limiting the country's development. Therefore, in order to grasp data on the changes in the existing population, gender ratio and urban and rural population in different regions, the country has conducted a national population census every ten years since the founding of New China. However, in recent years, China's population has gradually shown an ageing population, an imbalance in the sex ratio between men and women and an urbanisation of the rural population. To solve this problem, the existing population prediction models mainly include curve fitting method, BP neural network algorithm, Malthus, Leslie model and so on. BP neural networks are a local search optimization method, and even though they can solve complex non-linear problems, they can lead to network training failure because they can trap the algorithm in local extremes. The Malthus model [1] is an exponential growth model that fits the characteristics of population growth, but ignores external conditions such as limited resources and is only suitable for projections in the short term when there is no population turnaround.

Leslie model are based on age structure, Chen Shujun et al [2], Wang Yifang [3] and Ni Xuanming et al [4] revised the Leslie model by using regression analysis to correct for fertility and mortality, normal distribution to correct for fertility, using constant fertility, and mortality predicted by the Lee-Carter model to improve the Leslie model. All of the above models are only partially corrected for the influence factors of the Leslie model, and do not consider combining the main dynamic factors with large deviations for accurate analysis and prediction. To solve this problem, we combined factors such as fertility rate of women of reproductive age by region and age, sex ratio of births, mortality rate and migration rate by age, curve-fitted migration function and used ARIMA to predict mortality rate [5], thus improving the Leslie model. The results showed that the improved Leslie model was more stable than the rest of the models, with an average error rate of 0.09% and a maximum error rate of 4.26% higher than that proposed by Hou Ruihuan et al

2 .The improved Leslie model

2.1 Model building

We assume that fertility rates are considered only for women aged 15-49, and zero for those not in this range; that only population change from rural to urban migration is considered; and that the effect of factors such as dinks and unexpected disasters on population change is not considered.

Step1: Divide the predicted time period, i.e., let time $t = 1,2,3,..$, and at the same time, divide the age into m segments by considering the elderly aged 90 or above as a whole. Let the total number of people in the ith age group at time t be $n_i(t), i = 1,2,3,.....,m$. From this, the total population vector $n(t) = [n_1(t), n_2(t), ...n_m(t)]^T$.

Step2: Let the fertility rate at age i be b_i and the mortality rate be $d(i,t)$, then the survival rate at age i is

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$s(i,t) = 1 - d(i,t)$. Therefore, based on the correlation between b_i, $s(i,t)$ and $n_i(t)$, the following relationship can be derived.

$$\begin{cases} n_i(t+1) = \sum_{i=1}^{m} b_i n_i(t) \\ n_{i+1}(t+1) = s(i,t) n_i(t) \end{cases}, i = 1,2,\ldots.. m-1 \quad (1)$$

It can be reduced to equation (2):

$$n(t+1) = Ln(t) \quad (2)$$

where L is the Leslie matrix:

$$L = \begin{bmatrix} b_1 & b_2 & \ldots & b_{m-1} & b_m \\ s(1,1) & 0 & \ldots & 0 & 0 \\ 0 & s(2,2) & & O & \\ & & O & & \\ 0 & 0 & 0 & s(m-1,t) & 0 \end{bmatrix} \quad (3)$$

Therefore, when L and $n(0)$ are known, equation (4) is available for any $t = 1,2,3,\ldots$.

$$n(t) = L^t n(0) \quad (4)$$

2.2 Parameter setting and solution

Step1: Based on the number of female population per age group, population mortality rate, female urban, town and rural population, fertility rate and female ratio in urban, town and rural areas in 2020 published by the National Bureau of Statistics. The number of babies born to women of childbearing age in each age group in urban, town and rural areas is calculated separately with the following formula:

$$\begin{cases} H_C(i) = b_c(i) * (n_c(0) + p_c M(i,0)) \\ H_Z(i) = b_z(i) * (n_z(0) + p_z M(i,0)) \\ H_X(i) = b_x(i) * (n_x(0) - M(i,0)) \end{cases} \quad (5)$$

Where $b_c(i)$, $b_z(i)$ and $b_x(i)$ denote the fertility rate of women of reproductive age by age in urban and rural areas respectively, $n_c(0)$, $n_z(0)$ and $n_x(0)$ denote the total population in urban and rural areas in 2020 respectively, p_c and p_z denote the proportion of women in urban areas respectively, and $M(i,t)$ denotes the migration function.

According to the data related to towns, towns and villages from the National Bureau of Statistics, it is found that there is a part of the population that migrates. Therefore, the migrating population $M(i,t)$ was set when calculating the number of babies born. We fitted the migration data at each age to derive a fitted migration function based on a confidence interval of 95%.

$$M(i,t) = \begin{cases} 1500(|i-30|+30) + \left(\sin(i) + \frac{\ln(t)}{10}\right), & 0 < i \le 60 \\ 1200\sin(i+t), & i = 0; 60 \le i \le 90 \end{cases} \quad (6)$$

Step2: Calculate the birth rate of female infants in urban, town and rural areas separately with the following formula.

$$\begin{cases} V_C = \frac{c_C}{100+c_C} \\ V_Z = \frac{c_Z}{100+c_Z} \\ V_X = \frac{c_X}{100+c_X} \end{cases} \quad (7) \qquad b_i = \frac{H_C(i)*V_C + H_Z(i)*V_Z + H_X(i)*V_X}{n_i(0)}, \quad i = 15,16,\ldots\ldots,49 \quad (8)$$

Where c_C, c_Z and c_X denote the proportion of men and women in urban, town and rural areas respectively.

Step3: Calculate the female fertility rate for each age group with the following formula.

Step4: Calculate the survival rate of females at each age group. The mortality data by age population by urban and rural areas from 1953-2020 were selected and the mortality rate was predicted using ARIMA [5] $d(i,t)$, and $arima(i,t)$ was introduced, then $d(i,t) = arima(i,t)$. The mortality rate is normalised by the formula $D(t) = \frac{\sum_{i=0}^{m} d(i,t)}{1000} > 1$ for the female population at all ages, therefore, the mortality rate needs to be normalised by the following formula.

$$d1(i,t) = d(i,t)/D(t) \quad (9)$$

Step5: Construct the Leslie matrix based on equation (3).

Step6: Calculate the total population for the year in which the projection is required according to equation (4).

3. Experimental results and analysis

According to the current stage of China's development, the population is divided by age as follows: 0-14 years old as young, 15-64 years old as young-adult, 65 years old and above as old, respectively, using Y_i, T_i, O_i, where Y denotes the young population, T denotes the young-adult population, O denotes the old population, i denotes the year, noting i=1,2,..,N (i=1 for 2010).

We used the constructed age-specific population projection model to calculate the distribution of the number of young, young-adult and elderly population in 2010-2020 with the following equations.

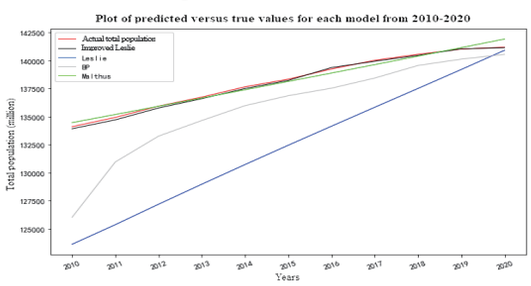
$$\begin{cases} Y_i = \sum_{j=1}^{14} Z_j \\ T_i = \sum_{j=15}^{64} Z_j, \ i=1,2,\ldots\ldots,N \\ O_i = \sum_{j=65}^{M} Z_j \end{cases} \quad (10)$$

$$\begin{cases} \varepsilon_{Yi} = (Y_i - Y)/Y \\ \varepsilon_{Ti} = (T_i - T)/T \\ \varepsilon_{Oi} = (O_i - O)/Y \end{cases} \quad (11)$$

In order to better reflect the relationship between the true and predicted values, the error rate ε_i between the two is calculated by equation (11).

Where Y, T and O denote the true values of the young, young-adult and elderly populations respectively; ε_{Yi}, ε_{Ti} and ε_{Oi} denote the error rates of these three population categories respectively.

In order to further verify the accuracy of the model predictions, we compare and analyse the improved Leslie, Leslie, BP and Malthus predicted data for 2010-2020 with the real values, and by fitting the data, the predicted values are compared with the real value results as shown in Figure 1.



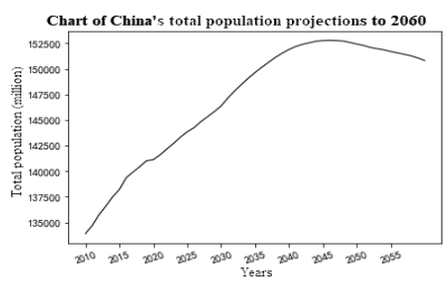


Figure 1: It can be seen that in the Malthusian model, the population is subject to infinite growth, but, in context, it is unlikely that the population of any area will grow indefinitely. Therefore, the exponential growth model is only suitable for short-term forecasting. In the BP neural network, the model tends to fall into local minima and overtraining tends to cause overfitting phenomena, making the accuracy rate drop. In the Leslie model, the impact of dynamic factors such as urbanisation and mortality on population development is not taken into account, making the model less accurate. The improved Leslie model is more stable and has a lower prediction error rate than the rest of the models, with an average error rate of only 0.09%, and the model has strong generalisation ability and high accuracy.

As the sex ratio between male and female births, the degree of urbanisation and the fertility rate all have an impact on the size of the population, and based on the data comparison, the improved Leslie model is found to be more suitable for predicting the population size in any period. Therefore, the improved Leslie has better results in predicting the total population of China. The specific prediction results are shown in Figure 2.

Figure 2 China's population projections to 2060: It shows that the total population will reach 1.463 billion in 2030, compared to 1.411 billion in 2020, with a slow increase in the population under the national regulation policy.

4. Conclusion

We base our projections of China's total population mainly on population-related data available on the website of the National Bureau of Statistics. We based our projections of the total population on the Leslie model. Through comparative analysis with Leslie, BP and Malthus, we decided to use the Leslie matrix model with sub-regional mortality, fertility, infant sex ratio and migration rate for the projection of China's total population, and the projections show that China's population reaches 1.463 billion by 2030 and around 2045 reaching a peak.

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Original Research Article

Design of Gait Detection System Based on FCM Algorithm

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Abstract: Gait detection technology is widely used in medical and military fields. The key of gait detection technology is low cost, high accuracy and portable detection equipment and real-time detection algorithm. This paper introduces a real-time gait detection system, this kind of gait detection system using machine learning algorithm based on FCM clustering analysis and calibration of the sensor data filter algorithm based on rules, the kinematic data is divided into five different gait events, namely the heel strike , foot flat, heel off , toe off and initial swing phase . Compared with 3D posture capture experiment equipment, the accuracy of gait event detection of the proposed gait detection system is verified to be highly reliable.

Keywords: FCM Algorithm ; Real-time Gait Detection ; Internal Measurement Unit (IMU) ; Machine Learning

1. Introduction

Gait detection is an effective method to detect human foot gait changes and is meaningful for rehabilitation training and daily life assistance [1] . The purpose of gait detection is to find and extract the characteristics of changes between individuals from the behavior of moving human beings to realize automatic behavior recognition [2] . It has been well used in many fields such as intelligent monitoring, rehabilitation therapy, intelligent prosthetic design, and identification.

Wearable sensors are considered to be an efficient and low-cost way to record kinematic data, and various gait detectors can be developed by combining different sensors with gait algorithms . Commonly used sensors include weighing modules, foot switches , gyroscopes, etc. [3] . However, most of the above sensors are installed separately around the human body to measure separately . To meet the demand for a portable kinematic data collection system , this system developed a gait detection technique that fuses multi-sensor data[4].

This paper introduces a real-time gait detection system , which realizes the real-time detection of gait phase through multi-sensor fusion data calculation and FCM clustering algorithm processing. This gait detection system uses four force-sensitive resistors to collect the pressure data of the sole of the foot and the triaxial attitude angle , triaxial angular velocity and triaxial acceleration data obtained by the inertial measurement unit (IMU) to realize data acquisition and gait detection. Through the three-dimensional attitude capture device VICON, it is verified that the accuracy rate of the gait phase detection system in this paper and the acquisition rate at different speeds have high reliability, and the recognition rate of gait detection events is over 90% .

2. Related technologies

2.1 Hardware system

2.1.1 FSR pressure sensor

FSR is a sensor made of a thick polymer polymer film, which increases the active surface force as the resistance decreases. The resistance value of the FSR decreases with the non-linearly applied force. FSR can be used together with Arduino to jointly detect the change of pressure value between the smart insole and the sole of the foot [5] .

2.1.2 Inertial Measurement Unit (IMU)

This project applies MPU6050 inertial measurement unit (IMU) , which can provide accurate azimuth, level, position, speed and acceleration signals. In the process of gait detection, the inertial measurement unit will be offset. The accelerometer and electronic compass with superior static performance are used to correct the error in the attitude calculation process of the inertial measurement unit (IMU).

GND , SCL and SDA need to be applied in the gait recognition detection system, and the data is sent to the Arduino through the I_2C bus.

2.1.3 Arduino development board

Arduino UNO R3 is the model of the development board used in this project. It is a micro-controller based on ATmega328. The Arduino UNO development version consists of 14 digital input/output pins and 6 analog input pins. This development board The matching USB interface can provide the function of converting the serial port, and the data is directly displayed in the serial port mon-

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itor of the Arduino IDE.The workflow of the detection system is shown in figure1.

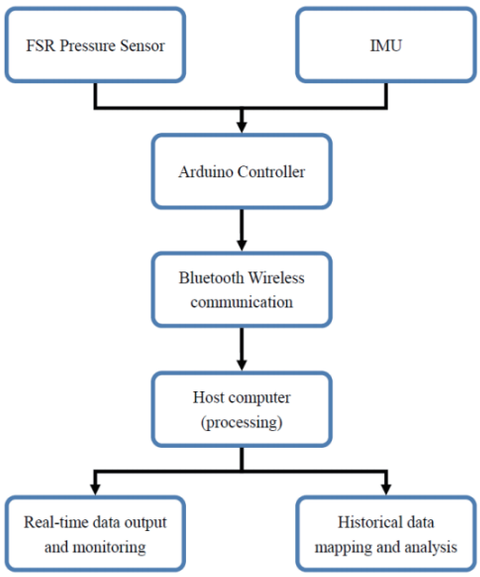

Fig.1 Equipment workflow

2.2 Data acquisition

The device obtains data through FSR pressure sensor and MPU6050. Gyro instruments provide signals such as bearing, level, position, velocity, and acceleration. FSR and Arduino are used together to detect the change of the pressure value between the smart insole and the sole of the foot [6]. When the lab subjects are walking, the resistance value of the FSR is constantly changing, and the Arduino reads the voltage value across the FSR resistance, through the Arduino serial port and the Processing host computer program Specific data can be obtained.

The sensor placement positions are respectively located in the main high pressure areas of the plantar pressure: below the heel in the hind-foot, the first metatarsal, the fourth metatarsal and the big toe in the forefoot.

2.3 Data processing

It is transmitted to the background processor after quaternion algorithm and Kalman filtering .

When the MPU6050 receives the sensor signal , the data of the accelerometer and the geomagnetic-meter are converted into a geographic coordinate system, and the error is calculated with the corresponding reference gravity vector and geomagnetic vector to correct the output of the gyroscope, using the gyroscope data Do a quaternion update, then convert to Euler angles.

The core idea of the Kalman algorithm is to correct the state estimate by comparing the measured actual value with the measured predicted value. The data processed by Arduino is transmitted to the background processing terminal through the HC-06 Bluetooth module for further processing.

2.4 Gait event detection of FCM clustering algorithm

Cluster analysis is an unsupervised learning method in machine learning to study data ensemble classification problems . According to the principle of fuzzy clustering algorithm, the gait data set is divided into several clusters, so that under a specific similarity measurement method, the samples in the same class have high similarity, and the correlation between elements in different classes is weak . According to the different requirements for performance, efficiency, generalization ability, data form, data dimension and other aspects, various high-efficiency and special-purpose algorithms are derived. In practical applications, it is necessary to select an appropriate algorithm according to the research object and application conditions.

We found that the FCM algorithm is suitable for gait detection [7] . In particular, the fuzzy C-means clustering algorithm is also one of the most widely used classification algorithms at present , and the data processing flow is determined according to the algorithm as shown in Figure 2 .

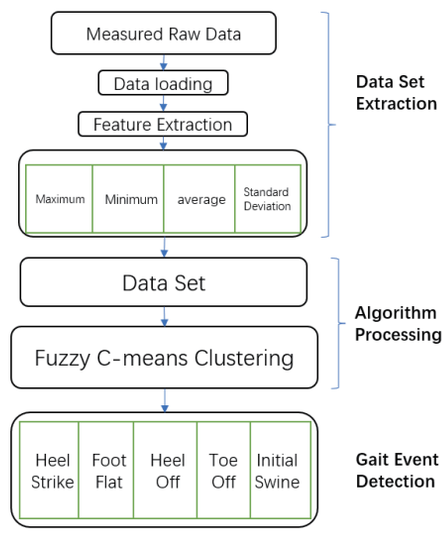

Fig2 Data processing flow chart by FCM

First determine the data set and collect data through the measurement system, thereby determining the number of classifications N. Then the center corresponding to the N classes is n_i, and the membership degree of each sample M_j belonging to a certain class N_i is set as C_{ij}, and C_{ij} satisfies the following conditions:

$$\begin{cases} \sum_{j=1}^{m} C_{ij} > 1, \forall i \\ C_{ij} \in [0,1], \forall i,j \\ \sum_{i=1}^{n} C_{ij} = 1, \forall j \end{cases} \begin{cases} \sum_{j=1}^{m} C_{ij} > 1, \forall i \\ C_{ij} \in [0,1], \forall i,j \\ \sum_{i=1}^{n} C_{ij} = 1, \forall j \end{cases} \quad (1)$$

Constructing the final objective function:

$$minFm(C,N) = \sum_{j=1}^{m} \sum_{i=1}^{n} C_{ij}^{a} \left\| x_j - n_i \right\|^2$$

$$minFm(C,N) = \sum_{j=1}^{m} \sum_{i=1}^{n} C_{ij}^{a} \left\| x_j - n_i \right\|^2 \quad (2)$$

In the formula, m is the number of sample data sets, n is the number of centers of the cluster, a is the fuzzy weight, $\left\| x_j - n_i \right\|$ $\left\| x_j - n_i \right\|$ and is the Euclidean distance between the sample points and the center, the formula is as follows:

$$n_i = \frac{\sum_{j=1}^{m} {C_{ij}}^{a} n_j}{\sum_{j=1}^{m} {C_{ij}}^{a}} n_i = \frac{\sum_{j=1}^{m} {C_{ij}}^{a} n_j}{\sum_{j=1}^{m} {C_{ij}}^{a}} \quad (3)$$

$$C_{ij} = [\sum_{k=1}^{n} \left(\frac{\left\| x_j - n_i \right\|}{\left\| x_j - n_k \right\|} \right)^{2/(a-1)}]^{-1}$$

$$C_{ij} = [\sum_{k=1}^{n} \left(\frac{\left\| x_j - n_i \right\|}{\left\| x_j - n_k \right\|} \right)^{2/(a-1)}]^{-1} \quad (4)$$

3. Experiment verification and result analysis

Experiments were conducted in a laboratory equipped with the VICON motion capture system. Subjects wore the gait detec-

tion system on the treadmill for testing. The 3D trajectory captured by the VICON camera was used as a reference, and the gait collected by the gait detection system was used as a reference. data for comparison.

The VICON system consists of Nexus host computer software and 6 V5 cameras. There are three cameras on both sides of the ceiling to track and measure the three-dimensional trajectory of the subject. The laboratory scale is 10m×5m , and the coverage area of the VICON system is about 5m. ×4m.

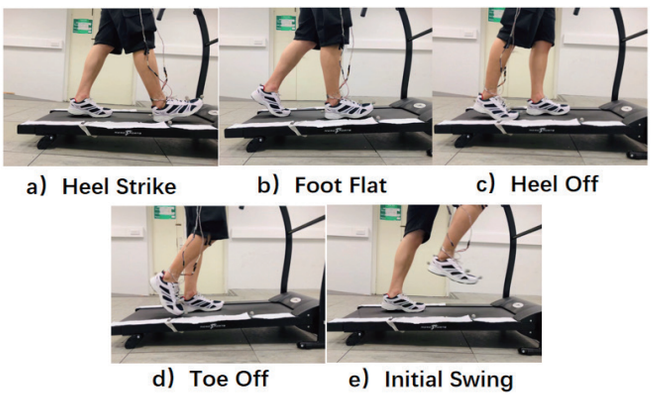

Fig3 Five gait events

Table 1 Detection accuracy of different test objects

Test subject	Age	Weight(kg)	Total data	Correct data	Failure data	Correct rate
Sean	26	75	681	644	37	94.57%
David	47	87.5	685	625	60	91.24%
Victor	35	66	651	604	47	92.78%
Chen	23	52	619	587	32	94.83%
Average	33	70	659	615	44	93.36%

Table 2 Detection accuracy of different gait events

Gait events	Heel Strike	Foot Flat	Heel Off	Toe Off	Initial Swing	Correct rate	Average
Correct rate	96.42%	91.76%	97.84%	86.04%	94.67%	92.58%	92.58%

After experimental tests, the gait detection rate of the system can reach more than 90%. The main error exists in the structure of some people's feet and walking habits[8]. For example , some errors exist in the experimenter's shoes that do not fit well, and the pressure fluctuations caused during the detection process.

4. Conclusion

(1) This paper proposes a gait detection method, which uses a single IMU combined with FSR to achieve high-precision detection of five gaits. The gait detection system can adapt to the changes of different individuals and different walking speeds. Gait events are identified through the fusion signal of a single IMU and FSR , reducing the burden on users, and processed by the FCM clustering algorithm to ensure the accuracy of feature data extraction. Table 4 shows the comparison of our gait detection method with other state-of-the-art methods in the field of gait detection.

Table 3 Comparison with other methods

author	Number of sensors	Featureextraction method	Accuracy
Our method	4FSR+1IMU	automatic	92.97%
young et al. 2014 [7]	3IMU+1FAR	manual	93.90%
liu et al. 2015 [8]	4FSR	manual	90.38%
Liu Xiyang et al.2016 [9]	unknown	automatic	85.30%
Yan et al. 2021 [5]	4FSR	automatically	87.00%

(2) The verification test of the gait detection method in this paper shows the advantages of high reliability and low cost on a flat road , which provides more reference for subsequent tests on complex road conditions such as uneven roads or climbing steps .

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Original Research Article

On Anthony Tapiess Mixed Media style

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Abstract: Anthony Tapies is both an explorer of mixed media painting and a leader of informal painting. He is passionate about the exploration of materials and is committed to bringing them to life. Tapies has always believed that specific materials and their principles coordinate with each other, which successfully changed the visual understanding and aesthetic concept of modern art. Although the materials used in Tapies paintings are all collected from common stuffs, he still insists on screening different painting materials and striving to expand new aesthetic dimensions from the materials, so as to achieve better artistic effects. This paper deduces the inner principles of the material by summarizing the material, and explores Tapies mixed media style through sorting and summarizing his unique mixed media.

Keywords: Anthony Tapies; Material; Unique; Style

Anthony Tapies (1923-2012) is perhaps the best-known artist of the Spanish contemporary informalism genre. Tapies was born on December 13, 1923 in Catalonia, a small city in Spain. Tapies received a good homeschooling from an early age. His father was a lawyer and was keen on literature and art, especially oriental art and books. Tapiess ability to read and appreciate comes from his fathers cultivation, which, at the same time, shapes his character—he rejects blind obedience with critical thinking and truth-seeking ability. This has a profound impact on his artistic creation. Born in a prestigious family of booksellers in Barcelona, his mother was loyal to Catholicism, who was kind and loving. Therefore, his parents love for knowledge and the edification in art and culture have also contributed to Tapiess success.

Pablo Picasso (1881-1973), the founder of the cubism school, had a great influence on Tapies with his artistic concept and expression of painting. Tapies once praised Picasso as follows, “Having witnessed Picassos lofty spirit, I clearly realized that a great artist also has a strong personality.”[1] Picasso shouted for national freedom and equality during Francos reign, and at the same time his moral behavior and political views also set an example for Tapies, which encouraged Tapies to stick to his principles and maintain dignity, and speak out for freedom, equality and justice. Tapies learned from Picasso that art is not a lie, but an expression of the truth. Picasso opposed adding any concept of sanctity to art, and firmly believed that artistic expressions were changeable. In particular, he expresses his emotions and specific attitude in abstract forms such as geometric symbols, lines, color blocks and compositions, which stimulate the audiences imagination. Among them, the symbol of duality plays a crucial role in the formation of Tapies artistic style, not only guiding him into a clear direction, but also effectively reflecting that personal artistic quality and integrity are closely related.

Paul Klees (1879-1940) artistic ideas are the common property of the artists who have always been about artistic integrity. Tapies had been studying Paul Klees artistic ideas and painting techniques. Klee once believed that without a relatively complete, distinct personality and positive thinking, such art cannot reflect any value[2]. The value of a piece of art comes from artistic ideas. In particular, Klees book "Tao" has greatly inspired Tapies thought, and he strengthened his own intuition in the creation process. Art can be compared to a form, and it can also regarded as life. Klees evolutionary logic represents the evolution of a certain type of art. Klees painting techniques, such as: graphite toning, collage filigree, slicing line, speckling, scratching, collage mesh and veiled painting techniques, are a lesson for artists all over the world. As for artistic expression, Klee is good at expressing the charm of art by using the layers and shapes of points, lines and spaces. The influence that Klee gave Tapies is not only on the surface, but also on his creation ideas, enabling Tapies to create strong visual impact.

The surrealist painter Juan Miró (1893-1983) had a huge impact on Tapies in terms of artistic concept and the use of materials. Miro believes that the value of an artist is not in the creation of art, but in the influence on future generations. Art will decline due to various reasons, and artworks will be destroyed by various reasons, but the artists thoughts will profoundly affect the aesthetics of later generations [3]. From this, Tapies realized that the personal thought must be rooted deeper in order to achieve success in the field of art in the future. Miro is Tapies guide when he is confused. An artist must possess unique creative ability and a sense of mission and responsibility. Miro was the first to carry forward the essence of the spirit of Catalonia, the man who cried for the lonely people, and the man who had the longing for freedom. Tapies learned from Milo that people were at their most spiritually active only in a subconscious and illusory state. In Miros art, the use of materials and techniques is ever-changing, such as cellophane, ceramics, asphalt, and rope collage. Miro is good at using the forms of points, lines and surfaces, concise outlines and the texture of brushstrokes in artistic creation. Miros Catalunya folk paintings and symbolic symbols have especially inspired Tapies mixed media creation.

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All excellent artists are always inseparable from progressive ideas, and progressive ideas are the source of artists creation. In Feuerbachs article, Marx made the following comments: Although many philosophers have described the world in different ways in the past, it is more important to change the world than the former[4]. From the Marxist theory, Tapies realized that it was necessary to thoroughly analyze the defects existing in the capitalist system, and art could make its contribution to the transformation of the world. The Marxist theory also promoted the development of Tapies material art creation ideas, which began to reflect the poor life of common people. He expressed his dissatisfaction with Francos autocratic rule by means of art, making his mixed media have social and political effects. In the field of art, Freudian doctrine plays an important role because psychoanalysis can explain various subconscious phenomena. Sex, love, madness, hypnosis, words and deeds that Freud talked about were all used by the Surrealists as a way to express their thoughts, and were worshipped with a fanatical attitude. Thanks to psychoanalysis, Freud and Bretons friendship, Tapies gained new inspiration. Freuds free associative method and Pavlovs conditioned reflex theory, at the same time, answered many questions about the image and graphics of creation. These theoretical bases provide a clearer direction for the transformation of Tapies artistic creation thought.

1. The material expression of the Mixed Media style of Anthony Tapies

1.1 The simplicity of color

Tapies also has his own unique views and expressions on color, “the special color belongs to the depths of ones heart, which is not only similar to the real world, but also has never been polluted by online advertisements. It is also A tragic color.”[5] In Tapiess mixed media art, black, ochre, tan, red, yellow, gray and white express the color gamut of the earth. Among them, yellow and red symbolize the colors of the Tapies national sentiment. Tapies believes: “Large areas of gray conjure up the passage of time, division, decay, staleness, tranquility and cleanliness, etc.” [6]The author believes that the gray color is the most real color of his heart. It has a very close relationship with the philosophical world and can better convey the true state of his mind. For example, created in 1958, Tapiess work "Grey Ochre", in this work Tapies organically combines paint, dust, resin and additional materials to create a rough, intensively processed surface, called Substance Painting. The dull colors represent the dilapidated and imprinted walls of the streets of Catalonia, witnessing the suffering of people since the civil war and the oppression of peoples lives under the rule of General Franco.

1.2 Texture

The structure of the surface texture of an object is called texture, and the texture characteristics of the material are arranged to a certain extent through the combination of materials and expression techniques. The special texture in the work is stylized and processed by the creator, and is given new value and meaning.

The intervention of materials in Tapies artwork is an important way to express his philosophical ideas. The thick texture and scratches are highlighted in the picture, which reflects his own aesthetic consciousness, which is one of the unique expressions of the mixed media art. Tapies tries to choose objects that are more common in everyday life as painting materials, giving ordinary mediocre materials a sense of mission. For example, in his 1956 work "the Iron Gate and the Violin", Tapies hangs a worn violin in a wavy sheet of iron, the texture of which is similar to the melody produced by the violin strings. The dynamic of the violin is transformed from hearing to visual perception; at the same time, the mottled scratches on the iron sheet create a strong contrast with the elegant visual sense of the violin. Wood and iron are a kind of material contrast, static and dynamic are also a dynamic and static contrast, and the artistic conception contained in the object also creates a contrast. Tapies uses physical materials to make excellent combinations, intensifying the material contrast between different materials.

2. Pictorial Symbols of Anthony Tapiess Mixed Media Style

In the early Western paintings, the painting style was mainly influenced by politics and religion. The cross, as a religious symbol, symbolized the Christian culture and the inspiration for the lower classes. As time goes by, its symbolic forms have become diversified.

The cross symbol in Tapiess works has a strong symbolic connotation. In his paintings, this form of symbol not only expresses the spiritual world in an abstract form, but also expresses the yearning for human nature and the desire for freedom. In the early days, Tapies did some research on social subjects due to the influence of Marxist theory. The crosses were not only presented in different forms, but also the mysterious X, T, O, Y and other symbols were displayed in his painting. The use of symbols strengthens the sense of balance on the left and right sides of the picture, keeping the overall balance vivid and conveying information for the picture; The combination of virtual and real, combining dynamic and static, breaks rigidity, presents unique visual effects, and expands the audiences infinite imagination.

In many traditional theories, limbs are regarded as the microcosm of the macroscopic world, and all things outside the limbs of all people can be expressed in the limbs of the human body. The cultural differences of various ethnic groups lead to different meanings of the symbols given to limbs, and even go beyond the primitive functions of human organs. The human body symbolizes the power of God, and in general, art is the ultimate goal of life. In Tapiess mixed media paintings, body elements come from subjective emotions and social backgrounds. For example, in the 1988 work "Big Torso", the picture presents an abstract figure of a female torso, which creates an infinite reverie between the likeness and the dissimilarity. The mysterious color symbolizes the admiration for the vitality of human nature and exudes infinite charm. Whether the use of "cross" symbol or the use of torso, Tapies flexibly uses symbols to express his artistic language, which reflects his artistic thought.

3. Cultural and ethos connotation of Tapiess mixed media art

In Tapiess early paintings, he had always been around the themes of society, politics and ethnicity. It was worth noting that in Tapiess works of this period, the audience clearly felt the unique ethos and personality of the Catalan nation, and this became the driving force for his creation.

Tapies believes that the Catalan national character is also deeply rooted in his art. Tapies always has a strong wish for the independence and freedom of the Catalan nation. Therefore, there are four red line elements presenting in his mixed media, symbolizing the blood of the Catalan nation, for example, the 1971 work "Spirit of the Catalans", which depicts the flag of the Catalonia Autonomous Region, dominated by four red lines with a bright yellow base. In the picture, he used materials to depict the painting sybolizing the liberation of Catalonias national freedom. He strongly expressed his striving for liberation and truth, showing his love for his hometown. Tapies combines different materials in the process of creation, in order to explore the cultural and ethos connotation and meaning of mixed media creation.

4. Conclusion

Through the study of Anthony Tapiess mixed media style, the author interprets the background of his mixed media style, and deeply understands the expression of material and spirit and the symbolism of symbols in his mixed media style. In the selection and exploration of materials, Tapies turns the accessible common materials into valuable and meaningful works, and at the same time gives the materials new life and concepts. When an artist selects materials, he is always sensitive to the characteristics of them, as well as the process of transformation, and explores the implied meaning of the materials. By analyzing the Tapiess mixed media style from various aspects, the author find that his material art works not only inspire people to pay more attention to the real society, but also encourage them to innovate and challenge themselves. Meanwhile, in artistic creation, artists not only need to innovate, but also need to observe and experience life with insight, and create excellent works that keep pace with the times.

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Original Research Article

Energy Structure and Intensity Prediction During the 14th Five-Year Plan in China

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Abstract: Markov chain and nonlinear cubic exponential smoothing model are respectively used to predict China's energy structure and energy intensity during the 14th Five-Year Plan period. The results show that the proportion of coal in China during the 14th Five-year Plan period will decrease from 56.5% in 2020 to 51.7% in 2025. The share of non-fossil energy consumption will rise from 16.1% in 2020 to 19.1% in 2025. Compared with 2020, the energy intensity of the three industries will decrease by 18%, 13% and 18% respectively. Based on the prediction results, the energy structure modulating and optimization is analyzed and some suggestions are put forward.

Keywords: Energy structure; Energy intensity; Markov chain; Prediction

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1. Introduction

Energy is the basic guarantee of economic and social development, and energy structure is related to the coordinated development of economy and environment. According to China's 14th Five-year Plan, we will promote the energy revolution, build a clean, low-carbon, safe and efficient energy system, and improve energy supply and security capabilities. We will vigorously increase the scale of wind and photovoltaic power generation, and raise the share of non-fossil energy in total energy consumption to about 20%. Energy consumption and carbon dioxide emissions per unit of GDP will reduced by 13.5% and 18% respectively, which points out the direction for China's energy development in the next step.

Many scholars have studied energy structure prediction. ZHAO Liurong put forward the Logistic model of energy structure[1]. XU junwei used the gray system model GM(1,1,α) to analyze the energy structure[2]. NIU dongxiao[3] and LIU Dianhai[4] applied the markov prediction model to the energy structure prediction. However, these documents did not address the new situation during the 14th Five-year Plan period. In this paper, markov chain and nonlinear cubic exponential smoothing model are respectively used to predict China's energy structure and energy intensity during the 14th five-year Plan period. According to the prediction results, some suggestions for energy structure optimization are put forward. Prediction model theory

2. Markov prediction model

Markov prediction is a prediction model based on markov chain theory. According to the development and trend of stochastic process, the transition matrix is solved, and the future state and trend of time series are predicted by recursive equation. The basic model of Markov state transition is $S^{k+1} = S^k * P$ (1)

Where, $S^k = \left(s_1^k, s_2^k, \cdots, s_n^k\right)$ is the state vector at moment K， S^{k+1} is the state vector at moment K+1，P is Markov transfer probability matrix， $P = \lfloor p_{ij} \rfloor_{n\times n}, p_{ij} \geq 0, \sum_{j=1}^{n} p_j = 1$， p_{ij} is the probability of a transition from part i to part j. Random process $\left\{S^k, k = 1,2,\cdots\right\}$ is called a Markov chain.

Let the structure vector of the initial state of the system be:

$$S^0 = \left(s_1^0, s_2^0, \cdots, s_n^0\right) \quad (2)$$

According to Formula (1), it can be obtained from the recurrence relation

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$$S^1 = S^0 * P$$
$$S^2 = S^1 * P = S^0 * P^2 \qquad (3)$$
$$S^{k+1} = S^k * P = S^0 * P^{k+1}$$

2.2 Nonlinear cubic exponential smoothing model

The basic principle of nonlinear cubic exponential smoothing is to perform exponential smoothing again on the basis of first exponential smoothing and second exponential smoothing. The calculation formula is as follows

$$\begin{cases} S_t' = \alpha x_t + (1-\alpha)S_{t-1}' \\ S_t'' = \alpha S_t' + (1-\alpha)S_{t-1}'' \text{ false} \\ S_t''' = \alpha S_t'' + (1-\alpha)S_{t-1}''' \end{cases} \qquad (4)$$

S_t' is the first exponential smoothing value; S_t'' is the second exponential smoothing value; S_t''' is the third exponential smoothing value; α is smoothing coefficient.

Expected future value of T period x_{t+T}, the calculation formula is

$$x_{t+T} = A_T + B_T T + C_T T^2 \qquad (5)$$

Where

$$A_T = 3S_t' - 3S_t'' + S_t'''$$
$$B_T = \frac{\alpha}{2(1-\alpha)^2}\left[(6-5\alpha)S_t' - (10-8\alpha)S_t'' + (4-3\alpha)S_t'''\right] \qquad (6)$$
$$C_T = \frac{\alpha}{2(1-\alpha)^2}\left(S_t' - 2S_t'' + S_t'''\right)$$

Energy structure prediction

Markov prediction model has the characteristics of no aftereffect, and the future development and change of variables are only determined by the recent state, and have nothing to do with the past state. This prediction model has been widely used in energy structure prediction and other fields, achieving high prediction accuracy.

In this section, markov prediction model is used to forecast China's energy structure in 2020-2025. In markov prediction model, the determination of probability transition matrix is the most critical issue, which is generally difficult to obtain directly, but it can determine the state data of energy structure in various periods. The energy structure of China from 2015 to 2019 is shown in Table 1.

Table 1 Energy structure from 2015 to 2019 in China

Indicators	2015	2016	2017	2018	2019
Proportion of coal consumption(%)	63.8	62.2	60.6	59	57.7
Proportion of oil consumption(%)	18.4	18.7	18.9	18.9	18.9
Proportion of gas consumption(%)	5.8	6.1	6.9	7.6	8.1
Proportion of non-fossil energy consumption(%)	12	13	13.6	14.5	15.3

Using the theory of goal programming, the optimal probability transition matrix is solved by minimizing the error rate between the actual value and the predicted value of energy structure as the objective function, and a quadratic programming problem is formed. This probability transfer matrix solution method comprehensively considers the transfer error rate of four periods from 2015 to 2016, 2016 to 2017, 2017 to 2018 and 2018 to 2019. By fitting these four transfer processes, the transfer error rate of four periods is minimized. It fully reflects the law of development and change of China's energy structure from 2015 to 2019.

The state vector composition matrix A of energy structure in 2015, 2016, 2017 and 2018 is

$$A = \begin{bmatrix} 63.8 & 62.2 & 60.6 & 59 \\ 18.4 & 18.7 & 18.9 & 18.9 \\ 5.8 & 6.1 & 6.9 & 7.6 \\ 12 & 13 & 13.6 & 14.5 \end{bmatrix} \qquad (7)$$

Suppose that the Markov transfer matrix P is

$$P = \begin{bmatrix} p_{11} & p_{12} & p_{13} & p_{14} \\ p_{21} & p_{22} & p_{23} & p_{24} \\ p_{31} & p_{32} & p_{33} & p_{34} \\ p_{41} & p_{42} & p_{43} & p_{44} \end{bmatrix} \qquad (8)$$

According to the recursive form (3) of Markov prediction model, the predicted values of state vector of energy structure in 2016, 2017, 2018 and 2019 constitute matrix B:

$$B = A * P \qquad (9)$$

The actual value of state vector of energy structure in 2016, 2017, 2018 and 2019 constitutes matrix C:

$$C = \begin{bmatrix} 62.2 & 60.6 & 59 & 57.7 \\ 18.7 & 18.9 & 18.9 & 18.9 \\ 6.1 & 6.9 & 7.6 & 8.1 \\ 13 & 13.6 & 14.5 & 15.3 \end{bmatrix} \qquad (10)$$

In fact, due to changes in the objective environment, the theoretically calculated predicted state B is not completely consistent with the actual state C, and there is a certain degree of error. Taking the sum of squares of error as the objective function, the following quadratic programming model is established:

$$\min \quad f(p) = \|B - C\|^2$$
$$s.t \begin{cases} \sum_{j=1}^{n} p_j = 1, \quad i = 1,\cdots,4 \\ p_j \geq 0, \quad j = 1,\cdots,4 \end{cases} \qquad (11)$$

According to the definition of one-step transition probability matrix, the sum of the proportion of all kinds of energy consumption is 1 and cannot be negative, so as to construct the constraint condition. The optimization model is a quadratic programming problem with 16 variables. The transition probability matrix P is obtained by solving it through Matlab software.

$$P = \begin{bmatrix} 0.9598 & 0.0402 & 0.0000 & 0.0000 \\ 0.0000 & 0.8661 & 0.0000 & 0.1339 \\ 0.0000 & 0.0000 & 0.6635 & 0.3365 \\ 0.0708 & 0.0122 & 0.2112 & 0.7058 \end{bmatrix} \qquad (12)$$

According to Markov recursive equation, the energy structure in 2020-2025 can be predicted. The results are shown in Table 2

Table 2 Predicted results of energy structure for 2020-2025

Year	Proportion of coal consumption(%)	Proportion of oil consumption(%)	Proportion of gas consumption(%)	Proportion of non-fossil energy consumption(%)
2020	56.4649	18.8826	8.5870	16.0655
2021	55.3324	18.8201	9.0905	16.7570

2022	54.2945	18.7289	9.5706	17.4060
2023	53.3442	18.6161	10.0263	18.0134
2024	52.4751	18.4876	10.4569	18.5804
2025	51.6811	18.3483	10.8623	19.1083

According to Table 2, according to the recursion of the development and change law of China's energy structure from 2015 to 2019, during the 14th Five-Year Plan period, the proportion of coal consumption in China will decrease significantly from 56.5% in 2020 to 51.7% in 2025, and the proportion of oil consumption will decrease from 18.9% in 2020 to 18.3% in 2025. The share of natural gas consumption will increase from 8.59% in 2020 to 10.9% in 2025, while the share of non-fossil energy consumption will increase from 16.1% in 2020 to 19.1% in 2025.The proportion of non-fossil energy consumption has not reached the 20% set out in the 14th Five-Year Plan.

3. Energy intensity prediction

This section collects the added value and energy consumption of each industry from 2000 to 2019. The added value of each industry takes 2000 as the base year, and the added value index of each industry is used to subtract, and then the energy intensity of each industry is calculated. Energy intensity is the energy consumption per unit of GDP, that is, the ratio of industrial energy consumption to industrial added value. The data are from China Statistical Yearbook and China Energy Statistical Yearbook. Nonlinear cubic exponential smoothing model is used to predict the energy intensity of each industry from 2020 to 2025. The results are shown in Table 3.

Table 3 Predicted results of industry energy intensity for 2020-2025

Year	The first industry	The second industry	The third industry
2020	0.2851	1.2304	0.6121
2021	0.2770	1.1882	0.5924
2022	0.2678	1.1516	0.5716
2023	0.2576	1.1206	0.5498
2024	0.2463	1.0951	0.5270
2025	0.2341	1.0753	0.5033

As can be seen from Table 3, the energy intensity of the first industry decreases from 0.2851 in 2020 to 0.2341 in 2025, decreasing by 18%. The energy intensity of the secondary industry decreased from 1.2304 in 2020 to 1.0753 in 2025, decreasing by 13%; Energy intensity of tertiary industry decreased from 0.6121 in 2020 to 0.5033 in 2025, decreasing by 18%; It can be seen that the energy intensity of the secondary industry decreases at a relatively slow rate, failing to meet the 13.5% requirement of the 14th Five-Year Plan.

4. Conclusion

Optimization of energy structure and reduction of energy intensity can reduce carbon emissions per unit GDP and achieve low-carbon economic growth pattern. During the 14th five-year period, we need to further increase the rate at which clean energy replaces fossil energy. We will vigorously develop clean energy such as wind and solar energy and gradually reduce consumption of fossil energy. We will accelerate the establishment of a national carbon emission trading market and give full play to the role of market mechanisms in energy conservation and emission reduction. Using the "invisible hand" of the market to form a reasonable and effective carbon price can raise the cost of fossil energy to curb its consumption, while improving the competitiveness of clean energy and contributing to China's commitment to "carbon peak by 2030 and carbon neutral by 2060".

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Original Research Article

Application of Standardized Patients in Clinical Practice Teaching of Thyroid and Breast Surgery

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Abstract: Objective: To study and analyze the application effect and practical value of the standardized patient teaching method in clinical practice teaching of thyroid and breast surgery. Methods: According to the exclusion and inclusion requirements, 30 students from Xi'an Medical College and Medical School of Yan'an University who practiced in the Department of Thyroid and Breast Surgery during January 2020 to December 2021 were selected as the research objects, together with 100 standardized patients. Two groups were formed according to the blind method, with 15 and 50 objects in the control group who were taught by traditional practice teaching methods, while 15 and 50 objects in the experiment group and taught by the standardized scenario simulation teaching method. After standardized teaching, the clinical thinking ability, mastery of treatment knowledge and teaching satisfaction of the two groups of students were compared, and the treatment efficiency of patients was compared. Results: After the implementation of different teaching methods, the clinical thinking ability, theoretical and practical knowledge of the experimental group were significantly improved, with higher teaching satisfaction and higher effective rate of treatment. The difference of relevant indicators was statistically significant ($P < 0.05$). Conclusion: In the practice teaching of therapeutic skills, adopting the standardized scenario simulation teaching method is effective and valuable in practical application.

Keywords: Standardized Patient Teaching Method; Clinical Practice Teaching; Satisfaction; Clinical Thinking Ability; Mastery of Treatment Knowledge

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Thyroid and breast surgical diseases are diversified and complicated. In clinical treatment, efficient treatment is of great significance to improve the prognosis of these diseases. Clinical interns are an important reserve of talents; hence it is necessary to improve students' theoretical and practical knowledge reserve by effective teaching methods. The standardized patient teaching method has been a widely concerned teaching method in recent years, which combines standardized patients, scenario learning and simulation teaching. It can effectively help students develop good treatment behaviors, correct wrong treatment behaviors in time, constantly strengthen clinical treatment logic, master clinical treatment knowledge and theory, and ensure that students possess strong treatment ability and the ability to deal with various situations when participating in actual treatment work[1]. This article focuses on the effect and practical application value of the standardized patient teaching method on clinical teachers' teaching ability and the satisfaction degree in clinical practice teaching. The research details are as follows.

1. Material and methods

1.1 General information

According to exclusion and inclusion requirements, 30 students from Xi'an Medical College and Medical School of Yan'an University who practiced in the Department of Thyroid and Breast Surgery, Shaanxi Provincial People's Hospital during January 2020 to December 2021 were selected as the research objects, together with 100 standardized patients. They were divided into two groups according to the double-blind method, and the general data had no statistical significance ($P > 0.05$). The data were compared as follows. (1) In terms of students, the ratio of male to female students in the experiment group is 4/11, with an average age of (23.7 ± 0.8) years; that in the control group is 4/11 and (23.9 ± 0.9) years, respectively. (2) As for patients, all patients are female; the average age of the experimental group is (40.1 ± 5.5) years, and that of the control group is (40.3 ± 5.7) years. All students were informed of and agreed to this experimental study, and signed the informed consent form.

1.2 Methods

1.2.1 Control group

The students of the control group were taught by traditional teaching methods according to the requirements of the teaching

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syllabus, that is, they received classroom teaching in class, then practiced in groups, and teachers guided and explained, with models or group members as simulation objects. After analyzing the simulation process, teachers concluded the key points and gave supplements.

1.2.2 Experimental group

The students in the experimental group were taught by the standardized patient teaching method, with the following contents.

(1) Setting teaching objectives. Teachers analyzed the teaching requirements, and set teaching objectives. Standardized patient scenario simulation teaching objectives include: 1) students can correctly understand and master the theoretical knowledge involved in simulation teaching cases, as well as relevant treatment measures and skills. 2) Students can correctly evaluate and deal with patients' condition. 3) Students can effectively sort out related information and materials, and realize the combination of knowledge and treatment practice. 4) Students have a strong consciousness of patient-friendly and dedication, and professional qualities. 5) Students have strong ability to deal with clinical matters of sudden urgency.

(2) Setting scenarios. Case scenarios were selected according to the teaching syllabus and objectives. Simulated cases such as diagnosis and treatment of benign breast tumors, thyroid cancer surgery, and breast cancer chemotherapy were selected. The cases selected should be general, representative, and standardized. According to the requirements of experimental class, department directors, therapeutic teaching experts, and related research groups cooperated to set up simulated scenarios for students.

(3) Preparation of the simulated laboratory and standardized patients. The simulated hospital was taken as the experimental site, and teachers acted as standardized patients according to the standardized patient training program. The training and simulated education were carried out. After passing the training, they participated in scenario simulation.

(4) Practice teaching. Before the teaching started, students were given the outline of cases and scenario scripts, so that they could make adequate preparation in advance accordingly in groups, including stimulating hospital and classroom conditions, and learning relevant knowledge from CNKI. Then, they made presentations in groups. After mastering the basic information, they simulated real-life treatment. The complete process of scenario simulation consisted of scenario reproduction, practice, and guidance by teachers and standardized patients.

(5) Feedback and comments. Patients' comfort degree, students' communication ability, and the use of consultation skills were taken as judgment standards of standardized patients, and practical operations including treatment operation, treatment steps, and implementation of emergency treatment were taken as judgment standards of teachers.

1.3 Observation indicators

(1) Clinical thinking ability. According to the evaluation index system of clinical thinking, the students' critical thinking, evidence-based thinking and systematic thinking were observed and analyzed, with a total score of 15–150. The higher the score, the stronger the students' clinical thinking ability, and vice versa.

(2) Mastery of treatment knowledge. According to the objective structured clinical examination, the students' mastery of theoretical and practical knowledge was analyzed, with a perfect score of 50 for each aspect and a total score of 100. The higher the score, the better the students' mastery of treatment knowledge, and vice versa.

(3) Teaching satisfaction. Based on the satisfaction questionnaire complied according to the Bloom's Taxonomy, students' teaching satisfaction degree on knowledge, skills and emotions was analyzed, which was rated as satisfactory, fairness and unsatisfactory. Teaching satisfaction = satisfaction rate + fairness rate.

(4) Effective rate of treatment. Teachers evaluated the treatment strategy and observed the effective rate.

1.4 Statistical methods

The data were analyzed by the SPSS23.0 software. T-test was adopted for the comparison of measurement data and it was expressed by (). The rate counting data were tested by χ^2 test and expressed by rate (%). $P < 0.05$ refers to significant difference.

2. Results

2.1 Clinical thinking ability

The clinical thinking ability of the two groups of students was analyzed. The score of the experimental group was significantly higher than that of the control group, and the difference was statistically significant ($P < 0.05$). The data were as follows: the total clinical thinking ability score of the experimental group was (94.7 ± 2.2) and that of the control group was (86.1 ± 4.8), ($t = 6.308$, $P = 0.006$).

2.2 Mastery of treatment knowledge

The theoretical knowledge and practical knowledge of the two groups of students were evaluated by standardized examination. The score of the experimental group was significantly higher, and the difference was statistically significant ($P < 0.05$). The data were as follows: the theoretical knowledge score of the experimental group was (47.4 ± 2.6) and that of the control group was (45.2 ± 1.3), ($t = 2.931$, $P = 0.014$); the practical knowledge score of the experimental group was (48.8 ± 1.2) and that of the control group was (45.1 ± 2.6), ($t = 5.004$, $P = 0.006$).

2.3 Students' teaching satisfaction

Teaching satisfaction degree in the experimental group was significantly higher, and the difference was statistically significant ($P < 0.05$). The data were as follows: there were 15 cases (100.0%) of satisfactory in the experimental group, while 11 cases (73.3%) in the control group, ($\chi^2 = 4.615$, $P = 0.032$).

2.4 Effective rate of treatment

Effective rate of treatment in the experimental group was significantly higher, with statistically significant difference. The data were as follows: the effective rate in the experimental group was 50 cases (100.0%), and that in the control group was 42 cases (84.0%), ($\chi^2 = 8.696$, $P = 0.003$).

3. Discussion

China's public health system has developed rapidly in recent years, with increasing demand for clinical medical talents, and constantly improving requirements. Especially in the post-epidemic era, China has put forward higher teaching requirements for clinical medical treatment. It is an important reform aspect to cultivate high-quality applied health professionals in current clinical practice teaching, and a new teaching method is imperative. The knowledge of thyroid and breast surgery is numerous and complicated, and it is difficult for students to master the concepts through traditional teaching, resulting a lack of motivation to learn. Moreover, there are many kinds of diseases in clinical practice, with high paroxysms. The traditional practice time is too short for students to practice, which may lead to the discrepancy of theory and practice.

The standardized patient teaching method has obvious advantages in clinical practice teaching. First of all, this method can help students improve various thinking abilities, including critical thinking ability, systematic thinking ability and evidence-based thinking ability. The enhancement of these abilities can improve their comprehensive clinical ability and they can have a clear thinking system in dealing with complex scenarios[2]. Secondly, this teaching method displays the case scenarios vividly, in which students can purposefully inquire and master knowledge, and turn passive learning into active exploration. It can effectively deepen students' application depth of knowledge and broaden their cognitive level. Standardized patient teaching is a dynamic teaching mode, based on students' theoretical knowledge and skills, and oriented by focusing on cultivating students' combination of theory and practice. It ensures that students can cultivate basic skills, humanistic quality, and thinking ability during the operation[3]. According to this research, taught by different teaching methods, the clinical thinking ability of the experimental group has been significantly improved, and mastery of theoretical and practical knowledge has been significantly improved, with higher teaching satisfaction degree, and higher effective rate of treatment. The difference of related indicators is statistically significant ($P < 0.05$).

To sum up, adopting the standardized patient scenario simulation teaching method in clinical practice teaching can effectively create a simulated environment for students, thus effectively improving their clinical thinking ability, improve the theorical and practical treatment knowledge, and significantly improve the teaching satisfaction. The overall satisfaction degree of the teaching method is high, and the effect is positive. Therefore, it has practical value.

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Original Research Article

Off - balance - sheet Information Disclosure of Listed Bank Derivative Financial Instruments

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Abstract: With China's progressive multi-level capital market strategic direction, as well as the gradual implementation of the mixed operation of commercial banks. Derivative financial instruments will be further developed in commercial banks. This paper focuses on the information disclosure of derivative financial instruments by commercial banks, combined with the standard of disclosure of off-balance-sheet information of international derivative financial instruments, using the disclosure index and project disclosure ratio to analyze the disclosure of derivative financial instruments of listed banks in our country, Off-balance sheet information disclosure, and puts forward suggestions on how to further improve the quality of off-balance-sheet information disclosure of derivative financial instruments in China.

Keywords: Commercial banks; Derivative financial instruments; Off-balance sheet information disclosure

1. Introduction

With China's progressive multi-level capital market strategic direction, as well as the gradual implementation of the mixed operation of commercial banks. The use of derivative financial instruments will increase, but because of the complexity and leverage of derivative financial instruments, commercial banks should not only pay attention to the disclosure in the table, but also pay attention to the disclosure of derivative financial instruments. Financial options and other off-balance sheet items, the year-end number and other specific circumstances.

2. The type of risk of derivative financial instruments

Derivative financial instruments are derived from the changes of basic financial instruments. From an accounting point of view, not only need to reflect the fair value of derivative financial instruments in the leading market environment, the value of orderly transactions, but also need to understand what kind of basic financial instruments associated with various exposures, the relevant management measures. This truly meets the disclosure objectives that are useful for making financial statement decisions.

3. Research object and research method

3.1 The study object

This article is based on the A-share market in China's commercial banks as the object of study. China's Shanghai Stock Exchange and Shenzhen Stock Exchange listed a total of 16 banks. The data source of this article is huge influx of information network in 2015 16 listed banks annual report. According to the disclosure of information is in the financial report for the year 2015.

3.2 Research methods. This paper uses the disclosure index and the project disclosure ratio to conduct quantitative analysis on off-balance-sheet items of derivative financial instruments.

Disclosure Index = Number of Disclosed Projects / Total Disclosed Items

Project Disclosure Ratio = Number of Banks Disclosed / Total Number of Banks

The Disclosure Index is an analysis of the overall disclosure ratio of each listed bank, which is the disclosure of each specific disclosure item in 16 listed banks. Through the horizontal and vertical analysis, the quantitative disclosure of listed banks derivatives financial disclosure.

4. Research Results and Empirical Analysis

4.1 Research Results

This paper uses information disclosure index and project disclosure ratio to conduct an empirical analysis on the disclosure of off-balance-sheet information of 16 listed banks in China. The disclosure information of the related listed companies is selected from the annual reports disclosed by the listed banks in 2015. The results are shown in Table 1.

Table 1 Disclosure Ratio of Derivative Financial Instruments

Disclosure Project	Project Disclosure Ratio

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Information Disclosure of Derivative Financial Instruments	Basic Information	Confirmation criteria	1
		Basis of measurement	1
		Holding purpose	1
		Fair Value Estimation Method	1
		Fair value of different types of derivative financial instruments	1
		Profit and loss recognition	1
		Three - tier estimated fair value	1
	Credit risk	Causes of Credit Risk	1
		Credit Risk Management	1
		Credit Risk Disclosure of Different Derivative Financial Instruments	0.0625
		Risk concentration	0.0625
		Maximum credit exposure	0.84375
	Liquidity risk	Causes of Liquidity Risks	1
		Liquidity Risk Management	1
		Different types of disclosures (by type of risk or type of transaction)	0.71875
		Expiry Date Analysis	0.9375
	Market risk	VAR Value Valuation Disclosure	0.25
		Causes of Interest Rate Risk	1
		Interest Rate Risk Management	1
		Interest rate exposure	0.59375
		Exchange Rate Risk	1
		Exchange Rate Risk Management	1
		Exchange rate exposure	0.90625
		Causes of Price Risk	0.125
		Price Risk Management	0.125
	Operational risk	Causes of Operational Risk	0.5
		Operational risk management approach	0.3125
	Hedging instrument	The reason for using hedging instruments	0.4375
		Effectiveness of hedging activities	0.375
		Fair value of different types of hedging instruments	0.25
		Hedge net profit and loss of hedging instruments	0.25

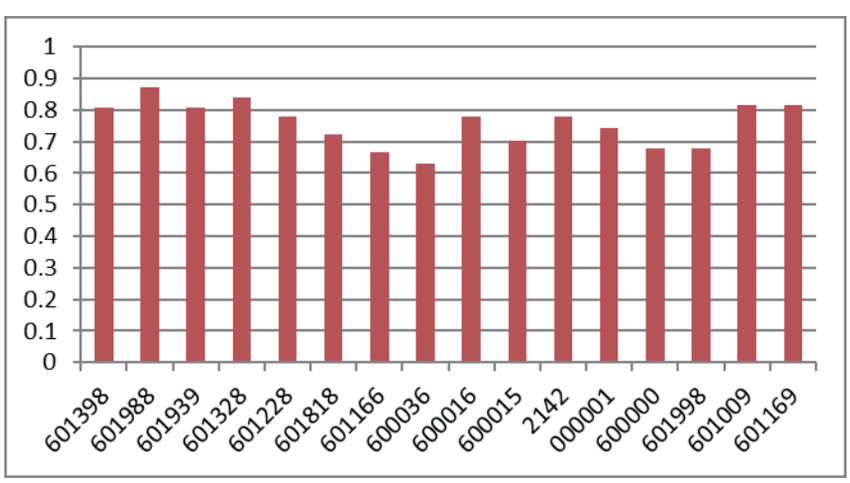

Figure 1 Index of Derivative Financial Instruments Disclosures by Listed Banks

4.2 Empirical Analysis

According to Figure 1 shows that 16 listed banks derivatives index of more than 60%, the lowest disclosure index is 62.90% of China Merchants Bank, the disclosure of the highest index is 87.10% of Bank of China. According to Table 1 can be seen in China's listed banks in the basic financial derivatives projects and the liquidity risk, credit risk and market risk of each listed banks are disclosed the source of risk and management methods are disclosed. According to Table 1 and Figure 1 we can see that the disclosure of financial derivatives in China is good, but there are four aspects of the disclosure of deficiencies.

First, China's listed banks to risk derivatives of derivative financial instruments a single method. Only 25% of the listed banks in our listed banks disclose VAR risk value when they disclose the specific items of market risk. Other banks only conduct risk exposure analysis on interest rate and exchange rate risk, even the price risk included in market risk is only 12.5% Home bank for qualitative analysis.

Second, China's listed banks are not fully exposed to the types of derivative financial instruments. According to the Project Disclosure Index, only 50% of the listed banks disclosed the source of operational risk, and 31.25% of the listed banks disclosed the management of operational risk. For other types of risks such as legal risks are not involved in a commercial bank. Bank of Communications, etc. in the risk of derivative financial instruments included in the operational risk statements, but not in the subsequent risk management project to elaborate operational risk and the reasons for the management of some qualitative accounting information.

Third, the listed banks in our country have insufficient disclosure of hedging in derivative instruments. 43.75% of the listed banks in the major accounting policies will be described in the determination and treatment of hedging instruments, 57.14% of these banks will disclose the fair value of different types of hedging instruments and risk gains and losses. Of the remaining 56.25% of the listed banks, only Minsheng Bank expressly stated in the statements that there is no hedging behavior.

5. Improve the derivatives of listed banks financial information disclosure of off-balance sheet recommendation

First, to strengthen the disclosure of derivative financial information awareness. Because of the complexity and high degree of leverage of derivative financial instruments, only the fair value of such contracts cannot be accurately measured in financial statements for financial users. Only through the common disclosure of information inside and outside the table can more clearly and accurately describe the subsequent measurement of derivative financial assets.

Second, the development of derivative financial instruments related rules. Making China's listed banks for disclosure of derivative financial instruments more relaxed environment, but disclosure is also a means of regulation. China can be based on the existing international disclosure requirements, combined with local conditions to improve the development of rules.

Third, the use of multiple means of risk control. The high risk makes us pay more attention to the risk disclosure of derivative financial instruments. VAR (value at risk) As a dynamic risk management approach, the VAR model is also recommended for risk analysis of derivative financial instruments in a report published by the Basel Committee. At present, the analysis of market risk is highly effective, a large part of China's listed banks can learn from this method of risk control. We have to continue to pay attention to the risks we have already paid attention to, but we also pay attention to some risks that we have not noticed. The more developed the financial market, the more comprehensive information disclosure.

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Original Research Article

Customers' Brand Purchase Intention in Emerging Markets: The Influence of Brand Credibility on Consumers' Brand Awareness and Brand Preferences

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Summary:A brand is comprised of a name, term, sign, or symbol, or any combination of these, that attempts to represent the unique benefits a company can provide to consumers through a specific product or service, in terms of attributes, value, and culture, through a particular product or service (Kotler, 1997).

Key words: Emerging Markets; consumer brands; credibility; brand preference

1. Intrlduction

A brand is comprised of a name, term, sign, or symbol, or any combination of these, that attempts to represent the unique benefits a company can provide to consumers through a specific product or service, in terms of attributes, value, and culture, through a particular product or service (Kotler, 1997). According to Keller (2008), one of the most important roles played by a brand is that it allows consumers to recognize a company's products/services and distinguish them from those of competitors. Indeed, consumers are confronted with an ever-increasing variety of products on the market, while businesses always have a better understanding of their products than the general public. When consumers make a purchase, this asymmetric information availability may cause them to be confused or uncertain about what they are purchasing. In such cases, brands can serve as symbols or signals for the positioning of specific products (Erdem & Swait, 2004; Wernerfelt, 1988). The credibility of a brand is an important factor in determining its positioning. The term "source credibility" refers to the literature on the subject of credibility. For example, Ohanion (1990) develops a source credibility scale for celebrity endorsers, which can be used to assess their reliability. In cases where source credibility is associated with brands, or when we refer to brands as our sources, the credibility concept is referred to as "brand credibility." According to previous research, there are three components of credibility: trustworthiness, expertise, and attractiveness/likeableness (or both) (Erdem & Swait, 2004; Keller, 2003). In consumer behavior research, brand credibility is defined as the cumulative effects of a company's past marketing activities. Brand credibility can influence consumers' future brand consideration (Erdem, Swait, and Louviere, 2002), making it an important factor to consider.

Only a handful of studies, on the other hand, have looked into the relationship between brand credibility and consumers' intention to purchase a particular brand. For example, Erdem and Swait (2004) discovered that brand credibility can increase the likelihood that consumers will include a brand in their consideration set when making a purchase decision. However, the brand credibility measured in their study consists solely of trustworthiness and expertise, and does not include attractiveness or likeability. As a result, the study's findings may be incomplete in terms of obtaining a complete picture of the effect of brand credibility on consumers' brand consideration. As a result, the purpose of this study is to examine the relationship between consumers' brand purchase intention and each of the three components of the brand credibility construct. The purpose of this study is to investigate the relationship between brand credibility and brand purchase intention from the important brand equity perspective, while also taking brand awareness and brand image into account.

Furthermore, the automobile industry in China serves as the backdrop for this research. The establishment of the open-door policy in China has resulted in a slew of well-known foreign automobile companies — including Volkswagen, General Motors, and Toyota — establishing joint ventures (hereinafter JVs) with Chinese local automobile companies since the policy's inception. For the first time, foreign-branded automobiles account for nearly 70% of the domestic automobile market. The majority of foreign partners for joint venture brands in China are from Germany, the United States, and Japan, among other countries. Additionally, in the post hoc analysis, this study investigates whether the relationship between brand credibility, brand awareness, brand image, and consumers' brand purchase intention varies for the three types of joint venture brands (Sino-German JVs, Sino-American JVs, and Sino-Japanese JVs). Specifically, the objectives of this study are to investigate the effect of brand credibility on consumers' brand purchase intention; second, to investigate the moderating role of brand awareness and brand image on consumers' brand purchase intention; and third, to determine whether there is a difference between the three types of joint venture brands in terms of brand credibility, brand awareness,

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brand image, and brand purchase intention (i.e., Sino-German JVs, Sino-American JVs, and Sino-Japanese JVs). The following section of this study will elaborate on relevant conceptual background and further develop initial hypotheses, which will be presented in the following section. This study, in particular, has the potential to make three significant contributions to the field of branding literature. For starters, we want to look into the relationship between brand credibility and purchase intention while also taking into account the moderating effects of brand image and brand awareness, whereas Erdem and Swait's (2004) study only looks into the relationship between brand credibility and brand consideration. Second, we extend Erdem and Swait's (2004) brand credibility scale (i.e., expertise and trustworthiness) by including a third dimension of "attractiveness/likeability," because people make their own judgments about brand names, logos, and symbols based on their aesthetic and psychological perceptions (Keller, 2008). Third, as previously stated, the context of this study is the Chinese Mainland, which is a large emerging economy; as a result, if our findings are replicated successfully, our findings can be applied to other developing countries or regions.

2. Conceptual background and development of the hypothesis

2.1 Brand credibility

From the source credibility research stream, it is possible to investigate brand credibility. As defined by Ohanian (1990), source credibility can be defined as denoting a sender's positive characteristics that have an impact on the message acceptance of a recipient, or the believability of an entity's intentions (Erdem & Swait, 2004). Depending on the source, this sender or entity could be a real person (Frieden, 1984), an animated cartoon character (Stafford et al., 2002), a corporation (Keller, 2000), or a brand (Erdem & Swait, 2004). According to extensive prior research (Hovland et al., 1953; Keller & Aaker, 1998), source credibility is comprised of three components: trustworthiness, expertise, and attractiveness/likeability of the source. In this case, brand credibility refers to the trustworthiness of the product information embodied in the brand, and it has been proposed that it contains three elements: trustworthiness, expertise, and attractiveness/likeability (see Figure 1). (Hovland et al., 1953; Keller & Aaker, 1998; Sternthal & Craig, 1982).

As a result, we hypothesize that: H1: Consumers' brand purchase intention is likely to be positively influenced by their perception of the brand's credibility.

2.1 Brand Awareness

It is associated with the strength of a brand node in consumers' memories and can be reflected in consumers' ability to recognize the brand in a variety of contexts or situations (Rossiter & Percy, 1987). Brand awareness is comprised of two components: brand recognition and brand recall performance (also known as brand recall performance) (Keller, 1993). Brand recognition is defined as the ability of consumers to confirm their prior exposure to a brand when the brand is presented as a cue; brand recall is defined as the ability of consumers to retrieve the brand from memory when the product category is presented as a cue; both terms are used interchangeably (Keller, 1993). It is possible for a brand to be credible (i.e., to possess expertise, trustworthiness, and attractiveness/likeability) while also having a low level of brand awareness at the same time. So we postulate: H2: The effect of brand credibility on consumers' purchase intention tends to be larger when the brand's awareness is high than when it is low, according to our research.

2.3 Brand Image

Brand image is defined as the collection of brand associations that consumers associate with a particular brand in their minds (Keller, 1993). The strength, favorability, and uniqueness of brand associations are all characteristics of a company's brand image. Through the linking of product information to the brand nodes that already exist in consumers' memories, brand associations reflect the meanings of brands to consumers, indicating product benefits and summary evaluations of brands (Keller, 2008). Furthermore, brand image has the potential to influence consumers' purchase intentions (Esch et al., 2006). It has been discovered that having a strong, favorable, and distinctive brand image is positively related to being willing to pay higher prices and having greater brand equity (Faircloth, Capella, & Alford, 2001; Lassar, Mittal, & Sharma, 1995). A brand's expertise, trustworthiness, and attractiveness/likeability are all likely to be present, despite the fact that its brand image is not as strong, favorable, or distinctive as it could be. Instead, it is possible that consumers are purchasing the brand image associated with consuming a specific brand, such as a Louis Vuitton handbag, in order for the brand to become an extension of the individual's self-image and to help to enhance self-esteem (Zhou & Belk, 2004).

As a result, we hypothesize that: H3: When consumers perceive a brand's image as stronger, more favorable, and more unique, the effect of brand credibility on their brand purchase intention is larger than when they believe a brand's image is less strong, less favorable, and less unique, according to the research.

3. Methodology

The questionnaire is divided into two sections. It is divided into two parts: the first evaluates five factors (brand credibility, brand awareness, brand image, brand value, and consumers' brand purchase intention), and the second collects demographic information about respondents. The questionnaire is written in English at first, and then it is translated into Chinese and back into English until an acceptable level of translation accuracy is achieved.

4. Research Importance

This study has several important managerial implications for joint ventures in China, which are discussed further below. General implications are that, while having strong brand credibility is essential, automobile companies must work hard to build strong brand awareness and a positive brand image in order to increase the effect of brand credibility on consumers' brand purchase intentions and thus differentiate themselves from the plethora of other brands available on the market. Furthermore, the managerial implications, which are primarily comprised of four significant points, should also be discussed in detail. Building and maintaining credibility of their brands is the first and most important step for joint ventures (JVs) in order to achieve favorable responses from consumers.

Expertise, dependability, and attractiveness are all attributes that can be used to establish brand credibility with customers. Joint ventures in China must assess their own strengths and weaknesses in terms of these three elements, and then devise appropriate strategies for gaining competitive advantages in terms of brand credibility.

Brand awareness serves as a moderating factor between brand credibility and brand purchase intention, indicating that in order to be successful, automobile joint ventures in China, particularly those involving foreign partners from the United States or Japan, must make their brands highly visible in consumers' minds in order to increase the effect of brand credibility on consumer purchase intention. One widely used strategy is the use of repetitive advertisements, which allows joint ventures to improve brand recall performance by increasing brand recall frequency.

A significant moderator of the relationship between brand credibility and brand purchase intention is discovered in the third study. This finding reveals that consumers place greater emphasis not only on brand credibility, but also on how a brand appears to be perceived by others. As a result, it is desirable for joint ventures (JVs) in China to establish strong, favorable, and distinctive brand associations in the minds of their target consumers in order to increase the impact of brand credibility on purchase intent. Besides company marketing activities aimed at improving brand image, other methods for enhancing brand image could include direct experiences, information from other commercial sources, and public relations (Keller, 2008).

Finally, as globalization progresses and competition in emerging markets heats up, it is increasingly important for multinational corporations to gain an understanding of local consumers' perceptions of their brand. Multinationals should also be aware of the credibility, awareness, and image of their brands at the local level, as well as at the global level. Despite the fact that managers may put forth significant effort, gaining accurate local marketing knowledge remains a significant challenge for any multinational operating in a developing market.

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Original Research Article

Empirical Study on the imPact of Green Culture on Corporate Financial Risk

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Abstract: Based on the perspective of corporate culture,this study takes 464 A-share listed companies in China's heavy pollution industries from 2015 to 2019 as samples.The panel regression model is used to explore the impact of green culture on corporate financial risk and the mediating role of environmental information disclosure.The results show that green culture can significantly reduce corporate financial risk,and environmental information disclosure has a partial mediation effect on the relationship between green culture and corporate financial risk.

Keywords: Green culture;Enterprise financial risk;Environmental information disclosure

1. The introduction

At present,the concept of green development has been fully implemented in China's 14th Five-Year Plan for economic and social development and the outline of the long-term goals for 2035.In this context,the public will pay more attention to environmental protection;And the government will certainly further improve the environmental protection policies and regulations in the future and increase the implementation.Obviously,in the face of the changing external operating environment,it is more and more important for the sustainable development of enterprises,especially heavy polluting enterprises,to actively intervene in environmental protection in the development process.

Corporate green culture is the values and business philosophy of environmental protection and resource utilization that are recognized and followed by enterprises formed in production,operation and management(Zhang et al.,2020).The influence of enterprise green culture on enterprises has attracted the attention of scholars.For example,corporate green culture can improve corporate sales and business performance(Elena et al.,2011),or significantly reduce corporate asset-liability ratio(Blazovich et al.,2013).However,as one of the important factors affecting the enterprise's production and operation,will the enterprise's financial risk be affected by the enterprise's green culture?This study attempts to explore the impact of green culture on the financial risks of listed companies in heavy pollution industries in China.

2. Research hypothesis

2.1 Green culture and corporate financial risk

Corporate culture is a collection of values and codes of conduct jointly owned and observed by the enterprise and its employees,which affects the behavior patterns of internal employees and external stakeholders.Therefore,as an important part of corporate culture,green culture is bound to affect the decision-making behavior of owners,managers and employees.Therefore,hypothesis 1 is proposed:

H1:Green culture can reduce the financial risk of enterprises.

2.2 Mediating role of environmental information disclosure

The specific enterprise culture can promote the formation of a specific cultural environment,promote the formation of a unique cognitive and value concept of employees,and then promote the occurrence of a specific enterprise behavior.According to agency theory,due to the phenomenon of information asymmetry between the two agents,investors mainly rely on the information disclosed by enterprises to predict risks at present.Therefore,environmental information disclosure by enterprises can help investors perceive potential risks of enterprises.Therefore,corporate green culture is highly likely to reduce corporate financial risks by promoting corporate environmental information disclosure.Therefore,hypothesis 2 is proposed:

H2:Environmental information disclosure plays an intermediary role in the impact of green culture on corporate financial risks.

3. Research design

3.1 Sample selection and data sources

This paper takes A-share listed companies in heavy pollution industries listed in Shanghai and Shenzhen from 2015 to 2019 as the research object,with A total of 2320 observation samples.The green culture data and environmental information disclosure data of listed companies are obtained by consulting the company's annual report,social responsibility report and other public documents.

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Other data are obtained from the CSMAR database.

3.2 Variable selection

3.2.1 Explained variables

The explained variable is enterprise financial risk(Z).Following the practice of Yu et al.(2008),this paper calculates the Z-index of sample companies to measure the financial risk of enterprises.The higher the enterprise Z index is,the lower the enterprise financial risk is.Otherwise,the greater the financial risk of the enterprise.

3.2.2 Explanatory variables

The explanatory variable was green culture(GC).There is no universally accepted measure of corporate green culture.Referring to the methods of Wang and Kan(2014),this study measures the green culture of enterprises from the three levels of organizational system,internal construction and social relations.Among them,the organizational system level is measured by"whether the enterprise has environmental protection concept or environmental protection goal in public documents".If so,the value is 1;otherwise,the value is 0.At the level of internal construction,"Whether the enterprise conducts environmental protection education and training for employees"is used for measurement.If so,the value is 1;otherwise,the value is 0.At the level of social relationship,"whether the enterprise has won environmental honor or reward"is used to measure it.If there is,the value is 1;otherwise,the value is 0.Then,the scores of the above three levels are added as the strength of the enterprise's green culture,so as to measure the enterprise's green culture(GC).

3.2.3 Mediation variables

Environmental information disclosure is measured by"Environmental Information Disclosure Index(EDIS)"to reflect the degree of environmental information disclosure of different enterprises.Calculation of environmental Information Disclosure Index follows Wu et al.(2015).Step1:We assign values to specific measurement indicators of environmental information disclosure.The assignment rules are as follows:2 points for simultaneous quantitative and qualitative disclosure,1 point for only qualitative or quantitative disclosure,and 0 points for no disclosure.Indicators:emergency spending major environmental problems,environmental protection investment spending or borrowing,earnings to reduce pollution,waste utilization,and environmental subsidies,environmental information disclosure system,environmental management goal,the environmental protection measures and improve the situation,through relevant certification of environmental protection and energy saving measures and achievements,the emission standard situation,as well as the social responsibility report or sustainable development report.Step2:The enterprise's environmental information disclosure score(EDI) was obtained by summation of the above 12 indicators.Step3:The environmental information disclosure index(EDIS)was obtained after the relative processing of the environmental information disclosure score(EDI).The calculation formula of environmental information disclosure index is:EDIS=EDI/24*100.

3.2.4 Control variables

Based on the empirical studies of domestic and foreign scholars on influencing factors of enterprise risk,this study takes company Size(Size),financial leverage(Lev),profitability(ROE),ownership concentration(Top5),Board independence(Indratio)and Board Size(Board Size)as control variables,and the measurement indexes of each variable are shown in Table 1.

Table 1 Measurement indexes of control variables

Variable types	The variable name	Variable code	Measurement.
Control variables	The company size	Size	Take the natural log of total assets at the end
	Financial leverage	Lev	Total liabilities/total assets
	profitability	ROE	Average balance of net profit/Stockholders'equity
	Ownership concentration	Top5	Shareholding ratio of the top five shareholders
	Board independence	Indratio	Proportion of independent directors to the board of directors
	Board size	Board	Number of board members

(iii)Model setting

The model is set as follows:

Z=+GC+Size+Lev+ROE+Top5+Indratio+Board+(1)

EDIS=+The GC size++beta 2Lev+ROE+Top5++Indratio+Board+(2)

Z=+GC+EDIS+Size+Lev+ROE+Top5+Indratio+Board+(3)

Among them,,,respectively represent regression coefficients.IfSignificant,it indicates that there is a significant correlation between green culture and corporate financial risk.IfSignificantly,also significant,indicating the existence of mediating effect.

4. Empirical test and result analysis

4.1 Analysis of regression results

In this paper,panel data model was used for research,and the fixed effect model was found to be more suitable for the model constructed in this paper.Table 2 reports the regression results of each model.

In column(1),the estimated regression coefficient of green culture(GC)on enterprise financial risk(Z)is 2.428,and passes the significance test at 1%confidence level,indicating that green culture has a significant impact on enterprise financial risk.That is,the greater the intensity of green culture is,the lower the financial risk will be,which verifies the H1 hypothesis of this paper.In columns(1) and(2),the coefficient estimation of green culture is positive.In column(3),while the coefficient estimation of environmental information disclosure is positive,the coefficient estimation of green culture is still positive,indicating the existence of a significant mediating

effect,and the H2 hypothesis in this paper has been verified.

Table 2 Model regression results

variable	(1) Z	(2) EDIS	(3) Z
GC	2.428*** (3.342)	3.389*** (9.929)	1.823** (2.454)
EDIS			0.178*** (3.614)
Size	13.444*** (8.365)	18.986*** (25.148)	16.829*** (9.069)
Lev	34.706*** (6.192)	11.683*** (4.437)	32.622*** (5.809)
ROE	4.646* (1.783)	2.462** (2.012)	5.085* (1.956)
Top5	18.784* (1.781)	10.664** (2.153)	20.685** (1.966)
Indratio	8.389 (0.524)	8.509 (1.132)	9.907 (0.621)
Board	0.472 (0.691)	0.790** (2.464)	0.613 (0.899)
R squared	0.081	0.316	0.088

4.2 Further analysis:the impact of sub indicators of green culture on enterprise financial risk

Since this paper constructs cultural intensity indicators from the three levels of green culture organization system(gc-os),internal construction(gc-ib)and social relations(gc-sr),how the sub indicators of green culture at each level act on enterprise financial risk is a further problem to be analyzed.In this part,we respectively tested the impact of sub indicators constituting the intensity of green culture on the financial risk of enterprises,and the corresponding results are reported in columns(4)to(6)of table 3.In addition,this paper also tests the common impact of the sub index of green culture intensity on enterprise financial risk,and the regression results are reported in column(7)of table 3.Among the three sub indicators constituting the intensity of enterprise green culture,the organizational system level and internal construction level of green culture have a significant inhibitory effect on enterprise financial risk.

Table 3 Regression results of sub indicators of green culture

variable	(4) Z	(5) Z	(6) Z	(7) Z
GC-OS	3.854*** (3.117)			3.633*** (2.925)
GC-IB		3.266** (2.099)		2.801* (1.781)
GC-SR			1.391 (1.000)	0.710 (0.505)
Size	-13.166*** (-8.242)	-12.758*** (-8.022)	-12.730*** (-7.954)	-13.424*** (-8.346)
Lev	-34.417*** (-6.136)	-35.033*** (-6.240)	-34.979*** (-6.224)	-34.520*** (-6.157)
ROE	4.694* (1.801)	4.550* (1.743)	4.523* (1.731)	4.704* (1.806)
Top5	19.475* (1.845)	18.265* (1.729)	18.178* (1.719)	19.305* (1.830)
Indratio	7.951 (0.497)	8.852 (0.552)	8.238 (0.513)	8.417 (0.526)
Board	0.464 (0.679)	0.505 (0.738)	0.479 (0.700)	0.476(0.698)
R^2	0.081	0.078	0.076	0.082

4.3 Robustness test

In this paper,different methods were used to check the robustness:(1)regression analysis was conducted after removing ST and*ST companies;(2)Considering that some companies do not have green culture,only companies with green culture(GC)samples are used for regression analysis;(3)Change the model research method and adopt OLS regression for regression analysis.The main conclusions remain the same.

5. Conclusion

This study empirically analyzes the impact of green culture on corporate financial risk.The results show that green culture can significantly affect the financial risk of enterprises,and the higher the intensity of green culture is,the lower the level of financial risk

is;Environmental information disclosure plays a partially mediating role in the relationship between green culture and corporate financial risk.

The conclusion of this study shows that as an invisible restriction mechanism,enterprise green culture has a certain corporate governance function,and plays an important role in reducing enterprise financial risk and promoting enterprise sustainable development. Therefore,on the one hand,the enterprise management should pay attention to the construction of green culture,create a green cultural atmosphere and establish the concept of green development,so as to achieve the goal of avoiding enterprise financial risks to a certain extent;On the other hand,the enterprise management should recognize the intermediary effect of environmental information disclosure on the relationship between green culture and enterprise financial risk,so that the enterprise image of green and environmental protection can be transmitted to stakeholders,especially investors and consumers through environmental information disclosure,which will help investors have confidence in the enterprise and improve the enterprise market share,and then have a beneficial impact on the enterprise finance,Finally,it can reduce the financial risk of enterprises.

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Original Research Article

Analysis and Research on Examination Mode of E-commerce Specialty Entrepreneurship Course in Higher Vocational Colleges

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Abstract: This paper discusses the teaching evaluation system,evaluation method and evaluation index of e-commerce entrepreneurship course,and provides feasible plans for the opening of e-commerce professional entrepreneurship course,so that students can realize the cultivation of e-commerce professional knowledge and skills in online shop operation,and achieve direct docking with employment.

Keywords: entrepreneurship,e-commerce,assessment model,evaluation index

E-commerce major has high requirements for students'practical and creative ability.If students only stay in the book level of professional learning is not to cultivate qualified professionals.The traditional evaluation method of"usual score+final score"can not adapt to the requirements of the society for electrical talents.Therefore,to explore the appropriate teaching evaluation system,evaluation methods,evaluation indicators and other factors,for the successful application and implementation of e-commerce professional teaching mode based on online entrepreneurship plays a very important role.

Assessment is an important part of teaching work and the main basis for testing teaching achievements.For e-commerce specialty in higher vocational colleges,due to its development speed is much higher than people imagine,popularize more unbelievable speed,with rapid development of e-commerce in the fast lane,therefore in electronic business professional teaching often theoretical knowledge in the process of updating speed can't keep up with the development of the electronic south business,The methods of assessment can not really test the knowledge of students.

According to the teaching process and characteristics of online entrepreneurship,a new teaching evaluation system is designed to adapt to this innovative teaching mode,provide a good evaluation standard for the course combining work with study,and gradually form an innovative course assessment mode oriented to ability cultivation and job employment.

1. Specific evaluation ideas,evaluation indicators and other contents are as follows:

E-commerce teaching department combined with the actual situation of the major,skills competition,professional teaching,and project courses.Explore a teaching evaluation mode of"promoting teaching by competition,promoting boxing by league,promoting training by competition".One is the professional curriculum project teaching competition----to achieve everyone participation;Secon d,professional skills league----to achieve good selection;Three is the provincial competition secret business training elimination----to achieve excellent in the selection of strong.

Actively guide students to participate in e-commerce entrepreneurial skills competition,through participating in various kinds of e-commerce entrepreneurial skills competition held by the state,enterprises and colleges,so as to carry out a more comprehensive assessment of students'ability.On the one hand,it can comprehensively test students'grasp of theoretical knowledge,on the other hand,it can also better cultivate students'teamwork spirit,stimulate each student's creativity,promote e-commerce students to better become e-commerce practitioners from students,and improve students'ability to adapt to the society.

2. Evaluation of graduation project

The graduation project is the last comprehensive practice and respect link of higher vocational students'learning period,and an important part of practical teaching.

2.1 Assessment method

The total score will be evaluated by the five-level scoring system;90>good≥80 points;80>medium≥70;70>pass≥60 points;Unqualified<60 points.The proportion of requirements for excellent is generally controlled within 10%-15%,the proportion of assessment of excellent and good is controlled within 60%,and the rest is medium,pass and fail.

The weight distribution of the total score is composed of the instructor,the evaluation and the defense team,the proportion of the three parts is 40%,30%,30%respectively.

The graduation thesis(design)grade will not be assessed if one of the following situations occurs

(1)Did not complete the graduation thesis(design)task as required.

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(2)The design specification(paper)form examination is unqualified.

(3)the cumulative delay time is more than 1/3 of the total time of graduation thesis.

Graduation thesis(design)results are not qualified students,can apply for extension of time to study,the extension of time according to the provisions of the school management,after the assessment(supplement defense)qualified,issued the corresponding certificate.

2.2 Assessment requirements

When supervising teachers,evaluating teachers and members of the defense committee evaluate students'graduation projects or theses,they are required to do:1.When evaluating students'graduation thesis results,we must strictly grasp the standards,seek truth from facts,and correctly reflect students'working attitude,professional level and ability quality.Do not start from the impression,let alone the reputation of the instructor as the basis for the evaluation of the student's performance.In grading,students should not only look at the materials they hand in,but also consider their performance in the process of graduation thesis(design).Full attention should be paid to students'independent working ability,scientific attitude and style of work.

3. Skill certificate Examination

Carrying out multi-certificate system is the characteristic of higher vocational education itself and the requirement of realizing training goal.Higher vocational education is to train higher technical applied talents facing production,construction,service and management.Multiple certificates are the embodiment and proof of the knowledge,skills,ability and quality level of highly skilled talents,especially vocational qualification certificate or technical grade certificate is the proof that the graduates of higher vocational colleges can directly engage in certain vocational positions.According to"Zibo Vocational Skill Assessment System",I participated in social vocational skill appraisal and national vocational qualification examination.

3.1 Foreign Language level certificate

The students of this major are required to obtain the Certificate of English Proficiency test of Shandong Higher Vocational college before middle school.Or to obtain the national Non-English major room College English Level certificate W organized by the National Secret Department Examination Center is the minimum standard bilge college organized foreign language level test.

3.2 Computer level certificate

Students of this major are required to obtain the national Computer Rank examination certificate of Shandong Province(national) for non-computer majors organized by the Examination Center of the Ministry of Education or intermediate certificate of computer Vocational qualification organized by the Ministry of Labor and Social Security before graduation.

3.3 Examination of vocational skill certificates

The students of this major are required to have the certificate of E-commerce Department,certificate of Professional Direction and Putonghua Ii certificate before graduation.

4. Assessment of practical training projects

(I)The selection of practical training projects focuses on the cultivation of students'professional ability and professional training,and the cultivation of students'professional ability.Based on a large number of surveys,the requirements of relevant positions(groups)of the major are formed through scientific analysis and integration,and the practical training courses are set through the analysis of professional ability.In order to meet the need of cultivating the ability of e-commerce professional core career,we chose several real projects,the teaching unit 1,in line with the higher vocational college students'cognitive regularity,student entrepreneurship as the main line,from the campus set up shop on the net,the enterprise website project startup,the enterprise website alliance to customize project,targeted development,the ability to strengthen gradually,Complete the cultivation of core professional competence.

(2)Focus on cultivating students'innovative consciousness and entrepreneurial ability.In the arrangement of practical training projects,students'entrepreneurial career as the main line.In the entrepreneurial chapter,through the online shop,to cultivate their entrepreneurial ability and online store through xiong ability;In the practical part,students build and operate a small business website,enabling them to master how to conduct market research.Find market opportunities,how to build and manage small business website,-mainly to cultivate its management ability and practical ability;In the expansion chapter,through the enterprise information release and enterprise alliance with Alibaba,China's largest portal website,to further expand the visibility of the enterprise,further expand their own entrepreneurial road;In the innovation part,students choose different e-commerce projects or mobile commerce projects according to their professional ability and level,mainly under the guidance of technical experts in enterprises,using new technologies,according to the market situation and the new trends of e-commerce development,innovation and development.

The exploration of the examination model of e-commerce entrepreneurship course can provide students with a good entrepreneurial environment and challenge teachers'professional level.The diversification of teaching methods,teaching means and the enrichment of teaching content,not only improve the teaching requirements for teachers,expand the teaching vision,but also enhance students'cognition of professional positions and strengthen the cultivation of professional quality.

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Original Research Article

Analysis of Application of CBL and PBL Teaching Methods in Clinical Teaching of Breast Surgery

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Abstract: Objective: To analyze the clinical teaching characteristics of breast surgery and discuss the effect and practical value of CBL (Case-Based Learning) and PBL (Problem-Based Learning) teaching methods. Method: According to study, we brought into labelling and exclusion criteria and 100 breast surgery patients admitted to our hospital were selected as research objects from January 2020 to December 2021. Twenty interns who received clinical teaching were selected as the research objects. The two groups of subjects were randomly divided into 10+50 groups. There were 10 interns and 50 patients in the control group and 10 interns and 50 patients in the experimental group. The control group received LBL (Lecture-Based Learning) for teaching, and the interns performed surgical treatment on the patients; The experimental group received CBL+PBL teaching, and the interns performed surgical treatment on the patients. Then compare the effectiveness of patients' treatment, the theoretical scores, practical scores and teaching satisfaction of the two groups of interns. Result: Under different clinical teaching interventions, the treatment efficiency of the experimental group was significantly higher than that of the control group. At the same time, the average scores of interns in the experimental group in theory and practice were higher than those in the control group, and their satisfaction with the teaching content and methods was also significantly higher than that in the control group. Difference between the two groups has statistical significance. ($P<0.05$) Conclusion: Problem-Based Learning and Case-Based Learning clinical teaching methods are effective and have value for promotion.

Keywords: Breast Surgery; Clinical Teaching; PBL; CBL; Theoretical and Practical Knowledge; Satisfaction of Teaching; Response Rate

Introduction

In breast surgery, patients with various diseases have a high incidence of various diseases and are prone to co-occurrence of multiple diseases. For clinical interns, there are certain difficulties in how to diagnose effectively and make effective strategies. Clinical interns are an important talent pool for the clinical treatment of breast surgery, and the mastery of high-quality theoretical and practical knowledge is the primary purpose of clinical teaching. [1] LBL is a traditional teaching methods. First of all, the teacher should complete the teaching of knowledge, and then the students will carry out clinical practice. Students lack the ability of self-thinking and learning, and the teaching effect is poor. PBL+CBL teaching method has been widely used in recent years. This paper focuses on the effect of this kind of teaching method. The content is as follows.

1. Data and Method

1.1General Data

According to study, we brought into labelling and exclusion criteria and 100 breast surgery patients admitted to our hospital were selected as research objects from January 2020 to December 2021. Twenty interns who received clinical teaching were selected as the research objects. The two groups of subjects were randomly divided into 10+50 groups. There were 10 interns and 50 patients in the control group and 10 interns and 50 patients in the experimental group. There was no statistically significant difference between the general data of patients and interns in the two groups. ($P>0.05$) Data Comparison: (1) General data of patients: all patients were female, The age range of patients in the experimental group was from 30 to 61 years old, with an average age of (50.2±4.7); The age range of patients in the control group was from 31 to 62 years old, with an average age of (51.0±4.6).（2）General data of interns: In the experimental group, the ratio of male to female was 2/8, and the average age was (24.1±0.8); In the control group, the ratio of male to female was 1/9, and the average age was (24.0±0.7). Both patients and interns agreed to carry out the study.

1.2 Method

1.2.1 Control group

Interns received received LBL (Lecture-Based Learning) for teaching, mainly in the form of PPT. The tutor first taught the knowledge in the classroom, then led the interns to the ward to inquire the medical history, incorporating patient information to

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summarize the basis of the diagnosis and make treatment strategies. The tutor summarized and analyzed the problems of the students based on the patient's situation, and judged the treatment strategy and expected treatment efficiency.

1.2.2 Experimental group

Interns received received CBL (Case-Based Learning) and PBL (Problem-Based Learning) for teaching. PBL (Problem-Based Learning): After the interns were admitted to the hospital, the relevant content was the same as that of the control group, and then assigned nurses who taught them to take the teaching mode of micro-lectures. First of all, the teacher uses the Wechat APP to record and make micro-videos, and at the same time establish a WeChat group for teachers and students, and share the QR code to the WeChat group. Both teachers and students can watch and learn through mobile phones and computers. Secondly, the teacher will sort out, screen and integrate the learning knowledge points of breast surgery, and ask questions to ensure that the teaching content of the course improves students' grasp of the key points, difficulties and doubts of professional knowledge. For example, the diagnosis, classification and clinical manifestations of breast surgery diseases will allow students to learn knowledge about mastitis, breast fibroadenomas, intraductal papilloma of breast, etc. based on the questions raised. The content of the class should also include the image records of the relevant actual patients, so that students can learn relevant knowledge through the images and deepen the teaching impression. Finally, in addition to logging in to the APP every day to observe students' learning status, teachers should regularly organize students to summarize and share their learning experience offline, and at the same time emphasize students' problems in self-directed learning and guided learning to correct and deepen their knowledge.

CBL (Case-Based Learning): According to the syllabus and teaching objectives, extensive, representative and standard cases are selected, and according to the requirements of the experimental class hours, the department leaders, medical teaching experts and relevant scientific research groups will cooperate to set up simulated scenarios for students to learn in class. After passing the scenario simulation, clinical practice nursing is carried out. The practice clinical treatment is led by the teaching doctor, and the student counseling gradually transitions to student-led and doctor-led. After accepting the results of the case teaching method, students and teachers go to the ward to observe the actual cases, and carry out self-learning solutions and case simulation learning combined with problems. Under the guidance of the teaching physician, the interns analyze the current situation of the patients and make disease diagnosis and treatment strategies. The instructor makes a summary and analysis of the students' problems based on the patient's situation, and at the same time judges the treatment strategy and the expected treatment efficiency.

1.3 Observation Target

Response Rate of Treatment: The leading physician judges the patient's expected treatment effectiveness based on the patient's current situation and the student's treatment strategy, including three levels: markedly effective, effective, and ineffective. Response Rate of Treatment = markedly effective, effective.

Theoretical and practical knowledge: Refer to the internship syllabus, observe the interns' theoretical knowledge and practical knowledge, and score through the theoretical examination and practical examination results. The full score of each subject examination is 100 points.

Satisfaction of teaching: A teaching satisfaction questionnaire is issued to collect students' satisfaction with teaching content and teaching methods, which are divided into satisfaction, general, and dissatisfaction. Teaching satisfaction = satisfaction rate + general rate.

1.4 Statistical Method

The data were included in SPSS 23.0 software for analysis, measurement data were compared using t test, and represented by ($\bar{x} \pm s$), and rate count data were examined by $\chi 2$ test, which was represented by rate (%), ($P<0.05$) was considered to be significantly different, with statistical significance.

2. Result

2.1 Response Rate of Treatment

After the implementation of different teaching methods, the effective rate of treatment in the experimental group was higher than that in the control group, and the difference was statistically significant ($P<0.05$), Data comparison: In the experimental group, 38 cases were markedly effective, 12 cases were effective, 0 cases were ineffective, and the effective rate was 100.0%; In the control group, 28 cases were markedly effective, 16 cases were effective, 6 cases were ineffective, and the effective rate was 88.0%. ($\chi^2=6.383$, $P=0.012$)

2.2 Theoretical and practical knowledge

The theoretical and practical knowledge of the experimental group was better than that of the control group, and the difference was statistically significant ($P<0.05$), Data comparison: Theoretical knowledge of the experimental group was (96.7±1.4) points, theoretical knowledge of the control group was (90.4±3.8) points, ($t=4.920$, $P=0.006$). The practical knowledge of the experimental group was (94.2±2.4) points, and the practical knowledge of the control group was (88.9±1.1) points, ($t=6.109$, $P=0.029$).

2.3 Satisfaction of teaching

The teaching satisfaction of the students in the experimental group was higher than that in the control group, and the difference was statistically significant. ($P<0.05$), Data comparison: experimental group: 10 cases (100.0%); control group: 6 cases (60.0%). ($\chi^2=5.000$, $P=0.025$)

3. Result

Breast surgery is a branch of clinical surgery for breast diseases. With the rapid development of society and economy, the pressure on women is increasing, and the incidence of various diseases in breast surgery is increasing.[2] Breast surgery includes breast anatomy, breast tumor cases, breast tumor diagnosis and treatment principles, breast surgery pathological diagnosis, breast tumor surgery and other aspects of knowledge. For clinical interns, the knowledge is complex and the practice is difficult. How to effectively teach the interns is the focus and difficulty of teaching.[3] In the post-epidemic era, the entire medical system has an unprecedented increase

in the requirements for talents, which requires interns to quickly complete the transition from students to doctors, and to have rich theoretical knowledge and qualified practical knowledge. PBL+CBL is a commonly used teaching method for clinical teaching in major medical colleges, which is different from the traditional teaching method. It focuses on building cases, asking questions, and guiding students to learn independently and independently in the process of interacting with teachers in small groups. As the depth of learning increases, problems are verified and solved in clinical practice, so as to improve students' theoretical and practical abilities. [4] In this study, under different clinical teaching interventions, the treatment efficiency of patients in the experimental group was significantly higher than that in the control group. At the same time, the average scores of interns in the experimental group were higher than those in the control group, and their satisfaction with the teaching content and methods was also significantly higher than that in the control group.($P<0.05$)

To sum up, PBL and CBL have changed the single way that clinical interns used textbooks for knowledge acquisition. Thinking about problems and referencing cases can effectively improve students' enthusiasm for learning, and at the same time allow students to truly discover and solve problems, and actually improve their practical ability. And in practice, the theoretical knowledge is continuously integrated and optimized, which is beneficial to the career development of students.

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Original Research Article

Pathways to Social Presence in Online Learning Communities

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Abstract: Online learning communities provide a wider learning space for learners to communicate, interact, collaborate and cognitively engage without the constraints of time and space. Social presence, as the link between the online learning community and the learner, is key to understanding online learning behaviour. Social presence is one of the learning outcomes sought by online teaching and learning, and it plays an important role in the formation and development of online learning communities and has an impact on individual perceptual learning and learning satisfaction, among other things. Therefore, in online learning, it is important to focus on enhancing social presence.

Keywords: Online Learning Communities; Social Presence; Online Teaching and Learning

1. Introduction

Social presence, also known as social presence, social representation and social presentation, is an important concept from the field of communication. The theory first appeared in the 1976 book The Social Psychology of Telecommunications by Professor Short of the University of Maryland and was first defined as the degree to which a person is perceived as a "real person" in the process of communicating using the media, and the degree of perceived connection with others. It was first defined as the degree to which a person is perceived as a "real person" and connected to others during communication using media [1].

Social presence is an inherent characteristic of a medium, and people feel a difference in social presence depending on the medium they use. can feel cold and distant, ultimately preventing the individual using the medium from establishing good interpersonal relationships[1].

For online learning communities, whether and to what extent online learners have developed a sense of social presence is an important indicator of their maturity.The degree of social presence is one of the most important indicators of the maturity of an online learning community. Some scholars have shown[2] that a satisfactory online learning environment should have two characteristics: firstly, it is 'unmediated', i.e. learners are not aware of the difference between virtual reality and physical reality, and can feel each other's presence in a real way; secondly, it is a 'sense of community "The second is a sense of community, i.e. a sense of intimacy between people. In online learning communities, a sense of social presence can create certain teaching and learning situations in which learners can collaborate to engage in high-quality inquiry and interaction, thereby achieving meaningful learning goals[3]. At the same time, a good sense of social presence can motivate learners to actively engage in discussions and responses to questions, prolong the time spent interacting with each other, increase the level and depth of interaction, and improve learner satisfaction with online learning.

2. Results

In Anderson et al.'s 'community of inquiry' theoretical framework, three factors influence the quality of online teaching and learning: social presence, cognitive presence and pedagogical presence, with social presence being the basis for successful online learning. They argue that cognitive and pedagogical presence can only be developed once social presence has been developed to a certain extent. In other words, without the development of a sense of social presence in an online learning community, there is no way to talk about online learning.

Holmberg argues that some form of dialogue can be achieved through well-designed materials, but that learners who are isolated and unsupported, while learners who are isolated and unsupported, and at the same time ill-prepared, find it difficult to complete their learning with little or no institutional support.It is clear that the separation of teaching and learning in online learning communities dictates that well-designed and developed course learning materials do not really guarantee that learning will occur and academic success will be achieved, and that dropouts will occur frequently if a network of support is not built for learners.

Some researchers have found that high levels of social presence in online learning environments are positively correlated with perceived learning outcomes, but that the impact of social presence on learning outcomes is indirect. Emotions, feelings and expressions of mood are the central determinants of social presence, so social presence in an online learning community only reinforces the positive impressions learners have of the course, it makes them more attractive to each other through the exchange of information

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between learners, it enhances the integration of social systems within the online learning community, it achieves the development of affective goals, and it achieves results that reinforce the ongoing power to accomplish course goals The result is a sustained force that reinforces the achievement of the cognitive goals, and is essentially a beneficial guiding force for the achievement of the cognitive goals. As Garrison et al [4] conclude, social presence supports the achievement of cognitive goals through its own motivating and sustaining effects, enhancing the development of learners' critical thinking skills.

3. Discussion

Social presence, as a connection between the online learning community and its members, reflects the physical and psychological perception of the reproduced social environment. The stronger the sense of social presence, the closer the online learning community is to the real community. Therefore, a successful online learning community needs to have both educational functions and social service attributes that promote members' cognitive behaviour, as well as developing and building on the way members perceive and receive themselves in a traditional learning community.

Unlike the nature of traditional learning communities, online learning communities are complex, multi-dimensional and multi-faceted. Among these, emotion is a prerequisite for the 'experience of being' in an online learning community. Emotional response and presence are highly interrelated; presence is not a construct separate from emotional response, but is in fact an emotion. The social nature of interactive and cognitive behaviours is a necessary element in the construction of online learning communities. In online learning communities, interactive behaviours represent the learner's intention to socialise with others; cognitive behaviours construct and determine the degree of relationship and socialisation with others, presenting the social service attributes of social presence. Specifically, in online learning communities, learner interactions have a strong social dimension and there is a strong link between learners' social presence and the emotions they invest in their learning. The more engaged learners are in the virtual education community, especially those with positive affect, the higher their engagement, the higher their perception of the learning behaviour and the higher their identification with the community.

The community of learners in an online learning environment is a virtual learning community, and the process of constructing and developing a sense of social presence within it has a number of new trends and characteristics that are different from those exhibited by presence within the traditional classroom environment. In online learning communities, learners are isolated from each other in physical space, excluding the possibility of using non-verbal intuitive information such as body language, facial expressions and intonation between interlocutors, and learners use text as the main symbol for communication within online courses, with verbal intuition being a key factor in establishing a sense of social presence in online courses. The use of verbal symbols to convey information in online learning contexts and the substantial reduction in cues to convey the social context between interlocutors can have an impact on problematic discussions. Some researchers argue that the lack of non-verbal information will allow interlocutors to communicate easily with each other and be more able to coalesce to solve problems, a concise and practical information exchange activity; while others, particularly many in the field of education, disagree, arguing that this may be beneficial in some cases, but that using only textual symbols to convey information in a course makes the use of textual symbols between learners The ability to express socialised emotions is diminished, will lead to dull conversations that lack emotion, and it is doubtful whether it will support research-based activities and enhance the development of learners' critical thinking skills. Therefore, most learners still tend to use a variety of methods to increase the social presence of the course, to convey mutual emotions, to enhance mutual understanding and to build bonds of support and trust.

4. Methods

Social presence plays an important role in the formation and development of online learning communities, and there is a positive relationship between the two. Without a certain degree of social presence, it is impossible to successfully build an online learning community.

Therefore, firstly, teachers need to strengthen the pedagogical design of distance learning activities and create normative online learning. From the real-life experience of current online distance learning practices, teachers can only implement the organisational activities of the course by strengthening the pedagogical design of learning activities, such as the setting of the course and the arrangement of learning activities, and by stipulating strict online learning protocols.

Secondly, learners need to improve their online learning skills and enhance their ability to construct a sense of social presence. Research findings show that not only does the learner's personality influence the effectiveness of the learner's perception of social presence, but also the learner's background factors significantly influence the learner's perception of social presence. This suggests that the Internet, while serving learners with diverse personalities in learning activities, influences the development of learners' online learning abilities to some extent. The findings of several researchers have expressed essentially the same view that "the Internet is a very powerful medium in which people can successfully adapt their personalities to new situations and demands" . Therefore, strategies to improve learners' online learning skills are an important way to enhance learners' ability to construct a sense of social presence.

Furthermore, learners need to strengthen emotional support, build learning communities, and strengthen interpersonal connections and emotional interactions. In Maslow's hierarchy of needs, emotional and belonging needs are higher-level human needs. The more emotional interaction learners have in an online course, the more information they reveal about themselves, the more mutual understanding between individuals is strengthened, and the more likely it is that mutual trust between learners will be established and more seeking and support tasks can be provided.

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Original Research Article

The Inspiration of Gombrich's Critical Discourse Innovation to Film Criticism——Take "The Great Road" as an Example

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Abstract: As a critic of the classic visual art of images, Gombrich has pioneering insights into some aspects of the discourse of image criticism. This is not only used in his art history and art direction, but also in films that are also visual culture. direction. This article utilizes Gombrich's innovation of critical discourse, combined with some cognitive models and related concepts proposed by Gombrich to inspire traditional film criticism. Combining neo-realism films with the inner characteristics of characters in the external material world, taking Italian director Fellini's "The Great Road" as an example, this paper attempts to clarify the impact of this critical discourse innovation on film criticism.
Keywords: Gombrich; Art Criticism; Film Criticism

Introduction

In Gombrich's "Story of Art", he hopes that all his research can be implemented in "in the process of creating a specific work of art, what problems are the artists facing, and how he solves them. Compared with the traditional art criticism analysis method, it will be extremely accurate to interpret the creator's psychology." Gombrich successfully explained the problems faced by the artist's creation and how to use such a concept through the concept of "schema". The question is brought to the audience, taking into account the meaning of art without making it a mechanical process

1. The style of traditional critical discourse

For example. Articles always have such a discourse pattern, I mean serious interpretive criticism, research criticism, not the kind of summary text that you can find on the front page of a magazine. It is usually written like this, and the director uses a certain directing technique (some skills you can recognize, such as the director, filming, and editing, etc., or personal video style, anyway, there are some differences in form) showed a certain effect.

This mode of discourse, on the other hand, still presupposes the unconditional reality of the depicted nature and the material it gives to man in the sensibility, although this ensures the objectivity of the process of "refuting" (eg, the Rationality is absolutely established), but also makes the specific mechanism of this process unexplainable. At the same time, the source of the "guess", or the history of the various schemas created by the artist, is also reduced to purely accidental whims in this narrative.

2. Gombrich-style questioning

Here Gombrich proposes an important concept called mental orientation. That is to say, when we watch a certain subject or describe a certain type of artwork, we will give him a new pre-installed psychological expectation. In such psychological expectations, we will use the discourse patterns employed in our lives. Helping us to have a preconceived understanding of the way that comes with the human brain, on the one hand, can reduce the time for judgment and help us classify materials, on the other hand, it can also constantly test whether there is a gap between our cognition and our understanding. deviation. So, this leads to an inherent pattern, which is that when an artist throws a question, and a work of art is confronted with an explanation that our ordinary cognitive patterns can apply, we can't help but interpret past conventions, the answer, Placed in it, it is also convenient for us to understand a field that is not very clear or a subject that is not yet familiar.

It has to be admitted that we have been limited by such discourse patterns from the very beginning. Therefore, to understand the world (and to understand the artwork) is to carry out a psychological process of projection-examination-reprojection, just as the artist creates artworks, that is, the process of making-matching-reproducing. Projecting or making depends on our own traditions and knowledge, and then we all test to see if what we're making fits the world as we know it, or if what we understand is self-explanatory. We are able to understand the world in large part because of our ability to project mentally. In art, that is to say, on the one hand, the world is ambiguous (as it is), and it is familiar to us; on the other hand, there is room for psychological projection ("white space") in the picture.

3. Example analysis

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Talking about the influence of the inherent discourse mode on the interpretation of the film, here I try to cite a representative work of neorealism, that is, "The Great Road" by Italian director Fellini, among this representative work of neorealism. A movie without a famous actor or even a professional actor has conceived its own aesthetic system through its own aesthetic existence, and through the efforts of a generation of directors, this initiative has become a mature theory. From the narrative method generated from the material itself, after excluding delicate techniques such as flashbacks and flashbacks, we have developed a structural form that is extraordinarily natural, full and transparent. In neorealism, all creative techniques are It is to show as much authenticity and documentation as possible. The vividness and intuition of this form not only makes the content of the film and the actions of the actors completely integrated, but also conveys the author's point of view in the most convenient way. When using such films as analysis, the influence of signifiers can be removed to a certain extent, making it easier to analyze what the real creator thinks.

There are many works of neorealist films, but why choose Fellini's Continent as an example to explain? It is because the Continent is a turning point in the history of Italian neorealist cinema. In total, it is a borrowed eight-stop site. In other words, between imagination and reality, he is more inclined to a real trend in the scope of history and society, a kind of spiritual reality. In a broad social art movement, what is more valuable and effective is the spiritual, realistic, metaphysical reality and the reality that occurs in people's hearts.

The negative feedback of "The Great Road" in the ultra-left film critics just proves that the realism of art does not have a profound aesthetic first, but only after it has endowed it with the connotation of spiritual phenomenology, can we discover realism with a smile The value of the story is precisely because of its shaping of the hearts of the characters. According to the development of the story, the material reality of the social and historical appearance is becoming more and more blurred. When the social characteristics are gradually occupied by the characters' hearts, the real problems faced by the artist are revealed. We can see the audience, like Gersomina, follow Zombano's mermaid car all the way to the wedding. On the way, social features are visibly swept away, and after they arrive in Rome, which is already a surreal presence, the sense of time and distance is also receded, but. The emotions and relationships between the characters are more real. This kind of truth makes us realize where the focus of artistic shackles tends to be expressed? Where are the questions that art shackles hope to raise? If, in other words, if Fellini were to create a plot-oriented, documentary-oriented film, then with his skills, the triangular relationship between Zambano Gersomina and Ilmato could be handled very well. Dramatic, but that's not what he's interested in. He is not interested in the plot, he is gradually losing interest in material reality. His betrayal of the characters' hearts and traditional narratives shows the real problem facing realism.

4. Effect comparison between two discourse modes

Either the writer or the receiver. When a so-called film critic, writes something like: "(In the final scene of 'The Road', the camera is gradually pulled down by the close-up of the characters' facial expressions. For the whole beach display, the first part is to show Zampallo's pain. , the psychology of guilt, the subsequent zooming out of the camera is more like examining the environment where the characters are located. The beach is the place where the two meet, the relationship turns, and finally lose each other. Such a panoramic display of the background can play a role such as (connection structure We think he is quite reasonable, but think about it carefully, if you use Gombrich's structure to say What is the effect of a sentence.

First of all, there is this scene, after Zampallo heard the news of Jesomina's death. A series of emotional manifestations followed. As a creator, Fellini is faced with the question of how to express Zampallo's emotions in the most appropriate and accurate way, and what method he chooses to use (different media have different languages, here refers to audio-visual language).

The answer to the question of what is the most accurate will be left aside, because I am interested in the difference between asking such a question and our traditional way of asking. First of all, we assume that "The Great Road" has a high aesthetic value. Then, the traditional interpretation of audiovisual, that is, the choice of form, tends to focus on the specific effect of this method. For example, to drive a nail into a board, you have to use a hammer to drive the nail in. It is analogous to the emotional image, which is perceived by the audience, using an audio-visual language such as close-up push and pull. Therefore, it is not difficult for us to come to such a conclusion, that is, to express the heart of the characters, use close-up shots.

The advantage of using such a narrative is that it can break through the serious bottleneck constraints of the inherent model and a preconceived notion of the director's subject matter, identity and scope, and is influenced and restricted by the ideological concept of a specific value position. Criticism of the inherent model, often can not get a satisfactory answer to everyone. Patterns are first defined and then critiqued by purpose. The preconceived model is scripted, textbook-style. However, cinema, like all art, develops in a free form. Movies are younger, more creative, and don't move forward with some clear idea.

5. Conclusion and Outlook

Therefore, we can see that the interpretation mode of interpreting works of art with such an approximation of trust is a transformation from perception to experience. Both the experience of viewing image consciousness and the discussion of the nature of this visual experience are what Gombrich hopes to explore in depth. Although he introduced this way of questioning into his creation and communication. However, his discussion does not sufficiently distinguish between the artist's depiction and the viewer's experience. On the basis of thoroughly questioning similarity, Goodman moved towards a linguistic semiotic interpretation of artistic representation.

The process of this discussion implies such a value judgment based on a concept (universal) similar to what Kant said. That is to say, such a judgment does not seem to be for this scene (special appearance), but an analogy to all close-ups, which requires a general consensus. After accepting this, it is inevitable to face all the close-up shots, and the audience will feel that this is a close-up shot, and the next part is to describe the emotions of the characters.

But in Gombrich's words, our conclusions are not the same, "The emotional expression of the last scene in Fellini's "The Road", in the face of how to present it accurately and appropriately, the director used one way or another. audiovisual processing."

The obvious difference is that such a discourse mode hides the universal value, that is to say, he does not emphasize the universal

law in the performance of a specific technique, and there is no golden rule. This kind of discourse emphasizes a single work, you pick it up, and as far as he is concerned, this hammer may be the best for this nail, not all hammers are suitable for all nails. Gombrich's discourse is a purely perceptual judgment, not a logical judgment based on perceptual judgment. If we all recognize the uniqueness of art, a conclusion like close-up to express the heart of a character is quite irresponsible, because it limits the expression to a certain extent. For the sake of universality only, it requires the unity of consensus.

Restored to the scene of creation, a creative method with vitality should be selected, and the real performance value is also here. After comparing a variety of different forms of expression, full of regret and pain, I chose the best one and discarded the better way of expression, which is exactly the so-called "regularity and emptiness, carving invisible" such an innovation, challenging Occurrence, if true, can only be expressed in terms of the latter.

The implicit value orientation of a discourse will affect the expression of the discourse itself to a great extent. If you read too much of this traditional expression, you will naturally feel that this is how it should be. And ignoring the analysis of the signs, maybe when a new form appears, it is suddenly realized that this should not be the case. I think that if you accept this traditional analysis without thinking, the biggest victims are those beginners with creative impulses. The real creation or the expression of emotion is a process of discovery, and the same is true for analysis. It should get rid of the narrowness of the inherent discourse and go to a more free and positive state.

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Original Research Article

On the Legal Construction of Ideological and Political Education in Colleges and Universities from the Perspective of University Governance

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Abstract: In the current stage of ideological and political education in the legal system construction process, after a period of time to improve and improve, although made certain achievements, but there are also a series of problems such as imperfect structure system, unreasonable evaluation system and incomplete coverage of the main body. In the context of promoting the modernization of the governance system and capacity, it is necessary to carry out the construction of the rule of law in the ideological and political education of colleges and universities from the perspective of university governance, taking the premise, basis, theme and direction of University Governance as the basis of legal construction of ideological and political education in colleges and universities. Through the establishment of a sound legal system, the implementation of the spirit of the rule of law, building a legal atmosphere and a series of methods to do a good job in the ideological and political education of the legal system. To find out the development direction of the legal system construction of ideological and political education in colleges and universities, and to promote the modernization development of university governance system and governance capability. In this paper, first of all, the relevant contents and functions of university governance are expounded, and the measures for the legal construction of ideological and political education in universities are put forward in the perspective of university governance.

Keywords: University Governance; University Ideological and Political Education; Rule of law construction

University governance is an important part of national governance system and governance capacity development. Therefore, the ideological and political education in colleges and universities in the legal construction must be carried out in the context of university governance. This is not only a requirement for the modernization of the country's governance system and capacity, but also an important measure to deepen the reform of higher education and promote the modernization of higher education, it can make the legal construction of ideological and political education in colleges and universities more epoch-making. There are many elements in the university governance system, and each system constitutes a complex system structure. If the construction of the rule of law in the ideological and political education of colleges and universities is carried out under the background of university governance, it is necessary to make clear the premise, basis, subject and direction of university governance, the legal construction of ideological and political education in colleges and universities can be supported by the basic theory. The following are respectively on the premise of university governance, basis, main body and direction.

1. Content Related To University Governance

1.1 A clear definition of rights and responsibilities is the premise of university governance

In order to realize the modern development of university governance, it is necessary to make clear the relationship between the rights and responsibilities of the people with different interests, clearly delineate the rights and responsibilities of people with different interests. In a particular case, the relationship between rights and responsibilities is interrelated and unified, showing the reciprocity of power and responsibility. In the university governance system, if the rights and responsibilities of the stakeholders are not clearly defined, it may lead to the imbalance of the overall structure system, and the relationship between the rights and responsibilities of the stakeholders is the basis of the university governance system, at the same time, it is also the premise of the modern development of university governance.

1.2 The establishment of the rule of law system is the basis of university governance

The development of the university system can not be separated from the development of the university, and the development co of the university is the development co of the university system, the innovation of the university system is also the basis to ensure the sustainable and stable development of the university. At present, many universities are the product of system innovation, and the system of university governance is composed of many systems, among which the system is the basis of university governance. The establishment of the system can provide the basis and criterion for the university governance system. The scientificity and rationality

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of the university governance system to a certain extent determine the level of modern development of the university governance system.

1.3 Stakeholders are the main body of university governance

Stakeholders are the individuals or grothat can influence the development of the enterprise. Some experts divide the university stakeholders into four levels. The first level is the core stakeholders, which includes teachers, students and university administrators The second level is for people with important interests, including alumni and financial supporters; the third level is for people with indirect interests, including those who have cooperative relationships with the school; and the fourth level is for people with marginal interests, including the local community and the people. These interests of the composition of the formation of the main body of the university governance system, constitute the interests of the community. The construction and development of the university legal system is in large part to coordinate the relationship between the interests of the people, the construction of the university responsibility is to meet the interests of the people. Therefore, the interest person is the subject of university governance.

1.4 The gradual realization of cultural consciousness is the direction of university governance

Different researchers have different understandings of the goals and directions of university governance in different contexts. If the university exists as a special culture, then the direction of both the meaning and the content of university governance is to realize cultural self-consciousness, the main power of university governance is formed by cultural self-consciousness. The gradual realization of cultural self-consciousness in the governance of universities can carry forward and develop China's cultural history, enhance the sense of cultural identity, and make the rule of law in the governance of universities merge with cultural self-consciousness, a clear direction for the modernization of the university governance system.

2. Under the University Governance Background University Ideological and Political Education legal system construction measure

2.1 Establish a sound system of rule of law

The establishment of a perfect legal system is the basis for the modernization of university governance and the legal construction of ideological and political education in universities. Its main objective is to ensure the scientific development of ideological and political education in universities with the power of law, so that ideological and political education can be carried out in accordance with the law. we should strengthen the timeliness of the construction, combine theory with practice, solve the problems through the force of law, and improve the pertinence and timeliness of the rule of law system of ideological and political education in colleges and universities. Finally, to strengthen the optimization and reform of the process of rule of law, in the process of the construction of the rule of law system of ideological and political education in colleges and universities, it is necessary to upgrade the contents such as opinions, plans and guidelines into the legal system, so that the ideological and political education in colleges and universities can be carried out in the context of mandatory legal norms.

2.2 Build a strong culture of the rule of law

As an important part of the modernization of university governance, the legal system construction of ideological and political education in colleges and universities needs to start with the education of rule by law and create a strong culture atmosphere of rule by law, to create a good environment for the legal construction of ideological and political education in colleges and universities. First of all, we should carry out legal education so that legal education can become an essential part of the educational structure of colleges and universities. Through legal education, we can enhance the legal awareness of teachers and students in colleges and universities, and form a strong atmosphere of rule of law under the influence of imperceptible influence, secondly, to do a good job in the practice of the culture of rule of law, the construction of the legal system of ideological and political education in colleges and universities is an important content of realizing the modernization of university governance, it is necessary to combine theory with practice, restrict the behavior of stakeholders, form cultural consciousness, and make the behavior of stakeholders in ideological and political education in colleges and universities within the scope of legal system, at the same time, it also plays a good guiding role in the construction of the ideological and political education system in colleges and universities, and ensures the smooth construction of the ideological and Political Education Physique in colleges and universities in the perspective of university governance.

In a word, the legal construction of ideological and political education in universities is an important part of the modernization of university governance. Therefore, in order to carry out the ideological and political construction of the rule of law in colleges and universities, it is necessary to make clear the relevant contents and requirements of university governance, and to perfect the legal system and create the atmosphere of the rule of law according to the actual development situation, it will lay a solid foundation and guarantee for the legal construction of ideological and Political Education in the perspective of university governance.

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Original Research Article

Study on the Willingness of Sichuan Young Women in Using Online Lending Platforms Driven by Luxury Impulse Consumption

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Abstract: This study focuses on the Sichuan young women using lending platforms based on their luxury impulse consumption and how these platforms affect the perceived use, trust, and risk for the consumption. An in-depth analysis of the status quo and trends of Chinese residents' luxury consumption psychology and consumption behavior has essential theoretical and practical significance for domestic and foreign luxury goods companies to explore the Chinese market better and promote the transformation and upgrading of my country's consumer market. The three research objectives are: to explore the convenience brought by the emergence of Internet lending, to solve a series of customer attitudes through internet lending platforms, and to propose the control of the online media market.

Keywords: Sichuan Young Woman; Online Lending Platform; Luxury Impulse Consumption

1. Introduction

Negative evidence caused by Internet loans: as a young group, young females have a very high degree of acceptance of new things, and their age characteristics determine their limited economic sources, and there is a general tendency to consume over their consumption capacity. This phenomenon, coupled with age, occupation, economic income, and environment, determines that they have weak self-control, which provides a favorable environment for the development of online lending. In the event of financial needs, it is easy to obtain a loan through pure credit simply by providing proof of identity. Consumption to meet their own needs. Since online lending is a non-face-to-face transaction based on a virtual network environment, investors have a more robust perception of transaction risk than traditional financial transactions. In a sense, human desires are endless, but consumption cannot be continued. With the continuous development of the economy, people's consumption awareness is also changing, especially with the emergence of online lending platforms, which has solved people's needs and stimulated the desire for excessive consumption, which has dramatically increased the pursuit of luxury goods by young women.

2. Theoretical Basis

2.1 Theoretical Significance and Value

With the rapid development of China's economy, the continuous improvement of people's living standards, and the accumulation of social wealth, luxury goods are gradually becoming an essential part of everyday consumption. The pursuit of luxury goods by young women has also significantly increased. Whether or not the economy allows it, I want to have a luxury item of my own. Whether it's a comparison or a genuine love to buy, it's all a phenomenon of buying, buying, and buying. There is no shortage of other reasons to believe in society, such as when you are in a bad mood or a perfect mood, impulse purchases will occur. This research combines luxury impulse consumption and the willingness of online lending platforms, which has a positive effect. In particular, the use of online lending platforms to purchase luxury goods to satisfy the needed respect can promote the improvement and promotion of online platforms. And to understand the reasons for women's impulsiveness, such research is worth trying.

2.2 Practical meaning and value

The emergence of Internet lending satisfies people's sense of gain and happiness in pursuit of life. To solve people's satisfaction of being needed and respected using online lending. Of course, while meeting people's needs, there are also many problems with online lending platforms, such as perceived trust, behavioral intentions, and perceived risks, which all reflect the willingness to use online lending. In this context, analyze the impulsive consumption of luxury goods among young women in my country using the Internet online lending platform to explore various reasons for sudden consumption of young women and give some suggestions on the data statistics of online lending willingness and the problems of the lending platform. Opinion. A new research model is established based on previous scholars' research, and new data and theoretical experience are obtained.

3. Understanding the Willingness of Sichuan Young Women in Using Online Lending Platforms Driven by Luxury Impulse Consumption

3.1 Perceived trust theory

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McKnight: et al. (2015) [1] pointed out that interdisciplinary researchers will give multiple definitions of trust from their respective positions. Based on this, define the connotation of trust in this research situation and compare it with psychology, sociology, and social psychology. The definitions are distinguished, and the relationship between trust and consumers in the e-commerce environment is clarified. In the initial research in e-commerce, trust was presented as a single variable to discuss its relationship with intention to use.

3.2 Behavioral intention theory

Ajzen; & Driver. (1991) [2] defined behavioral intentions that influence behavior, and this process is reflected in many models that study behavior. The concept of behavioral intention is derived from the study of attitude theory. The theoretical models of behavioral intentions studied by many scholars suggest that behavioral intentions are the main variables that affect behavior. Cognitive elements are the identification parameters of an individual's knowledge and beliefs on attitudes, affective elements represent an individual's attitude relative to an object, and intentional elements are the feelings of an individual's actions.

3.3 Perceived risk theory

Cunningham: et al. (2005) [3] provides a specific interpretation of perceived risk and derives several measurement models for perceived risk. At present, the primary definition of perceived risk in the Internet environment is that when consumers use the Internet to buy and sell, they will have subjective expectations of uncertain factors in platform risk, credit risk, and online loan supervision, leading to wrong judgments in decision-making, which are prone to vary degrees. For other factors, the definition is more one-sided. Forsythe summarizes the purpose of online perceived risk as a specific online consumption; consumers are worried about property loss, the risks they take when applying the platform, and the subjective expectations of personal credit risk.

4. The Conceptual Framework for the Research Study

First Dubois; & Laurent. (1994) [4] pioneered the idea of personal-oriented motives, which are pretty different from social-oriented motives, including personal hedonic (pursuing personal pleasure) and perfectionism (pursuing high quality to achieve self-perfection using experience).

Second Shi: et al. (2019) [5] believed the continuous ingenuity of users is the basis for the existence of the platform and the driving force for sustainable development. At the same time, users are also the primary source of risks in online lending transactions.

5. The Willingness of Sichuan Young Women in Using Online Lending Platforms Driven by Luxury Impulse Consumption

5.1 Perceived trust

Perceived trust is defined as an emotional state that encourages one person to trust another person based on the other person's satisfying behavior.

5.2 Behavioural intention

This refers to the motivational factors that influence a given behavior, where the more substantial the intention to perform the behavior, the more likely it is to serve the behavior. Subjective Norms refer to beliefs about whether most people approve or disapprove of behavior.

5.3 Perceived risk

Perceived risk refers to the mental cost associated with a customer's buying behavior, representing uncertainty about the future. This uncertainty will directly affect consumers' willingness to buy.

6. Conclusion

User perceived value and brand attitude have a significant positive impact on their purchase intention, functional value and emotional value have a significant positive impact on perceived value respectively, privacy risk and service risk have a significant positive impact on perceived risk respectively, consumer trust, Brand cognition has a significant positive impact on brand attitude, personnel service and product mix have a significant positive impact on functional value, promotion methods and price advantage have a significant positive impact on emotional value, and logistics has a significant positive impact. Factors have a significant positive impact on privacy risk. Comment quality and comment form have a significant positive impact on service risk. Conformity consumption and product knowledge have a significant positive impact on consumer trust. Product image, corporate The two elements of image have a significant positive impact on brand cognition.

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Original Research Article

Study on the Influence of Short Video Marketing on Consumers' Willingness to Purchase Agricultural Products in Fujian Province under the Background of Common Prosperity

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Abstract: Rapid online trading expansion and the bloom of internet technologies has raised the importance of effective product video marketing for online retailers. This article developed a model for the impacts of video presentations on purchase intention for agricultural products. The three research objectives are: to examine the impact of Fujian consumers' willingness to buy agricultural products on the short video economy; to explore the influencing mechanisms of perceived value, perceived risk, brand trust, and purchase intention; to formulate targeted short video marketing strategies and provide valuable advice for consumers in Fujian Province to maintain a continuous purchase willingness to purchase agricultural products and improve user stickiness.
Keywords: Short Video Marketing; Consumers' Willingness; Common Prosperity

1. Introduction

Under the background of common prosperity, the quality of agricultural products and the market competition pattern have changed, which has promoted the overall upgrading of agricultural product consumption. Consumers in China's Fujian Province are mostly "rich first," and their strong purchasing power for farm products, in turn, contributes to common prosperity. Purchasing drives the sales of agricultural products, and sales go through the upgrading of the agricultural industry, thereby promoting the development of rural areas, increasing farmers' income, and continuously narrowing the gap between developed and underdeveloped regions. With the growth of the Internet, new media social platforms have risen rapidly, and short video marketing has quickly become an essential channel for agricultural product sales to seize the market with substantial traffic. For consumers in Fujian province, their income is relatively high. By watching short videos of farm products, they can obtain the psychological satisfaction of entertainment, recognize the value of agricultural products, and enhance their desire to buy agricultural products, thus affecting their willingness to accept. The influence of consumers' willingness to buy agricultural products in Fujian Province on the short video economy under common prosperity will be worth studying.

2. Theoretical Basis

2.1 Theoretical Significance and Value

From a theoretical point of view, most of the current academic research on short video marketing focuses on consumer needs, attitudes, motivations, etc., and the scope is relatively narrow. There are relatively few articles on the influence of users' purchase intention. In selecting research models, most of the literature is based on SEM and other models to study user intentions. This paper takes the consumers in Fujian Province as the research object, combines the theory of perceived value, the theory of perceived risk, and the theory of brand trust, and explores the influencing factors of consumers' willingness to purchase agricultural products in Fujian Province from multiple dimensions.

2.2 Practical meaning and value

The key to the success of short video marketing is content. Users will only selectively stay and pay attention to the content they are interested in. High-quality short video content will encourage users to participate in product brand interaction spontaneously and achieve multiplier effects with half the effort. Today, more and more successful short video marketing cases have attracted the attention of agricultural product companies. From the perspective of practical significance and value, this paper studies the internal relationship between short video marketing and consumer purchases and effectively carries out precise short video marketing. Buying willingness, guiding consumption to maximize, using short videos as a differentiated marketing tool, and cultivating one's core competitiveness have particular practical significance.

3. Understanding the Influence of Short Video Marketing on Consumers' Willingness to Purchase Agricultural Products in Fujian Province under the Background of Common

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Prosperity

3.1 Perceived value theory

Li; & Shang (2020) [1] stated that perceived value is essential for consumers to make purchasing decisions. Improving customers' perceived value is crucial to the operation of agricultural product companies. Many studies have confirmed that there is a significant relationship between consumers' purchase intention and their perceived value. American management guru Drucker first proposed perceived value in the 1990s. Through his observation of the marketing environment at that time, combined with relevant psychological theories, he suggested that the customer's perception of the product's value determines whether he will buy the product. Therefore, at the beginning of product design, agricultural product enterprises should consider the product's utility to customers. There are many related studies on the connotation of perceived value.

3.2 Perceived risk theory

Wang: et al. (2021) [2] explored how consumers' perceived risk directly affects the consumer's willingness to purchase. The perceived risk is the most crucial factor affecting the consumer's behavioral decision-making under the consumption scenario. With the more significant the perceived risk, consumers are less willing to buy.

3.3 Brand Trust Theory

Chen: et al. (2021) [3] stated a comprehensive concept representing consumers' overall perception of branded agricultural products. According to this, brand trust refers to the general perception and opinion of the brand formed by consumers who have learned about all the farm product brands through experience and long-term contact with the agricultural product brand and can influence consumers' purchases.

4. The Conceptual Framework for the Research Study

First Zhu: et al. (2019) [4] defined brand image as a comprehensive symbol of product, enterprise, and social culture and a combination of consumers' brand associations. The brand line is mainly the association of the brand's characteristics during the customer's purchasing experience and product use.

Second Biel. (2012)[5] believed that Brand image refers to the all-related imagination of the brand in consumers' minds when the brand name is mentioned. Brand image results from a comprehensive reflection of various brand components in people's minds.

5. The influence of Short Video Marketing on Consumers' Willingness to Purchase Agricultural Products in Fujian Province under the Background of Common Prosperity

5.1 Brand trust

Brand attitude is a favorable or unfavorable personal evaluation, emotional feeling, and behavior tendency that an individual keeps. Brand attitude is a total or overall evaluation of consumers of a product that has a brand.

5.2 Perceived value

It refers to customer evaluation of a particular product or service through their experience, observation, and information to evaluate if the product or service meets their expectations.

5.3 Perceived risk

Perceived risk refers to the mental cost associated with a customer's buying behavior, representing uncertainty about the future. This uncertainty will directly affect consumers' willingness to buy.

5.4 Short video marketing

Short video marketing can explain the benefits of your product and explore hidden features that your audience may not know about.

6. Conclusion

There is a lack of relevant empirical research on short video marketing in academia. In the past, research on short videos mainly focused on their development status, predicament, and consumers' willingness to accept them. There are few studies on the relationship between straightforward video content and users' purchase intentions on the platform. This research focuses on short video marketing. It is of practical significance to discuss the specific agricultural product purchase intentions methods for Fujian consumers. As a new emerging method of short video marketing, short video APP has attracted consumers' attention, especially young people, under its communication advantages and potentially influenced their purchase intentions. Through the author's empirical research, this paper shows that short video marketing impacts consumers' purchase intention of agricultural products in clothing, food, housing, and transportation, such as alcohol, clothing, automobiles, and other areas. Short video marketing provides reference significance.

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Original Research Article

Study on Double Reduction Policy on Service Adoption Intention of Private Education and Training Institutions of Sichuan Consumer

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Abstract: This study takes the Sichuan consumer group as the research object and combines the consumer's perceived risk theory with the perceived value theory to explore the "double reduction policy on the service adoption intention of private education and training institutions in the Sichuan consumer group" mechanism of influence." Through research and analysis, the advantages and disadvantages of the education and training industry and future development trends are found, and feasible suggestions for improving the services of the education and training industry are put forward. The three research objectives are: to analyze the current economic impact of consumer adoption intentions on educational and training institutions in Sichuan; to explore the relationship between adoption intention and various dimensions (perceived risk, attitude to use, perceived usefulness, and perceived ease of use) of adoption intention: and the significance of adoption intention; to formulate targeted marketing strategies, and provide valuable advice for education and training institutions.

Keywords: Double Reduction Policy; Service Adoption Intention; Private Education and Training Institute

1. Introduction

The Ministry of Chinese Education issued the "Notice on Strengthening the Management of Homework in Compulsory Education Schools." Implementing this policy has caused structural damage to off-campus private educational institutions, and subject-based educational and training institutions have suffered devastating blows. In contrast, non-disciplinary educational and training institutions have occupied the original academic and training market. At the same time, the "double reduction policy" has made "three stricts and three restrictions" for off-campus education and training institutions, that is, strict content behavior, strict random capitalization, strict control of advertising and publicity, the limited number of institutions, limited training time, and limited charging prices. The changes mentioned above in the general environment require education and training institutions to grasp consumers' pain points and achieve sustainable development in the face of the changes brought about by the "double reduction policy."

2. Theoretical Basis

2.1 Theoretical Significance and Value

Most of the domestic research on the education and training industry focuses on the marketing strategies, industry development status, industry governance, future development trends of the industry, transformation and development of education and training institutions, etc. The research is relatively concentrated, and the scope is relatively narrow. There is a lack of research on consumers, the leading player in education and training. This paper takes consumers in Sichuan as the research object, integrates the perceived value theory and the TAM model, and explores consumers' adoption intentions for the services provided by education and training institutions. Influencing factors.

2.2 Practical meaning and value

From the perspective of consumers, this paper explores consumers' adoption intentions for the services provided by educational and training institutions. Therefore, based on the relevant literature and the current "double reduction policy," this paper explores the effect of adopting intention as a construct, using attitude as a construct, perceived risk, perceived usefulness, and perceived ease of use as dimensions. Influence explores the behavioral influencing factors of consumer groups' intention to adopt services in education and training institutions. Therefore, the author of this paper hopes to analyze consumers' attitudes toward the services provided by education and training institutions by exploring consumers' adoption intentions of the services offered by education and training institutions. The intention is to promote the adjustment and change of education and training institutions for services or institutional structure and promote the healthy and orderly development of the education and training industry.

3. Understanding the Double Reduction Policy on Service Adoption Intention of Private Education and Training Institutions of Sichuan Consumer

3.1 The Technology Acceptance Model (TAM)

Kalayou: et al. (2020)[1] showed Technology Acceptance Model (TAM) is a theory of information systems that models how users

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accept and use technology. Actual system usage is where people end up using the technology, and behavioral intent is one factor that leads people to use the technology.

Based on analyzing the characteristics of mobile phone payment, from the perspective of user adoption behavior, through an empirical study on mobile phone payment adoption behavior with a sample of college students. Liu: et al. (2010) [2] proposed improvements based on the TAM model through this empirical study. It is believed that use attitude and perceived usefulness have a significant positive effect on adoption intention.

3.2 Adoption theory

Taherdoost (2018) [3] used adoption theory to examine individuals and the choices to accept or reject specific innovations. In some models, adoption is not only the choice of taking innovations but the degree to which innovations fit into the appropriate environment. Recognizing the needs and acceptance of individuals is the beginning of any business, and this recognition helps to find the way forward. Hence, the academicians were interested in understanding what drives users to accept or reject new policies.

4. The Conceptual Framework for the Research Study

4.1 Effect of new double reduction policy

Wu (2021) [4] researched the "double cut" policy may ultimately ease the burden on Chinese students, but the more the state demands parents and teachers, the more support they will need. For policies to be effective, education authorities must incorporate solutions to both groups' real problems in their plans.

4.2 Research of the adoption from the education sector

Han; & Mills. (2001) [5] defined the main issues that need to be addressed today are how higher education leaders, teachers, and students can achieve sustainable development in system vision, mission and values, strategic planning, and organizational culture. Higher education plays a crucial role in promoting sustainable initiatives and empowering people to change their thinking and fight for a sustainable future.

5. The influence of Double Reduction Policy on Service Adoption Intention of Private Education and Training Institutions of Sichuan Consumer

5.1 Perceived risk

Perceived risk is defined as the consumer's perception of the uncertainty and adverse consequences of participating in a purchasing activity in usage consumption.

5.2 Perceived usefulness

Perceived usefulness is the subjective perception of users that using certain technologies can improve their job performance.

5.3 Perceived ease of use

It is a fundamental concept that users have the mentality and knowledge in using a specific product or service.

6. Conclusion

This study takes the Sichuan consumer group as the research object, adopts the quantitative research method based on the TAM theoretical model, and combines the consumer's perceived risk theory with the perceived value theory to explore the "double reduction policy on the service adoption intention of private education and training institutions in Sichuan consumer group" mechanism of influence." According to past scholars and literature, it is roughly predicted that there is a significant positive relationship between attitudes, perceived usefulness, and perceived ease of use under adoption intentions. There is a meaningful negative relationship between intention and perceived risk; there is a significant positive relationship between perceived usefulness and perceived ease of use under attitude, and a meaningful negative relationship between attitude and perceived risk with the relationship between perceived risk and perceived risk has a significant positive impact on each dimension of privacy concerns, perceived economic risk, and perceived psychological risk; perceived usefulness and perceived usefulness under each extent of perceived ease of use, teaching evaluation, teaching resources, relative There is a significant positive relationship between advantages; there is a meaningful positive relationship between perceived ease of use and comparative advantages of each dimension under perceived ease of use, teaching and training, and innovation.

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Original Research Article

Study on the Willingness to Use Third-Party Channels for HPV Vaccine Appointments among Chengdu Female Consumers

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Abstract: This study was reviewed to examine how third-party channels affected HPV vaccine uptake and awareness, knowledge, and attitudes related to HPV and HPV vaccine. Study inclusion criteria were raw data collection on third-party and HPV and HPV vaccination for the study to gain insight into how public awareness affected HPV and HPV vaccine-related knowledge, attitudes, and behavior. The three study objectives were; to construct a new research model of women's willingness to use third-party channels for HPV vaccine appointments; to explore the overall status of women's willingness to use third-party media for HPV vaccine appointments, and to outline factors of women's willingness to use third-party channels for HPV vaccine appointments.
Keywords: Willingness to Use; Third-Party Channels; HPV Vaccine Appointments

1. Introduction

Protecting people's health should be placed in a strategic position of priority development, adhere to prevention first, and thoroughly implement the Healthy China Action. Under such a policy background, the public's health awareness has gradually increased, and at the same time, women's health issues have also attracted widespread public attention. More and more women are aware of the dangers of cervical cancer, and HPV vaccination is recognized as an effective way to prevent cervical cancer. It can reduce the incidence rate by more than 70%. Therefore, the awareness of cervical cancer vaccination continues to increase among women enhancing in the group. Given the significant number of female groups, the supply of vaccines cannot meet the demand at all, and females are generally unable to make appointments for vaccinations. As a result, third-party channels for HPV vaccine appointments have quickly become available. The third party provides vaccine appointment services for women by charging hundreds to thousands of service fees. Therefore, this article mainly studies the third-party channels for female consumers to reserve HPV vaccines. The willingness to use, and based on the research results, provide reference opinions on how to promote better HPV vaccine appointments through official channels.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In a theoretical sense, most of the research focuses on the cognition, attitude, and behavior of the HPV vaccine. Few studies on vaccine appointments and fewer studies on third-party channels for HPV vaccine appointments. Most of the literature is based on previous studies on cervical cancer, HPV vaccine, third-party media, and consumer behavior in selecting research models. This paper takes women as the research object, combines the theory of trust, perceived value, and planned behavior, and explores the influencing factors of women's HPV vaccine reservation third-party channel willingness to use from multiple dimensions.

2.2 Practical meaning and value

In recent years, in terms of practical significance, the awareness of cervical cancer vaccination has continued to increase among female groups. In addition, the national 14th Five-Year Plan states that we must adhere to the principle of prevention and implement the Healthy China Action. Therefore, the number of women vaccinated against cervical cancer continues to rise. However, since my country's cervical cancer vaccines mostly rely on imports, the production process is complex. The output is small, and it cannot meet the enormous demand market, resulting in many women having no way to make an appointment. When a vaccine is hard to find, the emergence of third-party channels undoubtedly provides a new idea for women. In addition, the vaccination of cervical cancer has a strict age limit and adheres to the principle that the sooner the vaccination, the better the optional means. Therefore, researching women's willingness to use third-party channels has relatively strong representativeness and research value and can better provide a reference value for official channels.

3. Understanding the Influencing Factors of the Willingness to Use Third-Party Channels for HPV Vaccine Appointments among Chengdu Female Consumers

3.1 Model of willingness to use

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According to Davis's theory of rational behavior (TRA) and planned behavior (TPB) based on psychology, the Technology Acceptance Model (TAM) is proposed, the user's willingness to use will be affected by the attitude of use. Jin: et al. (2021) [1] in the research on the usage behavior of paid Q&A users, the VAM (Perceived Value Acceptance Model) is integrated with the perceived value theory, technology affordability theory, and opinion leader theory, and a new research model is proposed for consumption willingness.

3.2 Models of perceived value

Jin; & Freeman. (2017) [2] empirical study on consumers' online ticketing channel selection behavior pointed out that perceived gains and losses affect perceived value and usefulness, and service quality affects perceived gains and perceived cost and value. Risk affects perceived failures.

3.3 Model of initial trust

Wan: et al. (2019) [3] divided the initial belief into computational faith and intuitive trust in the research on the generation mechanism of the construction project owner's initial confidence in the contractor and its impact on control and adopted the ability and reputation, respectively. As well as quality and mutual communication as elements under computational and intuitive trust.

3.4 Models of perceived usefulness

Wang: et al. (2020)[4] pointed out in their research on the willingness of the public to vaccinate against influenza that media exposure has an impact on perceived usefulness, and the theoretical model constructed is shown in different aspects through media to consumption intention.

4. The Countermeasures for the Influencing Factors of the Willingness to Use Third-Party Channels for HPV Vaccine Appointments among Chengdu Female Consumers

4.1 Usage intention

According to rational action theory, a person's behavior is influenced by their choice to act. This intention is determined by people's attitudes and subjective feelings about the behavior.

4.2 Perceived value

Perceived value is the customer's perception of the value or expectations of a product or service, especially compared to competitors' products. Perceived value is measured by the price the public is willing to pay for a good or service.

4.3 Initial trust

Trust reflects the willingness of one party to be vulnerable to the other party's behavior based on positive expectations of the other party's motives and behavior.

4.4 Usage attitude

Usage attitude refers to the users' assessment of the desirability of using a particular product or service with their affective response to accept or reject it.

5. Conclusion

There is a significant positive impact. Perceived gains and perceived losses have a significant positive effect on perceived value. Computational trust and intuitive trust have a significant positive impact on initial confidence. Economic risk and psychological risk have a significant positive impact on perceived risk. Media contact and social influence have a significant positive impact on perceived usefulness. Perceived service quality and perceived usefulness have a significant positive impact on perceived gain. Perceived cost and perceived risk have a significant positive impact on perceived loss, ability, and reputation. It has a significant positive impact on computational trust, and quality and mutual communication positively impact intuitive trust.

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Original Research Article

Study on the Influence of Contactless Delivery Service on the Repurchasing Consumption for Sichuan Consumers in the Post-COVID-19

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Abstract: Contactless delivery would be considered an emerging online-to-offline mobile technology that foodservice businesses and customers have widely adopted. Especially in COVID-19, they have provided a two-way beneficial food delivery service in saving catering businesses and satisfying customers' technical and psychological abnormalities. This study aimed to; get an overview of consumers' overall perception of contactless delivery services; explore the overall status and formation mechanism of continuous use willingness of contactless distribution services; put forward corresponding improvement and optimization strategies to help relevant logistics and distribution companies to improve and upgrade their business, and to enhance consumers satisfaction.
Keywords: Contactless Delivery; Continuous Consumption; Post-COVID-19

1. Introduction

During the epidemic, the contactless delivery service was born to meet consumers' shopping and consumption needs (online shopping) and ensure the safety of consumers. The "contactless delivery" service is to meet people's living needs during the pandemic and, at the same time, reduce the spread of the virus caused by human-to-human contact in the process of traditional delivery methods. Due to the particular needs of the epidemic, "contactless delivery" services have gradually become the new normal in people's daily life, such as intelligent express cabinets in communities, contactless food pickup cabinets, unmanned convenience stores, and unmanned delivery robots and drones. With the gradual stabilization of the domestic epidemic, the scope of people's lives has gradually expanded, and consumers' traditional "lazy economy" has recovered again, hoping to reach out and get what they buy without leaving home. And that's the opposite of contactless delivery service. What kind of development trend and direction will this "contactless delivery" service arising from the epidemic be ushered in is worth our research and discussion.

2. Theoretical Basis

2.1 Theoretical Significance and Value

By consulting a large number of relevant kinds of literature, this study has a detailed understanding of the development process of continuous use intention and the research viewpoints of various scholars. By arranging the data, the author has condensed and sorted out a brand-new research framework based on previous scholars' research without contacting the relevant characteristics of distribution services.

2.2 Practical meaning and value

From the consumers' perspective, this study discusses how contactless distribution services should improve and optimize related supporting facilities and service quality so that consumers are willing to continue using contactless distribution services, thus facing the increasing scope of consumer activities post-epidemic era. And resistance to contactless delivery services. This study provides a basis for marketing and service optimization strategies for contactless delivery services.

3. Understanding the Influencing Factors of the Willingness to Use Third-Party Channels for HPV Vaccine Appointments among Chengdu Female Consumers

3.1 Repurchase consumption model

The repurchase consumption model first appeared directly as a concept in Bhattacherjee (2001)[1], building an ECM-IT model. The ultimate purpose of research is to prove whether users will repurchase or continue to use a service or product. The ultimate goal of any product or service market is to be used and consumed, and their share depends on consumers' continued purchase and use. Accordingly, this study defines continued use intention as an individual's subjective tendency to continue to use an object. Therefore, in this study, the intention to continue use is the intention of consumers to continue to use the contactless delivery service after using the contactless delivery service.

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3.2 Satisfaction Model

User satisfaction refers to the subjective judgment of users after consuming a specific product or service. Oliver; & Wanye (1988)[2] defined satisfaction as "the result formed by users' comparison and evaluation of their expectations of products and services and their actual consumption feelings after consumption." Satisfaction is the user's positive or negative emotional response to the product's value, which can only be produced after use. It represents the user's emotional experience or subjective feeling of the new exchange experience.

3.3 Perceived usefulness model

Rong: et al. (2021) [3], in the research on the influencing factors of social media users' academic information adoption behavior, integrated the TAM model and UTAUT model in the research field of information system adoption and use intention and the classic model in the area of information system continuous use intention research. Expectation confirms the model and demonstrates that perceived ease of use positively and significantly affects perceived usefulness.

3.4 Perceived Risk Model

Yang (2021)[4] integrated theories and literature such as technology acceptance theory and UTAUT in his research on the Internet insurance acceptance mechanism based on the consumer perspective and introduced the influence of consumer innovation, trust, and perceived risk on the UTAUT model. Finally, it is concluded that belief negatively affects consumers' perceived risk of Internet insurance. This paper chooses to trust in this model as the dimension to study perceived risk.

3.5 Perceived Quality Model

In the research of Zheng: et al. (2021)[5] on the satisfaction of residents of prefabricated housing, the American Customer Satisfaction Index (ACSI) model and the structural equation model were integrated to explore the factor relationship and multivariate relationship of the model. Path relationships between factors. Finally, it is concluded that there is a positive correlation between the expected quality of households and the perceived quality of families. This study selects the "expected quality" dimension based on this model to study perceived quality.

4. The Conceptual Framework for the Research Study

First Risk cognition first originated from psychology. Bauer (1960) [6] introduced the theory of risk cognition from psychology into marketing, mainly used in studying the consumption process. After a product or service decision is made, it is impossible to determine the outcome of the decision; that is, consumers are uncertain about the effect of purchasing a product or service. When consumers buy a particular commodity, they cannot determine whether the item can bring them practicality and benefits. This kind of consumption feeling is called risk perception.

Second Consumers' perception of risks determine their behavioral attitudes. Specifically, consumers' feelings and perceptions of risk events can make them relaxed or nervous, further affecting their attitudes and behaviors. The occurrence of risk perception is not limited to personal experience; consumers can also generate risk perception by acquiring external information. The information search increases consumers' specific products or services and market knowledge that bring higher user satisfaction.

5. The Countermeasures for the Influence of the Willingness to Use Third-Party Channels for HPV Vaccine Appointments among Chengdu Female Consumers

5.1 Repurchase consumption

While repurchase is the actual action, repurchase intent is the customer's decision to engage in future activities with the retailer or supplier from their previous experience and perception.

5.2 Perceived risk

Perceived risk refers to the mental cost associated with a customer's buying behavior, representing uncertainty about the future. This uncertainty will directly affect consumers' willingness to buy.

6. Conclusion

To meet the needs of consumers in the post-epidemic era, there are three primary forms of contactless delivery services: deposit-in, contracted delivery, and fixed-distance delivery. At the same time, the contactless distribution service is the standard configuration of the logistics industry during the epidemic. Therefore, many consumers have also used the distribution service, making the distribution service a hot spot, and more and more scholars are researching the contactless distribution service and analysis. With the gradual stabilization of the domestic epidemic, the scope of people's lives has gradually expanded, and consumers' traditional "lazy economy" has recovered again, hoping to reach out and get what they buy without leaving home. And that's the opposite of contactless delivery service.

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Original Research Article

On the Play Of the Statistical Function Of the Sub-district Offices

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Abstract: Statistics is a powerful weapon for the sustainable development of our national economy and society, and provides a strong guarantee for the development of China's market economy.Sub-district offices are the basic unit of China's statistical work, responsible for collecting, sorting out and improving all kinds of statistical data within the jurisdiction, and take the initiative to complete the statistical tasks assigned by the superior departments.The paper first explains the functions and tasks of the statistical work of the sub-district office, and then discusses the problems faced by the current statistical part of China, and puts forward the specific methods and ways to effectively solve these problems, so as to contribute to the development of the statistical work of the street office in China.

Keywords: Street Office; Statistics; Function

In the current era of vigorous social and economic development, sorting, calculation, analysis and other statistical data has become an indispensable part of promoting national economic development.In the statistical work, it is often necessary to sort out and analyze the collected statistical data, and upgrade or improve them according to the current situation of social and economic development.The sub-district office provides a lot of information for the statistical data work, but there are still many shortcomings in the play of the statistical function.Therefore, we need to make clear the responsibilities and tasks of the statistical work of the sub-district office, and then find solutions to the problem, constantly follow up and improve, to make up for unnecessary losses.

1. Responsibilities and tasks of statistics of sub-district offices

1.1 Statistical duties of the sub-district offices

The main work content of the statistical department under the jurisdiction of the street office is to cooperate with the superior leading department to sort out and investigate all kinds of statistical data and data issued, and to implement the tasks and requirements issued by the government organs.The statistical department of the modernized sub-district office should be responsible for establishing a perfect statistical information network, optimizing the process of basic statistical information work, and building a standardized and efficient information statistical system.At the same time, the statistical department of the sub-district office also needs to collect the sampling statistics and periodic statistics work within its jurisdiction, organize and report them to the statistics bureau directly under the superior leadership for a comprehensive audit, and carefully analyze the opinions issued by the superior statistics bureau, so as to better play the advantages of the statistical work of the street office.In addition, the statistical department of the street office should carefully study the statistical data issued by the superior directly affiliated departments, combined with the actual situation of the local street office, to carry out in-depth and powerful publicity, statistical data to ensure their accuracy and timeliness in the publicity process of the people in the area.The specific process is that the street office will send the sorted statistical data to the neighborhood committee within the jurisdiction, and then urge the neighborhood committee to inform every resident through Posting, broadcasting or door-to-door visit, so as to effectively transfer the resolution content and information of the relevant provincial and municipal departments to the masses.[1]

1.2 Statistical tasks of street offices

Street statistics department to the neighborhood jurisdiction of the people's livelihood related information, have the responsibility to improve the statistics and sorting, to the superior part of the statistical task has the responsibility to docking, the street statistical department in statistical problems and trouble, have the responsibility to give effective policy and economic help.Summarize the statistical tasks of the sub-district office has the following points: first, for the street office within the area of the data data information for effective statistics and sorting, and technical network files, for access and call at any time.Second, for the street office area of all enterprise units and individual stores within the effective registration and record, and classified file management.Third, responsible for guiding the census activities and research statistics carried out by the street Office, summarizing and sorting out the problems found in the statistical investigation, and reporting them to the directly affiliated departments for assistance in handling.Fourth, improve the statistical work system and specific implementation plan within the jurisdiction of the street office, improve the efficiency of statistical work, reduce the cost loss of statistical work.Fifth, actively cooperate with the superior or relevant departments to carry out various publicity activities, earnestly implement the statistical ideas conveyed by the superior departments, and efficiently complete

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the statistical tasks assigned by the superior.

2. Existing problems in the statistical work of sub-district offices

2.1 Insufficient intensity of basic statistical work

With China's market economy becoming increasingly strong, people's living standards are also improving day by day. In order to meet the people's most material demand, a variety of individual stores and small enterprises have mushroomed.This makes the statistical department need to deal with the statistical work more and more heavy, and thus encounter more and more problems.As the basic statistical department, the street office has insufficient management funds and insufficient ability of management personnel, which makes the problems faced by the statistical work cannot be effectively handled, resulting in incomplete and inaccurate statistical data.In recent years, although the country has carried out a strong reform of the statistical system, constantly improved the statistical system and statistical management program, introduced scientific and advanced statistical technology, and strengthened the skills and quality of statisticians.However, under the continuous growth of the statistical workload and statistical complexity, the statistical work of the street office is still insufficient to carry out the community statistical work efficiently and orderly.

2.2 Statistical methods are not scientific enough

The way and system of statistical work is an important factor affecting the quality of statistics. With the development of social economy, the timeliness and accuracy of statistical data from individuals to the country have been greatly affected.This is mainly due to the needs of the superior statistical work, so that the statistical department of the sub-district office uses the existing technology for statistical data collection, sorting work, has seriously unable not keep up with the pace of economic development.The sub-district offices cannot complete the statistical tasks assigned by the superior departments on time, thus affecting the quality of the statistical work.

3. Play the statistical function of sub-district offices

3.1 Improve the statistical function management system

In order to make the sub-district office give full play to the statistical function, we must formulate scientific rules and regulations to ensure the smooth progress of the basic statistical work, further improve the collation of statistical data, improve the implementation efficiency of statistical work, to ensure the effectiveness of the data, to ensure the smooth contact with the superior departments. In addition, in terms of statistical laws and regulations, we should earnestly implement the statistical ideas conveyed by the superior departments.Evaluation the work content and quality of statisticians, and answer the problems found in statistical work.[2]

3.2 Establish a scientific and reasonable sampling statistical method

Establishing a scientific and reasonable sampling survey statistical scheme can select practical and feasible sampling survey and statistical analysis, but adopting a single sampling survey statistical method is not feasible.Statisticians should master all kinds of statistical methods, can flexibly apply them, fully understand and analyze the practical problems, and then select the actual sampling statistical scheme according to the specific situation.At the same time, the scientific and reasonable use of sampling and statistical methods is helpful to collect, organize, analyze and report the data.

3.3 Improve the quality of statistical data

Strengthening the construction of statistical legal system is conducive to improving the operability of statistical laws and regulations and ensuring statistics according to law.It can also effectively prevent the falsification of false data,tampering with data and other illegal and criminal activities.Sub-district offices should often organize statisticians to carry out study examination and self-examination, constantly improve the quality of statisticians, and master the new statistical methods of data.At the same time, we should strengthen the institutionalization of statistical work, in the collection, sorting, reporting and other links, to strengthen the management of statistical work, ensure the enthusiasm of statistical work, improve the input of statistical work.

4. Conclusion

Social and economic development has brought about a lot of changes in statistical data, and the quality requirement of statistical work is becoming higher and higher.It is an important part of statistical work to choose a scientific and reasonable statistical system and strengthen the publicity and implementation of statistical laws and regulations.Through continuous improvement and improvement, the content of statistical work can be better completed.

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Pisco Med Publishing

Original Research Article

A Study on the Continued Use of Knowledge-Based APP Users in Guizhou Based on the Perspective of Perceived Value

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Abstract: The wide variety of products offered by online sales platforms makes choosing the correct item a challenging task. The expertise and knowledge of customers in such product assortments can vary widely. Therefore, there is a need for intelligent recommender systems that provide personalized dialogues that support customers during the product selection process. The three research objectives are: to explore the factors in continuing for using knowledge-based apps; to identify the relationship between influencing factors and sustainable usage intention; to search for the countermeasures and suggestions for the continued development of applications user policies.

Keywords: Continued Use; Knowledge-Based App Users; Perceived Value

1. Introduction

With the rapid development of the Internet, the problem of information redundancy has become increasingly prominent. The digital age of information overload has changed people's attitudes towards paying and consuming high-quality knowledge. The popularity of the idea of the sharing economy has brought the realization of knowledge monetization into the focus of social media. The knowledge payment APP can provide various forms of knowledge products to meet the needs of the knowledge payment crowd to learn high-quality content fragmented. However, users mainly use one-time consumption for knowledge-based payment products, and user stickiness is low. At the same time, there are many high-homogeneity knowledge products provided by other platforms, and users face many choices, which aggravates the original Very fierce market competition. Therefore, through this phenomenon, I want to study how to improve users' willingness to continue to use a particular knowledge payment APP.

2. Theoretical Basis

2.1 Theoretical Significance and Value

The rise of knowledge payment is not long, and there is little research on users' attitudes or behaviors, especially the willingness to continue to use. In particular, there is little research on the desire to continue using paid-for-knowledge apps. At the same time, due to the differences between Eastern and Western cultures, the research results of Western scholars are not necessarily applicable to the Chinese context. Therefore, this paper explores the main factors that affect the willingness of knowledge payment APP users to continue to use knowledge payment products in the Chinese context, which has specific theoretical significance. The number of users is a critical reference indicator to measure the long-term health of an APP. During the development process, if the quality of users is not up to standard and the user mobility is very large, it will be detrimental to the long-term development of the APP software system.

2.2 Practical meaning and value

Domestic knowledge payment is still in the development stage since its rise. Although knowledge payment has become an important development trend, we should also recognize the fierce market competition brought about by the high homogeneity of knowledge payment APP products. Therefore, for any knowledge-based payment app, sticking to users is king. How to innovate the service content and service form of the knowledge-based APP platform, how to deeply explore the depth and breadth of users' needs, and how to create a personalized scene-based knowledge system for users to retain users have become the focus of enterprise competition in the field of paid knowledge APPs, which has important practical significance for the continuous operation and development of knowledge payment APP enterprises. This paper explores the influence mechanism of users' willingness to use knowledge-based APP through empirical research to provide guidance for the operation and innovation of knowledge-based APP companies and provide advice on how to improve the content, increase user-perceived value, and enhance user stickiness for knowledge-based APPs.

3. Understanding the Continued Use of Knowledge-Based APP Users in Guizhou Based on the Perspective of Perceived Value

3.1 Expectation confirmation model

Oliver (1980) [1] proposed expectation confirmation theory is mainly used to study whether consumers will continue to use the product or service after the initial purchase or use. Oliver believes that consumers will compare their psychological expectations be-

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fore purchasing and using the utility of each specific product or service with the actual use effect, affecting consumers' continued use of the product or service in the following period.

3.2 Value theory model

3.2.1 Perceived value model

Zeithaml. (1988) [2] described the theoretical connotation, interrelation, and marketing enlightenment of the three variables of perceived quality, perceived price, and perceived value. He put forward the two dimensions of the product's intrinsic and external attributes and fully demonstrated and explained the components of perceived quality, perceived loss, perceived gain, and the enterprise's enlightenment.

3.2.2 Perceived value hierarchy model

Woodruff (1997)[3] builds value models from a dynamic perspective. He believes that there are two types of value in consumers' perception of value: eager value and received value. On this basis, he builds a research model of the internal mechanism of the dynamic reflection of consumer value composition and change process with different levels of correspondence.

3.2.3 Perceived value process model

Ravald; & Gronroos. (1996)[4] explored consumers' perceived value from a relationship marketing perspective. The model put forward the idea of relationship marketing into the theoretical system of perceived value to make the elements of consumers' perceived value more comprehensive. Since the relationship is developing and changing, it also shows the dynamic characteristics of value.

3.3 Information systems success model

DeLone; & McLean. (1992) [5] DeLone and McLean summarized several theoretical and empirical research papers on information systems. They first proposed an information system success model. The model includes six dimensions: system quality, information quality, utilization, user satisfaction, personal impact, and organizational impact. As the picture shows. System quality is generally measured by ease of use, reliability, flexibility, and integration, and information quality is evaluated by accuracy, relevance, timeliness, and integrity.

4. The Conceptual Framework for the Research Study

First The research on the continuous use of online learning users has verified that perceived usability, quality, and value beliefs have a significant positive impact on user satisfaction and the formation of constant use intention. In an empirical study of virtual community website users, it is found that interpersonal relationships are an important factor in determining whether users of a virtual community will continue to use the virtual community. Second Li: et al. (2020) [6] studied the critical factors that affect consumers' enjoyment of digital reading services in mobile situations. The results show that consumers' perceived usefulness of content is the most crucial factor that affects whether consumers continue to use content compared to consumers' consideration of cost as a key factor.

5. The Continued Use of Knowledge-Based APP Users in Guizhou Based on the Perspective of Perceived Value

5.1 Perceived value

It refers to customer evaluation of a particular product or service through their experience, observation, and information to evaluate if the product or service meets their expectations.

5.2 Perceived ease of use

The degree to which individuals perceive how easy it is to use the technology and PU refers to how individuals believe how beneficial the technology is.

6. Conclusion

User perceived value and brand attitude have a significant positive impact on their purchase intention, functional value and emotional value have a significant positive impact on perceived value respectively, privacy risk and service risk have a significant positive impact on perceived risk respectively, consumer trust, Brand cognition has a significant positive impact on brand attitude, personnel service and product mix have a significant positive impact on functional value, promotion methods and price advantage have a significant positive impact on emotional value, and logistics has a significant positive impact. Factors have a significant positive impact on privacy risk. Comment quality and comment form have a significant positive impact on service risk. Conformity consumption and product knowledge have a significant positive impact on consumer trust. Product image and corporate elements of image have a significant positive impact on brand cognition.

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Original Research Article

Study on Guizhou Consumer Purchase Intention on National Brands under the Background of Cultural Confidence

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Abstract: This research takes the consumer group in Guizhou as the research object, using a quantitative research method, combined with the viewpoint of "purchase willingness" to the consumer's national brand purchase intention for purchasing the national brand based on the established cultural confidence of residents. The three research objectives are: to analyze the influence of consumers on the purchase intention of national brands under the blessing of cultural background; to explore the influencing mechanism between the following groups of factors: what is the relationship between purchase intention and brand trust, brand perception and brand attitude and its significance; to develop targeted strategies to maintain sustainable brand development and improve users' willingness to buy brands to provide valuable advice.

Keywords: Customer Purchase Intention; National Brands; Cultural Confidence

1. Introduction

China's economic foundation, governance capacity, medical standards, and the strength of emergency measures for emergencies, coupled with the Beijing Winter Olympics in early 2022, have also greatly enhanced the cultural self-confidence of the Chinese people. Since entering the 21st century, with the development of science and technology, when some new products and new brands are launched, letting consumers choose the products produced by their enterprises among many similar products has become a focus issue. Since the brand itself can add value, improve consumers' recognition and understanding of the brand, and make consumers have a certain degree of trust in the brand, it will significantly affect consumers' willingness to purchase products. Therefore, many Enterprises are also aware of the importance of brands. If a brand wants to occupy the market and gain consumer recognition quickly, it needs to establish a good reputation for the brand itself. Although a lot of money is required in the early establishment stage, a brand is established primarily after establishing word of mouth for the national brand. It will attract new customers, ensure sustainable development in the later period, and use good word of mouth to retain existing old customers.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In terms of theoretical significance, domestic and foreign scholars have carried out a lot of research on purchase intention and accumulated a lot of results. However, most studies have been conducted on purchase intention and brand trust, brand perception, and brand attitude separately. There is no model to study these three together with purchase intention. This paper will use cultural confidence as the background to learn the influencing factors of consumers' trust in national brands, brand awareness, brand attitudes, and purchase intentions.

2.2 Practical meaning and value

In terms of practical significance, Chinese consumers have resisted the purchase of national brands for a long time. From the perspective of modern Chinese history, China has always been a backward country, and most consumers have always felt that foreign cultures are foreign. The products are high-end, and the products produced in China are low-end and unwilling to choose. However, in recent years, China's development has taken off, especially since the new crown virus and the safety of the Beijing Winter Olympics. It helps Chinese people to regain their cultural confidence. At the same time, this paper takes consumers' purchase intention as a research point. It provides a new direction for improving and improving consumers' understanding of national brands and their purchase intentions. It has implications for implementing national brands in the future for a particular reference.

3. Understanding the Guizhou Consumer Purchase Intention on National Brands under the Background of Cultural Confidence

3.1 Purchase intention theory

Smith (2001)[1] showed a significant relationship between brand trust and purchase intention. Trust will promote consumers to have a positive impression of the brand, stimulate consumers' purchase behavior, and increase purchase intention. Many studies in-

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dicated brand trust will become a close connection between the whole and the individual. Through these connections, the emotional identity of both parties will be increased, and finally, consumers' purchase intention will be improved through this sense of identity.

3.2 Brand trust theory

Ballester; & Munuera-Aleman. (2005) [2] believed that brand trust would become a close connection between the whole and the individual. Through these connections, the emotional identity of both parties will be increased, and finally, consumers' purchase intention will be improved through this sense of identity. When purchasing certain products, because consumers are uncertain about product information, brand trust will become the main factor influencing consumers' purchase of products.

3.3 Brand perceived value theory

Cobb-Walgren: et al. (1995) [3] explored that consumers' willingness to buy often depends on consumers' subjective norms. These studies have shown from different aspects that brand cognition will significantly impact consumers' purchase intention. Scholar Lin Xiaomin researched brand cognition and purchase intention. After sorting out much literature, he concluded that brand cognition and purchase intention also have a directly relationship.

4. The Conceptual Framework for the Research Study

4.1 A research model of brand cognition and brand awareness

Huang; & Sarigoellue. (2012) [4] conducted on two essential aspects of brand awareness, brand awareness, and recall. Most scholars have concluded that brand recognition and recall are very important when consumers make purchasing decisions and evaluate product experience or quality. Brand perception and recall also influence consumer attitudes, emotions, and even business performance.

4.2 A research model of brand attitude and brand endorser

Erdogan: et al. (2001) [5] defined credibility as the degree of confidence in the communicator's intention to convey the most effective assertions. The validity of the information communicated by the endorser will depend on the endorser's attractiveness, expertise, and perceived credibility by the consumer. Attraction is related to the physical attractiveness of the source to the audience spokesperson.

5. The influence of Guizhou Consumer Purchase Intention on National Brands under the Background of Cultural Confidence

5.1 Brand trust

Brand attitude is a favorable or unfavorable personal evaluation, emotional feeling, and behavior tendency that an individual keeps. Brand attitude is a total or overall evaluation of consumers of a product that has brand confidence in use based on pride and understanding.

5.2 Brand perception

Brand perception is how consumers feel, experience, and think about a product or service. It's what people think the brand stands for, not what the brand says it stands for during the period of use.

5.3 Brand attitude

A brand attitude is a favorable or unfavorable personal evaluation, emotional feeling, and behavioral tendency that an individual maintains throughout the impression of consumption and public opinion.

5.4 Purchase intention

Purchase intent is the probability that a consumer will purchase a product or service. To assess purchase intent, marketers use predictive models to help identify the likelihood of future outcomes based on historical data and user experience.

6. Conclusion

Consumers with a background of cultural self-confidence are the research objects. The research collects and analyzes data through questionnaires to verify the proposed hypotheses. According to past scholars and literature, it is roughly predicted that brand trust, brand cognition, and brand attitude have a significant positive effect on purchase intention. Influence, perceived value, and brand image have a significant positive impact on brand trust, brand awareness and brand loyalty have a significant positive impact on brand perception, brand sentiment, and brand spokesperson credibility has a significant positive impact on brand attitude, function two elements of value and emotional value have a significant positive impact on perceived value, the two aspects of the product image and corporate image have a significant positive impact on brand image, and the two elements of facility experience and service experience have a significant positive impact on brand awareness. Attitude loyalty and behavioral loyalty have a significant positive impact on brand loyalty, indirect knowledge and low-level experience have a significant positive impact on brand sentiment, and reputation and trustworthiness have a positive impact on brand spokespersons' credibility degree has a significant positive effect.

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Original Research Article

Study on the Influence Mechanism of the Integration of Industry and Education on the Satisfaction of Applied Talents in Guizhou Network Engineering

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Abstract: The present study aims to determine the perceived satisfaction of students enrolled in the network engineering undergraduate program through industry and education integration and assess the impact perceived skills have on their intentions regarding future careers. The three research objectives are; to determine the network engineering students are trained according to vertical and horizontal divisions; to establish a model to evaluate student satisfaction can further improve the evaluation mechanism for the integration of production and education in Guizhou universities; to understand the current situation of the integration of production and education in the network engineering major and discover existing problems, and promote the healthy development
Keywords: Influence Mechanism; New Retail Model; Snack Food

1. Introduction

Under social transformation, more profound expectations are put forward for talent training in undergraduate colleges and universities in Guizhou Province. On the one hand, it requires the students it trains to develop subjective conditions based on their abilities, and on the other hand, students are required to meet the needs of society. Satisfaction is an objective condition. The rapid development of the market economy has driven the optimization and upgrading of the industrial structure. The emergence of new science and technology has prompted Guizhou undergraduate colleges to update their school-running ideas and improve student satisfaction. At present, Chinese economic development has entered a bottleneck. On the one hand, with the aging of our country's population, the demographic dividend has disappeared. There is a shortage of talents in the labor market; on the other hand, schools cannot directly evaluate and forecast the demand for talents. Industries and enterprises need to cultivate talents, and the structural contradiction between talent supply and demand is prominent.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Student satisfaction is the core task of higher education development and the essential requirement for building a powerful country in higher education. To comprehensively improve student satisfaction, colleges and universities need to innovate talent training models, enhance their service capabilities, optimize their structure, and develop their characteristics. Combined with the demand for network engineering professionals from the integration of production and education, reform the talent training mode, construct the curriculum system scientifically, update the teaching content, improve the teaching method, and form the application-oriented talent training plan that serves the needs of regional and local economic construction and development.

2.2 Practical meaning and value

The necessity and feasibility of providing an analysis of the satisfaction of applied students majoring in network engineering in Guizhou colleges and universities, put forward theoretical ideas and measures to improve the satisfaction of students majoring in network engineering in Guizhou colleges and universities, enhance students' theoretical and practical abilities, and improve students' employment. Competitiveness. Satisfaction evaluation on the teaching quality of network engineering is conducive to understanding the current situation of the integration of production and education in network engineering and discovering existing problems, establishing a student-centered teaching information feedback mechanism, and highlighting the importance of education and training of professional application-oriented talents in Guizhou colleges and universities. It can avoid the deviation from the direction and training objectives of network engineering majors in Guizhou colleges and universities.

3. Understanding the Influence Mechanism of the Integration of Industry and Education on the Satisfaction of Applied Talents in Guizhou Network Engineering

3.1 The prototype of the satisfaction index model

3.1.1 Swedish Customer Loyalty Barometer (SCSB).

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Johnson; et al. (2001) [1] created several national and international customer satisfaction barometers or indices that have been introduced over the past decade. These satisfaction indices are embedded in a causal system or satisfaction model in most cases. However, there is little in the way of model development. Crucial to the validity and reliability of such indices is that the models and methods used to measure customer satisfaction and related structures learn, adapt, and improve over time.

3.1.2 The American Customer Satisfaction Index (ACSI)

Fornell: et al. (1996)[2] defined the new type of new measure of market performance for firms, industries, economic sectors, and the national economy. The authors discuss the nature and purpose of ACSI and explain the theoretical underpinnings of the ACSI model, the national survey methods used to collect the data, and the econometric methods used to estimate the index.

3.2 Student satisfaction index model

Based on the basic education satisfaction index model, Sun: et al. (2019) [3] proposed an analysis model of secondary vocational students' satisfaction. The specific measurement of the four latent variables is designed by combining the skills training of secondary vocational education, trainee practice, and employment. The study found that educational expectations positively impacted overall satisfaction, and perceptions of quality and fairness positively impacted overall satisfaction.

4. The Conceptual Framework for the Research Study

First Sun: et al. (2018)[4] believed that developing further and improving the theory of integration of production and education is necessary. It is not enough to only rely on measures such as establishing school-enterprise cooperation in running schools, establishing vocational education groups, and building a double-qualified teacher team. It is necessary to make supporting theories first. The mechanism, guiding practice with approach, application-oriented colleges and universities have many limitations and dependencies in integrating production and education in terms of funding, discipline and professional adjustment, school-enterprise cooperation, and "double-qualified" teacher team construction. The comparative advantage highlights the characteristics, and the government takes care and supports deepening the integration of production and education.

Second The foreign customer satisfaction index model provides reference and guidance for Chinese experts and scholars to research the construction of the student satisfaction index model. Based on the American User Satisfaction Index (ACSI) model, Chen: et al. (2018)[5] established six indexes, including student expectation, perceived quality, perceived value, student satisfaction, student complaint, and student loyalty. Structure diagram of college student satisfaction index model including structural variables.

5. The Influence Mechanism of the Integration of Industry and Education on the Satisfaction of Applied Talents in Guizhou Network Engineering

5.1 Perceived quality

Perceived quality refers to the quality that customers recognize via the look, touch, and feel of the service or product.

5.2 Perceived fairness

A sense of fairness is the individual or collective belief that any element of an environment is fair based on previous norms or standards.

5.3 Student satisfaction

Student satisfaction can be defined as a short-term attitude resulting from evaluating a student's educational experience, services, and facilities. Earlier, it was measured through the Common Satisfaction Framework, but a higher education-specified satisfaction model was later developed.

6. Conclusion

There is a positive relationship between quality perception and satisfaction; there is a positive relationship between fairness perception and satisfaction; there is a significant relationship between curriculum setting variables and perceived quality; there is an important relationship between teaching environment variables and perceived quality; There is significance between enterprise practice variables and perceived quality; between opportunity equity variables and perception of fairness; between process equity variables and perception of fairness. The impact of industry-education integration on the impact of quality perception on student satisfaction has a moderating impact; the impact of industry-education integration on the impacts of fairness perception on student satisfaction has a moderating influence.

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Original Research Article

Study of Influence on E-commerce B2C Marketing Strategy on Sichuan Consumers' Intention to Purchase Local Specialties

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Abstract: B2C stands for "Business to Consumer." This type of marketing involves strategies to promote products and services directly to target consumers. The products and services sold are generally those ordinary customers use in their daily lives and meet urgent needs. The way of purchasing local specialties needs a different emotional response for a quick purchase decision. The aims of this research study are based on three objectives: to analyze the influence on Sichuan consumers' willingness to buy local specialties before and after the implementation of the e-commerce B2C marketing strategy; to explore the influencing mechanism between the following groups of factors: what is the relationship between satisfaction and purchase intention; to make feasible suggestions on how the B2C e-commerce marketing strategy of native products can provide better services for the needs of the consumers.

Keywords: E-Commerce; B2C Marketing Strategy; Local Specialties

1. Introduction

With the rapid development of society and the improvement of people's living standards, many people have begun to pay attention to health preservation and pursue original ecological, green, and healthy products. Industry insight research "China's local specialty industry market in-depth research" pointed out: Today, environmental protection is the theme of today's era, and local specialty products are in line with this theme. Native products are agricultural and forestry products or processed products of excellent quality. Whether raw materials or finished products, their quality is superior or distinctive compared with similar products. Today, with the implementation of the e-commerce B2C marketing strategy, the problem of transportation and storage of local specialties has been solved, the sales channels of local specialties have been opened, and local specialties have entered the mass market and are consumed and loved by more people.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In a theoretical sense, most of the current academic research focuses on the influence mechanism of B2C e-commerce marketing strategies for clothing, jewelry, cosmetics, luxury goods, daily necessities, and other commodities on consumers' purchase intention. The research on specialty products is even more lacking, and there are some studies on the development of e-commerce of local specialty products. It mentioned the industrial chain and operation mode of e-commerce of native products but did not conduct further detailed research. In selecting research models, most kinds of literature are based on TAM, TPB, and other models to research user willingness and behavior. This paper takes Sichuan native product consumers as the research object, integrates the theory of expectation confirmation, perceived value theory, and consumer behavior theory, and explores the influence mechanism of e-commerce B2C marketing strategy on Sichuan consumers' willingness to buy native products from multiple dimensions.

2.2 Practical meaning and value

In terms of theoretical value, based on the classic literature at home and abroad, this study uses the Expectation Confirmation Theory Model (ECM) as the perspective to analyze the influence mechanism of e-commerce B2C marketing strategies on Sichuan consumers' willingness to buy local specialties and to construct a fully revealing mechanism. The model of the influence mechanism of the e-commerce B2C marketing strategy on the purchase intention of Sichuan consumers' native products is helpful to the relevant literature on the consumers' purchase intention of native products and enriches and enriches the existing theories of consumption intention.

3. Understanding the Influencing Factors on E-commerce B2C Marketing Strategy on Sichuan Consumers' Intention to Purchase Local Specialties

3.1 Marketing mix strategies

Xu: et al. (2020)[1] defined the consumer group as undergoing tremendous changes, and the post-90s and post-50s have gradually become new consumption engines. On the one hand, with the continuous rise of per capita online consumption, the post-90s generation,

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as an emerging force in online consumption, has become an important driving force for consumption upgrades in the Internet era.

3.2 Innovation as a new driver of the development

Moreau (2020) [2] explored those sellers with no brand-building awareness who imitate each other in function, appearance design, and even marketing methods. This homogenization of some hot-selling products with large profit margins is particularly serious. This phenomenon is one of the reasons for consumers' aesthetic fatigue and reduced shopping interest, which indirectly reduces the conversion rate of platform traffic. On the other hand, in recent years, more and more B2C e-commerce platforms have pursued the development of a "big and comprehensive" comprehensive model, and the differentiation advantage between platforms is not apparent, resulting in frequent low-price wars to focus. The new consumption environment puts forward new requirements for the business model and platform product innovation of B2C e-commerce platforms.

3.3 Diversified consumption scenarios

Verhoef: et al. (2015) [3] suggested with the in-depth development of mobile channels and the rise of mass media, multi-channel retailing has transformed into omnichannel retailing, and consumption scenarios have been continuously upgraded. In the multi-channel retail environment, consumers can choose offline stores, online shopping websites, and other independent channels for shopping, and there are barriers between channels and between media and channels.

3.4 Marketing strategy of B2C E-Commerce platform in the new consumption environment

Zeng; & Fan. (2019)[4] defined new consumption as profoundly reconstructed people and things and fields and drove unprecedented digital business transformation. According to the "new consumption" environment, more opportunities emerge, but at the same time, the consumer market faced by B2C e-commerce platforms is more unpredictable and uncertain.

4. The Conceptual Framework for the Research Study

First Shan (2017)[5] determined the focus of the B2C e-commerce platform is divided into three steps: market segmentation, target market selection, and market positioning. First, research market segments, which is very important for companies to determine the direction of their marketing activities. B2C e-commerce platforms naturally have the advantage of customer data resources, classified and integrated according to specific standards (such as geography, basic consumer information, consumer behavior, psychology, etc.) through big data technology to form multiple market sectors.

Second Based on a clear strategy, if B2C e-commerce platforms want to expand their market share, they must enhance their competitiveness through differentiation, which requires coordination of marketing mix and sales. First, create differentiation. The differentiated development of B2C e-commerce platforms is bound to return to the essence of retail.

5. The Countermeasures for the Influencing Factors on E-commerce B2C Marketing Strategy on Sichuan Consumers' Intention to Purchase Local Specialties

5.1 Buying intention

Purchase intent, also known as purchase intent, is the probability that a consumer is away from completing a purchase of a product or service from a company. Professionals in marketing or sales teams use purchase intent to target specific prospects to generate higher conversion rates.

5.2 Customer satisfaction

Customer satisfaction is defined as how satisfied customers are with a company's products, services, and capabilities.

5.3 Perceived value

In marketing terms, perceived value is a customer's evaluation of a product or service's merits and ability to meet their needs and expectations, especially compared to its peers.

6. Conclusion

Consumers' use motivation and use behavior on e-commerce platforms mostly focus on the use needs, motivations, and behaviors of consumers of clothing and jewelry, cosmetics, luxury goods, daily necessities, etc. The research is relatively concentrated, and the scope is relatively narrow. Few studies focus on the development of local specialty e-commerce, such as the e-commerce model or the impact of the B2C e-commerce model of local specialty products on the sales of local specialty products from the perspective of the commercial industry chain and operation. There are few studies on the influence mechanism of business B2C marketing strategies on consumers' willingness to purchase native products. However, in the pursuit of a healthy ecology, native products, as ecologically healthy products, have also developed rapidly through the B2C e-commerce model. Their long-term development is closely related to consumers' willingness to buy, and a high consumer's willingness to accept is the guarantee of consumer loyalty. Consumer loyalty is the lifeblood of the corporate economy.

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Original Research Article

The Study of KOL Marketing on the Purchase Intention of Guizhou Consumers' Beauty Brands in the Era of Self-Media

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Abstract: In recent years, Key Opinion Leader (KOL) marketing had successfully used the high popularity of KOLs to promote products, effectively combining social networking and marketing and opening a new model of social commerce. The three research objectives of this study were; to analyze the influence of consumers' purchase intention on the marketing economy of beauty brand influencers; to explore the influencing mechanisms among brand experience, perceived value, brand identity, and purchase intention; and to provide reference opinions for the sustainable development of KOL in beauty brand development.
Keywords: KOL Marketing; Purchase Intention; Era of Self-Media

1. Introduction

In the era of self-media, to widen the gap with competitors and improve their competitiveness, major beauty brands have chosen to adopt new marketing models to attract more consumers, bring brands and customers closer, and break the traditional information asymmetry of enterprises, enabling consumers to understand products better and provide consumers with better products and services. Brands use self-media platforms to build their accounts. At the same time, with the development of self-media integration, a group of "net celebrities" has also emerged on the Internet. They use the interactivity of the Internet to attract countless fans through their characteristics and charm advantages. Then the robust fan base is realized as a business model of purchasing power, creating a series of emerging terms such as Internet celebrity economy and Internet celebrity marketing. The KOL marketing model has also become one of the leading marketing models of many beauty brands.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In terms of theoretical significance, based on the field of beauty makeup, the research on the influence of opinion leaders is subdivided and enriched. By analyzing the existing literature, the current research on the Impact of KOL on consumer purchases mainly focuses on the traditional environment. In the online social media platform, with the new characteristics presented by opinion leaders, few kinds of literature start from the field of beauty.

2.2 Practical meaning and value

In terms of practical significance, the commercial nature of beauty KOLs should be incorporated into consumer impact research. At present, scholars at home and abroad mainly study the influence of opinion leaders from a broad perspective, but they seldom subdivide the research field vertically. The rapid development of the beauty industry in recent years has increased people's demand for beauty products. Previous studies have rarely considered the commercial nature of opinion leaders and believed that opinion leaders have nothing to do with interests but share life and experience. Opinion leaders have become an important communication channel for businesses to enhance their brand influence. Because of consumers' cognition and consumption behavior, it is of practical significance to study the effect of beauty KOLs on consumers' purchase intentions for brands to enhance their Impact and sales.

3. Understanding the Influencing Factors of KOL Marketing on the Purchase Intention of Guizhou Consumers' Beauty Brands in the Era of Self-Media

3.1 Technology Acceptance Theory (TAM)

Davis (1987)[1] dropped some variables and introduced two new ones - Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). He pointed out that perceived usefulness and perceived ease of use are the critical factors for users to accept information technology; they jointly affect users' attitudes and indirectly affect behavioral intentions through attitude variables.

3.2 Theory of Planned Behavior (TBP)

Ajzen (1991) [2] believed that the social environment is complex, and individuals are inevitably affected by a certain degree of external factors in perception and introduced a new variable—perceived behavioral control. Construct a theoretical model of planned behavior.

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3.3 Stimulus – Organism – Response (SOR)

The theory of the SOR model originated from social psychology and is mainly used to study and explain the direct influence of various external social and environmental factors on the individual psychological and social behavior changes of enterprise users. The SOR model consists of three parts: the external stimuli received by the individual, the individual's psychological state, and the responses of other individuals. Eroglu: et al. (2003) [3] proposed that S usually represents the stimulus of the external environment, which can sometimes be regarded as a stimulus to the external environment, for example, caused by some uncontrollable environmental factors such as politics, environment, culture, etc. external environmental stimuli.

4. The Conceptual Framework for the Research Study

4.1 Research on-brand experience

Kharat: et al. (2017) [4] argued that brand experience plays an essential role among consumers and marketers of a brand in such a competitive market. For consumers, it provides a reason to choose a product, and for brand managers, it is a tool to differentiate products and gain a competitive advantage.

4.2 Research on perceived value

The research on the dimension of consumer perceived value is fruitful. Sheth et al. (1991) [4] constructed a consumer perceived value model and concluded that consumer perceived value includes five dimensions: functional significance, cognitive value, emotional value, social value, and situational value. These dimensions impact consumers' commodity choices at the product, purchase, and purchase levels, respectively.

4.3 Research on Brand Identity

Stokburger: et al. (2012) [5] proposed that brand identity reflects the consistency or similarity between the brand and the consumer. Brand identity refers to the similarity consumers feel with the brand; when consumers' cognition and evaluation are similar, brand identity will be generated accordingly.

5. The Countermeasures for the Influence of KOL Marketing on the Purchase Intention in Beauty Brands

5.1 Purchase intention

Purchase intent is the probability that a consumer will purchase a product or service. To assess purchase intent, marketers use predictive models to help identify the likelihood of future outcomes based on historical data.

5.2 Brand experience

Brand experiences are conceptualized as sensory, sensory, cognitive, and behavioral responses elicited by brand-related stimuli that are part of brand design, identity, packaging, communications, and environment.

5.3 Perceived value

Customer perceived value is a vital marketing term that affects how marketing professionals advertise and price their merchandise. Factors such as convenience, pricing, and reputation can influence a customer's perceived value of a product.

5.4 Brand recognition

Brand identity is a concept used in advertising and marketing. It is considered successful when people can identify the brand through visual or auditory cues (such as a logo, tagline, packaging, color, or jingle) rather than direct exposure to the company name.

5.5 Sensory experience

Brands can create stronger connections to consumers ' emotions and memories by appealing to multiple senses (or unexpected senses!) through sensory marketing.

6. Conclusion

The research takes beauty brand consumers as the research object, adopts quantitative research methods, and takes the TAM model and SOR model as the theoretical basis to explore the influence mechanism of KOL marketing on the purchase intention of Guizhou consumers beauty brands. The brand experience, perceived value, and brand identity have a significant positive impact on purchase intention, and sensory experience and behavioral experience significantly impact brand experience. Significant positive Impact, functional value, and emotional value have a significant positive effect on perceived value. Personal brand identity and social brand identity have a significant positive impact on brand identity. Through the research of past scholars and the perspective of the TAM model and SOR model, we quantify the indicators that affect consumers' purchase intention. We systematically divide the factors that influence consumers' purchase intention.

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Original Research Article

Application of Data Mining Technology in New Media Platform of Higher Education Management

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Abstract: Data mining technology and new media technology are effectively applied to the management of colleges and universities, providing useful management methods for the education and teaching of universities.
Keywords: Data Mining of New Media ; Application in Higher Education

Fund Project: Project of Humanities and Social Sciences in universities of Jiangxi Province (SZZX21045) and Science and technology project of Jiangxi Provincial Department of Education(209710)

1. Introduction

Today's college students grew up in the era of network information development, and they were the first groups to contact with new media, providing them with-. In addition to providing certain knowledge, new media also provides a new opportunity for students' ideological education. How to use new media to carry out ideological and political education for students has become an important research topic in universities.

2. The deficiencies in the education and management of traditional college students

The content and form are very monotonous. In the past education, the methods of education, training and management in colleges and universities were too rigid, and it was difficult to combine them without combining the actual situation of college students, which seriously affected their actual effects. In the process of management, we mainly rely on rigid theoretical education knowledge, which is not combined with the actual situation or less. It cannot be closely combined with specific campus activities and student development.

At present, the content of school management is not novel enough, Can't keep up with the development speed of students, A large part of the reason is that the management mode adopted by colleges and universities is not combined with the actual situation of students, As a result, students' cooperation degree is not high, which makes it difficult to implement the plan. It does not play a great role in managing students. At the same time, college students should also strengthen their comprehensive quality and improve their learning efficiency in their study. At the same time, they should improve their team consciousness so that they can actively cooperate with the school to implement the management plan.[1]

3. The role of new media in the management of college students

3.1 Innovating the way of education management

In the past, traditional media were used in the education and management of students in universities-usually face-to-face communication or using traditional media, but the emergence of new media provided new ways for universities to develop and innovate. The application of new media enriches the development of college students' education management, liberates the management from traditional media, and manages it through the Internet, digital TV and other platforms, thus improving the speed and convenience. In addition, the emergence of new media has also changed the way universities train and manage students, making them more flexible. An important medium and tool for communication between college management and students has become the Internet. The notice is timely and more convenient for students.

3.2 Enhanced communication with students

In the past, the communication between students and tutors was limited in time and space. Teachers can communicate with students through the network, which can reduce a lot of time. Students can also communicate with teachers in a relaxed environment, which can communicate effectively, is not limited by time and space, and is convenient and fast, thus improving work efficiency. Students can communicate with their teachers anywhere, and their nervousness can be easily relieved, which makes it easier for them to cope with education.

3.3 Improve the efficiency of education management

In the era of traditional media, the only way to disseminate information is documents. Students spend too much time receiving

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this information, It is also very likely that there will be errors in understanding the contents of the information, However, when investigating these materials, many staff members also wasted a lot of time, Due to the wide use of new media in teaching management, We can reduce these links, It also reduces the consumption of a lot of resources. Another advantage of new media is that a large amount of information can be directly stored in computers or mobile phones, and information can be viewed and released anytime and anywhere, thus shortening the time of information transmission, saving a lot of time for teachers and students, and greatly improving the efficiency of management. Teachers can choose a variety of forms to pass information to students accurately, Students' visits will not be restricted, saving a lot of human resources. In addition, the speed of new media dissemination is very fast, and the efficiency of work in effective work is also improved. The use of new media in teaching management is wise. This method can unify the management of schools.[2]

4. The Application of New Media in College Student Management

4.1 Change the concept of education management and correctly understand the new media

The application of new media in teaching management is constantly popularized and developed. School administrators should popularize the application of new media to all management levels so that school administrators can carry out their work efficiently and have a correct understanding of new media. In the implementation of the work, we should effectively use the new media as a tool, innovate our own management methods, refresh our thinking, combine new media with traditional media, and improve our management ability and methods. Vigorously develop new media teaching and make effective use of it in one's own work. We should study every day, constantly update our management methods, master the characteristics and development trends of new media applications, collect and process new media data, master the use of computers, mobile phones and other new media technologies, and provide more convenient and fast ways for students' education and management. In addition, school administrators should learn more about the use and skills of new media, and when transmitting information to students, they can be quick and correct, find solutions quickly when dealing with problems, and also deal with students' problems quickly, so as to ensure the accuracy of dealing with problems and better educate students.

4.2 Build an information dissemination platform

Universities should actively build an information publishing platform, Strengthen the construction of school network, The school broadcast,etc. carry forward, Strengthen the management and development of these platforms that can disseminate information, You can also set up a special website in the school, Provide a quick and convenient platform for students, Realize the improvement and innovation of student education management, It is necessary to penetrate the educational management concept of new media into students' daily life and study, Teachers should master the initiative in the process of education management, Grasping the basic situation of students and the accuracy of disseminating news, the use of new media in teaching management makes the life of students and teachers more convenient, saves a lot of time, and improves the efficiency of doing things, which provides great convenience in both study and life. When using new media, university leaders should guide students with correct public opinion, and can't let students understand the wrong news that is not conducive to learning. When receiving student information, students should strengthen their ability to distinguish network information, be able to distinguish whether it is true or false, and be able to deal with these problems quickly.

4.3 Strengthen the management of information dissemination education

First of all, schools should vigorously publicize the use of new media in education and teaching, organize relevant symposiums or activities to improve teachers' professional quality, and at the beginning of use, strengthen the construction of new media platform for education management, disseminate healthy and effective content, and give full play to the role of new media in education management. Because new media is widely used, it is necessary to ensure that the content is healthy, to establish a correct outlook on life for students, to ensure that the network environment of schools is clean, to ensure that students surf the Internet green, and to build a civilized and harmonious campus culture. Universities should always maintain this efficient management mechanism, promote the development of new media, make effective use of traditional media and new media, realize the smooth development of higher education management, and improve the efficiency of college students' education management.

5. Conclusions

Mining technology and new media are constantly developing, In the process of development, We should pay more attention to the application of mining technology and new media in the education and management of college students, constantly transform and learn, and carry forward mining technology and new media in teaching and education, which can effectively improve the education and management ability of colleges and universities, improve the education and teaching ability of colleges and universities, and achieve the ultimate goal.

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Original Research Article

Study of Working Intention on Overseas State-Aided Construction Projects under the Policy of One Belt One Road for Beijing Stated-Owned Enterprises

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Abstract: This research studies the working intention of the employee from Beijing Stated-Owned Enterprises with their attitudes toward the working condition in an overseas state-aided construction project. With the Belt and Road initiative reflecting China's economic, political, and strategic advantages overseas, the development of infrastructure connectivity becomes inevitable. The three research objectives are: to analyze the influence mechanism of the willingness to continue working overseas of the staff of the current state-aided construction projects; to explore the relationship between policy, overseas mission, work responsibility, culture, workers compensation, and policy; to suggest a better approach in enhancing the overseas working conditions.
Keywords: Working Intention; Overseas State-Aided Construction Project; One Belt One Road

1. Introduction

The proposal of the "One Belt, One Road" strategy has accelerated the exchanges between my country's international engineering contracting enterprises and the countries along the "One Belt One Road" in energy resources, engineering construction, and other fields. The proposal of the "One Belt, One Road" strategy not only points out a new direction for my country's international engineering contracting enterprises but is also an important strategic deployment for large-scale neighboring diplomacy in the new era. The construction of infrastructure meets the requirements of my country's "One Belt One Road" strategy and meets the needs of the international engineering market, so it can significantly promote my country's global engineering. The rapid development of contracting enterprises. State-aided construction projects have also developed rapidly under the background of "One Belt, One Road." Employees of relevant state-owned enterprises are also sent to work in various world regions. The relatively stable staffing of overseas projects will naturally form a kind of accumulation in work.On the contrary, it is difficult to have such expansion due to the high turnover of personnel. Suppose subsequent employees cannot meet the requirements of job continuity. In that case, there may be a talent gap, which reduces the efficiency of overseas projects and will even affect the stable development of overseas projects.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Satisfaction is a relative concept, and employee satisfaction is based on the gap between employees' actual and expected needs. Therefore, employee satisfaction is closely related to motivation, conditions, and incentives. Maslow's Hierarchy of Needs Theory, Herzberg's Two-Factor Theory, Froome's Expectation Theory, and some other related theories have all been explained and predicted by us. Employee satisfaction provides a lot of theoretical bases and empirical evidence for the research on employee satisfaction.

2.2 Practical meaning and value

In recent years, China's increasing global involvement has been a source of endless controversy. While public attention is often focused on geopolitical, economic, and environmental issues, labor plays a significant role in the emerging narrative surrounding the "ghost of global China." In recent years, China's increasing global involvement has been a source of endless controversy. While public attention is often focused on geopolitical, economic, and even environmental issues, labor plays a significant role in the emerging narrative surrounding the development of overseas financial strategies.

3. Understanding the Working Intention on Overseas State-Aided Construction Projects under the Policy of One Belt One Road for Beijing Stated-Owned Enterprises

3.1 Research on employee job satisfaction

Kurdi: et al. (2020)[1] showed employee satisfaction is an individual's experience perception influenced by many subjective and objective factors. For an individual employee, different corporate environments will produce different job satisfaction; conversely, for the same corporate environment, different employees will also have different job satisfaction due to differences in their conditions.

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Based on the complexity affecting employee satisfaction, scholars have extensively explored it.

3.2 Two-factor theory

Alshmemri: et al. (2017)[2] studied based on Herzberg's two-factor theory showing that factors considered to affect job satisfaction include: physical environment factors, social factors, and personal psychological factors. Among them, physical environmental factors include workplace conditions, environment, and facilities; individual psychological factors include views on the meaning of the job, attitudes, and the type and style of leadership.

3.3 Expectancy theory

Parijat; & Bagga.(2014)[3] explored that individuals know that their extra performance is recognized and rewarded. They are motivated to perform. Therefore, companies using performance pay can expect improvements. Performance-based compensation can link rewards to the number of products an employee produces.

3.4 Job satisfaction theory

Dou: et al. (2018)[4] defined job satisfaction as to how employees are satisfied with their jobs. This goes beyond their day-to-day responsibilities, including satisfaction with team members/managers, organizational policies, and the impact of their work on employees' personal lives.

4. The Conceptual Framework for the Research Study

4.1 Research on participation in international opportunities

The benefits of international experience have been well researched and can be understood from the development of intercultural skills. These include cognitive, emotional, and behavioral skills that support effective and appropriate interactions in various cultural contexts. The most well-established of the Developmental Model of Intercultural Sensitivity (DMIS) by Bennet: et al. (2003)[5], which explains how intercultural skills development and provides a measure of intercultural competence.

4.2 Research on working intention

Perceived work conditions can lead to various adverse outcomes of employee behavior, including turnover intentions. The role of meaning at work as a psychological resource for employees facing adverse working conditions is discussed, particularly concerning its implications for research and practice in organizational settings.

5. The Working Intention on Overseas State-Aided Construction Projects under the Policy of One Belt One Road for Beijing Stated-Owned Enterprises

5.1 Job satisfaction

Job satisfaction is an employee's feelings and perceptions of their job and how they feel in the organization. It indicates the level of positive or negative emotions employees have about their work and organizational behaviors that they try to improve.

5.2 Job responsibility

Job responsibilities refer to the responsibilities and tasks of their specific role. This is sometimes called a job description. A function, however, refers to a person's place in a team. The individual parts that make up a team vary by organization or business.

5.3 Job retention

Employee retention is an organization's ability to prevent employee turnover or the number of people who leave voluntarily or involuntarily over a certain period of time.

6. Conclusion

Enterprises focus on examining professional skills and previous work experience and offer scientific evaluation of crucial competencies such as environmental adaptability, cross-cultural interpersonal skills, and cross-cultural communication skills, and fail to fully consider employees' wishes, family influences, and career interests. The company should also improve systematic training for expatriate employees and conduct short-term and straightforward instructional training before going abroad, ignoring the dynamic movement when working overseas and the training before returning to China, resulting in the training work not achieving good results. The offer of continuous and effective performance evaluation keeps employees within the organizational performance index. The enterprise project department also has specific assessments. It needs to provide performance-based assessment, comprehensiveness and systematicness, and control of expatriate employees under the realization of corporate strategic goals. Last, career development should be another driving force in ensuring that overseas employees enjoy the best job satisfaction possible.

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Pisco Med Publishing

Original Research Article

Research on the Influence of Internet Top Anchors E-Commerce on Consumer Purchase Satisfaction in Guizhou

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Abstract: The current study focused on a novel and recently widespread Internet phenomenon—top anchor live streaming. As one of the main advantages of online influencer lives-marketing, the timely interaction of influencers played an essential role in consumers' purchase satisfaction. This research took the consumers who were satisfied with the goods brought by the top e-commerce anchors as the research object, adopted the quantitative research method, and based on the theory of perceived value, the theory of experience value, and the theoretical model of perceived usefulness. Perceived quality theory, perceptual interaction theory, and social presence theory explored the impact mechanism of top-tier anchor e-commerce delivery on consumer satisfaction and users.
Keywords: Internet Top Anchor; E-Commerce; Consumer Purchase Satisfaction

1. Introduction

The Internet was born in the late 1960s and swept the world after the 1990s. In 1994, China officially connected to the Internet. In recent years, the number of Internet users in China has increased dramatically. The Internet has the function of rapidly disseminating information and is known as the "fourth medium." Network media integrates text, images, and sound and can simulate three-dimensional dynamic effects with intense expressiveness and appeal. The Internet makes people's life faster and more convenient. As of December 2021, the number of netizens in China has reached 1.031 billion. The Internet penetration rate is 73.0%, of which 1.029 billion are mobile Internet users, and the proportion of Internet users using mobile phones to access the Internet is 99.7%. Tencent CEO Ma Huateng said: "The mobile Internet has become an electronic organ of the human body.".

2. Theoretical Basis

2.1 Theoretical Significance and Value

In terms of theoretical significance. By constructing a theoretical model, the formation process of consumer satisfaction and its influencing factors are systematically studied in top-stream anchor e-commerce bringing goods. By summarizing the existing literature and combining it with the characteristics of my country's top anchor e-commerce products, this study deeply analyzes and outlines the influencing factors of top anchor e-commerce products on consumer satisfaction and constructs consumer satisfaction. The sample data was obtained in the form of an online questionnaire, and the sample data were descriptively analyzed to verify the influencing factors of consumer satisfaction. The empirical results were summarized, and countermeasures were put forward, which provided new insights for other scholars to conduct related research in this field. The research ideas have a specific theoretical significance—studying personal consumer characteristics in consumer buying behavior.

2.2 Practical meaning and value

With the popularity of the Internet, the rapid development of e-commerce to bring goods also faces a series of challenges for consumers. This research first integrates the research results of domestic and foreign consumer satisfaction research theories and proposes this framework in combination with the regional characteristics of Guizhou Province, and then conducts an empirical study on consumer satisfaction and its influencing factors of top-class anchor e-commerce products with concluding and providing recommendations for countermeasures. Bringing goods for the top streamer e-commerce to understand the current industry development status and market satisfaction level, master the present factors affecting the top streamer's e-commerce delivery, concentrate superior forces, rationally allocate resources to improve customer relations, and then improve Consumer satisfaction.

3. Understanding the Influencing Factors of Internet Top Anchors' E-Commerce on Consumer Purchase Satisfaction in Guizhou

3.1 Consumer satisfaction theory

Cardozo (1965) [1] pioneered empirical research methods to analyze consumer satisfaction. He pointed out that consumer satisfaction is mainly affected by two factors: first, consumers' expectations for products or services and consumers' desire to obtain products or services.

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3.2 Model of consumer satisfaction

3.2.1 American Customer Satisfaction Index (ACSI)

Liu: et al. (2016) [2] used the framework of "expectation inconsistency theory" and "service quality theory" in the empirical research on the influencing factors of consumer satisfaction with online purchase of fresh agricultural products. It was a brand-new framework, and it was verified in the study that perceived value would positively affect consumer satisfaction with new agricultural products. This research adopted the consumer satisfaction model and selected the "perceived value" dimension for analysis. It reflects the satisfaction of consumers with goods brought by the top e-commerce anchors of consumers.

3.2.2 Perceived value model

Deng: et al. (2021) [3] used various theoretical frameworks such as the "Expectation Confirmation Model," "Task Technology Matching Theory," "Immersion Theory," and "Value Acceptance Model" in the empirical research on the influencing factors of mobile shopping users' continual use intention. By integrating these theories and models, a new framework is obtained. And in the research, it is verified that perceived risk positively affects the perceived quality of mobile shopping users. This study selected a dimension of the perceived threat from this framework to study perceived value.

3.2.3 Social presence model

Yu: et al. (2017) [4] used a variety of theoretical frameworks such as the "expectation confirmation model," "perceived entertainment theory," "social presence theory," and other theoretical frameworks in the research on the influencing factors of users' continuous use intention of the online live broadcast platform. Integrate and get a new framework.

4. The Conceptual Framework for the Research Study

First From the discussion of consumer satisfaction by scholars in the past, it can be shown that consumer satisfaction is an individual experience perception produced by the joint influence of many subjective and objective factors.

Second Kotler (2012) [5] believed that satisfaction refers to the feeling of pleasure or disappointment obtained by consumers by comparing the perception of product performance with their expected results. The satisfaction of online shopping is directly affected by the quality of online shopping service, which affects whether consumers continue to buy on this website again.

5. The Countermeasures for the Influence of Internet Top Anchors' E-Commerce on Consumer Purchase Satisfaction

5.1 Perceived value

In marketing terms, perceived value is a customer's assessment of a product or service's merits and ability to meet their needs and expectations, especially compared to peers.

5.2 Experience value

The experiential value is the value of the service as it is perceived on the other side of the interaction line. It is formed through the experiences, conversations, and associations of the people who interact with the organization.

5.3 Perceived usefulness

Users' subjective perception is that they believe that using certain technologies can improve their job performance or purchase pattern.

5.4 Perceived quality

Perceived quality is the superior impression a customer has of a product, brand, or business through sight, hearing, touch and smell.

6. Conclusion

Based on the consumer satisfaction model, the research object of this research is the pair of users who bring goods from the top streamer e-commerce and the theory of perceived value, experience value, and perceived usefulness in Guizhou. The research collects and analyzes data through questionnaires and verifies the hypotheses. It is roughly predicted that consumer satisfaction has a significant positive impact on perceived value, experience value, and usefulness, while perceived risk and perceived quality have a significant positive effect on perceived value, experience value, and perceived usefulness. The three elements of perceived service quality perceived system quality, and perceived information quality have a significant positive impact on perceived quality. The three aspects of interaction-oriented, task-oriented, and self-oriented interaction positively affect perceived interactivity. Conscious social presence The three elements of social presence, emotional, social presence, and cognitive, social presence have a significant positive impact on social presence.

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Original Research Article

A Study on the Willingness of Farmers to Adopt the E-commerce Distribution Model of Agricultural Products in Southwest China

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Abstract: Farmers face many challenges to benefit from marketing opportunities. Agricultural e-commerce is a relatively new way for smallholders to sell agricultural products to buyers, including agribusinesses, retailers, restaurants, and consumers. Agricultural e-commerce creates better market access and higher transparency in the value chain. There are three research objectives of this study: to explore the difference in perceived value, attitude, and behavioral intention in using e-commerce by Southwest farmers; to examine the relationship between perceived value, perspective, behavioral intention, subjective norm, behavioral attitude, and perceived behavioral control with adoption intention; to suggest respective policies to e-commerce distribution model for farmers adoption.

Keywords: Willingness of Farmers; E-commerce Distribution Model; Agricultural Products

1. Introduction

With the popularization of the Internet and the Internet construction in rural areas, "broadband enters the countryside and enters the village" as of 2019, there are about 31.81 million rural broadband users, accounting for 23.60% of the country's rural broadband users, laying a solid foundation for rural e-commerce. And solid foundation. Farmers' demand for the Internet has gradually increased, coupled with the transmission and influence of external information. Their awareness of competition has also steadily increased, which has accelerated the process of informatization in the western rural areas and greatly improved the quality of life. In 2019, of the rural online retail sales in various country regions, the eastern region accounted for 78.6% of the country, while the central region accounted for 12%. Finally, the western region accounted for 9.4%. There are widespread problems connecting "small farmers" to the "big market," resulting in two significant problems: information asymmetry and poor sales channels. The e-commerce of agricultural products has effectively improved the problems of traditional agricultural information asymmetry and unsmooth sales channels.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Theoretical value: At present, the research on rural e-commerce at home and abroad primarily studies rural e-commerce from the perspectives of the internal and external environment of rural e-commerce service stations, rural e-commerce for rural revitalization and poverty alleviation mechanisms, operation models, and future development. And the research is more concentrated, and the scope is relatively narrow. Few scholars have explored farmers' attitudes towards rural e-commerce from a farmers' perspective, one of the prominent participants in rural e-commerce. In selecting research models, most kinds of literature are based on TAM, TPB, and other models to research user willingness and behavior. This paper takes farmers in the southwest region as the research object, integrates the theory of perceived value, TAM model, and TPB theory, and explores the influencing factors of farmers' willingness to adopt in the southwest region from multiple dimensions.

2.2 Practical meaning and value

Theoretical significance: Combined with previous viewpoints, the perceived preference of the sample population for things is often based on the perceived value that they have come into contact. Therefore, when exploring people's wishes, we need to pay attention to the impact of perceived value on the target population. The theory of planned behavior is a theory that explains the general decision-making process of individual behavior from the perspective of information processing and starting from the view of expected value. People's willingness to adopt innovative technology products is positively and significantly affected by attitudes based on the technology acceptance model.

3. Understanding the Influencing Factors of the willingness of farmers to adopt the e-commerce distribution model of agricultural products in Southwest China

3.1 Formation of adoption intentions

Peng: et al. (2011)[1] believed that due to the information asymmetry between consumers and enterprises, individuals' unfamiliarity

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in the face of new things, individuals will perceive risks and increase in adopting new things. To eliminate uncertainty, individuals will continue to look for product information related to new things and constantly correct the judgment of existing knowledge.

3.2 Perceived value

Zeithaml (1988) [2] first proposed the theory of customer perceived value from consumers' perspective and defined it as an evaluation of the overall utility of a product or service after weighing the benefits that customers can perceive with the cost of obtaining a product or service. Therefore, perceived value in marketing is usually understood as the difference between the total value of the customer's purchase and the total cost of the customer's purchase.

3.3 Technology acceptance model

Davis (1989)[3] proposed the Technology Acceptance Model (TAM) based on rational behavior theory to study people's adoption behavior of information technology. In this study, Davis believed that people's acceptance behavior of "technology" is affected by "attitude" force is more vital than subjective norms. Technology acceptance models are widely used to study users' use and acceptance of new technology products.

3.4 Planned behavior theory

The theory of planned behavior originated from the theory of rational behavior (TRA) proposed by Ajzen, and later Ajzen (1991) [4] formally proposed the theory of planned behavior (TPB) in his article "Theory of Planned Behavior." The theory of planned behavior believes that the three main variables that determine behavioral intention are behavioral attitude, subjective norm, and perceived behavioral control. These three variables have a significant positive impact on behavioral intention.

4. The Conceptual Framework for the Research Study

First Xu (2019)[5] proposed that for rural e-commerce, rural e-commerce service stations are bridges connecting rural areas and cities and the primary way for e-commerce to go to the countryside. It is believed that the rural e-commerce service stations exist such as the low efficiency of rural e-commerce service stations, the inactive staff, the asymmetry of relevant information, and the lack of implementation of appropriate policies.

Second To sum up, the development of rural e-commerce is in line with the national policy of implementing the rural revitalization strategy. However, due to the unbalanced regional economic growth, the development of rural e-commerce in the eastern and western regions has been unstable. E-commerce plays a substantial role in suppressing poverty, so studying the distribution model of agricultural products e-commerce in Southwest China is of great significance.

5. The Countermeasures for Influencing Factors of the willingness of farmers to adopt the e-commerce distribution model of agricultural products in Southwest China

5.1 Usage intention

A person's behavior is influenced by their intention to act. This intention is determined by people's attitudes and subjective feelings about the behavior.

5.2 Perceived value

In marketing terms, perceived value is a customer's evaluation of a product or service's merits and ability to meet their needs and expectations, especially compared to its peers.

5.3 Behavioral intention

Behavioral intention refers to the motivational factors that influence a given behavior. The more potent the purpose of performing the behavior, the more likely it is to serve the behavior. Subjective Norms refer to beliefs about whether most people approve or disapprove of behavior.

6. Conclusion

The proposal of rural revitalization indicates that my country's rural development has long given priority to serving the needs of industrial and urban modernization. The result of agriculture and rural areas has changed from focusing on "three rural" issues to concentrating on "three rural" modernization and focusing on poverty alleviation. The orientation is changed to the goal of comprehensively promoting rural revitalization. Rural revitalization needs to transcend the limitations of the constructive awareness of "three rural issues" and following the "five-in-one" socialist modernization overall strategic requirements of "economic construction, political construction, cultural construction, social construction, and ecological civilization construction," use industry and agriculture. urban and rural, east and west coordinated and equal development concept of development justice to understand and understand the importance of "three rural" modernization as an integral part of comprehensive modernization.

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Original Research Article

Performance Analysis of Rotating Shaft of Air Compressor for Hydrogen Battery

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Abstract: The rotating shaft is the key component of the air compressor connecting the bearing seat and turbine disk for hydrogen battery, and its working reliability affects the safety of the air compressor.The rotating shaft is the key component of the air compressor for hydrogen energy battery connecting the bearing seat and turbine disk, and its working reliability affects the safety and life of the air compressor. The performance analysis and comparison of the typical structure of the rotating shaft of an air compressor are carried out, which provides experimental data for the vibration of an air compressor and lays a theoretical foundation for the relevant design of enterprises.

Keywords: Hydrogen energy battery; Air compressor; Performance analysis

Fund Project:Shandong Industrial Vocational College Horizontal Project Funding Project: Design and Development of Metal Bipolar Plates for Hydrogen Fuel Cell Stacks for Vehicles (Jinan Ying Hydrogen Power Technology Co., Ltd., Project No. 2021HX002)

1. Introduction

The air compressor for hydrogen battery car is the gas supply component of fuel cell, and the rotating shaft is the core structure of the air compressor, so it must have enough strength, and the influence of resonance at critical speed on the air compressor should be avoided. Han Yongjie et al. found that the hydrogen battery system with centrifugal air compressor has higher working efficiency and better air humidification performance. Ren Tianming et al. optimized the rotor design of air compressor, which greatly increased the critical speed of air compressor and reduced the rotor loss.[1]

2. Air compressor for hydrogen battery

As the "lung" of hydrogen energy battery, air compressor is composed of rotor shaft, stator, turbine, volute, etc. It is the core component of hydrogen energy battery and transports clean air with rated parameters for the stack. Typical air compressors include twin-screw type,[2] Roots type and centrifugal type. Centrifugal air compressors are widely used because of their high efficiency, small volume, oil-free and low noise.[3]

Centrifugal air compressor uses impeller to rotate gas, and realizes the transformation of energy form under the action of speed reduction, pressure expa

Using software to create a three-dimensional model of the airnsion and centrifugal pressure increase. The rotor directly drives the turbine to rotate at high speed, and the diffuser pressurizes the gas and outputs it. Therefore, the strength reliability and structural stability of air compressor shaft play an important role in air compressor.

3. Performance analysis of rotating shaft

Compressor shaft, on the premise of ensuring the dynamic characteristics of the structure and the accuracy of the results, the characteristics of the rotor system such as holes and rounded corners are simplified, which can speed up the calculation cycle and reduce the complexity of this research.

3.1 Overview of theoretical basis of analysis

Modal analysis, as an important basic part of dynamic analysis, usually uses finite element method to analyze the natural frequency. The method of obtaining vibration frequency by modal analysis usually consists of two parts, namely experimental modal analysis and computational modal analysis. Experiment is a modal experiment method that uses experimental research and instruments to collect and identify parameters. In this paper, the finite element analysis method will be used for modal analysis, that is, the computer will be used for modal analysis of the rotating shaft. Modal analysis can be divided into free modal analysis and constrained modal analysis, which will be analyzed in this paper.

3.2 Performance analysis of rotating shaft

The structural performance of the rotating shaft is analyzed by finite element method, and the natural frequency is calculated and analyzed. The format of 3D model is converted and imported into Hypermesh, and the speed axis of air compressor is meshed.

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The speed axis is divided into 17,114 units, and 40Cr profile is adopted. The free state performance of the finite element model of the rotating shaft is analyzed, and the sixth-order natural frequency of the rotating shaft of the air compressor is obtained in the following table.

Order	Frequency	Ultimate Stress
First	2084	255.7
Second	2103	258.2
Third	2583	284.7
Fourth	2629	287.1
Fifth	5197	233.0
Sixth	5253	233.9

It can be seen from the table that when the frequency of the air compressor shaft is 2084-5253Hz, the maximum stress is almost the same at different frequencies, and the air compressor shaft has no obvious deformation and stable structure.

3.3 Performance analysis of rotating shaft of air compressor with turbine

On the basis of the designed three-dimensional model of the rotating shaft, add a matching turbine, establish a three-dimensional CAD model, convert it into a corresponding format file and import it into the software hypermesh in the same way. Similarly, hexahedral grid unit is used as the main unit form to mesh the rotating shaft of air compressor with turbine, and the unit size is set as 10mm. The results show that the speed axis of the turbine is divided into 31897 units, including 9359 nodes. In order to ensure the comparability of the two experiments, the same materials as the first experiment were used[4]

After adding the model turbine, import the software, divide the rotating shaft with turbine into 31,897 units, adopt 40Cr profile, and then analyze the model with the above method, and get the sixth-order natural frequency of the rotating shaft of the air compressor with turbine as shown in the following table.

Order	Frequency	Ultimate Stress
First	1012	67.8
Second	1015	67.1
Third	1174	74.9
Fourth	1724	83.0
Fifth	1731	82.5
Sixth	1961	49.0

It can be seen from the table that when the frequency of air compressor shaft is 1012-1961Hz, the maximum stress is almost the same at different frequencies, and the maximum stress of air compressor shaft is at the edge of turbine, which accords with the design theory.

4. Summary

Based on the performance analysis of the rotating shaft of the air compressor for hydrogen battery, the conclusion is as follows:

(1) Whether or not the turbine is used has a great influence on the final result of the rotating shaft. If follow-up research and optimization are carried out on the rotating shaft of air compressor, other components such as turbine and connected bearings should be taken into account.

(2) When the working speed of the air compressor for hydrogen battery is 50,000-80,000 rpm, there is partial resonance. Therefore, the air compressor should be prevented from working at this speed for a long time, and its control strategy should be optimized.

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Original Research Article

Study on the Influence Mechanism of the New Retail Model on Consumers' Willingness to Buy Snack Food in Guizhou

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Abstract: The primary purpose of this study was to explore how customers select the optimal food channels. This study established a model according to the impact of the new retail model factors on consumers' decision-making regarding the purchase of fresh snack foods. The three research objectives were based on three primary objectives: to analyze the influence of consumers in Guizhou on their willingness to buy snack food; to explore the influencing mechanism between the relationship between perceived value, perceived risk, brand attitude, and purchase intention; to formulate targeted marketing strategies and provide highly referenced opinions for consumers of snack food to maintain and improve their willingness to purchase.
Keywords: Influence Mechanism; New Retail Model; Snack Food

1. Introduction

In recent years, due to the transformation of the new normal of the economy, my country's traditional retail enterprises are facing an unprecedented cold winter. Performance has declined, profits have plummeted, and stores have closed down. The top 100 retail chain companies across the country have suffered from waterloo. At the same time, online shopping platforms have frequently exposed low-quality counterfeiting problems, and consumers' overall experience has been poorly evaluated. In addition, online store competition has intensified, and policy supervision has become more intense. Due to other reasons, e-commerce dividends are gradually disappearing. With the rapid development of my country's economy and the continuous improvement of people's living standards, snack food has become one of people's daily consumer goods. Due to the constant improvement of people's purchasing power, domestic snack food has seized the development opportunity to provide consumers with more types and better-quality snack food. The development of the snack food industry has also ushered in a new climax. At the same time, the country has a broad market and consumption power, which gives the snack food industry a lot of room for improvement in the development of the Chinese market.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Theoretical significance, the current academic research primarily focuses on the consumer purchase intention of e-commerce live broadcast platforms, e-commerce, and online shopping, and the research scope is relatively concentrated. At the same time, for the new retail model, such offline retail stores combine online retail stores. There are few studies on consumption willingness, so that this study will conduct further research on the new retail model combined with snack food. Regarding the research model's choice, much literature is based on the theoretical model of planned behavior to research consumers' willingness to consume. This paper takes the consumers in Guizhou as the research object, integrates the theory of perceived value, the idea of perceived risk, and the view of brand attitude, and tries to explore the influencing factors of consumers' willingness to buy snack food in Guizhou from multiple aspects.

2.2 Practical meaning and value

Theoretical value, based on domestic and foreign kinds of literature, this study takes the theory of planned behavior as the perspective to explore the influencing factors of the new retail model on consumers' snack food consumption willingness and construct a new retail model that can fully reveal the consumer's snack food consumption willingness. It is helpful for the enrichment of relevant literature on the new retail model to consumers' desire to consume snack food and the supplement the existing influencing factors of consumption willingness.

3. Understanding the influence mechanism of the new retail model on consumers' willingness to buy snack food in Guizhou

3.1 Customer value theory

He: et al. (2015) [1] believed that for online consumers, online shopping is the first thing to buy goods, and the second is to enjoy the fun brought by online shopping. According to the theory of "customer value," consumers' purchase intention depends on the

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perception of value. When purchasing goods or services in an online store, the greater the perceived value of the customer, the greater the willingness to purchase, and vice versa. Studies have shown that improving online consumers' functional perception will increase their purchase intention, and improving emotional perception will also increase their purchase intention. Therefore, studying and enhancing the practical value and emotional value of comprehensive B2C online stores for online consumers is also an effective way to increase consumers' willingness to purchase.

3.2 Perceived risk theory

Zhang: et al. (2021) [2] explored the Influence of Online Interaction on Consumers' Purchase Intention-Based on the mediating role of perceived value and perceived risk; the study shows that perceived risk has a significant impact on purchase intention.

3.3 Brand attitude theory

Xie: et al. (2020) [3] defined the theoretical model of rational behavior and the theoretical model of planned behavior: attitude is the main factor in determining intention, and attitude will affect an individual's actual behavior through intention. IWOM sources have an impact on consumers' brand attitudes. Consumers recognize IWOM communicators, especially if they have the same cognition as IWOM communicators regarding cultural awareness, values, etc. The probability that consumers' brand attitudes will change is higher.

4. The Conceptual Framework for the Research Study

First Zhu: et al. (2019)[4] expressed influencing factors of consumers' trust-based organic food purchase behavior show that product knowledge will positively affect consumers' organic food trust. Product knowledge will also positively affect consumers' organic food purchase behavior. The product knowledge includes the knowledge reserve of essential attributes such as the function, price, and packaging specifications of organic food. Product knowledge significantly affects consumers' trust in organic food, which means that consumers have a rich understanding of organic food and are thoroughly familiar with the difference between organic food and traditional ordinary food. Their trust level in organic food is improved.

Second Li: et al. (2012)[5] believed that corporate image is an overall subjective impression formed by consumers comparing its products, services, or the relevant information and experience obtained through the social activities they engage with their competitors. By participating in appropriate green activities, enterprises build their green brand and image, which will promote the occurrence of customer purchase behavior. Consumers' cognition of Pu'er tea brand corporate image is mainly from providing various services, technology, innovation capabilities, future development trends, etc. A good corporate image can affect consumers emotionally, and their purchasing behavior impacts them.

5. The influence mechanism of the new retail model on consumers' willingness to buy snack food in Guizhou

5.1 Perceived value

It refers to customer evaluation of a particular product or service through their experience, observation, and information to evaluate if the product or service meets their expectations.

5.2 Perceived risk

Perceived risk refers to the mental cost associated with a customer's buying behavior, representing uncertainty about the future. This uncertainty will directly affect consumers' willingness to buy.

5.3 Brand attitude

Brand attitude is a favorable or unfavorable personal evaluation, emotional feeling, and behavior tendency that an individual keeps. Brand attitude is a total or overall evaluation of consumers of a product that has a brand.

6. Conclusion

User perceived value and brand attitude have a significant positive impact on their purchase intention, functional value and emotional value have a significant positive impact on perceived value respectively, privacy risk and service risk have a significant positive impact on perceived risk respectively, consumer trust, Brand cognition has a significant positive impact on brand attitude, personnel service and product mix have a significant positive impact on functional value, promotion methods and price advantage have a significant positive impact on emotional value, and logistics has a significant positive impact. Factors have a significant positive impact on privacy risk. Comment quality and comment form have a significant positive impact on service risk. Conformity consumption and product knowledge have a significant positive impact on consumer trust. Product image, corporate The two elements of image have a significant positive impact on brand cognition.

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Pisco Med Publishing

Original Research Article

Analysis on the Path of Integrating Interactive Media Network Platform into Higher Education and Teaching Based on Mobile Terminal

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Abstract: This paper studies the development and construction of the "media integration" network platform based on mobile terminals in universities from the aspects of the concept change and team building of higher education, in order to provide modern ideas for the construction of higher education in the unused era.

Keywords: Media Integration; Network Platform

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1. Introduction

Under the background of "network +", the integration of traditional media and modern media accelerated. As a product of the times, "financial media" can be used to coordinate manpower, material resources and publicity, and realize "asset integration, material resources integration, publicity integration and advantages integration". In higher education, it plays an important role in improving working methods and promoting the feasibility of teaching. How universities catch up with the modern development express train of "integrating media" has become an important driving force for the development of higher education and an important breakthrough topic.

2. The opportunity to integrate the media network platform into college education and teaching

The framework development from "educational course" to "educational curriculum" is a careful interpretation of educational philosophy. The teaching strategy with professional guidance as the "main line" and professional moral education as the "auxiliary line" conforms to the laws of educational work and teaching. In the new period, high requirements are put forward for education. How to make education enter the mind and heart is an important topic. In this respect, the educational work starting from the teaching field, from point to surface, from surface to inside, slowly extends to a wider space for advancement. This critical activity provides opportunities for the development of "media integration" in the field of education.

The concept of "media integration" is refers to the method of combining traditional media such as daily newspaper, television and radio with media represented by new technologies such as network and mobile phone to provide data to the public through diversified communication strategies. "Financial media" has opened up advanced channels for multi-party communication and information asset sharing. Some universities have begun to use "media integration" to strengthen education, and have achieved some results by publicizing, promoting display, supporting and optimizing the positive role of "media integration".

3. Create a new field of higher education under the media network platform

The way for college students to obtain information has changed from traditional ways such as newspapers, magazines and television to various Internet resources. It has become a major direction to give full play to the purpose of education, make full use of today's data equipment, expand electronic communication channels, give full play to the role of civic education, make full use of the most advanced data equipment, develop electronic communication channels, and develop and authorize concept development, carrier development, material display, etc. "Media integration" is an all-round progress in vision, hearing, reading, writing and conversation, which coordinates all components of data information. Driven by the cutting-edge teaching concept of "Internet + Education", it should also move and improve with the development of the times. We should abandon the general statements of "network is entertainment" and "teaching is classroom", coordinate the advantages of traditional teaching mode with advanced teaching mode, and construct three-dimensional and common-sense teaching communication.

3.1 Higher education in the era of "media integration" should be oriented to students and practice.

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Based on practice. The essence of higher education is to enable young college students to have both ability and political integrity, develop in an all-round way, make their ideological consciousness reach a certain level, strengthen the correct political direction, have noble moral quality and strong social adaptability. The practical activities of young college students directly reflect the success of higher education. Therefore, higher education should pay attention to practice-oriented and reasonable guidance of the practical process, so that students can be good at applying theoretical knowledge to practical activities, feel the powerful force brought by education, and become better socialist builders and successors.[1]

3.2 Build a "media integration" platform and build an excellent team.

In essence, the education and teaching work in universities needs certain innovation and platform support to go out of the classroom, out of the curriculum books, towards students and towards the development field. Education is a society or social group, which exerts prudent, arranged and organized influence on its individuals with certain ideological concepts, political views and moral standards. Therefore, higher education experts should have grand beliefs and firm beliefs fundamentally, and the characteristics of "media integration" also require experts to have the ability to coordinate and retrieve information, select content and build an operating platform. Therefore, it is indispensable to build an ideological and political work team with high political quality, strong ability and high level. In the era of "media integration", in order to master the forefront and main channels of higher education, the platform construction is also basic while building a team.

3.3 Promote the long-term influence of "media integration".[2]

In the modern environment, higher education is still facing many challenges. How to design a teaching mode so that all components of education have common advantages and complementarity. It is rich in basic, phased, changes in organizational means, staffing and creative construction, which provide basic conditions for higher education and enable higher education to realize phased joint construction and asset compatibility. At the same time, under the background of "media integration", in order to study the long-term nature of higher education at a deeper level, we must start from the essence, start from the point of interest, and realize both internal and external repair.

4. The specific path of integrating the media network platform into college education and teaching

4.1 Build a humanized "media integration" platform.

In the data age, college students' thinking and life tend to be organized slowly. The network provides a basic, useful and fast source of information and data for college students, and the mixed arrangement space also makes their data selection picky. Therefore, higher education should show the characteristics of being close to students, life and reality. Make the "media integration" platform more personalized, grounded, vivid and intuitive to convey profound truth, use more scenes to convey complex ideas, and use big data to build a three-dimensional stage for learning, interaction and communication.

4.2 The selection of teaching content for the"media integration" platform.

The Internet age is also a period of rapidly nourishing culture. A wide range of information and data can easily make college students tired of clicking and choosing, and it is difficult to hold young college students to stop and think deeply. Therefore, the construction of the "media integration" platform should also be well known, and the effective content should be reasonably divided in an arrangement, plate and step-by-step way, and the profound content framework should be from point to surface, giving visitors a fast and effective browsing experience.

4.3 Standardization of the operation of the "financial media" platform.

As an advanced media with fast transmission speed, large data capacity, high audio-visual participation and intelligent transmission mode, "Financial Media" attracts a large number of young students to obtain, collect and publish data here. On the one hand, this requires college teachers to improve the profundity, sensitivity and appeal of data dissemination, grasp the direction of public opinion, strengthen ideological work in universities, and achieve better, higher and stronger; On the other hand, measures should be taken to supervise and supervise the ideological and political education stage, and an effective supervision part should be established to standardize the operation of "media integration".

5. Conclusions

The platform of "integrating media" coordinates various media resources such as radio, television and network, so that the communication work, quality and value of media can be comprehensively promoted. This operation mode embodies a kind of logic and creativity. This logic and creativity make higher education have an innovative and all-round training mode. This is an inevitable process to fully implement the basic task of cultivating aspiring young people with moral ideals in the new period. In order to deepen this cause, it is inseparable from the joint efforts of society and schools in many aspects. Under the guidance of the socialist ideology with contemporary Chinese characteristics, a feasible improvement plan is worked out to build a new type of higher education and teaching mode and cultivate students to become talents.

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Original Research Article

On the Necessity of Career Planning Guidance in Higher Education of Clothing Major

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Abstract: In the implementation stage of higher education, many teachers may focus on the teaching of basic contents, mainly to enable students to have professional quality through learning. However, at this stage, teachers have not organized career planning and guidance education activities, and students may find it difficult to adapt to the workplace environment after graduation in the future. Therefore, in order to further solve this problem, in the current stage of college education, teachers must carry out effective career planning and guidance, let students make full preparations in advance and effectively enhance students' competitiveness. Therefore, taking the clothing major as an example, this paper discusses the necessity and measures of career planning guidance in the college education of clothing major.

Keywords: Clothing major; Higher Education; Career Planning Guidance; Necessity; Neasures

Clothing major is a very popular major in China. There are hundreds of colleges and universities offering this major, and the number of talents transported to the clothing market every year is also very large. However, through specific research, it is found that although students have mastered some basic clothing professional knowledge in school, they may have obvious maladjustment in the process of employment. For example, some fashion design ideas of students may not be connected with the current market concept, so students may be unemployed after graduation. The fundamental reason for this phenomenon is that teachers ignore the content of career planning and guidance in college education, so this paper focuses on this topic.

1. This paper studies the necessity of career planning guidance in clothing major in Colleges and universities

Career planning guidance mainly emphasizes that in the process of teaching implementation, teachers can analyze around the professional content, so that students can understand the professional employment status in advance. It plays a very obvious role to carry out career planning guidance in clothing education.

1.1 Help students find their development orientation

Through career planning guidance, students can find their future career orientation. Although many students enter the clothing major, they are actually very confused about their future employment direction. As far as the clothing major is concerned, the future students can work in a particularly broad direction. For example, students can complete clothing design, participate in clothing marketing, and even participate in clothing production or management. In the case of teachers' failure to effectively guide the student union, some students may not know what kind of job they should look for after graduation, which is more suitable for themselves. There is an obvious confusion in the employment stage. In the process of career planning and guidance, teachers can comprehensively analyze the market situation for students and analyze the personal characteristics of different students, so that students can find a more suitable career direction in the process of graduation in the future, so that students can find the most suitable position and obtain competitive advantage in the fierce social competition in the future[1].

1.2 Develop students' comprehensive quality

Career planning guidance is not a short-term professional course or a few hours of employment guidance lectures. Career planning guidance runs through the whole education system of students during school. When guiding career planning, teachers will connect the curriculum content of clothing major with the corresponding career, and analyze the ability requirements of different positions for students. With the help of this teaching implementation method, students can constantly overcome their weaknesses in the process of learning, and make sufficient preparations for their future employment, which can also play a very obvious role in the development of students' personal comprehensive ability.

1.3 Help students develop healthy psychology

Through career planning guidance, it can also help students form a positive and healthy employment psychology. For some students, they think they have mastered professional knowledge during school, so after graduation, students have obvious expectations for their future positions. However, for students who have just entered the society, they do not have enough experience, so there may

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be some gaps between the job, work content or salary content expected by students and students' ideals in the process of employment. In this process, some students will have a sense of gap, and it may be difficult for them to accept the reality. However, in the stage of career planning guidance, teachers will guide students' employment psychology, so that students can understand that if they want to get long-term development in the industry, they need to constantly accumulate experience and get an ideal job on the premise of constantly improving themselves. In this process, it can help students reasonably adjust their mentality, adjust negative emotions when they encounter setbacks or difficulties at work, and maintain a more positive employment mentality, which can play a very obvious role in promoting students' future growth and development.

2. This paper studies how to guide students' career planning in college clothing education

From the above, it can be seen that in college education, career planning guidance for garment students has very obvious practical significance and role. However, at this stage, many colleges and universities have not paid attention to the content of this section, teachers have not analyzed the specific teaching details, and the effect of career planning guidance is not ideal. Therefore, the following puts forward some feasible suggestions on the guidance of teachers to students' career planning in college clothing education.

2.1 Carry out detailed planning and set up career planning courses

In the previous college education, in fact, many colleges and universities also set up corresponding career planning guidance courses. However, colleges and universities generally offer some employment guidance lectures during the period when students are about to graduate. Through a few lectures, there is no way to solve the students' confusion in choosing a job or employment[2]. Even they will have a very confused psychology and are not sure about their future development direction. Therefore, in the implementation process of clothing education in Colleges and universities at this stage, teachers must guide career planning through the stage of curriculum teaching. From the beginning of students' contact with clothing specialty, teachers need to consciously introduce career planning curriculum. From enrollment to graduation, teachers need to make reasonable arrangements and take career planning guidance as an independent course. In the process of teaching, teachers can conduct all-round analysis based on the professional characteristics and market content, so that students can more clearly find their future development direction in the process of professional learning, so that students can find a satisfactory job after graduation.

2.2 Enrich the guidance content and improve the career planning system

In the process of career planning and guidance for college students majoring in clothing, as college teachers, we need to think from multiple angles. For example, many teachers may just make a simple analysis for students from a theoretical perspective, so that students can prepare in time. However, in this process, the content concerned by teachers does not have individual characteristics. Because there will be some differences in each student's personality and their professional learning, there will be some gaps in the positions that each student will adapt to in the future. Therefore, in the process of guiding students' career planning, teachers must implement the principle of difference. In the implementation of career planning guidance at this stage, teachers need to change their ideas reasonably. For example, in the guidance of career planning, teachers can analyze the needs of the garment industry in the current market, and then analyze the actual requirements of each post for talents in the industry[3]. For example, students need to have professional quality, personality, ability and so on. In this process, students can take their seats according to their numbers and choose the development direction that they may be suitable for in the future in combination with their individual situation. In the process of students' doubts, they can talk with teachers at any time, and teachers can give guidance to students alone. In this way, we can ensure that the current career planning guidance is more in line with the actual needs of students. Moreover, in the process of career planning guidance, in addition to the suggestions provided by teachers, colleges and universities can also cooperate with different garment enterprises, so that those staff with rich experience in enterprises can share their experience and provide reliable suggestions for students, so that students can have a clearer direction for their future development after receiving the guidance of career planning, So as to ensure the current career planning guidance effect.

3. Concluding remarks

To sum up, in college education, career planning guidance for clothing majors plays a very obvious role. Through career planning guidance, students can get rid of their confused posture in the process of learning, and enable students to continuously improve themselves in order to better adapt to employment in the future, so as to enhance students' Employment competitiveness. Therefore, in the process of career planning guidance, teachers need to think deeply, improve the current career planning guidance content, and effectively develop the employability of College garment students.

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Original Research Article

Optimization Scheme of Bipolar Plate for Hydrogen Fuel Cell

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Abstract: Fuel cell is one of the main powers of new energy vehicles. In the fuel cell, bipolar plate is an important component for its normal operation, which plays a variety of roles, such as distributing reaction gas, collecting current, draining water, conducting heat and supporting machinery. Its flow field structure determines the proportion of reaction area, the uniformity of reaction gas distribution, etc., and significantly affects many important parameters such as fuel cell power, current density distribution in the range of electrode plates, voltage consistency between electrode plates, etc., thus determining the working performance index and service life of fuel cell, which is an important content of fuel cell structure design. at present, the hydrogen fuel cell technology is in the initial stage, and there are some problems, such as uneven distribution of reaction gas in the whole system, low conversion rate of hydrogen and electricity, and high production cost, especially the low reaction effect of bipolar plate flow field and the utilization rate of membrane electrode, which seriously affect the popularization of fuel cells.

Keywords: Fuel cell; Bipolar plate; Structure design

Fund Project: Shandong Industrial Vocational College Horizontal Project Funding Project: Design and Development of Metal Bipolar Plates for Hydrogen Fuel Cell Stacks for Vehicles (Jinan Ying Hydrogen Power Technology Co., Ltd., Project No. 2021HX002)

1. Analysis of working principle of hydrogen fuel cell

The fuel cell contains two electrodes, a cathode and an anode, which are filled with electrolyte respectively, and a permeable membrane is formed between the two electrodes. Hydrogen enters the fuel cell from the anode, while oxygen enters the fuel cell from the cathode. Under the action of the catalyst, the hydrogen molecule of the anode is decomposed into two protons and two electrons, in which the protons are "attracted" to the other side of the film by oxygen, while the electrons form a current through an external circuit and then reach the cathode. Under the action of cathode catalyst, protons, oxygen and electrons react to form water molecules.[1]

The "hydrogen" fuel used in the fuel cell can come from hydrogen gas and any hydrocarbon produced by the electrolysis of water. As the fuel cell generates current and water through the chemical reaction of hydrogen and oxygen, it is not only completely pollution-free, but also avoids the time-consuming problem of traditional battery charging. It is the most promising new energy method at present. If it can be popularized and applied to vehicles and other high-pollution power generation tools, it will significantly reduce air pollution and greenhouse effect.[2]

2. Main research contents

Under the background of new and old kinetic energy conversion and peak carbon dioxide emissions's carbon neutral strategy, based on the typical bipolar plate structure of fuel cells for new energy vehicles, the author optimized the structure of hydrogen and oxygen channels in metal bipolar plates, designed a one-step metal bipolar plate model with more compact structure, higher energy density, more uniform gas and temperature distribution, lower cost and more suitable for mass production, solved the problem of uneven distribution of reaction gas in the whole system, and improved the reaction effect of bipolar plate flow field and the utilization ratio of membrane electrodes.

2.1 Determine the layout of bipolar plate flow channel

Since the emergence of fuel cell technology, people have done a lot of research on the flow field. At present, conventional flow fields are straight channel, serpentine, spiral, interdigital and grid, etc. At the same time, relevant researchers are constantly developing new flow fields, such as bionic flow field and 3D flow field.

The DC channel is simple in structure and easy to process. The straight channel flow field has many parallel flow field channels, short process distance and small inlet and outlet pressure loss, which can realize the uniform distribution of current density and battery temperature. However, due to the short retention time of reaction gas in the straight channel, low gas utilization rate and relatively low flow rate, the produced water cannot be discharged in time, which is easy to cause water plugging.

The S-shaped channel structure will form a crossing part in the waterway, and the crossing part can make the water flow of adjacent cooling water channels mix and convect, so that the cooling water can be fully mixed, and its heat transfer performance is better than that of the straight channel with the same cross section. However, many key technologies of S-shaped channel have been

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protected by intellectual property rights and blocked by foreign automobile manufacturers, which makes it difficult to research and develop.

The serpentine flow field can be divided into single channel and multi-channel. There is a single serpentine flow channel, and all gases flow in one channel. The gas flow rate is very high and the flow channel is long, resulting in excessive pressure loss. Although it is beneficial to the removal of reaction water, it is not conducive to the uniformity of current density and the utilization of catalyst.

Therefore, after comprehensively considering the advantages and disadvantages of all kinds of metal bipolar plate runner layout types, the author finally selected the serpentine runner as the layout type of metal bipolar plate runner to be innovated.

2.2 Optimize bipolar plate material

Bipolar plate materials can be roughly divided into three categories: carbon materials, metal materials and composite materials of metal and carbon.

Traditional bipolar plates are made of dense graphite, which is machined into gas channels. Graphite bipolar plate has stable chemical properties and low contact resistance with ethanolamine in fuel cell, but its mechanical properties and electrical conductivity are poor.

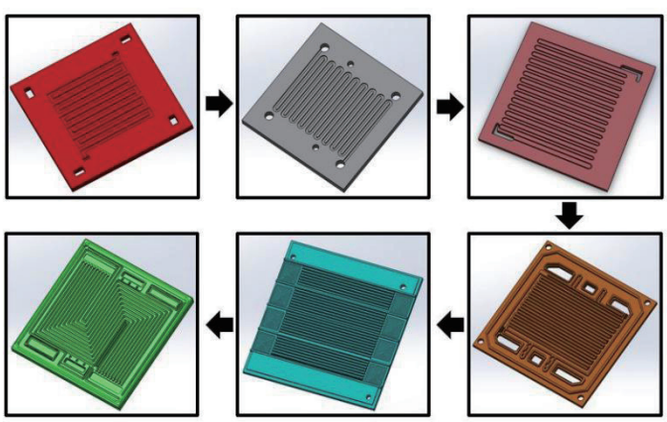
Metal materials such as aluminum, nickel and titanium can be used to make bipolar plates. The metal bipolar plate is easy to process, can be manufactured in batches, has low cost and thin thickness, and the volume specific power and specific energy of the battery are high.

Among all kinds of commonly used bipolar plate materials, graphite has the smallest contact resistance, and non-conductive oxide films are formed on the surfaces of stainless steel and titanium to increase the contact resistance. Composite materials can solve the shortcomings of metal materials and carbon materials, but the cost is high, so it is not suitable for the popularization of fuel cells.

Therefore, in order to control the cost of enterprises and improve the hydrogen-electricity conversion capacity of fuel cells, the author decided to choose metal materials as the bipolar plates of new fuel cells.

3. Implementation process

The metal bipolar plate of conventional fuel cell has the problem of uneven gas distribution in the reaction process, which leads to uneven heat dissipation of the metal bipolar plate, resulting in unsatisfactory reaction effect of the bipolar plate. According to the innovative idea of “preliminary design-sample making-sample test-result feedback optimization”, the author continuously laid out the internal structure of bipolar plate and made finite element analysis in 3D modeling Solid works software. Finally, a new type of metal bipolar plate was designed and optimized and applied to the whole vehicle, which solved the problem of uneven distribution of reaction gas in the whole system, and improved the reaction effect of bipolar plate flow field and the utilization ratio of membrane electrode. After the implementation, the fuel cell is more compact in the whole vehicle, which is beneficial to improve the space layout of the vehicle. The new metal bipolar plate runner is formed in one step, making it easier to produce in batches, and further reducing the manufacturing cost. The implementation process is as follows:



4. Conclusion

Generally speaking, the optimized compact bipolar plate structure improves the spatial layout of vehicles, and the once-formed bipolar plate runner is more suitable for mass production, with high energy density, thus improving the endurance of vehicles, more uniform gas and temperature distribution, and more stable hydrogen-electricity conversion, which has been affirmed by service enterprises. At the same time, it has certain guiding significance for the design and production of fuel cell and new energy vehicle enterprises.

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Original Research Article

The Evolution Of Footwear For Sports

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Abstract: The first footwear was not made to any specifications, and shoes of men and women once were very similar, while looks, designs, and materials varied with the changes of social status or classes. The change of sneakers are highly related to the evolution of materials, as well as the sports itself. New technologies have increased the performance of sneakers. Those who are knowledgeable about the evolution of sneakers predict that the future of footwear will be self-lacing performance sneakers.
Keywords: Footwear; Sports; Self-lacing; Materials

1. Introduction

People wear shoes for reasons such as fashion, protection, and specific activities. Shoes unquestionably plays an important role in one's life. These accessories you currently wear on your feet have an approximately 10,000-year history, and the earliest known shoes are sagebrush bark sandals dating since around 8000 BC, unearthed in the Fort Rock Cave in Oregon in 1938. The colors, materials, and looks of the footwear have altered drastically over thousands of years with the development of the industries, civilizations, and technologies. Fast forward to the 18th century, cloth-topped shoes were invented while boots grew exceedingly popular. The first rubber soled sneakers appeared later in that century, which are called "plimsolls."[1] This kind of shoes were widely worn by vacationers and sportsmen, especially tennis and croquet player for comfort purposes. The modern sport shoes were born in the final decades of the 19th century. Britain introduced a variety of games and athletic activities because of social, industrial, and commercial changes. Sports created physical and social needs and in seeking to cater demands of athletes, shoemakers then drew on ideas of how footwear could be used within sporting practices and exploited modern manufacturing and commercial processes. In the foreseeable future, shoes will use technologies such as Electro Adaptive Reactive Lacing known as E.A.R.L. Moreover, thermoplastic polyurethane (TPU), a solid granular material, will be used in the production of sneakers. TPU can be expanded to form small energy capsule contributing to the one-of-a-kind Styrofoam midsole.

The first footwear was not made to any specifications, as in different territories there were extremely different materials used for making shoes, and people's needs for shoes were different due to various environmental factors. For example, in Northern areas, fur and hay were added to the thick leather shoes to keep warm while in the Southern areas, palm leaves or papyrus fiber were mainly used to make the sandals. Except for the weather, people wore shoes to guard their feet against rocks or harm.

Our feet were made to walk, run, and climb once in a while. Bare feet can be great at all of that. Greek runners participated in the competition at the first Olympics in 776 B.C. without shoes, while later sandals were worn by sportsmen and sportswomen to guard their feet against outside influence. Walking was the main way for traveler at that time because of no bicycles, cars, or planes in 1500s. To make their feet feel more comfortable, they put some moss on their soles to give a little bit of cushioning. During the time from 1600 to 1750, shoes of men and women were very similar, while looks, designs, and materials varied with the changes of social status or classes. It is the norm for common people to use thick black leather heels, but the heels for the aristocrats' shoes were made out of wood.

Leather was the traditional material used as soles, but rubber is more flexible, elastic, and bouncier than leather. In 1832, Wait Webster of New York received the earliest patent for the production of footwear based on rubber soles. Later in 1839, Charles Goodyear found a way called vulcanization that adding Sulphur during the manufacturing process made rubber more elastic and durable. It makes the production of rubber-soles shoes easier and keeps them from becoming hard and fragile when the weather gets cold, soft and gluey when hot. The patent for spiked sneakers was first awarded in UK during the year 1861[2]. The sneakers were first used by cricket players, but was soon embraced by track runners. In 1892, more cozy rubber-soles shoes with canvas tops made by the U.S. Rubber Company appeared, known as Keds. Before that, people used to wear plimsolls, which were very rough.

2. Origin and development

The mass production of sports footwear began in 1917. With basketball becoming popular, Converse Inc. noticed the potential market value to design basketball shoes for players to wear. After research and development, in 1923, Marquis Converse created the All-Star shoes, which were Chuck Taylor's signature basketball shoes. The All-Stars shoes which became the first mass produced

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sneakers for the popularity of basketball in the USA and still are the first mainstream pair of converse shoes that we see today. As for materials, it used a very thick rubber sole with canvas or leather top.

Sneakers became well-liked world widely in 1924, when a man called Adi Dassler, after his returning from World War I, created Adidas sneakers in the laundry room at his home in Herzogenaurach, Germany. He helped develop spikes for track running in many sports events. For example, to improve the feature of spiked sneakers, he used canvas and rubber instead of the former clumsy heavy metal spikes. At that time, the electricity supply in Herzogenaurach was undependable, so he had to power his equipment by pedaling a fixed bike sometimes. In 1936, Dassler encouraged American runner Jesse Owens to wear his hand made sneakers at the Olympic Games in Summer. The name and reputation of Adidas became famous around the world after Owens' 4 gold medals. Before World War II, his shoes business was so successful with sales of around 200,000 pairs of sneakers every year, thereby becoming the most popular sport shoes brand around the world.

During World War II, for military reasons, rubber was widely and urgently in need. As a result, several sneaker factories were converted into workshops for military supplies. Around this time, Adidas factories were almost destroyed by US forces as they were making weapons to confront tanks, but was saved by his wife convincing the GIs that Adidas was only interested in making athletic shoes. American occupying powers then turn out to be main customers of Adidas sneakers[3]. In the 1950s, after watching James Dean wear sport shoes in the hugely popular movie, Rebel Without a Cause, majority of the youngsters started wearing them, thus creating a trend. But before that time, the main function of sneakers was ultimately about improving the performance of sportsmen and sportswomen.

In 1964, the today's famous shoe manufacturer, Nike, was started by a track coach in University of Oregon, Bill Bowerman, and one of his sprinters, Phil Knight. Nike was focused on running shoes and track spikes at that time. The tick-shaped logo of Nike was designed by a student at the cost of only $35. The first waffle sole for sneakers was created by Bowerman when he was eating breakfast at home. He poured rubber into his waffle iron. In 1970s, as jogging became famous, it helped shoe manufactures sell their products to all kinds of buyers, not just athletes.

The market for sneakers really reached the peak when Michael Jordan signed a contract with Tinker Hatfield to wear Nike basketball sneakers called AJ1 in his NBA games in 1984. AJ series are still one of the best-selling and iconic sneakers both in the fashion and sports industries even though Jordan retired from the game years ago. Competitors such as Adidas, Nike, and Reebok use wilder colors and play around with laces to alter the looks of nowadays sneakers. Currently sneakers are produced for every sport, such as jogging, climbing and cycling, etc. New technologies have increased the performance of sneakers. Nike Air Force used gas in the mid-sole for better cushioning, while Reebok pumps gas into the sole of sneakers to make them feel much more cozy. There are many more different techniques used to make sneakers. For example, Spira Footwear even use springs in soles to decrease the pressure on feet.

In 2000, the San Francisco's Museum of Modern Art hosted an exhibition called "Design A foot: Sneaker Design, 1995-2000." This exhibition made people realize that sneakers are a form of self-expression and not just functional playthings as they are an important aspect of the urban nomad.

Those who are knowledgeable about the evolution of sneakers predict that the future of footwear will be self-lacing performance sneakers. Velcro, bungee cords or zippers will be used, along with more stretch material and brighter colors. There will be more features like lightweight Nike Fly-wire technology top surface, cushioned mid-sole for comfort when exercising, and rubber out-sole for flexible durability. With the development of science and new technologies, there are many materials used for shoes production, such as TPU, which I mentioned before. And the BOOST foam, which can return the highest energy to athletes among all sneakers currently available for selling. This material was developed by the Innovation Team after numerous temperature-sensitive tests, thereby making it three times more temp-resistant and durable when compared to EVA[4]. The first performance sneaker of Nike using the adaptive lacing are pretty revolutionary. There is a sensor which can detect when you step in and the system will help the shoes tighten automatically with two controls on the side to adjust. This is revolutionary, completely avoiding a step engrained in our everyday life, tying a shoe lace. This is problem thinking design, implementing a design to fix a problem or to better an experience. Nike would have looked at what could be improved in a shoe, and by taking away the shoe tying task it maximizes efficiency, minimizing time. This design both solves the problem of a shoe lace coming undone, and the task of having to tie a lace in the first place. It makes micro-adjustments on the fly possible. It reduces excessive pressure caused by tight tying, as well as problems with slippage caused by loose laces. Basically, they reduce distraction, allowing athletes to focus on the game or competition.

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Original Research Article

Validity and Fairness of TOEFL iBT Reading Test

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Abstract: The validity of the TOEFL, a large-scale worldwide test and a high-stake test, is the most concern for test-takers. The validity of TOEFL scores has been found positive as a whole but in reading comprehension. Four aspects are analyzed to study the validity of fairness of TOEFL iBT reading test. Results show that reading score are under-represented, with some cognitive validity issue, negative washback, and unfairness.

Keywords: TOEFL IBT Reading Test; Validity; Fairness

1. Introduction

As a language proficiency test, the Test of English as a Foreign Language (TOEFL) has established itself as a large-scale worldwide test over the years. TOEFL test is also a high-stake test since the score of TOEFL will be strong evidence of the test takers language ability. Given these characteristics, the validity of the TOEFL test is the most concern. Studies have constantly been conducted on the validity of TOEFL scores to interpret test takers English language proficiency, and consistent and positive results have been shown on the test as a whole and in other domains but in reading comprehension. The reading section assesses test takers academic reading skills using multiple-choice items. Evaluated through the reading test are three academic reading skills: basic information skills, inferencing skills, and reading-to-learn skills. A wide variety of academic subjects are covered in the testing passages, ranging from astronomy to anthropology. Normally, the reading section involves three passages; occasionally, it includes an extra passage, or an experimental section of reading. In sum, TOEFL iBT reading test is characterized by the following: (1) internet-based testing format; (2) a test of academic reading skills; (3) broad academic subjects; (4) an experimental section[1].

2. IBT testing mode: concurrent validity

First introduced in 2005, TOEFL iBT has experienced a constant comparison with the previous paper-based test (PBT) and computer-based test (CBT). Some advantages of TOEFL iBT are obvious: more effective scoring process and detailed score report. With the widespread internet, students become accustomed to reading articles and books online since the internet provides relatively convenient access to substantial reading materials. Also, while reading, they often take some important notes, which is allowed during the test. Thus, considering the online reading and permission for note-taking, the iBT mode is quite parallel to the real-life situation. But using iBT mode to test reading comprehension might face some concurrent validity issues. Research have shown that a large difference in the reading exists between PPT and CBT on a large-scale statewide examination (Kim & Huynh, 2008). Even though there is no significant difference in other domains under CBT, a worse performance is noticed in reading comprehension. Reading scores were found lower for scrolling in CBT than for paging in PPT (Pommerich, 2004). Given that iBT mode is conducted similarly to CBT mode, a similar situation could happen on the TOEFL iBT reading test. When two different testing administration modes do not correspond to each other, there will be a concurrent validity issue to that test. In light of the above, the TOEFL iBT reading test might have some valid issue in the concurrent aspect[2].

3. Test of academic reading skills: construct validity and cognitive validity

Evaluated from the reading construct, TOEFL iBT reading test is quite valid since it involves elements such as identifying main and supporting ideas, relating cause to effect, recognizing the rhetorical functions performed by sentences in the development of a text, and understanding different types of the meaning of words/semantic associations. Vocabulary questions aim to elicit a test takers ability to infer the meanings of individual words and phrases used in the passage. Lims (2014) study showed that one third of the participants chose the vocabulary questions correctly without reading the passage. More importantly, the washback of vocabulary items might not be positive[3]: obviously, some test takers would pre-memorize as many academic words as possible rather than practice as much their inference skills from the context. In addition, R2L questions mainly assess a test takers metacognitive reading skills. Using the Think-Aloud approach to analyze the participants response to R2L questions, Cohen and Upton (2006) reported that subjects were summarizing in their heads what the key ideas were and then moving to the test item to find the answer that matched the understanding they had in their heads; in this way, the R2L items are viewed as testing tasks rather than reading tasks since little mental framework have been involved. iBT reading is like a test-taking task with academic-like aspects to it. Thus, evaluated from the aspect of testing

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academic reading skills, TOEFL iBT reading test faces cognitive issues in some of its question items[4].

4. Broad academic subjects: content validity

Covered in the TOEFL iBT reading test are highly variable academic subjects, including astronomy, geology, biology, anthropology, humanity, history, and arts, each of which is expected to be read and learned in the university. It is an ideal situation that a test involves as large a content of materials as it is supposed to. In reality, however, it is impossible to do so. ETS may adopt sample widely and unpredictably policy, meaning to cover a broad range of content and, most importantly, in an unpredictable way. Thus, it is not easy for test-takers to prepare the content before the actual test. Seen from the content perspective, TOEFL iBT reading test is quite valid. However, this sampling widely and unpredictably may result in inconsistent reading scores for those who rely on content knowledge to understand and answer the item questions[5]. As background knowledge cognitively affects reading comprehension. It is easy to predict that if a test taker fails to process the text, he or she will use his or her background knowledge to understand the text. If this happens, the test itself cannot be considered cognitively valid since it is the test takers schema rather than reading ability that decides the testing results.

Many studies have been conducted to look for the correlation between background knowledge and reading comprehension. For instance, Awabdy (2012) found that that a significant association was shown between background knowledge and reading comprehension in those passages that discussed specialized knowledge of a topic. Clapham (1996) noticed that the medium-level students heavily use their background knowledge to understand the text. Negative washback can also be predicted: medium-level students desiring higher scores might spend more time learning various academic subjects than practicing their English reading skills[6]. Given this situation, the content knowledge will hurt reliability of the score. Also, testing the ability to read various academic subjects is unfair to test takers since native English speakers who apply to the same university are not required to demonstrate the same reading ability.

5. The experimental section: fairness

An extra reading passage is a distinctive characteristic of the TOEFL iBT reading test. This happens constantly on every TOEFL iBT reading test but unpredictably to individual test-takers. In other words, only when the reading section begins will a test taker know whether he or she will be tested additionally. The extra reading passage is randomly placed, and the extra items look the same as graded questions, so test-takers cannot guess which passage is the extra one. The extra questions are either questions used to make test scores comparable across administrations or new questions to help determine how such questions function under actual testing conditions. It sounds reasonable; however, the truth is that the extra reading passage is experimental research to determine whether the new reading material is reliable and valid. So, it seems that test takers are taken advantage of as pilot subjects in a high-stake examination. Even though the extra items are not scored and will not influence the reading score, the experimental reading section makes the reading test very long[7]. Spending 72 minutes rather than 54 minutes to focus on reading may not be easy for some test takers throughout the reading test. Also, if the experimental reading passage is more difficult than the other three reading passages, test takers may become anxious and thus influence their reading scores. Therefore, compared with other test-takers, these pilot subjects are unfairly treated in the TOEFL iBT reading test.

6. Conclusion

As an assessment can only be considered valid for a certain purpose (Green, 2013). The TOEFL iBT reading test is valid in some aspects except in some others. Noticed are the under-representation of the reading score due to the testing mode, cognitive validity issue of some question items, content validity issue of broad academic subjects and its negative washback to medium-level students, and unfairness of the experimental section to the piloted test takers.

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Original Research Article

Code Switching Between English and Chinese in Online Communication from the Sociolinguistic Perspective

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Abstract: Code switching as an outstanding feature in Chinese online communication has attracted increasing attention of linguists. Although there is a long history to carry out the researches on code switching, the research from the sociolinguistic perspective is almost at the level of daily communication, with little touch upon with code switching in e-discourse such as online language. From the sociolinguistic perspective of code switching in online communication, the factors forming it and its social functions will be analyzed to present a comprehensive picture of code switching in online language to readers.
Keywords: Code Switching Between Chinese and English; Sociolinguistics; Factors; Social Functions

1. Introduction

Code switching means two or more language varieties or language codes used in a same dialogue or communication. For social and political reasons, code switching appears frequently in daily conversation of Hong Kong people, especially in the cross use of English and Cantonese. In contrast, it is not so obvious in mainland China that the relevant researches on code switching between English and Chinese are all centered on the uses and functions of code switching between teacher and student in English class and the characteristics of code switching in written language. However, this situation has been improved due to the development of the Internet and the popularization of English. The growing online language has the characteristics of oral discourse as well as of written discourse. Although the researches about online language in China start late, its categories are beyond the simple collection of Internet catchphrases and the brief description of language form. In general, online language has flexible and diverse forms. With Chinese characters as main part, more and more letters and signs have yet appeared, of which English has the biggest share. No wonder that code switching between English and Chinese in online communication happens.

The researches about code switching are not new. While most of the relevant researches focus on natural discourse with little touch upon e-discourse, there are some good researchers and results. As the representatives abroad, Anita Pandey did a research on students who used two language dialects in online communication from two English universities, and drew a conclusion that code switching in online communication was more flexible[1]. He (2009) systematically analyzed code switching between English and Chinese in online communication from the perspective of cognitive linguistics, especially introducing the prototype theory. In this study, through the study of code switching in online communication from the sociolinguistic perspective, the factors and its social functions will be presented thoroughly.

2. The definition and factors

2.1 The definition

Sociolinguistics stresses on the diversity of language from beginning to end. In code mixing, the components in code A are incorporated into code B to some extent. Generally speaking, code B is given priority and used cnsciously in communication by people while code A holds the subordinate position.

2.2 Factors

Factors forming code switching in online communication are complex, involving many fields, such as of semantic, psychological and social.

2.2.1 Inexistence and inaccuracy of equivalents (semantic)

Many culture-bound words and partial equivalents exist in English and Chinese because of different cultural background. They do not have equivalent words standing for the corresponding conception in target language or have the same but partial conception, so they are only transliterated although translated. For example, “DIY” could be translated into “为自己动手制作” in Chinese, while it is better to do code switching putting "DIY" directly in the sentence than use the burdensome translation to achieve better communication results. In consideration of many lexicons hard to be understood, its better to use accurate English expression, such as flash (it originally means flashlight, animated short films produced by computers now), fans (it means fanatically supporting somebody, something or some activities and has generally been translated into “粉丝”). The English expression forms have been accepted in public because it is hard to find the appropriate equivalents[2].

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2.2.2 The theory of economy (psychological)

The theory of economy, also called the theory of least effort, was put forward by Victoria Fromkin. He thought people were trying to save themselves with less trouble when communicating. Online communication affected by typing speed can not be as fast as in communication face to face. To reach the goal of "time-saving, effort-saving, succinct, speedy", netizens prefer to use English expression, especially diverse abbreviations. For example, PK used in Internet is the abbreviation of "player killing", which means an arbitrary action of killing lower level players by the higher in computer games and can be referred to "duel"; now, PK has been popular in public in competition or battle competing for ranking due to the accurate meaning and the simple form.

2.2.3 Topics and participants (social)

The research of sociolinguistics aims at revealing the interaction between linguistic phenomenon and socio-cultural factors. Code switching could not only represent the meaning of sign in linguistics, also be influenced by social factors. Holmes (2010) pointed out that code switching was influenced by topics, situations and listeners. Topics and participants will be discussed here since situation may change from time to time.

In terms of topics, different topics represent and carry different social meanings. In online communication concerning some serious topics like political or technological topics, the overuse of code switching between English and Chinese will make communication nondescript, resulting in the lower seriousness. Therefore, the frequency of code switching will be decreased in those topics. On the contrary, some topics are well accepted and do not affect the whole, such as gossip or grapevine. One more situation is that if the topics are ineffable and hard to express directly, or a single word could lead to unnecessary understanding, code switching often occurs.

The ages, education levels and careers of participants will influence code switching. Since language is used in specific social context, the production, delivery and comprehension of language must rely on social and psychological context, language ability and verbal ability will be will be changed. Wardhaugh (2014) said young people are pioneers changing language. Young people could not only create new expression, but also easily accept those unique and novel language signs. Driven by conformity, people will say what others say, use the new words others invent in the process of language variation. The thought that if they fail to keep up with the trend, they will be regarded as weak will promote the development of language variation, leading to language evolution.

3. Social functions

Gumperz (1983) had categorized the function of code switching into six: quotation, repetition, parenthesis, information constraint, individualization and objectivity. In the researches of code switching in online communication, the characteristics of online language should also be considered with the previous factors.

3.1 Convenience

Participants use code switching to save time and effort. If users could replace Chinese with relatively simple English, the communicative goals will be achieved with half the effort. For example, WTO is used for "世界贸易组织" in Chinese to save more time rather than hinder communication. Furthermore, an English word does not have its perfect equivalent in Chinese, people always choose the English form.

People tend to use the word "seminar" for the reason that there is no single Chinese word standing for the meaning here "课堂研讨会" in spite of many Chinese meanings "seminar" represents. In order not to cause misunderstanding or give the explanation with great effort, "seminar" is used directly and simply here in online communication[3].

3.2 Conformity to the social rule

Although online communication exists in the virtual world of cyberspace, the conversation will still be constrained by the social environment. In some secret or hard topics, people turn to choose another code to avoid a taboo subject in conformity to the social rule. For instance, when discussing if the girl menstruation is normal, 生理周期 would be MC (menstrual cycle), after all menstruation is hard to say directly.

3.3 Repetition to stress information

In order to stress the importance of the information, people tend to repeat the information stated before with another code. For example, in the sentence of "我今天跟一个网友视频，太丑了，so ugly!", "ugly" is used immediately after "丑" to highlight the meaning of "丑".

4. Conclusion

There is no lack of opposing voices to code switching from birth on. Opponents think code switching is not an orthodox language and call it neither fish nor fowl, difficultly ascending the place of refinement. Therefore, it is forbidden to use the mixture of English and Chinese in media like newspaper, TV and Internet. It must be mentioned that code switching in online communication is influenced and limited by social factors instead of an arbitrary action of Internet users. Besides, since Internet originates from western countries in history, it has something to do with English to a large extent. In consequence, code switching and code mixing between English and Chinese could appear in the Chinese network environment with Chinese as main part and have its specific communicative goals.

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Original Research Article

Never Forget the Road of Hundred Years' Struggle and Forge Ahead into a New Era

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Abstract: After a hundred years of continuous struggle by the party and the people, we have built a moderately prosperous society in all respects. On the new journey, an accurate understanding of the relationship between the Party's century-long struggle and the opening of a new era is of great significance to building China into a great modern socialist country in an all-round way and realizing the Chinese dream of national rejuvenation.

Keywords: New era; The Communist Party of China; Marxism; Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era

As socialism with Chinese characteristics has entered a new era, the Chinese nation has made a great leap from standing up, becoming prosperous to becoming strong. On the new journey of the new era, a profound grasp of the relationship between the party's Centennial struggle and the opening of the new era, and drawing wisdom from the party's Centennial struggle will help to promote the building of a socialist modern power in an all-round way and realize the Chinese dream of the great rejuvenation of the Chinese nation.

1. The party's Centennial struggle opens a new era

1.1 Socialism with Chinese characteristics has entered a new era

Basic social contradictions are the fundamental driving force for the development of human society. Throughout the party's hundred years of struggle, China's main contradictions are reflected differently in different periods. "Socialism with Chinese characteristics has entered a new era. The main contradiction in China's society has been transformed into the contradiction between the people's growing needs for a better life and unbalanced and insufficient development."[1] The transformation of the main social contradictions is the inevitable result of China's economic development, especially the continuous struggle of the broad masses of people, and it is also an important basis for socialism with Chinese characteristics to enter a new era. This discussion is an important sign that China's development has entered a new stage. It is the logical starting point for the new journey of comprehensively building a modern country in the new era. It is a new sublimation of the understanding of the law of socialist construction. At the same time, it also means that the problems we face and want to solve have changed compared with the past.

1.2 Accurately understand the scientific connotation of the new era

To accurately understand the scientific connotation of the new era, we need to grasp it from the aspects of subject, general goal and general task. First, the new era is an era of connecting the past and the future, carrying forward the past and forging ahead into the future, and continuing to win the great victory of socialism with Chinese characteristics under the new historical conditions. Second, the new era is an era of decisive victory in building a well-off society in an all-round way and then building a powerful socialist modern country in an all-round way. Third, the new era is an era in which the people of all ethnic groups work together, constantly create a better life and gradually realize the common prosperity of all the people. As General Secretary Xi Jinping has pointed out, "The foundation, blood and strength of the CPC lie in the people." [2]The CPC always bears in mind that the country is the people and the people are the country, and unswervingly follows the path of common prosperity for all. Fourth, the new era is an era for all of us, the sons and daughters of the Chinese nation, to strive with one heart to realize the Chinese dream of national rejuvenation. Fifth, the new era is an era in which China is moving closer to the center of the world stage and making greater contributions to mankind.

1.3 Deeply grasp the great significance of the new era

From a strategically advantageous position, the report of the 19th National Congress of the Communist Party of China summed up the great significance of socialism with Chinese characteristics entering a new era with "three meanings", that is, entering a new era with socialism with Chinese characteristics means that the Chinese nation, which has endured hardships since modern times, has ushered in a great leap from standing up, becoming rich to becoming strong, and ushered in the bright prospect of realizing the great rejuvenation of the Chinese nation; It means that scientific socialism radiates great vitality in China in the 21st century and holds high the great banner of socialism with Chinese characteristics in the world; It means the continuous development of the road, theory, system and culture of socialism with Chinese characteristics, expands the way for developing countries to move towards modernization, provides new choices for countries and nationalities in the world who both want to accelerate development and

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maintain their independence, and contributes Chinese wisdom and Chinese solutions to solving human problems.

2. The party's Centennial struggle lays the foundation for a new era

2.1 The centennial struggle has laid an important ideological foundation for the new era

The guiding ideology is the Spiritual Banner of a political party. Over the past 100 years, the COMMUNIST Party of China has always adhered to the Marxist position, viewpoint and method to analyze and solve problems, and achieved one leap after another in the theoretical achievements of adapting Marxism to China. MAO Zedong pointed out, "When the Chinese people have found marxism-Leninism, a universal truth universally applicable, the face of China has changed." [3]Since the eighteenth congress, the party central committee with comrade xi for the core stick to the basic principle of marxism combining with Chinese concrete practice, combining with Chinese excellent traditional culture, founded Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, opened up a new realm in adapting marxism to Chinese.

2.2 The centennial struggle has laid a solid material foundation for the new era

Marx and Engels pointed out: "All movements in the past were of or for the benefit of minorities. The proletarian movement is the independent movement of the great majority, for the good of the great majority." [4]Since the 18th NATIONAL Congress of the CPC, the CPC Central Committee with Comrade Xi Jinping at its core has made coordinated efforts to promote the five-pronged overall plan and the four-Pronged comprehensive strategy, thus completing the building of a moderately prosperous society in all respects and making a huge contribution to the fight against poverty. Through century-long hard work, we have created a new Path of Chinese-style modernization and a new form of human civilization. In just a few decades, we have completed a journey of industrialization that took developed countries hundreds of years to complete. We have created the two major miracles of sustained and rapid economic development and long-term social harmony and stability.

2.3 The centennial struggle has laid a fundamental institutional foundation for the new era

Over the past 100 years, the Communist Party of China has united and led the Chinese people to become self reliant and strong, created great achievements in revolution, construction and reform, and laid the fundamental political premise and institutional foundation for the great rejuvenation of the Chinese nation. During the socialist revolution and construction period, the foundation of the Chinese system was laid. In the face of backward economic and social development in China, the Communist Party of China (CPC) united the people and led them in exploring a path of socialism suited to China's national conditions. Established the system of people's congress, the communist party of China leads the multi-party cooperation and political consultation system, national regional autonomy system, which established the basic framework of system in our country, in order to achieve the great rejuvenation of the Chinese nation system provides a solid foundation.

3. Build on past achievements and forge ahead on a new journey in the new era

3.1 Scientific application of historical experience

The Communist Party of China (CPC) is a ruling party that values and is good at summing up historical experience and drawing wisdom and strength for progress from history. This is an important experience that has enabled the CPC to grow from a small party to a big one, from a weak one to a strong one, and from a small one to a strong one. The Resolution of the Central Committee of the Communist Party of China on the Major Achievements and Historical Experience of the Party's Centennial Struggle is a profound summary of ten historical experiences created by the Party in uniting and leading the people in practice over the past 100 years. These are precious spiritual assets of the Party. These ten historical lessons are a scientific summary of "why we were successful in the past" and a guide to "how we can continue to be successful in the future". They provide scientific guidance for advancing the cause of socialism with Chinese characteristics in the new era and must be treasured and adhered to forever.

3.2 Always remember "two establishment"

Party's sixth plenary of the 19 points out: "the core of jinping comrades of the CPC Central Committee, the party established the core position of the party, establishing the new era xi guiding status of socialism with Chinese characteristics, reflect the common aspiration, the party and all the people of all nationalities to the new era, the party and national business development of decisive significance to promote the great rejuvenation of the Chinese nation history." [5]For a country or a political party, the core of leadership is crucial. The sixth Plenary Session of the 18th CPC Central Committee made it clear that General Secretary Xi Jinping is the core of the CPC Central Committee and the whole Party. The 19th CPC National Congress included General Secretary Xi Jinping's position as the core of the CPC Central Committee and the entire Party in the Party Constitution, providing a fundamental guarantee for keeping the cause of the Party and the country on the right track.

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Original Research Article

Research on the Optimization of Agricultural Economic Management in the Context of Characteristic Agriculture

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Abstract: Exploring the coordinated development of rural characteristic industries and agricultural economic management is helpful to solve the problem of agricultural economic management Based on the theory of coordinated development, thearticle discusses the coordinated development of our country's rural characteristic agriculture and agricultural economic management by using the method of case analysis, and puts forward the optimization strategy of agricultural economicmanagement under the new rural construction environment.

Keywords: New rural construction; Agricultural economic management; Optimization strategy

In recent years, the reform of the rural economic system has continued to deepen, and it is necessary to optimize and innovate the traditional agricultural business model and comprehensively improve the agricultural economic management system.In the new period of new rural construction, the local government management departments have issued various agricultural development policies to realize the development of agricultural modernization.However, many problems in the construction of agricultural systems need to be solved urgently.Therefore, our country should supplement the construction of infrastructure system, solve the problems existing in agricultural production and scientific research and development, and optimize various scientific and technological equipment to better realize the construction of new countryside.

1. Problems existing in agricultural economic management

1.1 The mechanism is relatively backward

Agricultural economic management requires corresponding systems and mechanisms.However,from the perspective of industrial development, the development of agriculture tends to be the same, and the poor utilization of resources restricts the development of agricultural economic management.In recent years, regional agriculture tends to be homogenized, and there is generally no situation where measures are taken according to local conditions, which leads to imitating the models of other regions to develop their own agriculture.Therefore, agricultural economic management is inefficient, and traditional agriculture is widespread in many areas.

1.2 Low level of personnel

The responsibility of agricultural economic managers is to guide and encourage farmers to do the right thing at the right time. Agricultural economic managers must first analyze the entire task, then assign the various parts of the task to farmers, organize and coordinate all farmers'participation in production, and supervise and manage farmers.This requires agricultural economic managers to have corresponding professional skills and basic knowledge.However, at the present stage, the personnel engaged in agricultural economic management in our country generally have the problem of lack of professional skills and basic knowledge.

1.3 Low level of science and technology

Our country's modernization started later than developed countries such as Europe and the United States.Due to the gap in productivity levels, there is still a large gap between our country's agricultural development level and the world's advanced level, and the level of mechanization is relatively low.Especially in some underdeveloped areas, production activities mainly rely on manpower. So far, quite a few rural areas in my country have not paid enough attention to agricultural science and technology.They believe that blindly promoting agricultural mechanization and technology will cause huge losses to rural economic management and finance, resulting in a lack of financial resources for the development of agricultural science and technology.

2. Factors restricting the development of characteristic agriculture

2.1 Imperfect infrastructure

Taking a city in southern China as an example,the effective irrigated area of its characteristic agricultural production base is less than 36%,and affected by drought and floods,the guaranteed harvest area only accounts for less than 20%.At the same time,in terms of water conservancy projects,the engineering facilities are seriously aging,and various types of equipment have quality problems.Low-yield fields and sloping land account for 71%of the total cultivated land area.At present,the situation of soil erosion is severe,accounting

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for 61%of the total cultivated land area.

2.2 Development tends to be the same

In recent years,regional agriculture tends to be homogenized,and there is a situation where measures cannot be taken according to local conditions,but instead develop their own agriculture by imitating the models of other regions.Therefore,the efficiency of resource allocation is low,and the development of characteristic agriculture is slow.At the same time,the scarcity of high-tech talents and labor also restricts the development of characteristic agriculture.

2.3 The backwardness of consciousness

The backwardness of consciousness directly affects farmers' behavior and hinders the development of agriculture,which is embodied in:First,in the traditional thinking of farmers,they only focus on output,not quality,and only pursue self-support,not pursuit More value creation;the second is not accepting risky behaviors and lacking innovative ideology.Therefore,it is necessary to guide farmers to help them change their minds and conform to the trend of the times.

3. Measures to optimize agricultural economic management under the new rural construction environment

3.1 Improve the overall quality of personnel

Through relevant training and education,agricultural workers can be helped to improve their own level.Guide agricultural workers to correctly grasp the direction of the market and policy changes,so that managers can keenly find the direction of policy guidance,obtain the support of venture capital,and become a new generation of leaders in rural areas to become rich.Second,to attract college students to participate in the construction of new agricultural business entities through preferential policies.These talents have a higher level of education and are generally more capable of accepting new things and new ideas.They are rare talents in technological innovation.In order to help these talents play a more active role in agricultural construction,it is necessary to implement preferential policies and formulate some incentive policies to encourage these talents to play a subjective initiative in agricultural economic management.

3.2 Strengthen the construction of management team

To strengthen the construction of agricultural management team,various measures should be taken to train and improve the quality of agricultural management personnel.First,relevant departments can establish a training mechanism to regularly train agricultural operators to improve their professional level.After the training activities,the necessary assessments should be carried out to increase the importance of management.According to the evaluation results,corresponding reward and punishment measures are given.In the process of selecting and formulating training plans,it is necessary to adapt to local conditions and try to use a flexible training model to avoid time conflicts,otherwise the training effect will be difficult to guarantee.Second,when recruiting agricultural managers,their professional background and managerial abilities must be scrutinized to ensure that they have a high level of professional skills. Third,the government should set up special funds to meet the financial needs of the training of agricultural economic managers.

3.3 Improve the rural financial system

First of all,it is necessary to appropriately increase the investment in agriculture-related funds,and implement department-specific supervision and management on the use of agriculture-related funds to meet the requirements of special funds.In order to solve the problem of unbalanced development between urban and rural areas,financial institutions need to reasonably set up financial outlets,appropriately increase rural outlets,and promote the development of farmers' financial activities.It is necessary to vigorously develop financial institutions in small towns and towns,formulate corresponding support policies,and issue various preferential policies to financial institutions in a timely manner to promote the standardization of financial aid.Secondly,according to the needs of agricultural development, actively innovate rural financial products to ensure that they meet the actual needs of farmers and ease farmers' loan difficulties.Third,to optimize the rural financial environment,the financial structure must vigorously establish a financial talent system and actively introduce foreign talents.

3.4 Strengthen the development of the industrial chain

The traditional agricultural economy only sells original agricultural products in the process of development.In this model,farmers receive relatively few economic benefits and are vulnerable to market and environmental influences.In order to effectively improve this situation,relevant government departments need to continuously strengthen the production,processing and sales of agricultural products according to the actual situation of regional economic development.In order to better promote the development of my country's agricultural economy and establish a modern agricultural development model,relevant departments can focus on the subsequent processing and sales of agricultural products.

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Original Research Article

Research on Art Course of County High School Under the Epidemic Situation

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Abstract: The education mode of "Internet +" has been used in the front line of teaching. The construction of Mu class platform is an effective supplement to the "Internet +" education mode and one of the effective ways to break the "filling" teaching of exam oriented education. The repeated epidemic situation and the promotion of the "double reduction" policy bring high-quality education offline and realize the "flipped classroom" has special significance for high school students' art appreciation and the extension of art value. However, there are many problems in the promotion of MOOC course in County high schools, such as singleness, lag, conservatism and so on. Therefore, giving full play to the subjective initiative of teachers and exploring the fairness and efficiency of Mu course is an important topic of art teaching in County high schools.

Keywords: High school art; Admiring class; Flipping class; Teaching method

MOOC, originally an online learning platform established by American universities, provides free courses online. It is popular because of its characteristics of resource sharing and high-quality course content. Due to the examination oriented education environment of senior high school and the "cramming" teaching mode of senior high school education, the only "score" theory is still popular, and the courses to cultivate students' literacy such as art are ignored. At the same time, due to the backwardness of information, the utilization of Mooc courses in domestic County senior high schools lags behind. The "flipped classroom" constructed by Mooc platform shows its unique purpose and significance in the process of online learning during the epidemic.

1. The significance of art class in County High School

The continuous development of economic and scientific conditions has gradually highlighted its "advantages and disadvantages" on society. The outbreak and repetition of the epidemic, traffic safety and ecological damage are all related to it. More importantly, under the background of the development of science and technology, industry and information, society has entered an era of "instrumental rationality". Vivid and interesting knowledge and feelings have become "codes" that can be numbered. The direct evil result is the lack of human emotion Mood anxiety. Art, a discipline to stimulate and purify the mind, is essential to the cultivation of high school students' mind and emotion. Using the "advantages" of scientific means, that is, information technology, fully infiltrates the field of education, creates a "flipped classroom" of art discipline, overcomes the "disadvantages" brought by science and technology, and can resolve the lack of emotion of senior high school students under exam oriented education. Mu class, that is, digital media technology presents the course content in the most novel way. Both the types of knowledge and experts in various fields can be presented in an online way. Students can turn the famous teacher's classroom in front of themselves whenever and wherever they are willing to learn. This is the curriculum content of primary and secondary schools, which uses multimedia technology to "flip" knowledge to students in the form of class worship, so as to realize the effectiveness of information exchange and the sharing of high-quality resources. In the relatively remote and closed county middle schools, it can cross the limitation of time and space through computers, especially in the field of art teaching. For the appreciation of art, it can not only break through the limitations of time and space, but also closely browse the world famous paintings in art museums and museums at home and abroad in a way of audio-visual combination, so that students can be cultivated by sentiment.

2. Break through space and make art appreciation more free and detailed

Taking the three-dimensional painting of Qianli palace in the Song Dynasty as an example, the three-dimensional painting of Qianli palace in Beijing is a three-dimensional painting of Qianli palace in the Song Dynasty. It's not just a picture and a few additional words on a page of paper in the student textbook. In the Mu class video in the "flipped classroom", the presentation of the picture of thousands of miles of rivers and mountains is more delicate and detailed. There are different deep feelings in both macro appreciation and detail analysis. The fishing village, wild market, waterside pavilion, thatched cottage, are vivid and interesting, and the details are deeply and vividly depicted. The depiction of characters and birds is lively, fine and lifelike. In the process of appreciation, it is equipped with narrator interpretation and appropriate music. For high school students who stay at home under the epidemic, the

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Mu class platform "flips" these art appreciation in front of students, which is a great enjoyment to achieve the resonance of vision and hearing, achieve a more delicate and profound effect for the appreciation of high school students, and promote art courses, art knowledge and interest.

3. The refinement of formal symbols makes art appreciation more rational and profound

Similarly, taking the picture of thousands of miles of rivers and mountains as an example, it has been said that the "flipped classroom" of Mu class can more intuitively appreciate the picture of thousands of miles of rivers and mountains, gives students a unique audio-visual experience, and greatly mobilize students' understanding and thinking after breaking through the limitations of time and space. In the traditional curriculum, the appreciation of art may end here. Similarly, taking the picture of thousands of miles of rivers and mountains as an example, in the new phase of Mu class teaching, it tells how the picture of thousands of miles of rivers and mountains, one of the representatives of Chinese traditional culture, extends and applies it. In this new phase of Mu class, the video content explains how to successfully transform the visual graphic elements of the picture of thousands of miles of rivers and mountains into the baffle pattern design of the skating venue of the Beijing Winter Olympic Games in the relevant design of the 2022 Beijing Winter Olympic Games. The protagonist in the MOOC video is Professor Lin Cunzhen of the school of design of the Central Academy of fine arts. Professor Lin Cunzhen extracts the element symbols in the picture of thousands of miles of rivers and mountains and applies them to the enclosure pattern design of the sports venue of the Beijing Winter Olympic Games, such as the short track speed skating venue of the Winter Olympic Games. Therefore, the venue represents fast speed and strong rhythm. The enclosure of the venue uses the shape of mountains and the proportion of mountains in the picture of thousands of miles of rivers and mountains, The rolling mountain symbols are extracted and refined. The passionate and tumbling mountain symbols symbolize the enthusiastic and enterprising spirit of short track speed skaters, and have the same effect in the design of baffle. Through the interpretation of MOOC course and the graphic and video demonstration in the "flipped classroom", high school students have fully understood the application value of art in real life and how the elements of ancient paintings are presented in the image landscape design of Beijing 2022 Winter Olympic Games and winter Paralympic Games, so that students can deepen the source of today's fashion trend elements through MOOC.

4. Realize the high efficiency of art teaching course in senior high school through Mu class

With the popularity of the Internet in County high schools, the high-quality resources of art courses in high schools bring more rich and diversified course contents to high school students. Another example is the art teaching of the college entrance examination. The art of the college entrance examination has its evaluation criteria. Like literary images, there are 1000 readers of 1000 art works. Similarly, excellent example works of fine arts have their own characteristics. High school students can choose appropriate teaching videos according to their painting characteristics and preferences. Secondly, in the art textbooks of the college entrance examination, the presentation of art works is often the final draft, with at most a few process demonstration pictures. Through the screen art course display of "flipped classroom", they can take a meticulous perspective. The coherent video action shows the creative process of sketch or color, which plays a very important role in promoting students' learning and understanding. For high school art in the county, students can get more professional teacher comments and painting analysis through the Mu class platform. Especially at the moment of the epidemic, in the case of inconvenient travel, online courses are becoming more and more popular and practical. High school students can use Mu class courses to realize zero distance for Masters and zero distance for art academy teaching. At the same time, using the Mu class platform, high school art students can cross the limitations of time and space, communicate face-to-face with teachers, and improve students' understanding and cognition of art to the greatest extent, so as to imperceptibly stimulate students' interest in art learning and painting practice ability.

5. Conclusion

To sum up, the course of "flipped classroom" has irreplaceable value and advantages for the extension of art teaching knowledge in County high schools and the cultivation of the soul of high school students by art works, but it also has relative disadvantages for high school students with limited time. Therefore, in the process of curriculum exploration and explanation, it needs the active guidance of instructors, give full play to the subjective initiative of art teachers, and closely cooperate with the learning and evaluation objectives of high school, Combined with the actual situation of students, give full play to the self value of Mu class resources and "flipped classroom" to the greatest extent. Continuously accumulate experience and make full use of the Mu class course of "flipped classroom" to promote the high-quality development of art education in County high schools.

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Original Research Article

Space Construction Based on Place Spirit—— A Case Study of Wangtang Village

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Abstract: With the "constructive destruction" of rural land and landscape, rural areas gradually lack of regional characteristics and humanistic care.This paper takes Wangtang Village of Pingdingshan City in Henan Province as an example.From respecting the spirit of the place and the historical context, we will create a space with a sense of belonging, diverse functions and public participation.Hope to provide people with a sense of happiness, security, belonging, with a human place.
Keywords: Village; Space Construction; Spirit of Place

In contemporary China, with the out-migration of rural population, the urbanization rate continues to rise. But with a complex and huge population base, there are still more than 500 million people in rural areas.In recent years, the continuous advancement of urbanization has accelerated the renewal construction of rural areas, but the rural land and landscape have suffered "constructive destruction".The countryside lacks regional characteristics and humanistic care, and is even described as a boring space with no sense of security, neighborhood and human touch.This makes people unable to find emotional belonging in the transformed environment, and then produce a deep sense of loss.Therefore, rural landscape design should not only consider from the perspectives of industry, ecology and economy, but also pay attention to the construction of rural spiritual civilization.Rural construction needs to respect the spirit of place and historical context, and create a space with a sense of belonging, diverse functions and public participation.

1. Project background

The project is located in Wangtang Village, Pingdingshan City, Henan Province, adjacent to Lushan County and Ruzhou City, with convenient transportation and rich tourism resources.The design site is located at the entrance of tongxin Lane, Wangtang Village, adjacent to the farm yard and a vinegar workshop.

On May 15 international Family Day, Wangtang Village was awarded the second batch of Family education Demonstration base in Henan Province.Led by volunteers, villagers study together. The villagers have something to do and books to read, and they get happiness, security and satisfaction from the construction of spiritual civilization.

In order to better guide the construction of rural collective memory, the suggestions of aborigines should be respected in the process of landscape reconstruction or new construction.Strive to achieve a balance between the traditional consciousness of indigenous people and the tourism imagination of tourists.Therefore, the design team conducted in-depth communication with the indigenous people in the village during the site investigation.When we arrived at Wangtang village, villagers were weaving insoles in the courtyard under the guidance of volunteers, and we talked to them.We learned that most of the villagers are elderly and children, who often read books and weave insoles together under the guidance of volunteers.In the design and construction process, we always pay attention to the needs and changes of indigenous people, and make adjustments in the design scheme. The hope is to maximize the protection of indigenous peoples' traditional consciousness and realize their spatial needs.

2. Spatial renewal strategy based on place spirit

2.1 Introducing intangible cultural heritage

In the development of rural tourism, intangible cultural heritage products with local characteristics will become important tourism consumer goods.Rural revitalization is inseparable from the continuous innovation and development of traditional crafts in order to meet the aesthetic needs of contemporary people.Therefore, the site construction introduces the local embroidery, paper cutting and other intangible cultural heritage into the product cultivation of family education culture in Wangtang Village.

Establish the image of characteristic products, expand the popularity of family education culture of Wangtang Village with the material carrier of products.The villagers are cultivated as heritage inheritors and traditional skills are integrated into the family education and cultural products of Wangtang Village.The design team conceived creative intangible heritage products for the villagers that could reflect the family education culture of Wangtang Village.Update and upgrade the existing products to enhance the aesthetic degree and expand the influence.

2.2 Blend into regional culture

Rural culture is the general term of material civilization and spiritual civilization with regional and local characteristics formed

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in people's long-term agricultural production and life practice. Rural culture, as a cultural type different from urban culture, has its economic basis, cultural ecological environment, communication channels and construction subjects.The unique formation conditions of rural culture bring up the differences and diversity of rural culture in expression forms and specific contents. People with wisdom in different regions, different historical periods to create a variety of rural culture patterns.

Therefore, we excavate the history of family education in Wangtang Village through literature review, hoping to fully display the culture of family education in Wangtang Village to visitors through a more intuitive landscape space.The family education activities of Wangtang Village are sorted out and the story wall is established to narrate the family education stories of Wangtang Village.In addition, family education activities are planned in the site, and visitors are invited to participate, so that they can deeply feel the simple family education culture.

3. Space construction of place spirit

Through the preliminary analysis and strategy, we formed the final design scheme. The site was reorganized in six steps to form a new form of space(Fig. 1).

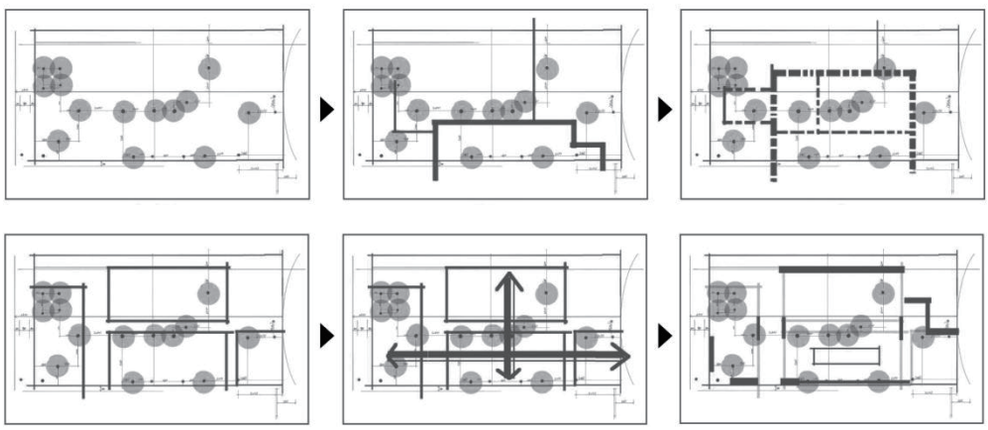

Fig. 1 Reorganization of space.

In the treatment of the external boundary, the low wall built by gray bricks forms an external spatial interface with rural plants. There are two entrances to the site. The image wall of the site is placed in the position of the main entrance, and the overall image of the whole site is established through landscape sketches and identification boards in the font of "home".The secondary entrance of the site forms the secondary entrance space through two low walls made of stone, which also improves the material and detail level of the site boundary.

In the area of regional culture, we set up the wangtang Village family education history display wall. Through the expression of local elements and cultural integration to tell the history of family education construction in Wangtang Village.In terms of leisure space, we extracted the insole patterns designed by villagers and applied them to the design details of the site.The core landscape of the whole site is the Wangtang Village family education story wall. In the form of solid wood roof form, meaning thousands of families. The story of family education in Wangtang Village is displayed under the wooden beams and eaves.

In addition to static cultural landscape presentation, we also set up interactive landscape installations.Bamboo sticks with book names are tied around the stone mill, and a turntable is placed at the bottom of the stone mill so that visitors can rotate the stone mill and select books.

4. Conclusion

After the site construction was completed, the design team went to Wangtang Village again, where we inspected the site and experienced the space together with the villagers.Inside the small courtyard built of green bricks and tiles is the laughter of the villagers in Wangtang Village.On the central view wall of the space is carved the simple and touching family story of Wangtang Village. The thick family education culture is condensed and reproduced in this courtyard.

Based on the "spirit of place", this paper takes the reconstruction of Wangtang Village in Pingdingshan city as an example. Starting from respecting the spirit of place and historical context, we should create a space with a sense of belonging, diverse functions and public participation, and promote the construction of rural spiritual civilization.It is expected to provide reference for other rural areas to construct a space with regional characteristics and place spirit.

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Original Research Article

A Restricted View on the Predicament, Train of Thought and Practical Strategy of the Construction of University Governance Culture

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Absrtact: In the University Organization and the Management Work, the university culture is an important governance element. The realization of effective internal governance in universities depends on the cultivation of governance culture to a great extent. This paper analyzes the predicament and thinking of the construction of university governance culture, and puts forward some practical strategies for the construction of university governance culture, hoping to improve the ability of university autonomous management, support for the future good development of the university.

Keywords: University Cultural Environment; Governance Work; Practice method

Sorting out and grasping the interrelation between the organizational governance model and the organizational culture, exploring and clarifying the thinking of the construction of the university governance culture under the multi-dynamic governance model, aiming at the actual situation of the construction of the university governance culture, to sum up and apply the construction of governance culture with pertinence and operability is of great significance to the improvement of the internal management ability of the university, which is helpful to the construction of university culture and the healthy development of the university in the future.

1. The dilemma of the construction of university governance culture

The construction of university governance culture needs the support of knowledge and skills, technical system, management system, organizational value and norm of the members of the organization. However, there are some problems in the knowledge and skills of the members, especially in the organizational values and norms of university organizational culture. Once the university culture forms enough influence scale, and begins to permeate in the university daily management and the education work gradually, then corrects or adjusts the university culture the difficulty is very high. The original university culture may produce the phenomenon of rejection and resistance to the new culture.

Although there are outstanding examples of effective governance of university culture in other schools, the culture formed by effective governance in different universities can not be rigidly imitated or transplanted by other schools.

The process of building and reforming organizational culture in universities is not only influenced by the core rigidity of culture, but also raised the difficulty of cultural construction under the function of cultural model. The function of cultural dimensionality refers to the relatively stable structural pattern formed after the long-term accumulation of culture. Just because culture has the function of cultural model, it can ensure that a culture can have a strong cohesive force and can be handed down from generation to generation. Under the condition of new culture and foreign culture, the original relatively stable cultural structure will automatically open the self-protection mechanism and selectively absorb certain contents from the new culture and foreign culture. If the new culture and the foreign culture have the beneficial maintenance function to the original cultural pattern, the original cultural structure will choose to accept. On the contrary, when the new culture, foreign culture has a negative impact on the original cultural model, the protection function will be activated to prevent cultural invasion. The construction of university governance culture will inevitably bring about cultural innovation and reform, and the original cultural structure and cultural ecology will probably form a self-protection or even defense mechanism in the face of new cultural construction and reform, this brings the higher difficulty to the university management culture construction.

2. The thought and practice of the construction of university governance culture

2.1 The overall thinking of the construction of university governance culture

The overall thinking of the construction of university governance culture should be determined on the basis of multi-dynamic governance model. The actual state of the internal governance of universities presents the characteristics of diversification and dynamics in the choice of governance modes. Therefore, it is necessary to construct an efficient system construction mode to promote the construction process of university internal governance system. The university organizational culture is influenced by the

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diversified and dynamic organizational governance model, which will present the remarkable diversity and complexity in the aspect of governance culture. According to the existing practice of university culture construction, we can find that the culture of any university is not exclusive to a single type of organizational culture. The system of university culture is diverse and compound, so it has formed a number of different types and styles of university culture. The basic concept to be grasped and held in the process of the construction of university governance culture: It is unrealistic to apply a single internal governance theory model to all types of universities. Under the influence of the open, complex and dynamic characteristics of university organization, the internal governance mode of university must be pluralistic and dynamic, which will not change. So any university in the actual governance process, are in a different value orientation of the interaction of governance mode, to maintain and normal operation.

2.2 Strategies for the construction of university governance culture

Establishing publicity as the core value orientation of governance culture. To determine the core value orientation of cultural construction, we can form the power of leading from the attitude and behavior pattern to the members of the university. At present, some university culture is being invaded by vulgar bad culture, so it is necessary for the university to take the value of publicity as the core attribute of cultural construction, and to perfect the framework of collective leadership and decision-making in which every interest subject participates. Under the leadership of the Party Committee of the university, the president of the university is in charge, and the stakeholders both inside and outside the university participate together. In addition, university organizations also need to promote a pragmatic and responsible spirit of the university, to govern the participants under the guidance of the progressive spirit, to enhance their respective sense of responsibility and participation initiative, and to take the constitution as the core, in the process of constructing the modern university system, the author makes clear the responsibility distribution of the power subject, the content, the boundary, the power supervision and the accountability way and so on.

Self-diagnosis of organizational culture. As mentioned above, the cultural construction of the university is characterized by diversity and dynamics, so the university should make a clear self-diagnosis of its unique cultural system, and sum up and reflect on the problems existing in the past cultural construction work, condenses the unique university spirit and the culture, lets the summary Cultural Construction way earnestly conforms to this school's Cultural System Characteristic, avoids the University Governance Culture Construction tendency assimilation.

Improving the construction of university culture in a gradual and linear way. The achievement of any work goal is not achieved overnight, and the construction of university governance culture is no exception. Therefore, in the process of cultural construction, it is more appropriate to adopt a step-by-step approach. The university already has a cultural model with certain influence, which gradually explores, develops and improves itself under the influence of foreign culture, based on grasping the continuity and inheritance of culture to achieve the goal of building and reforming governance culture.

Conclusion: The above analysis shows that the governing culture plays a vital role in the ideological education and the construction of cultural environment. The effects of construction and education will have a direct and far-reaching impact on the future development of schools. Therefore, it is necessary for universities to realize the importance of cultural construction in the process of internal therapy, and to promote cultural construction around school leaders, teachers and students, and to innovate in cultural construction, starting from the principles of the Times, subjectivity and truth-seeking, will be a variety of content, means and carrier for the integration. We can introduce the cross-subject in the cultural construction of the school, and bring the socialist core values into it. To enhance the ability of school autonomy, to achieve a truly comprehensive education, all-round education of the development goals.

3. Conclusion

The above analysis shows that the governing culture plays a vital role in the ideological education and the construction of cultural environment. The effects of construction and education will have a direct and far-reaching impact on the future development of schools. Therefore, it is necessary for universities to realize the importance of cultural construction in the process of internal therapy, and to promote cultural construction around school leaders, teachers and students, and to innovate in cultural construction, starting from the principles of the Times, subjectivity and truth-seeking, will be a variety of content, means and carrier for the integration. We can introduce the cross-subject in the cultural construction of the school, and bring the socialist core values into it. To enhance the ability of school autonomy, to achieve a truly comprehensive education, all-round education of the development goals.

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Original Research Article

Application and Research of Comprehensive Materials in Ceramic Art Design

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Abstract: In the context of the new era, ceramic art design needs new creative forms, combined with the background of the new era, to adapt to the development of national policies, to highlight the national personality, to express a diversified creative atmosphere, to broaden the dimension of ceramic art design, and to establish a new style of ceramic art creation. Fashion, combined with the texture of different materials, presents a unique beauty and a new texture effect.
Keywords: Ceramic art design; Comprehensive materials; Application

1. Introduction

Innovation is the transformation of old things into new things, not abandoning old things, but fundamentally changing the essence of old things. The progress of the times will inevitably drive the development of science and technology. At the same time, ceramic art design will also conform to the development of the times, integrate new science and technology, add new materials, and promote the design to move forward steadily. Different materials can show different colors, textures and textures. For example, metal materials show the viewers a cold and hard visual experience; glass materials show clarity and cleanliness; wood materials show simplicity and nature; and ceramic materials show The material presents elegance and simplicity. Through the collision of textures between materials, a new aesthetic experience is inspired and the creator is more fully displayed.

2. Overview and origin of comprehensive materials

Comprehensive materials actually refer to the use of two or more materials to create works of art, not new materials. Creators can add different materials according to their own design needs, make artistic creation more accurately and freely, master the production techniques and characteristics of different materials, and try out new creative forms through experimental research, so that the creation can be better play.The use of comprehensive materials originated in the field of painting art. The unique artistic expression has brought a high degree of artistic appreciation, increased the space for artists to play, and enhanced the visual expression ability of art works. According to the characteristics of the material itself, appropriate express creative content. With the development of industrialization, the birth of new materials has better expanded the imagination space of artists, and comprehensive materials are not only new products in the field of painting, but have been widely used in the fields of ceramics, sculpture, installation and other arts, promoting the The innovation of artistic expression has enriched the formal language of artistic design and opened up new ideas.

3. Application of Comprehensive Materials and Ceramic Art Design

3.1 Wood art and ceramics

The combination of wood art and ceramics is widely used in the field of ceramic art design. At this stage, people's lives are under great pressure. When consumers buy ceramic products, they usually pursue practicality while taking into account the spiritual needs of aesthetics. However, due to the impact of the epidemic in recent years, the tourism industry has suffered a huge impact, and the masses cannot relieve pressure through travel. The combination of ceramics and wood art highlights a quiet and comfortable living state, reflects the natural beauty of the product, and adds to the The richness of the product has a simple, leisurely and relaxed aesthetic experience, giving people a strong affinity, concise without losing details, and overall without losing texture. This method is not only widely used in ceramic daily utensils, but also In the fields of home furnishing, installation, and graphic works, it has been loved by consumers.

3.2 Metals and Ceramics

The "encounter" between ceramics and metal is completely different from the combination of ceramics and wood art. Wood art and ceramics produce a natural and beautiful aesthetic experience, while metal materials give the viewer a coldness. In the process of ceramic art design and creation, it is usually seen that the creators use gold, silver, copper, iron and other materials to paint or plated with gold. (Figures 2), that is, "use gold as clothing, and repair as good deeds". The transparent texture of ceramics is accompanied by a solid metal texture, and the simple utensils reveal the nobleness of gold, the luster of silver, and the subtlety and calmness of iron.

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Figure 1 Ceramic tea set

Figure 2 "Golden Tsunami" craftsmanship

3.3 Glass and Ceramics

Glass is transparent compared to ceramics, while ceramics are translucent. Glass and ceramics are both cold-hardened materials, so in the process of combining glass and ceramics, glass and ceramics are generally made separately and then bonded together with viscous glue. Tanaka Mizo, who won the second place in the famous Takaoka Craft Design Competition in Japan in 2009, created the "Quiet Space Series" , which perfectly combines ceramics and glass craftsmanship, fully demonstrating the clear texture of glass , the softness of ceramics is also displayed appropriately, using traditional Japanese utensils as the theme, using comprehensive materials to give the appreciator a leisurely aesthetic feeling, reflecting the quiet comfort.

3.4 Combination of fabric and ceramics

Soft fabrics collide with hard ceramics. Two materials with different properties form a new creative expression language. Two known elements merge into an unknown element. Such a combination often results in uncontrollable, surprising, shocking. After cutting, folding, winding and other methods, the fabric is attached to the high-temperature ceramic surface to form a certain texture and produce a unique and novel look and feel. At the same time, there are also artists who use traditional fabric techniques to make ceramic art works, and create the texture of printing and dyeing techniques on the ceramic works, which weakens the coolness of the ceramic itself.

4. Summary

The use of comprehensive materials broadens the ideas of pottery creators. While inheriting the traditional craftsmanship, it breaks the monotony of the aesthetic experience brought by a single material. According to the design needs, combined with other suitable materials, there are many obstacles in the process of experimentation. , but the path of art itself lies in adventure, in uniqueness, in the unknown. With the development of science and technology, along with the emergence of new materials, the rational use of new materials, low-carbon environmental protection materials, and renewable energy materials is carried out in the creation of ceramic art, and excellent works that conform to the background of the contemporary era and are suitable for the development of the era are produced. I hope that in the future ceramic art creation, we can see more unique styles produced by the collision between comprehensive materials and ceramic art.

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Original Research Article

Research on Design Management of China Overseas Real Estate Enterprises

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Abstract: Real estate project development covers a variety of professional and technical fields, and its excellent design concepts are fully conveyed to consumers around the world through developers, all of which are derived from the excellent design management of enterprises. This paper first gives a brief overview of China Overseas Real Estate enterprises, and then analyzes and studies the system elements of China Overseas Real Estate real estate design management according to relevant theories. Finally, this paper summarizes the research results of China Overseas Design management, analyzes the value of enterprise products, and provides more management enlightenment for real estate enterprises.

Keywords: China Overseas Real Estate; Design management; Value analysis

1. Overview of China Overseas Real Estate Enterprises

1.1 Introduction to China Overseas Real Estate Enterprises

"China Overseas Real Estate" is a general name of the real estate business brand of China Overseas Group. The brand was born and grew in Hong Kong, radiated to Macao, and developed more than mainland China. As a cross-regional national real estate brand with first-class national real estate development qualification, China Overseas Real estate has developed tens of thousands of high-quality residential products to the society, providing superior living choices and satisfactory consumption experience for hundreds of thousands of people.

1.2 Corporate culture of China Overseas Real Estate

The brand proposition of "integrity is excellent, quality is eternal" is integrated into every link of enterprise operation, creating a property quality highly praised by customers and sought after by the market, making positive contributions to urban construction, social sustainable development and building a harmonious society.

2. Overview of Design management of China Overseas Real Estate

2.1 China Overseas Real Estate Design management System

On the market at present most of the real estate company internal implementation of two levels of management, namely all items from the group to the company, and China real estate internal management is divided into three levels of management system, that is, from group company to regional companies to parts of the world, which also including design business, which makes the project control more systematic, targeted, more refinement to the protection of the effect of design management. The organizational structure of design management is that the general manager is the highest position and enjoys the highest decision-making power, followed by the deputy general manager who is generally the chief architect or design director and manages the chief architect and the deputy department manager. There are architects, landscape architects, interior designers, structural engineers, equipment engineers and clerks, all in the same hierarchy. From the department manager to the chief architect and deputy department manager, there are also project architects who coordinate the relationship between various architects and various projects.

2.2 Design management strategy of China Overseas Real Estate

2.2.1 People-oriented, pay attention to healthy life

After 40 years of real estate development, the economy and life are getting better and better, and people's demand has been upgraded from "owning a house" to "living in a good house". China Overseas Real Estate has taken effective measures to reduce the hardness of domestic water and improve the quality of direct drinking water to make water softer and healthier. At the same time, it also optimized the taste of direct drinking water itself and how to highlight the taste of tea, coffee and other drinks when brewing.

2.2.2 Century-old enterprise, practice green and low-carbon

In addition to health, green and low-carbon has become the focus of more and more intellectual groups.China Overseas Real Estate adopts the instant hot water system, through the customized intelligent hot water cruise mode, to meet the instant hot water demand, when entering the bathroom, hot water can be opened in seconds, reducing the waste of cold water. There are also public areas, through intelligent technology, linkage access control system, ladder control system, lighting system, etc., reduce brightness in

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unmanned hours, to achieve the unity of green environmental protection and life quality. Including all kinds of electrical appliances in the home, many people will forget to turn off the lights and air conditioning, which also produces a waste of resources.

2.2.3 Long-term, green and healthy living

In terms of products, China Overseas Real Estate responds to the national strategy, meets customer needs and shoulders the responsibilities of the central enterprise. Last year, the two achievements of "China Overseas Green and Healthy Product Strategy" and "GO 2030 China Overseas Green and healthy Residential Product System" were released, marking the beginning of China Overseas Real Estate green and healthy residential development strategy. Since then, China Shipping has fully implemented green health products, and been invited to participate in the formulation and update of national and industrial standards, walking in the forefront of green and healthy living.

2.2.4 Return to the original intention and manage customer happiness

Compared with the past, today's residential construction level and intelligent application, has been promoted several steps.China Overseas Real Estate believes that the products should return to the source point of "serving customers", pay attention to people's physical and mental health, and help customers to manage a happy life.Starting from "serving customers", China Overseas Real Estate not only meets the needs of identified customers, but also proactively insight into the expectations of unidentified customers, providing care beyond expectations. Therefore, on the basis of "quality, health, comfort, convenience, safety and social", Three dimensions of "belonging, care and freshness" are added to China Overseas Real Estate Green healthy living products.

3. Value analysis of China Overseas Real Estate Design management products

3.1 Landscape value analysis

The landscape value created by China Real Estate is, above all, to bring good "five senses" experience to residents. Various means of expression, sound, fragrance, color and other means of expression can be used comprehensively. In terms of sound, effectively use the sound of fountains or natural water to create a natural, quiet feeling. The planting of trees attracts birds to nest and even restores the real forest. In terms of color, the selection and planting of a variety of plant materials can bring rich visual experience. Perennial herbs, evergreen trees or deciduous trees can be comprehensively used to enrich the visual effect of the landscape. In terms of smell, planting fragrant plants can ease the mood and create a landscape effect with multiple experiences.

3.2 Analysis of building value

In terms of house type, this is the product content that customers pay the most attention to, so in the design, we need to deeply analyze the potential and internal needs of customers, starting from whether customers buy and feel, so as to create product value. To let customers feel that other apartment under the same floor area conditions have what advantages, that is, to improve the utilization rate of apartment, increase the actual use of space.

On the facade of the building, it is the first impression to people and the embodiment of the temperament of the product. It is necessary to manage the details of the image, the proportion of the shape and so on carefully, so as to improve the overall appearance of the project. In detail construction, can implant some cultural symbols, combined with the local cultural characteristics, to create, in the study of architectural culture characteristics, extract its main cultural symbols for reasonable use, so that the facade arrangement more stable in line with their own needs.

In terms of interior design, interior design style and architectural style are unified, and interior style can also be extended to the architectural space, with more harmonious and unified consistency. Inside and outside match, inside and outside echo. Architectural decoration form and material selection complement each other and complement each other. The interior style here mainly refers to the interior design style of the sales office, the interior design style of the home space is different, according to the choice of the occupant.

4. Conclusion

This paper mainly introduces the design management system of China Overseas Real Estate and the value analysis of design products. The standardized system clearly defines the tasks and requirements of each stage, and the division of labor of each department is clear but not separated. China Overseas Real estate has always been based on the enterprise mission of "managing happy life". While insisting on high quality delivery, it keeps innovating, upgrading and iterating products, leading the industry trend, setting up a model of central enterprises and providing more reference for other real estate enterprises.

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Original Research Article

On the Mixed Methods Designs in Language Education Research

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Abstract: With the broad application of mixed methods in social sciences, methodological designs in language education research has grabbed growing attention from scholars. This paper examines the use of mixed methods in empirical studies on language education from 2016 to 2020 in four International journals. Grounded on Creswell's (2018) theory, the core design of the mixed method is further illustrated, expected to render some methodological enlightenment for future linguistics and education researchers.
Keywords: Language Education; Research Method; Mixed-method Design

1. Introduction

Method is to research what soul is to human. With the termination of paradigm war, mixed methods as a "third research paradigm" has been progressively gained a firm foothold in academic circles. On account of the intricacy of research questions, unitary method hardly make the research perfect.

Since the issue of the handbook in 2003, mixed methods have been broadly spread in social sciences, involving language education. Nevertheless, related studies of mixed methods design are narrow. Instead of a simple combination, the mixed-method carries its unique philosophical foundation, methodology and design principles. On the ground of Creswell's (2018) doctrines, this paper analyzes the kernel of mixed methods designs in language education studies, expected to render certain methodological enlightenment for future language education researchers.

2. Literature Review

2.1 Overview of Mixed Methods Design

Research design appertains to the strategies of gathering, dissecting and elaborating data in studies (Creswell, 2018). Investigators take up diverse tactics to arrange their research, normally organized into two categories, interactive and typology.

Maxwell and his colleagues are major proponents of interactive design, which highlights the interaction between elements in research process. The typology, in accordance with certain standards, defines and classifies the conceptual framework and design types, proffering available directions for the novice. Groups of researchers have put forward varying propositions, among which the representatives are Greene, Morse, and Creswell et al. The dimensions of design consist of the order, the precedence and the amalgamation phase of the two method chains.

2.2 Studies on mixed methods in language teaching

With the high popularity of mixed methods, boffins in applied linguistics also began to observe the study on methods. Hashemi (2013) inspected the empirical articles in education and linguistics from 1995 to 2008, and probed how researchers mix quantitative and qualitative strands. In China, Zhang(2017) carried out a comprehensive study on mixed methods, targeting at the philosophical foundation, quality standard and other critical angles. Grounded on it, this paper further updates data and expounds the method designs, expected to render some illumination for succeeding investigators.

3. Methods of this study

This study selects empirical studies from 2016 to 2020 in four international journals, Applied Linguistics, The Modern Language Journal, Language Learning Research, TESOL Quarterly. Articles that clearly indicate the use of mixed methods are screened out for content analysis and design explanation. Justifications for such sampling are as follows: (1)They are authoritative as SSCI sources in linguistics and education. (2) They are representative as data reference of Zhang Pei's 2013 National Social Science Fund project. This paper chooses data in the latest half decade to make statistical updates, with the purpose of exploring the cutting-edge development trends of language education studies.

4. Results and discussion

After three rounds of screening, we filtered out fifty-two articles explicitly employed mixed methods from 2016 to 2020, which showed a rocketing growth compared with the previous decade. Some even demonstrated the design they used in the method part, and cited important literature on mixed methods. This indicates that efforts are paid on mixed methods in applied linguistics.

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Creswell (2018) proposed three core designs and four complex application of mixed methods, presenting vital theoretical guidance for researchers. On the ground of Creswell (2018) and chosen studies, this paper further expounds the typical method designs used in language education.

4.1 Convergent Design

Convergent design, which has been studied by scholars since the 1970s, is most frequently picked for mixed methods. In such design, researchers simultaneously attain Qual and Quan statistics, which complement each other and jointly interpret the results.

Hlas et al. (2019) adopted the design to inquire the distraction of college students in the second language class. The researchers observed 17 classes with 274 students. Each student was given a clicker to quantify how long and how often they were distracted. In the last 5-10 minutes of class, students were distributed an open-ended questionnaire to gather contents about their attention-related activity types, personal beliefs, and their willingness to partake the following panel discussion. It was carried on soon in a reserved conference room, with audio for qualitative analysis. In this process, researchers employed diverse data collection means, efficiently converging data of two properties, which is conducive to obtaining a comprehensive picture of the subject matters and proffers vigorous evidence for the result analysis.

4.2 Explanatory Sequential Design

Sequential design normally contains several stages. As for the explanatory one, the quantitative method plays a domineering role in the former segment, and in the latter segment the qualitative part supports as supplementary justification of the design.

Uchihara & Harada (2018) clearly employed this design, looking into the relationship between students' vocabulary knowledge and their language skills. Before the experiment, 35 participants were delivered self-perception questionnaires about their language skills. Then, in a quiet room, they took three vocabulary tests, VLT and LVLT (a self-rating scale embedded in the language background questionnaire, which had been completed). The data obtained by the above two means will be quantitatively analyzed. About five months after the termination of the test, 10 partakers from the course offered to enroll in a meeting with the investigator, in which the problems found in quantitative statistics will be inquired qualitatively in depth.

4.3 Exploratory Sequential Design

Exploratory sequential design also belongs to one of the three core designs. It consists of three phases, initiating with qualitative strand to explore problems. Grounded on this, quantitative measures are developed in the second stage. Eventually, newly designed quantitative tools will be implemented in new or larger sample of participants to further explain the qualitative discoveries.

Liao & Li (2020) used a mixed medium to examine intercultural teaching instructions in English courses. Participants were 10 full-time instructors and 44 second-year students majoring in foreign languages from four universities in Beijing, China. Data sources concerned teachers' syllabus, reflective logs and likewise teaching materials, as well as panel discussion and audio surveillance of classroom practice. Mixture takes place during the data analysis phase. In the initial part, content analysis was implemented to recognize kernel categories and prominent features qualitatively. Then, qualitative data is quantified, and motives are further compared and inquired by quantitative tools. In this case, quantitative measures derive from qualitative discoveries, well-grounded and suitable for in-depth study of specific problems or phenomena.

5. Conclusion

Mixed methods effectively bond the vantages of text and numeric analysis , overcoming the inherent limitations of any single means and attaining the effect of 1+1>2. By evaluating the empirical studies in latest half decade, we observe that there is an evident accession in the use of mixed methods in language education inquiries, and numerous investigators have demonstrated the design in method part of articles, presenting a meaningful conceptual framework for novice researchers.

Due to the intricacy of research questions and miscellaneous design dimensions, it is infeasible to designate all the design models into fixed prototypes. Apart from the mentioned three core designs, Creswell (2018) also proposed four complex design applications,namely mixed method case study, mixed method experimental design, mixed methods participatory-social justice design and mixed methods evaluation design, exhibiting the multiplicity of research methods. This paper probes three basic core designs by illustrating the samples in language education studies, expected to render some methodological enlightenment for language education researchers.

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Original Research Article

Primary School Art Teaching "Foreign Famous Works" Teaching Design Case

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Abstract: It is the first time for grade 6 students to appreciate foreign masterpieces. How to make art appreciation class creative, improved, thinking, on the one hand, we need to use situational teaching to stimulate students' interest, so as to change the characteristics of boring appreciation class; On the other hand, we should take students as the main body so that students can improve their thinking and deepen the theme in seeing, speaking, writing and thinking.
Keywords: Primary school fine arts; Appreciation; The classroom; Situational teaching; Innovation

In order to further improve the quality of art appreciation teaching in primary schools, art teachers can reasonably make use of the advantages of situational teaching in the daily appreciation teaching process, enrich students' appreciation learning experience and cognitive perception, and help students better dig the connotation conveyed by art works.

1. Background introduction

How to make art appreciation class creative, promotion, thinking is difficult. Sixth grade students already have a certain art appreciation ability, by comparison, to discuss ways such as using simple art language to describe his observations of the fine arts phenomenon, the cultural differences of Chinese and foreign different already have preliminary cognition, on the one hand, need to use situational teaching way to stimulate students interest to import, and transform the characteristics of the appreciation course blindly boring; On the other hand, we should take students as the main body so that students can improve their thinking and deepen the theme in seeing, speaking, writing and thinking.

The famous foreign works involve sculpture, architecture and painting. This course will focus on sculpture appreciation to understand the content, artistic characteristics and social background of the famous sculpture works in ancient Greece. The difficulty of this course is to understand the connotation of works, expand students' artistic thinking, and stimulate students' thinking and interest in human-themed artistic creation.

2. Case design

2.1 The import

(1) Scene introduction. Teacher: this is a magic bus through time and space, this is a mysterious map from the past, you guess what we are going to do today? You want to know? Sit tight and get ready to go. Teacher PPT show pictures of famous works, and ask: what do you see? Students answer: Mona Lisa, Venus de Milo, Notre Dame De Paris...) Teacher summary: these are famous works handed down from foreign countries. (Writing on the board: famous foreign works)

(2) Classification understanding. Teacher: now there are three space-time black holes (sculpture, architecture, painting) in front of us. Students have finished, so today we are going to travel through time and space, looking for famous foreign works.

(3) Set the story. Teacher: Today, the teacher will lead you to experience the first time and space black hole: the famous foreign sculpture. Story: Scene one day in February 1820, on the Aegean Island of Milos, a farmer dug up a treasure while clearing his land. France and Turkey came close to war over the treasure. What treasure do you think two countries would fight over even if they went to war? Student activity: Think and try to answer the questions. Teacher's activity: show the picture. This treasure is the world-famous Venus sculpture.

2.2 New lesson

(1) Appreciate and analyze the statue of Venus. Teacher: Let's get to know this famous masterpiece. (Teachers and students read a brief introduction about Venus.) Teacher: What do you learn from the introduction?

(2) Teacher: Who is Venus? Venus is the Roman word, Greek mythology called her Aphrodite. Venus is the goddess of love and beauty in Greek mythology, and has become the representative and embodiment of all female beauty. She has been memorialized in paintings, sculptures and other forms. How does this beauty standing before you make you feel? (Teachers and students communicate their overall feelings and write down their feelings on the study sheet)

(3) Teacher: Just now, we have enjoyed the beauty of the whole, how do you plan to appreciate it further? (S: Partial appreciation)

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Ok, then, let's do partial appreciation together. (Teacher uses the courseware to show each part of Venus sculpture from the head, and let the students observe and comment from the expression, body shape and posture respectively.

(4) Teacher: How did the artist create such a perfect goddess image? The student replied: The Golden ratio. Teacher's summary: The golden section refers to dividing the whole into two parts, and the ratio of the larger part to the whole part is about 0.618. This ratio is recognized as the most aesthetically arousing ratio, so it is called the Golden ratio. The proportions of the body parts of the Venus de Milos are very close to the Golden ratio. More than two thousand years ago, ancient Greek ancestors have put science and art together in a perfect way, it is really amazing!

(5) Teacher: But it's a pity that the goddess lost her arm. Italian Prime Minister Silvio Berlusconi ordered the statue to be fitted with a new arm. What do you think of it? Student discussion - masterpiece is perfect because of its deficiency! Teacher summary: The Venus de Milos became the embodiment of the ideal female beauty in the Greek classical period with her gentle and calm expression, plump and healthy body shape, dignified and elegant posture, the change of clothing lines and the proportion of precise science.

2.3 New lesson

Teacher: More than two thousand years ago, when human beings were still in childhood, what was the reason that artists at that time could create such a goddess with accurate proportions and perfect shapes? Let's go back 300 or 400 years to find out.

(1) teacher :Hundreds of years before Venus, there were exquisite sculptures in Greece that represented mythological figures. Let's talk about this piece.

(2) Teacher: In ancient Greece, the beautiful myths and legends endowed people with rich imagination. People were free to shape their mythological gods according to their own aesthetic standards and images in their minds.

(3) Teacher: Although ancient Greece was in a slave society at that time, people's thoughts were very free and open. In this historical period, famous philosophers, mathematicians and artists appeared in human history. The thoughts of these great figures are still deeply affecting us.

(4) Teacher: Ancient Greece was also the birthplace of the Olympic movement. In ancient Greece sports competitions were often held in the nude. Why should they be naked? (Teachers and students have a simple discussion -- a strong body is admired and a symbol of beauty.)

(5) Teachers and students summarize together: have you found the reason for the perfect image of Venus? A beautiful imagination; Solving technical and mathematical problems; Affirmation and attention to oneself. T: In the classical Period of Greece, great artists created many outstanding sculptures. It is amazing! Venus is the best inheritance and development of these arts.

(6) Teacher: The ancient Greek civilization rose and fell in the wars between Greece and the Persian kingdom. European civilization fell into the darkness of the Middle Ages, so ancient Greek classical art slowly died out?

2.4 New lesson

(1) Renaissance, "goddess" reappearance. Teacher: It wasn't until the beginning of the 14th century that capitalism began to sprout in Europe and people's minds began to wake up. Let's look at another masterpiece from the 15th century. (The teacher shows the picture of David) Please use the method of appreciating Venus to analyze and feel the beauty of this masterpiece. T: Look at the pictures and discuss them.(2) Teacher summary: David has a magnificent and strong physique, a brave and strong demeanor, and his body, face and muscles are tense and full, reflecting all the external and internal idealized male beauty. It is regarded as one of the finest male body statues in western art history.(3) Teacher :(show the comparison picture of Venus and David) What do you find common ground between two masterpieces that are 1600 years apart? Student discussion: they are all sculptures, which perfectly represent the ideal human body beauty of women and men. More importantly, they convey the purity, goodness and nobility of human nature through human body beauty.(4) Teacher's summary: We are very glad to find that the grace, ideal beauty and affirmation of Venus are reflected again in the works of the three masters in the 15th century, as if the art of ancient Greece was reborn again. We call the ideological and artistic revolution in Europe in the 15th and 16th centuries "Renaissance".

2.5 Development

(1) Teacher: Dear students, in today's class, we enjoyed several famous foreign works, whether it was the Statue of Venus in BC or the masterpiece of the Renaissance in the 15th century. The artists all gave deep thought and expression to the theme of "human".(2) T: Boys and girls! After today's lesson, how do you think about "people" differently? What more about what is "beautiful"?(3) Students have a group discussion about the definition of "beauty".(4) The teacher asks: Beauty must be complete? Is a crippled person not beautiful? Teachers show pictures of Liu Zixu's archery in the Winter Paralympic Games, prompting students to rethink the beauty of disability.(5) The teacher assigned homework: to observe with the eyes of beauty, to think, to feel life!

3. Conclusion

This paper applies situational teaching to the appreciation of primary and secondary schools, which plays an important role in promoting the further development of art appreciation teaching in primary schools. In order to complete the task of art appreciation teaching in primary schools with higher quality, teachers need to pay full attention to the cultivation of innovative thinking in the daily teaching process, further stimulate the inner aesthetic potential of students, strengthen the ability of art appreciation of students, so that students can develop comprehensively in the learning of art appreciation.

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Original Research Article

The Implication of Krashen's Affective Filter Hypothesis on College Students' Listening Learning

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Abstract: English listening plays an important role in daily communication and is a necessary procedure in the second language acquisition process, but at the same time it is also an obvious obstacle for college students learning English. According to Krashen's affective filtering hypothesis, learning motivation, self-confidence and anxiety have a huge influence on learners' listening learning process. Therefore, this paper uses Krashen's affective filter hypothesis to explore the impact of affective factors on college students' English listening learning, and proposes several related strategies to contribute to improving college students' English listening ability.

Keywords: Affective factors; English listening; Second language acquisition

1. Introduction

Listening, one of the four skills in language learning, plays an important role in daily communication in English. Many scholars have given the definition of the term "listening". Chastain (1971) pointed out that the goal of listening is to understand language at a normal speed in an unconscious state. Listening plays an important role in the communication process and they pointed out that someone learning a kind of language should follow the procedure: listening, speaking, reading and writing. Listening should be the first step for language acquisition among the four steps, and listening is the most important [1]. The goal of the listeners is to get information and understand the listening resources, they try to construct meaning [2].

Listening and speaking skills are not significant parts of many books and teachers do not consider these skills in their classes. A critical problem for EFL learners in listening comprehension is that most universities focus on grammar, reading and vocabulary, while listening gets less attention. In the past, the research of affective factors on English learning is ignored [3]. However, we found that insufficient learning motivation, excessive anxiety, and lack of self-confidence have caused great difficulties to college students' English listening learning. Therefore, the research about "Affective factors" is worthy of in-depth research. From the perspective of emotion, this paper takes Krashen's affective filtering hypothesis as a theoretical framework to explore the influence of emotional factors on college students' English listening, and contribute to improving college students' English listening ability.

2. Krashen's Affective Filter Hypothesis

In the early 1980s, Krashen put forward the "five hypotheses" of second language acquisition theory, which are "acquisition-learning" hypothesis; monitoring hypothesis; natural order hypothesis; input hypothesis; affective filtering hypothesis. Krashen (1982) believes that simply getting input is not enough, and Language learners need "comprehensible input", and "comprehensible input" refers to language materials that learners can understand [4]. The "affective filter hypothesis" involves psychological factors that affect foreign language learning. Emotional filtering includes three aspects: motivation, anxiety, and self-confidence.

2.1 Motivation

Filgona and Sakiyo (2020) stated that Motivation is an influential factor in teaching-learning situations. The success of learning depends on whether the learner is motivated [5]. Motivation drives learners to achieve learning goals. It is important to recognize that motivating learning is a core element of good teaching and learning. The motivation of students to learn is particularly important, because the mere presence of students in the classroom does not guarantee that students want to learn.

2.2 Anxiety

Anxiety, as one of the affective factors, has a great influence on foreign language learners, has been studied since the 1970s. It is known that it not only seriously affects students' language performance, but also their further L2 learning process. Young (1991) mentioned that second language anxiety is a term that researchers use to refer to anxiety associated with learning a new language [6]. It refers to the fear experienced by the learner when he is forced to use the language he is learning in speaking, writing and testing.

2.3 Confidence

Bénabou and Tirole (2002) defined self-confidence as the learner's belief in one's own abilities and the degree of certainty about a perception, event, or results [1]. Self-confidence can be viewed as a construct of self-awareness of beliefs and abilities. And elf-

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confidence of learners has a great relationship with the effect of language learning.

3. The Current Situation of College Students' English Listening Learning

3.1 Insufficient Motivation

Except for English majors who have listening classes, non-majors generally do not. Unless there is an exam, college students who are not English majors generally do not pay attention to listening practice, and there is no teacher's guidance and supervision, so listening learning is more difficult for them. They are less motivated to learn listening. Motivation provides students with a goal and direction. Therefore, it has great significance in learning. However, with the lack of power, some problems started to arise. Students are not making the most of their studies. Language learning becomes meaningless and purposeless. Effective learning is difficult to achieve without the will and desire to learn.

3.2 Too Much English Listening Anxiety

Language anxiety refers to the tension, worry, fear and other psychological states which are generated by foreign language learners during their learning process. It is also a psychological quality. The content and extent of anxiety are different according to people's different living conditions and problems. For students, as long as they carry out learning activities, they will have anxiety, but they should maintain moderate anxiety. Three kinds of anxiety can affect second language acquisition, and they are communicative anxiety, classroom anxiety, and test anxiety.

3.3 Insufficient Confidence

Recently, self-confidence has become an important subject of educational background, especially language curriculum research. A lot of studies have shown that self-confidence affects every aspect of our lives, such as our thoughts, emotions, choices, and our goals in everyday life. It has an important role in our personal and social life. There are many difficulties when someone learns a second language. The lack of confidence will directly make learners feel more and more difficult in the process of second language learning. Thus, they can't get good outcomes in the second language acquisition.

4. The Implication of Affective Filter Hypothesis on English Listening Learning

From the analysis of the current situation of college students' listening learning, it can be concluded that the difficulties that college students face in listening learning are: insufficient learning motivation, excessive anxiety, and lack of self-confidence. In view of the above three points, we got some implications. Based on those implications, we put forward several relevant suggestions. They are as follows:

Find out the reasons of lack of motivation: finding out the reasons of lack of motivation in students by using psychology in the classroom. It is of great importance for teachers to take affective factors into account. When students have low self-confidence and self-esteem, high anxiety and inhibition, their level of motivation is destroyed. Building positive and supportive classroom atmospheres, the teacher's warm and appreciating attitude, play an important role in promoting their motivation during the lesson. In the case of insufficient intrinsic motivation, demonstrating the importance and necessity of language will contribute to improving students' learning motivation. Therefore, teachers should be more aware of the importance of motivation in language learning.

Reduce anxiety: A lot of research on anxiety finds that too much anxiety has a negative influence on language performance. Thus，it is important to find proper ways to reduce anxiety. Using suitable listening materials is a good way to reduce anxiety. Listening activities should be provided according to the needs of learners, and teachers should provide students with authentic listening materials to help them better understand the language of native speakers.

Improve confidence: Listening activities should be presented according to their ability; that is, listening activities should be provided from the simple texts and moved to the complicated authentic materials step by step. Because it is beneficial to improve the confidence of learners. And teachers should give the necessary feedback on their performance their students because it can reduce their error and increase their motivation, and help them to develop their confidence in listening exercises.

5. Conclusion

Our emotional factors play an important role in English listening, and they can even determine the success of a listening task. And listening learning is a complex process. In the process of learning English listening, college students should not only use appropriate listening learning strategies, but also improve their cognition of English listening in combination with affective factors. It is hoped that the results of this study will help improve the English listening ability of college students.

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Original Research Article

A Study on EFL Instructional Design from the Perspective of Cognitive Load Theory

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Abstract: Cognitive load is commonly defined as the amount of mental effort that performing a specific task imposes on a learner's cognitive system. For EFL learners, with their limited English proficiency and cultural immersion, always find it overwhelming to comprehend a content lesson delivered in English. Cognitive load theory draws on an understanding of human cognitive architecture to provide explanations for why certain designs of multimedia educational materials are effective and why some are not. This study evaluated the split-attention and redundancy principles in an Intensive Reading lesson for non-English majored students and their potential to decrease mental effort and increase learning.
Keywords: Cognitive Load theory; Instructional design; Cognitive load effects

1. Introduction

Cognitive load theory aims to explain how the information processing load induced by learning tasks can affect students' ability to process new information and to construct knowledge in long-term memory. Its basic premise is that human cognitive processing is heavily constrained by our limited working memory which can only process a limited number of information elements at a time. Cognitive load is increased when unnecessary demands are imposed on the cognitive system. (Sweller, 1988) . In order to promote learning and transfer, cognitive load is best managed in such a way that cognitive processing irrelevant to learning is minimised and cognitive processing germane to learning is optimised, always within the limits of available cognitive capacity (van Merriënboer et al. 2006).

Most research on Cognitive Load Theory has uncovered many instructional design considerations for learning complex tasks. EFL is a complicated subject to teach because it involves interpretational, mathematical, and logical components. Research focusing on the complexities faced by instructional designers have called for pedagogical strategies to equip instructional designers with the ability to problem solve and make decisions. As for the case of Chinese, the study of CLT has not received much attention, students' psychological mechanism is not recognized in EFL teaching and research.

2. Cognitive load Theory and Instructional Design

Cognitive load theory is mainly concerned with the learning of complex cognitive tasks, where learners are often overwhelmed by the number of information elements and their interactions that need to be processed simultaneously before meaningful learning can commence. According to cognitive load theory, instructions can impose three types of cognitive load on the learner: intrinsic load, extraneous load, and germane load. Proper measurement of the different types of cognitive load can help us understand why the effectiveness and efficiency of learning environments may differ as a function of instructional formats and learner characteristics. Task complexity and the learner's prior knowledge determine the intrinsic load (IL), instructional features that are not beneficial for learning contribute to extraneous load (EL), and instructional features that are beneficial for learning contribute to germane load (GL). IL should be optimized in instructional design by selecting learning tasks that match learners' prior knowledge, whereas EL should be minimized to reduce ineffective load and to allow learners to engage in activities imposing GL.

Instructional design is a perpetual concern of educational psychology and it is a bridge to transform teaching theory into teaching practice. Instructional Design focuses on the design process of instruction based on learning theories and their implementation using modern tools, such as computers or mobile devices. Cognitive load theory provides evidence-informed principles that can be applied to the design of instructional messages or relatively short instructional units, such as lessons, written materials consisting of text and pictures, and educational multimedia (instructional animations,videos, simulations, games). It shares several of its principles with mental workload models,which focus on workplace performance rather than learning and instructional design , and with the cognitive theory of multimedia learning, which has an exclusive focus on the design of multimedia materials (CTML; Mayer 2014)

3. Research on Cognitive Load measurement

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There has been an ongoing research effort to examine issues related to the measurement of cognitive load. The most commonly used method is the subjective measurement technique that was originally introduced by Paas (1992) to provide an overall measure of cognitive load. Although this measure has been extensively and successfully used showing good psychometric properties, some researchers remain skeptical about its capacity to measure cognitive load, even when comparisons with physiological measurement techniques have shown that the subjective rating scale is just as valid and reliable and easier to use a subjective techniques. The main advantages of the subjective technique over physiological techniques are its sensitivity and its simplicity. In contrast to physiological measurement techniques, the subjective rating scale is sensitive to small differences in invested mental effort and task difficulty. Whereas the simplicity of the subjective rating scale is considered its major strength, because it can be easily used in research and practice, it is also considered by many as its major weakness. Due to its simplicity, it provides an overall measure of cognitive load (i.e. intrinsic plus extraneous load) and therefore cannot easily be used to differentiate between the different types of cognitive load.

4. Cognitive load effects

Sweller and other researchers have discussed human cognitive architecture including an outline of cognitive load theory and its general principles. The following are 3 typical effects that are of importance in the study.

4.1 Split-Attention Effect

The split-attention effect stems from research on worked examples and was first reported by Tarmizi and Sweller. For instance, a worked example in the domain of geometry might consist of a diagram and its associated solution statements. The diagram alone reveals nothing about the solution to the problem and the statements, in turn, are unintelligible for the learners until they have been integrated with the diagram. Learners must mentally integrate the two sources of information in order to understand the solution, a process that yields a high cognitive load and hampers learning. This split-attention effect can be prevented by physically integrating the diagram and the solution statements, making mental integration superfluous and reinstating the positive effects of worked examples. The split attention effect not only relates to the spatial organization of information sources but also to their temporal organization. Mayer and Anderson (1992) found that animation and associated narration need to be temporally coordinated in order to decrease cognitive load and facilitate learning.

4.2 Redundancy Effect

While the split-attention effect grew out of the worked example effect, redundancy effect, in turn, grew out of the split-attention effect. Split attention occurs when learners are confronted with two complementary sources of information, which cannot stand on their own but must be integrated before they can be understood. But what happens when the two sources of information are self-contained and can be understood without reference to each other? Chandler and Sweller (1991) used a diagram demonstrating the flow of blood in the heart, lungs and rest of the body together with statements that described this flow of blood in text. Thus, the diagram and the statements contained the same information and were fully redundant. It was found that only presenting the diagram was superior to presenting both sources of information together. This redundancy effect is due to the fact that effortful processing is required from the learners to eventually discover that the information from the two sources is identical.

4.3 Modality Effect

All cognitive load effects discussed in the 1998 article assumed that working memory capacity is fixed for a given individual in the sense that the number of elements that could be dealt with was unalterable, with the modality effect as an exception. The modality effect is based on the assumption that working memory can be subdivided into partially independent processors, one dealing with verbal materials based on an auditory working memory and one dealing with diagrammatic/pictorial information based on a visual working memory. Consequently, effective working memory capacity can be increased by using both visual and auditory working memory rather than either processor alone.

5. Implication

For the development of learning instructions that save cognitive resources by optimizing information presentation and at the same time foster generative cognitive processing in accordance with the cognitive theory of multimedia learning, methods are required to identify cognitive load in relation to the corresponding cognitive processes. Furthermore, to determine the unique contribution of certain cognitive processes to different cognitive load aspects, it is important to answer significant theoretical questions concerning the model construction of CLT with different kinds of cognitive load and the interrelationship of the single cognitive load factors.

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Original Research Article

The Challenges to the Boundaries of Journalism Under the New Media Environment

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Abstract: Going back to the origin of journalism, the nature of journalism has changed dramatically, in the beginning, journalists were unlike doctors or lawyers, they did not have professional knowledge, standard of requirement, or occupational norms. During the history of journalism, they always try their best to draw boundaries, journalism has become to a professional field with its legitimacy and authority. But the change in journalism is not stop, especially at the internet society, the boundaries became more and more blurry and there are too many factors that force journalism to keep changing, like free comments and participatory news. This essay will include three main parts, in the first part, I propose to illustrate the boundaries of journalism in the past, and how legitimacy and authority was brought by the process of boundary-drawing. In the second part, I propose to give two examples to explain how the boundaries of journalism were threatened. Finally, I will state how journalism responded to challenges and how the boundaries have shifted.

Keywords: Journalism; boundaries; social media; UGC

1. The processes of boundaries drawing of journalism

From the research about boundaries of journalism, it is too simple if we just evaluate boundaries of journalism from incomplete perspective, instead, what it needed is to understand different kinds of boundaries and analyses them within a cohesive structure [1]. The processes of boundary drawing of journalism can be regarded as a pyramid. The first floor is distinguishing journalists from non-journalists, which means finding "who is suitable" "who can be regarded as journalists". On the second floor, how to gather news and distribution is the main problem, which can be called "what is suitable" "what is suitable journalistic behavior". The third floor is the processes of professionalism, at this stage, journalists want themselves to be regarded as a special organization with specialized knowledge [2]. The three stages are corresponding to Gieryn' s generic boundary-work typology, which is expansion, expulsion and protection of authority.

In order to realize professionalization, journalistic workers need to accomplish two goals: "professional control" and "occupational closure" [3].It requires journalists to have more legitimacy and authority in their field. In the traditional journalism, the boundary between journalists and audience was clear, the responsibility of journalists is telling the truth to public, and audience responded with trust Methods of news production was fixed [4], the most of work was completed by journalists under non-public environment, they only show results to public.

2. The challenges of Journalism under Web 2.0

Each field need boundaries and professional knowledge to maintain their control, like lawyers and doctors, but the situation of journalistic field is quite different. The main reason is that journalism is not based on well-rounded knowledge, and people who wants to work at newsroom do not need official certificate [5]. Compared with doctor and lawyer, knowledge of journalism is easily to acquire, so that journalistic boundaries are weaken. Consequently, boundaries and legitimacy of journalism are quite unstable and fragile [6], especially after internet turn to Web 2.0 from Web 1.0. During Web 1.0 era, users just have one-way communication, but the Web 2.0 provides opportunities to users to have two-way communication. Users are free to upload content on the Internet. It is widely known that journalism has changed dramatically in the modern society, due to the popularity of internet media, generating varies factors that can force journalism to make change, for example, User Generate Content, free comment from citizen or non-journalist and emergency of "fifth estate" [7]. In order to take a balance between mainstream media and those internet-based factors, journalism have to redraw the boundaries to maintain their authority [8].

Social media platforms are the most popular production of Web 2.0, people can generate, share digital content by using social media platforms, and they can have interactive communication with other people on social media platforms [9]. It provides opportunities to people to take part in gather information, shaping, and dissemination of news, instead of passive listening what journalists said, since content generated by online users also have attention of other users or even become popular. In other words, social media platforms encourage citizen to be a part of journalism, user generate content also can be used as a source of information. In order

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to evaluate how social media reshaped and redraw boundaries of journalism, having a deep understanding about social media is quite indispensable. The features of social media platforms are communication, participation, interaction and publicity. Applications and websites of social media platforms, like Facebook, Twitter and wikis are ideal space where people can generate user content, called UGC, such as, upload pictures, articles and free comments on it. The burry boundaries between journalists and audience force journalists to make change.

3. How Journalism workers reply to challenges

Under participatory media environment, journalism has introduced new methods in how to gather information, editing and distribute news [10]. Boundaries has changed to suit the society. In the first place, participatory media change the way of information gathering, public are invented to send video, pictures or stories to newsrooms and television. Social platforms like Facebook and Twitter allow journalists to report short, briefly content, pictures or videos to a large number of audiences in real-time [11]. In the past, journalists need to gather information, pictures and integrate elements of events into a whole story, then they can publish news to public. This process may take several hours or even several days, which may lead news loos its pragmatically.

4. Conclusion

The development of journalism has experienced three stages. The first stage is the beginning stage, journalists try to find suitable ways to produce news, drawing boundaries, establish norms and regulations. The second stage is that journalists maintain control by themselves and operating effectively. When the third stage, traditional journalism meets the internet, the relation between them is confused, they want to be independent but have to work together. The combination of journalism and internet have both positive and negative effects on journalism. The real-time function of social media improves the effective of news, in addition, participatory media enable each people to upload "news" on the internet, as I mentioned about, free content generating will cause public to feel confused, public need to reads news objectively, but it is almost impossible to require public to evaluate news without emotion. So that, the emerge of social media does not means that the role of journalists will be instead, or the boundaries are losing power, controversially, it means that the responsibilities of journalists become more important, they need advanced media literature and abilities to evaluate objective and free value, providing correct guide to the public. In addition, they need to build more professional knowledge to teach journalism media literature and objectivity thinking. From my perspective, web 2.0 should not be regarded as challenge, instead, it should be regarded as opportunity.

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Original Research Article

Use Strategic Planning in IELTS Part 2 Narrative Task

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Abstract: When English is regarded as the lingual franca in the global world, English learners' communicative competence is emphasized. In China, however, most of L2 learners' willingness to communicate and communicative competence is relatively low. This article focus on how to improve Chinese IELTS learners' poor communicative competence in the classroom. I mainly use guided strategic planning in narrative tasks to enhance learners' fluency and complexity.
Keywords: Communicative competence; Strategic planning; TBLT; China

1. Situation and focus

1.1Social Context and Individual Factors

In China, L2 learners mostly perform poorly in communicating in English, even though they all have received an exam-oriented English education in their previous school years and have acquired good linguistic knowledge (spelling, grammar, and vocabulary). This lack of communicative competence may be due to limitations in the social context and individual factors.

For social context, Chinese language education context is quite like Japan, where Nakata (2006, p. 166)[5] observes: "…the educational system has resulted in Japanese learners with weak English communication ability." Because in China, English has been stripped of any communicative function and regarded as "content for a series of examinations that have profound consequences for future academic or career prospects (Ryan, 2009, p. 125)." Thus, the learners may not think English as a lingua franca that can be used to communicate with people from any foreign community.

Speaking of individual factors, Wang (Wang, 2014)summarized three factors that can influence learners 'speaking competence, including cognitive factors, linguistic factors, and affective factors. Firstly, cognitive factors indicates that "language users (tend to) prioritize one aspect (fluency, accuracy, and complexity) of language over another (Ellis, 2005)[1]," and the attention to other areas are reduced. Chinese learners tend to pursue "a hundred percent correctness (Ortega, 2005, p. 93)" in their L2 expressions. Thus, they may sacrifice fluency and complexity to secure accuracy. Secondly, linguistic factors ask EFL learners to use accurate pronunciation, grammar, and vocabulary(Wang, 2014). Chinese learners usually struggle with pronunciation of less frequent words as they acquired them mostly from reading and writing. Thirdly, in terms of affective factors, Chinese EFL learners may feel anxious and nervous "when they are asked to speak in class without any preparation (Wang, 2014)."

Under the effect of Chinese general education context and individual factors, TBLT and strategic planning is introduced to speaking-focused classroom to help improve L2 learners' fluency and complexity.

1.2 TBLT and Strategic Planning

Task-based language teaching (TBLT) argues that "the most effective way to teach a language is by engaging learners in real language use in the classroom(Willis & Willis, 2013, p. 1)." This way of teaching concerns more on building the confidence and willingness to speak in L2 regardless of limited language resources. It is suitable in speaking-focused classroom, and it helps learners acutely aware of what they need to learn (Willis & Willis, 2013, p. 2).

As Ellis' (2005) [1] Figure 1 shows, strategic planning belongs to pre-task planning, which "entails learners preparing to perform the task by considering the content they will need to encode and how to express this content (ibid, p. 3)." In strategic planning, the learners can access the actual task materials, which distinguishes it from other pre-task activities. In addition, Ellis' study concluded that strategic planning helps fluency and complexity promotion.

As mentioned above, in this task design, guided strategic planning is suggested to use in a speaking class. Foster & Skehan's (1996)[2] studying on non-native speakers found that guided strategic planning help learners increase their syntactic complexity in language use. The research also claimed that the benefit of gaining in planning time is the dramatically reduced pausing, or fluency enhancement. The time of guided strategic planning is 10 minutes. As Kawauchi's (2005)[3] study concluded that most studies focusing on planning choose to provide 10 minutes for planning. Nevertheless, the task I design contains teacher instruction, which may take 15 minutes. Finally, the total pre-task planning time is 25 minutes.

2. Respond

2.1 Teacher's Instruction in Strategic Planning

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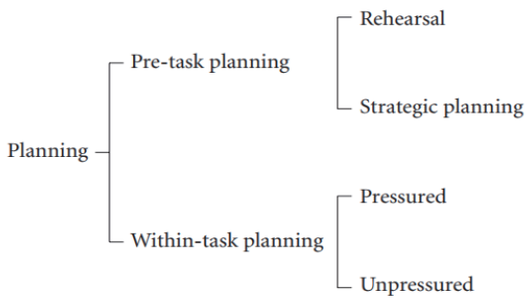

Figure 1 Types of task-based planning (Ellis, 2005, p. 4)[1]

The target students are intermediate level English learners, and they will be grouped into pairs according to their linguistic competence, and the dyads should have the similar level of English proficiency. As Mercer (1994)[4] believe that the pair of learners with similar ability seem to learn better in a problem-solving task.

The whole process of the task was shown in Table 1, which can be divided into pre-task, while-task, and post-task stages. In the pre-task stage, the teacher will spend 15 minutes offering instruction. 1), the teacher will introduce the whole sequences of tasks and prime learners what will be expected in the target task. 2), the teacher will offer task-related material input by providing a mixture of vocabulary, phrases, and sentences. The learners can decide if they need to use them or not based on meaning they formed later. 3), the guidelines for IELTS speaking part 2 narrative task are introduced (see Appendix 1), learners can use it in the self-planning part as guidance. The guidelines are adapted from Sangarun's (2005, p. 135) Guidelines for the Argumentative Task. The functions of the guidelines are as below: a), help learners brainstorm, "plan the meaning, discourse structure, vocabulary and grammar of their speech (Sangarun, 2005, p. 117)." b), instruct learners do not write down every single word they want to say. c), allow learners to do a pre-verbal rehearsal in mind. d), promote the process of self-correction and self-monitor.

2.2 Learner's Strategic Planning

After the teacher's instruction, the learners then need to finish draft writing on the note-sheet (see Appendix 2), which can help guide "the syntax, lexis, content, and organization of what they would say (Foster & Skehan, 1996, p. 307)[2]." The sufficient planning time allows them to do the pre-verbal rehearsal as well. The core questions that learners concentrate are: 1), what ideas do I want to express? 2), how can I best express those meanings?

Table 1 the whole process of the task

Task implementation phase	Task design detail
Pre-task	Teacher's instruction input: Time: 15 minutes L2 spoken text input Grammar and vocabulary explication guidelines for IELTS speaking part 2 narrative task Strategic planning: Time: 10 minute Draft writing on note-sheet Rehearsal
While-task	Speaker: Monologic oral narrative for peer-listener
Post-task	Listener: Evaluate speaker's answer Ask several further related question Give some modification advice Exchange the role of listener and speaker, repeat from while-task again. Remodify the answer, upload the final version.

2.3Task and Post-Task

After pre-task planning, the pair group will be assigned to the role of speaker and listener respectively and randomly. The speaker will present the answer he/she planned to the listener. The listener need to make notes to record the mistake and problem of the speaker's answer. And when the narration is completed, the listener will score the speaker's performance from the aspect of accuracy, complexity, and fluency. Then the listener will ask several questions based on the speaker's answer. The following Q&A part is an interactive activity close to actual communication. The listener can ask for repeating the part he/she missed, paraphrasing the part he/she cannot understand, or ask questions provided below the question card or questions she/he is interested in. When the whole process is accomplished, the speaker and listener will change the role and carry out the same task mentioned above. Finally, remodify their answer and give a final presentation to the teacher.

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Original Research Article

Discussion on Ways to Cultivate Entrepreneurial Talents in Higher Vocational Colleges Under School-Enterprise Cooperation Mode

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Abstract: At present, our country's higher vocational colleges on campus student talent training mode is used independently trains, but as a result of higher vocational college graduates for the current market environment to accept ability is bad, how to create a new way of talent training, enabling graduates in higher vocational colleges to better accept changing market conditions, in order to better solve the problem of higher vocational college graduates employment. Based on this, this paper will mainly discuss and analyze the ways of entrepreneurship talent training in higher vocational colleges under the school-enterprise cooperation mode, for reference and exchange of relevant people.

Keywords: School-enterprise cooperation mode; Higher vocational colleges; Entrepreneurship and innovation talents; Way

1. The important role of university-enterprise cooperation in training entrepreneurship and innovation talents

In the process of double and talent cultivation in higher vocational schools, the effective fusion of university-enterprise cooperation model can promote training work smoothly, with the aid of university-enterprise cooperation pattern vigorously support, in the process of talents training in higher vocational colleges can get more external cooperation of enterprise resources and teachers resources, provide strong support for the work of talents cultivation. Under the school-enterprise cooperation mode, higher vocational colleges can reach a cooperation mode with off-campus enterprises to provide more employment and internship opportunities for graduating students, so as to comprehensively improve the overall quality of students, and finally to continuously optimize and improve the training system of entrepreneurship and innovation education. School-enterprise cooperation mode itself has strong permeability and interaction.

2. Problems existing in the training mode of school-enterprise cooperation talents in higher vocational colleges in China

2.1 School-enterprise cooperation mechanism is not perfect

At present, most of the school-enterprise cooperation in higher vocational colleges is the personal contact and communication between teachers or students and enterprises, which fails to fully develop into official school-enterprise cooperation and communication, or fails to establish and improve the relevant platform of school-enterprise cooperation in the university. The imperfect school-enterprise cooperation mechanism will lead to the lack of effective communication between schools and enterprises, and thus fail to form an effective linkage mechanism.

2.2 School-enterprise cooperation forms are single and its role is weakened

At present, the school-enterprise cooperation mode carried out by higher vocational colleges is seriously simplified, and most of them employ experts related to enterprises to carry out knowledge lectures in schools. However, such a form of cooperation cannot enable students to deeply experience and understand the work content of enterprises, so school-enterprise cooperation plays a very small role and cannot really solve the practical problems that students will encounter in the future. Moreover, due to the single form of school-enterprise cooperation, students' interest in school-enterprise cooperation activities will be weakened. At the same time, in the teaching process of higher vocational colleges, the teaching content differs greatly from the work content of enterprises, so students will still encounter more difficulties when they enter enterprises to work after graduation.

2.3 The teaching staff of higher vocational colleges needs to be improved

At present, higher vocational colleges in our country the construction of teachers' team, already has a relatively complete professional level and research level, but most of the teachers in the teaching process focused on theoretical research, and many teachers lack of experience in teaching before mount guard, for the contents of the textbook teaching more, Thus neglecting to constantly improve the teaching work according to the actual situation of teaching. In addition, teachers in higher vocational colleges are too passive in school-enterprise cooperation, and more teachers are only willing to finish the work at hand, rather than spend more

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time on research and analysis of the new environment. In the long run, teachers in higher vocational colleges lack of extended learning related to the work content of enterprises outside the school, resulting in the development of teaching only theoretical knowledge, lack of countermeasures to help students to work in enterprises in the future. In view of this situation, the teacher team of higher vocational colleges should carry out relevant reform.

2.4 Lack of school-enterprise cooperation bases

The number of students in higher vocational colleges in China is characterized by a large base. On the whole, the internship base in school-enterprise cooperation is single, and there are few posts for students to carry out further internship experience in the base.

3. To build a new model of university-enterprise cooperation entrepreneurship and innovation talent training

3.1 Improve the relevant systems for school-enterprise cooperation

First of all, due to the imperfect work of school-enterprise cooperation at the present stage, teachers and students of colleges and universities should play a greater role in building a friendly communication platform between schools and enterprises. At the same time, we can also establish and improve the alumni cooperation system, and collect the data of students who have graduated, so that alumni can play a powerful role in the development of the university. Secondly, establish and improve the school-enterprise cooperation system. After the establishment and implementation of the system, all future school-enterprise cooperation should be completed in the official to official situation, so as to ensure the long-term cooperative relationship between colleges and enterprises in the later period. In the content of the system, cooperation time, cooperation form, funds, responsibilities of both parties and rights obtained should be involved in detail, so that various problems in the later cooperation process can be provided with relevant documents as a reference [1].

3.2 Developing rich school-enterprise cooperation models

In the past, the school-enterprise cooperation mode implemented by higher vocational colleges is to invite industry experts to carry out academic lectures on campus, which is not conducive to the promotion of this mode. Therefore, colleges and universities should enrich cooperation modes consciously and add more new cooperation modes on the basis of lectures. Colleges and universities for enterprises to participate in, for example, part of the rights of talent training plan, enables the enterprise to the market development trend at present to make targeted training plan changes, in this way the function of real university-enterprise cooperation mode can be effectively play, ultimately promote college students and enterprise working late to have a harmonious cooperation between [2].

3.3 Training of double-qualified teachers

Because of the lack of practical working experience of teachers in the current school, we should establish a double-qualified teaching staff. First of all, colleges and universities should do a good job in the professional training of teachers, regularly deploy some teachers to enterprises for work training, so that teachers can fully understand the actual needs of enterprise development for talents at the present stage. Secondly, colleges and universities can also introduce some talents in the industry to teach on campus in their spare time, which can effectively supplement the teaching content of teachers on campus. Finally, school-enterprise cooperation should be improved. Under the dual-tutor mode, students can not only gain theoretical knowledge, but also obtain professional guidance from internal staff of enterprises, bringing school-enterprise cooperation closer [3].

3.4 To build a new talent training base

In view of the large number of students in colleges and universities, which makes it impossible for all students to get the opportunity to practice in enterprises, colleges and universities can cooperate with enterprises to establish experimental centers. Part of the enterprise internal department introduced to within or near close to higher vocational colleges, higher vocational colleges so for students in higher vocational colleges can come into contact with the actual work opportunities will greatly increase the content of the students don't need through the distant journey to have internship in the school, in the process of internship enterprise internal talents for colleges can also use the form of direct hire, This provides a solid talent base for the future development of the enterprise.

4. Concluding remarks

In general, under the background of vigorously promoting "entrepreneurship and innovation" in China, the talent training mode of social vocational colleges has higher requirements. Therefore, the talent training plan of higher vocational colleges under the school-enterprise cooperation mode must find problems in time and solve them pertinently, so as to ensure the effect of talent training.

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Original Research Article

Reflections on the Innovation of Enterprise Financial Management in the Internet Era

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Abstract: In the current situation, our country has fully entered the Internet era. Many emerging application technologies change people's traditional way of life, which also promotes the sustainable development of modern enterprises. In this era of a big business environment and development background, the traditional single working model of corporate financial management cannot meet the needs of the rapid development of our current economy. This paper mainly studies the financial innovation and role mentioned in the daily financial operation and management of modern enterprises based on Internet finance and summarizes and analyzes some innovative measures, hoping to help improve the financial management level of enterprises.
Keywords: Enterprise Financial Management; Innovation Mode; Internet Technology

1. Introduction

In terms of the overall development of the current domestic market, the application of Internet technology is developing very rapidly, and the financial management of enterprises is more urgent to be deeply integrated with modern Internet technology[1]. The level of electronic and information technology is bound to be further improved, because it has an important impact on improving the comprehensive work and efficiency of the management team, but also on the technical development of domestic enterprise financial management[2]. It is imperative to strengthen the specific application of mobile Internet thinking in daily financial and management information management, to reform the traditional financial operation management mode of enterprises, and to promote the modernization of enterprise network information.

2. Research on the Current Situation of Enterprise Financial Management in the Internet Era

2.1 Financial management concepts backward

Under the background of the Internet era, if enterprises want to carry out financial management work, they need to innovate and change the traditional single traditional financial management concept. The traditional enterprise financial management method, cannot modern financial account management this work completes. The traditional company's financial and management staff will only arrange to come to the scene after the completion of the accounting work plan for financial post-accounting confirmation until the completion of the whole business accounting confirmation will be a final accounting document submitted, and ultimately the financial work-related personnel jointly accounting final confirmation. This kind of afterward supervision behavior is typical afterward financial supervision. Many enterprises stop at the current status of market development and have no independent innovation and awareness. In the process of an enterprise's development and innovation, it can not always stand in a more long-term strategic point of view to start its own financial and management mode of development and innovation.

2.2 Low level of informationization in financial management

Under the background of the Internet, the informatization degree of enterprise financial management is relatively low. Financial management needs much deeper integration with the Internet. Financial management methods are relatively single and lag, especially the financial management mode is relatively old. This is because China's s financial management concept of work is still a relatively conservative tradition, many large enterprises will only choose their daily financial management business activities will temporarily only be handed over to the company's financial and management department personnel alone responsible. The dependence and degree on the traditional management of human resource management model in China are very high, and it is impossible to carry out horizontal comparative analysis and comprehensive analysis from the ability planning and level of financial management personnel alone.

3. Financial management will face pre-market challenges in the background of the mobile Internet era

3.1 Shared financial services

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Enterprise financial management must be able to make resources more shared, to truly help financial managers see more feasible decision-making methods when making investment decisions, which can also effectively help enterprises play their unique advantages in the financial management operation mode. In enterprises in internal financial daily management and work activities, there will be a lot of relatively time-consuming repetitive accounting work, if you can make financial management work more shared, you can reduce the duplication of some basic financial work. However, as far as the current situation is concerned, some large and medium-sized enterprises in our country do not attach great importance to the financial sharing service platform, and they cannot scientifically and effectively choose the financial sharing platform suitable for their enterprise development. If these enterprises want to realize their sharing service, they must change the traditional financial management system to apply new technologies. However, these methods and ideas are relatively wrong. In the process of using the financial sharing service platform, the system is still the original system. It is only on this basis to change and use new models to manage, rather than overthrow the original.

3.2 Integration of financial data

In many cases, enterprises can not upload and share all the commercial documents belonging to their company to the service processing center database of data sharing[3]. The reason is that the database system platform called by the enterprise in the process of related business and processing is inconsistent with other financial sharing data platforms. If enterprise data cannot be fully shared, they will never be able to achieve integrated management of their financial data. In terms of the current situation of domestic enterprises, many large enterprises in many parts of the country do not pay much attention to the unified management of data, which itself makes the future survival and development of enterprises and other issues buried a lot of financial risks, in the future enterprises to carry out production or business model, will encounter many financial problems, so the unified division of labor and management of information and financial system is very important. In this context, Chinese enterprises must strengthen the management of finance and the establishment of a financial system, and improve the financial system, to ensure more sustainable development of enterprises.

4. Strategies for Improving Financial Management in the Era of the Internet

4.1 Investment management innovation

In the process of guiding enterprises ‘ investment activities, enterprises must innovate their financial internal management, which requires enterprises to improve their financial investment and income levels, give full play to their technical advantages in Internet technology, and apply them to the Internet technology of modern enterprises. Scientific and efficient use of all kinds of information resources of enterprises can help enterprises to provide scientific and effective data support in the process of development decision-making.

4.2 Promote financial management information construction

Under the rapid development of the Internet, the requirements of enterprise financial data information development speed are very fast. Enterprise financial management also needs more attention. Enterprises must correctly judge and scientifically analyze these data information, to establish and improve some relevant software system processes and rules and regulations on the information management of financial management data, and timely update, adjust and maintain and improve the existing financial information system management data software and financial operation analysis software so that the information ability of financial management enterprise internal financial data processing can become more strengthened. Also can help enterprises to establish a modern financial enterprise management information system. Provide a more comprehensive scientific and effective and reliable service guarantee. Enterprises must integrate the information-sharing platform. Through the collection and integration of information and data, enterprises can share information more reasonably in the management of financial data of each enterprise department, to ensure the effective integration of the whole enterprise financial management in the management of enterprise business data.

5. Conclusion

With the continuous progress of science and technology and the deepening development of the Internet, the enterprise financial management thought must be more comprehensive and in-depth to effectively combine with the modern Internet, and find the effective operation mode of the modern Internet in the traditional accounting management mode of enterprises. Given the actual situation, the enterprise managers must make full use of the social resources of the modern Internet, to truly make the financial management and other work in the enterprise more comprehensive and effective, promote the sustainable development of enterprises, and help realize the social and economic benefits of enterprises.

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Original Research Article

Facilitating Vocabulary Learning by "3R"-- Recycling, Repetition and Retrieve

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Abstract: Vocabulary learning is serving as an essential role in language acquisition. Although traditionally there are debates over vocabulary learning, studies of vocabulary has recently gained much more attention at an academic level. This article shed lights on how to further vocabulary learning by the mechanism consisted of recycling, repetition and retrieve. By elaborating the conception of this mechanism, this article reached a conclusion that, for one thing, it can help teachers and administrators set appropriate targets for learning in order to encourage learners to obtain vocabulary learning skills that are expected. For another, vocabulary items must not only be known but also be known well so that students can use the vocabulary automatically and accurately.
KeyWords: Vocabulary learning; Recycling; Repetition; Retrieve

1. Introduction

It is said that learning a language is one of the most complex accomplishments that humans have achieved. James Milton (2009) once cited in his book that "(w)ords are the building blocks of language and without them there is no language." The importance of learning vocabulary is as equal as that of vocabulary itself. Although traditionally there are lively debates over vocabulary learning, the study of vocabulary has recently become much more fashionable at an academic level. And this interest has transferred itself to the foreign language teaching mainstream. Therefore, theories about second language vocabulary acquisition is developing constantly. Recent years researchers put forward the notion of vocabulary repetition, retrieve and recycling from psychological perspective. The former deals with the question how the vocabulary is learned while the latter two touches upon the issues how it is forgotten.[1]

2. Vocabulary recycling, recycling, repetition and retrieve

An individual needs to practice and revise what he/she has learned previously otherwise the input will gradually fade and finally disappear. If a person does not use the memory representation they have formed, the memory will fade or decay over time. In other words, information stored in our memory falls into discard unless it is activated regularly. Similarly, if one does not revise or recycle what he/she has learned before, he/she may fail to recall that knowledge. Learning second language vocabulary is not an exemption. In this vein, it is noteworthy to recycle, repeat and retrieve the vocabulary which is learned.[2]

New material that is recycled and repeated is to be satisfactorily learned. Milton (2009) stated that this also apply for vocabulary teaching. In his article, Milton reviewed the issues about vocabulary recycling in textbooks, and drew upon Nation' s suggestion that few textbooks actually contain recycling parts, even though many researchers implied that recycling can be an important element of success in learning. As the author mentioned, the recycling of words are not always systematic in textbooks may explain why several hundred words never to be acquired. Generally speaking, the results shown that the more an word is repeated in the textbook, and presumably it means the learners are exposed to it, the more likely it is to be learned.

However, this was not the whole story. The results also suggested that even very high repetition does not guarantee learning. Similarly, low repetition does not stands for failure in learning. There were several factors here. One factor may be the impact from oral presentation and recycling of the pronunciation. Another one included the elements of words difficulty. For instance, words that are highly imageable or more accessible are learned easily despite of low course book repetition. [3]

Milton confirmed that systematical recycling really can play a role in vocabulary acquisition, even it does not tell the whole story. One thing of certain is that a well-designed textbook with a good choice of vocabulary includes recycling, can enhance learning and aid to recall.

Back to 1896, Gairns and Redman postulated that vocabulary recycling is a direct consequence of the theories of forgetting. On the one hand, the memory traces gradually fade in the memory without regular practice, so it is of significance that the teachers create opportunities in the classroom for the students to practise what they have learned. On the other hand, students learn different courses at the same time, and other learning activities may interfere with the retention of new lexical input.

3. Pedagogical Implication

With regard to the implication that the rate of forgetting has an impact on the recycling of vocabulary input, Gairns and Redman

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draw upon Peter Russell' s (1979) revision schedule which encompassed dour reviews that happen in gradually longer intervals, ensuring that new material is permanently recorded. Although they suggest that such a detail plan will not be realistic until the course designers integrated systematic lexical recycling into the prescribed syllabus, they still believe that this type of recycling should be possible if the teacher incorporate some organized recycling activities such as warmer activities and quick reviews of important lexis one to two days after initial input. As for further recycling, weekly or monthly progress test is a practical way to compensate for the memory decline. [4]

Finally, recycling is not only a matter of quantity, but also of quality. Teachers may provide many examples sentences to illustrate words' meaning. Nevertheless, varied examples of sentences can be overwhelming, ending up with more confusion than understanding. From the perspective of contextualization of new lexical input, the function of recycling is to expand the context range of an item so as to promote words retention or recall.

As mentioned above, vocabulary recycling serves as an engine in vocabulary learning. However, it is unwise to recycle all their vocabulary systematically as is widely thought essential for learning, and successful EFL course books and teachers appear to strike a balance between frequent and non-frequent vocabulary.

In addition to words recycling, there are other methods that facilitate vocabulary teaching and learning. The second major way that may lead to a word being remembered is retrieval. Nation pointed out that "(i)f that word is subsequently retrieved during the task then the memory of that word will be strengthened" (2001, p.103). When the learners hear or see the form of the word, they need to retrieve what they know of its meaning, which means learners may retrieve the ideas stored from previous meetings and the content and information from the present meeting.

Retrieval can be receptive or productive. Receptive retrieval is perceiving the form and having to retrieve its meaning in listening and reading tasks. And as Nation suggested, an effective way to get repeated retrieval is to read the same story several times. Productive retrieval means to retrieve a word's spoken or written form as in speaking or writing. Teachers can design retrieval into speaking activities by making the task involve retelling. And it will be more convenience if the teacher is able to supplement the story re-telling with pictures and blackboard drawings.

Furthermore, learners need an opportunity to meet a recently met word again before the memory of the previous meeting fades. Too much time that has passed between the previous meeting and the present encounter with the word will turn the present encounter into a first encounter with the word.so repetition is an other essential factor of vocabulary learning.

It is not simply repetition which is important but the spacing of repetitions. In regard of this, two types of repetition ought to be commented. "Massed repetition involves spending a continuous period of time, say fifteen minutes, giving repeated attention to a word. Spaced repetition involves spreading the repetitions across a long period of time, but not spending more time in total on the study of the words" (Nation, 2001, p114). Ample researches on memory and second language vocabulary learning stated that spaced repetition achieve more secure learning than massed repetition. So, the words repetition should be spaced at increasingly larger intervals. For example, word cards will usually involve repetition in that learners can change the way they process the cards by thinking of different sentences containing the word and the different contexts of use. (Zhang and Lu, 2015) [5]

4. Conclusion

Vocabulary learning is vital for language acquisition. Students are expected and encouraged to master more vocabulary. The best way to enhance ones' memory in vocabulary learning may be the natural osmosis from the language which surrounds them inside or outside class. As for what has mentioned above, it should be of interest to everyone involved in vocabulary acquisition that vocabulary items must not only be known but also be known well so that they can be used automatically and accurately. It can help teachers and administrators set appropriate targets for learning so that learners can have the vocabulary learning skills that are expected.

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Original Research Article

A Study of The Kite Runner from the Perspective of Genette's Narrative Theory

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Abstract: There is always a distance between the narrator and the story. Narrative Distance can be of varying degrees. The objective of the current study is to explore how the narrative discourse is employed by Khaled Hosseini in the novel "The Kite Runner". Genette's (1980) model provides the theoretical framework for the research as the study attempts to analyze how the narrative discourse of narrated speech, transposed speech and reported speech apply to the narration of The Kite Runner.
Keywords: Khaled Hosseini; The Kite Runner; Narrative Discourse

1. Narrative Discourse of Genette

Gerard Genette is a French narratologist whose narrative theories are invaluable as it fills the need for a systematic theory of narrative. In his famous monograph Narrative Discourse: An Essay in Method, Genette clarifies the concepts of narrative. From his point of view, there are three distinct notions concerning narrative[1]. Narrative refers to narrative statement, the succession of events, or an event, which consists of someone recounting something. Genette further distinguishes three terms, namely, story, narrative and narrating. He uses story for the signified or narrative content and narrative for the signifier, while narrating for the producing narrative action and the real or fictional context where the action takes place. Along this line of thinking, narratology becomes a study of the relationship between narrative and story, between narrative and narrating, and between story and narrating, which can be further elaborated from narrative time, narrative focalization and narrative discourse.

Genette divides narrative discourse into three types, namely, narrated speech, transposed speech and reported speech. And in reported speech, Genette further elaborates it from three specific aspects: interior monologue, dramatic dialogue and stream of consciousness[1]. Narrated speech also known as narrated discourse is made up of narrated dialogues and narrated thoughts. Yet generally speaking, among literary works, the traces of narrated dialogues are more discernible than the narrated thoughts. Narrated dialogues quote the character's speeches directly. It does not need extra words or descriptions to narrate the story, but tells the story in a vivid and authentic way. Unlike narrated discourses which quote the character's dialogues directly, in transposed speech, or indirect narrated discourse, the narrator needs a lot of narrated verbs and tags, such as "he said," "he thought" to conduct the narrating, though sometimes these tags are omitted in indirect narrated discourse to make the narrating more concise.

2. Analysis of The Kite Runner

Narrative discourse plays a vital part in narrative. In The Kite Runner, Hosseini has made a good command of narrative discourse so as to narrate the story in a more intriguing and attractive way. In this part, narrated speech, transposed speech and reported speech are elaborated to reveal the charm of the narrative discourse in the novel.

2.1 Narrated Speech

According to Genette, narrated speech is the most distant and reduced, for it does not involve the readers that much. Meanwhile, it conveys a large amount of information by involving the characters themselves. Narrated speech, also known as narrated discourse, is mainly divided into two types. One is narrated dialogues and the other is narrated thoughts, or narrated inner speech[1]. In narrated dialogues, the expressions such as "I said," "he said," "she cried," "he added," are common. While in narrated thoughts, phrases like "I thought," "he thought," "she pondered," are recurrent. The Kite Runner features a great number of narrated dialogues and a few narrated thoughts. For example, in Chapter Four, when Amir was reading a story to Hassan, and they had the following dialogues: "What does that word mean?" "Which one?" "Imbecile."[2]

The narrator directly quotes his conversations with Hassan. In narrated dialogues, the narrator reveals the real or fictive conversation scenario to the readers. Instead of narrating, the narrator presents the dialogues to the readers so that they can "listen" to the conversations themselves.

Besides narrated dialogues, the other form of narrated speech is narrated thoughts. In Chapter Ten, when Amir and his Baba were confronted with the Russian soldiers, these sentences appear: Can't you just let it go for once? So this is where Baba dies, I thought. This is how it's going to happen[2].

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The narrator uses "I thought" to quote the character's thoughts italicized, which is very typical of narrated thoughts.

2.2 Transposed Speech

Different from narrated speech is transposed speech. Instead of directly quoting the characters' dialogues, it quotes the other characters' words without using quotation marks and changes the first-person narrative into a third-person narrative. For example, instead of quoting the sentence "I want to hear you recite poems," the narrator changes the sentence into "Hassan said he wanted to hear me recite poems." The third-person tone makes it more impersonal and objective. In The Kite Runner, besides narrated speech, Hosseini uses a large amount of transposed speech.

In Chapter Twelve, the last sentence of the first paragraph reads like this:

"Ali swore that if you ate watermelon the night of yelda, you wouldn't get thirsty the coming summer." (Hosseini 2003: 155)

It is quite obvious that the sentence is said by Ali. Instead of using a quotation mark to quote it, the author directly transposes it into a third-person narrated speech, which results in a gap or distance needed by the readers in the process of reading from outside in.

2.3 Reported Speech

In Narrative Discourse, Genette points out that the reported speech is the most "mimetic" form in which the narrator pretends literally to give the floor to his character [1]. Interior monologue and stream of consciousness are the two major forms in reported speech, which can expose the character's inner speech to its maximum.

2.3.1 Interior Monologue

Interior monologue is also called immediate speech. There is no intermediary of a narrating, as the narrator is obliterated and the character substitutes him or her. In The Kite Runner, Hosseini uses a great many interior monologues since the novel is narrated from a first-person narrator. In Chapter Five, when confronting Assef's interrogation "How can you call him your 'friend'?" Hassan has the following interior monologue: But he's not my friend! I almost blurted. He's my servant[2].

Interior monologue is meant to speak to oneself. One's innermost secretive thoughts, desires and anxieties flow from inside out in the form of interior monologue. Then, readers are tempted to trust the character and the authenticity of the narrative.

2.3.2 Stream of Consciousness

Stream of consciousness shares some features of interior monologue, since they both mimic the character's inner thoughts. Laurence Bowling defines stream of consciousness as "that narrative method by which the author attempts to give a direct quotation of the mind"[3]. Yet stream of consciousness is different from interior monologue in that interior monologue is usually triggered off after one event, and has a close logic connection, while stream of consciousness, also known as unconsciousness, does not occur in a logical pattern, but in a very random and casual way. In The Kite Runner, streams of consciousness are recurrent. In Chapter Seven, when Amir was flying his kite in the kite flying tournament and when he was very likely to win, his thoughts were also flying just like the kite, the narrator thus narrated:

But all I heard—all I willed myself to hear—was the thudding of blood in my head. All I saw was the blue sky. All I smelled was victory. Salvation. Redemption. If Baba was wrong and there was a God like they said in school, then he'd let me win. I didn't know what the other guys was [...] (Hosseini 2003: 71)

3. Conclusion and Implication

Narrative discourse engages the readers as much as possible through triggering their curiosity and imagination. More importantly, it makes the narration more appealing and coherent. By means of these three major narrative strategies, Hosseini creates a narrative that ingeniously combines authenticity with originality, the aesthetic with the ethical, and the oriental with the occidental, which is a perfect justification for its enormous success both on the book market and inside Academe.In this research study, the primary objective was to study the narrative structure of The Kite Runner by applying Genette's (1980) model of narrative discourse. It is demonstrated that Genette's (1980) model is quite comprehensive and applicable to The Kite Runner. In recent times, many people have started criticizing structuralist narratology. However, we cannot deny the importance of Genette's (1980) model of narratology for the detailed study of structural aspects of narratology. There is still a need to study the narrative structures present in different genres like poetry, short stories, autobiographies, etc.

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Original Research Article

A Study of the Cognitive Mechanism of the Chinese Network Discourse Constructions

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Abstract: Language used in network features with active vertility and rapid change. By using the framework of discourse construction grammar analysis established by Yuan Ye, we analyze the discourse construction that have changed in form and function, tend to find out the motivation and the cognitive mechanism behind the variant constructions. Research invastigated that the factor of cognitive perception should be added to the discourse construal grammar analysis framework; (2) phonological coersion is the cognitive mechanism behind the variation of network language.

Keywords: Network language; Discourse construction; Constructional variation; Cognitive mechanism

1. Introduction

With the development of the Internet, the Internet buzzwords in Chinese are exceptionally active and occupy an important position in communication. Internet language is a product of the combination of written and spoken language. This paper attempts to utilize the discourse construction grammar (DCG) analysis framework established by Yuan Ye[], as it has been proven to be applicable to both written and spoken discourse.

2. Variation of network construction

This paper focus on the variation of the constructions caused by phonological changes, and examine the conversational network constructions in the form of texts, of which phrase constructions are important components.

Internet language is the spoken language that people use for communication presented on the Internet in the form of written language. In this process, because the written text is more formal and lacks phonetic intonation, people deliberately change some of the original constructions in order to achieve some phonetic effects, which are usually achieved by using harmonics. For example, "Rang wo kan kan(let me have a look)" is transformed into "Rang wo kang kang" because "ang" has a thicker sound than "an", which gives people a simple and a sense of humor, and does not contain the rigid tone of direct command "look". As a result, this achieves a friendly and euphemistic tone effect.

This phonological change leads to the abandonment of the previous collocations and the interaction between the new collocations and the original invariant components, which may be misinterpreted as collocation errors or misspellings if not analyzed in the context of the whole discourse. In addition, some constructions do not leave any invariant components, and the whole construction is completely changed with the harmonics. For example, searched by February 2021, the Internet buzzword "夺笋(duo sun)" replaced "多损(duo sun)", both of which means "harmful". similarly, "耗子尾汁(hao zi wei zhi)" replaced "好自為之(hao zi wei zhi)", andthe word "sister" was expressed as "集美(ji mei)" in Chinese instead of "姐妹(jiemei). At the phrase level, the change in phonology leads to the creation of new constructions, i.e. new Internet buzzwords. This shows that phonology plays an important role in the pursuit of articulation and coherence between phrases, so that two unrelated phrases are combined and gradually conformed, which I call phonological inheritance. However, it is difficult to understand these phrases if they are not analyzed in the context of the whole discourse. Therefore, the part of speech is important for the production and understanding of the constructional changes.

3. Analysis of discourse constructions of online dialogues

Based on the above discussion, we will analyze a conversation between two friends on Weibo (a popular wednsite in China) on August 20, 2020, which contains changed constructions.

Lee: 集美，我买了条新裙子。(ji mei, wo mai le tiao xin qun zi)

My sister, I bought a new dress.

Liu: 让我康康+emojo。(rang wo kang kang)

let me have a look at your new dress + emojo

Lee: Pictures

Liu: 真好看鸭，你穿上太可耐了.

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It looks so good on you, how cute are you!

Register:[web chat, #j] Genre:[dialogue text, #j] Prag:[web exchange information]	Cognitive perception:[phonological variation] Goal:[a sense of humor] Staging:[#1 greeting + asking]-[#2 answering + continuing to use variant constructions] [#1 Show content]-[#2 Commentary answer + continue with variant constructs] [#1 Response to #2 Answer]	Field:[Web Live Chat] Tenor:[webmaster#1 & webmaster#2] Mode:[Typing in spoken language + pictures]

Figure 1 Discourse and cognitive analysis framework of network dialogues containing variant constructions

In the analysis of Figure 1, first of all, in the first box the context of the discourse in question is defined, i.e., the domain factor refers to Internet chat, and also the purpose of the discourse aims to inform and comment, and the type of discourse activity to which the subject belongs to internet conversation. The second description box adds the cognitive perception[], which is crucial to understand the purpose of the conversation and the steps of its realization by recognizing the phonological variation of the construal, and to continue the harmonious tone by using the variation of the construction in the response. Since Figure 1 depicts a dialogue, its staging is developed by two interlocutors in the form of a question and an answer, each of which often contains two sub-stages, i.e., a question and an answer. The dialogue itself can also be seen as a large discourse construction, as it has its general functional semantics and its structural form. Finally, the rightmost box indicates the field of the discourse content, the tenor of the author-reader relationship, and the mode of the discourse medium.

4. Motivation and cognitive mechanism of changed discourse construction

Language variation is used to express needs, sometimes even for euphemism, sometimes for economy, sometimes for distance, and sometimes to add interest to the discourse. Context has great limitations and constraints on the use of language, and the production, use, and understanding of constructions are also constrained and influenced by the context []([Wen Xu. 2017]). The conditions of construct variation are also based on context, the literacy of variation depends on context, and the purpose of variation is to achieve some discourse functions. Wang Chuming proposed the concept of construct context, pointing out that the motivation for the association of constructs and situations comes from communicative intention, and intention enables the selection of constructs and situations in both directions.

At the same time, in addition to the role of context, people's cognitive ability based on their own life experience also plays a very important role in the process of recognition and interpretation, e.g., the visual recognition of "capture bamboo shoots" stimulates cognitive effort because of the unconventional collocation or association with "more damage ". Therefore, I believe that contextual and cognitive factors should be emphasized in the analysis of construct variation using the DCG model.

5. Cognitive rationale for structural variation

The cognitive basis for the variation of online constructions comes mainly from phonological coersion. Taylor[] argues that coersion can be both at the semantic and phonological levels. Phonological coersion refers to the suppression formed by the phonological factor of the variant component playing a dominant or critical role in the structure, meaning and function of the construction, and forcing the variant component to make appropriate modifications or restricting the range of choice of the variant component. In other words, the variant component is phonetically harmonized or paired with the unchanged part of the variant as much as possible, i.e., the phonetic similarity of the variant component to the original component. Thus we can further divide such suppressions into three categories, i.e., identical phonology, and similar phonology. Among them, similar phonology is in turn influenced by vowel, rhyme, tone, and dialect, and its classification can be further refined.

The coersion[] of identical phonology in the variation of network constructions refers to the fact that the variant component is phonetically identical to the original component, and this type of variation has the best acceptance and people put less cognitive effort in the process of recognition and interpretation. For example, the word "sudden" transformed in "突然(tu ran)" in Chinese, but is was chaged into "秃然". They have the same prononciation and meaning but the first changed word refer to bald, which add a function of expressing humor. The suppression of similar speech sounds means that the variant component is pronounced similarly to the original component, i.e., the vowel or rhyme or tone is different. When these similar expressions appear in online communication, they do not fix which specific Chinese characters are used, as long as they phonetically express the English pronunciation. Therefore, in the process of variation of specific constructions, the phonetic variation in form will produce corresponding functional changes in specific contexts, such as adding humor and affirmation.

6. Concluding remarks

This paper mainly discusses the variation of specific constructions in network discourse at the phonetic level. Using t the network language analysis framework of conversational discourse, to describe and analyze a text from context, solution, contents, and converation steps. Discourse analysis provides a new and more formalized representation and cognitive perspective, The recognition of knowledge factor is the enrichment and development of its framework in analyzing language change.

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Original Research Article

A Review of Language Policy Studies in Bangladesh

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Abstract: This paper summarizes the overview of the language policy in Bangladesh, using Cooper's language planning theory, based on educational planning, ontology planning and status planning.The research shows that the multi-ethnic cultural furnace promotes the government of Bangladesh, but English has penetrated in all areas of society, the language policy in Bangladesh still ignores minority languages, but the formulation and formulation of language policy in Bangladesh, Can provide some reference for our country.

Keywords: Bangladesh; Language policy; Language planning

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The People's Republic of Bangladesh, referred to as "Bangladesh", is a South Asian country, located in the north of the Bay of Bengal, with a small part of the southeast mountains adjacent to Myanmar, east, west and north adjacent to India, and a large number of enclaves on the northern border, with a total area of 147,570 square kilometers.In June 2015, India and Bangladesh reached a new border agreement, with Bangladesh acquiring 111 enclaves totaling 170 square kilometers, who were free to choose their nationality. Bangladesh was historically a British colony, once belonging to India as well as Pakistan.Bangladesh has a strong cultural heritage, and once played an important role in the ancient "Silk Road".In China's "Belt and Road" initiative and the construction of the "Bangladesh-China-India-Myanmar Economic Corridor", Bangladesh is an important participant and plays an incomparable role in other countries around China.

Bangladesh, as a country with outstanding geographical advantages in South Asia, Holding the Bay of Bengal and the Indian Ocean, connecting Southeast Asia and South Asia, it is a key hub for China into the Indian Ocean and South Asia.At present, Chinese scholars have more and more research on Bangladesh, but less research on language policy. In terms of language policy and planning, the Haugen implemented a detailed definition of language planning in 1951.In 1969, Kloss expanded Haugen's definition of language planning and proposed "corpus planning", the concepts of language ontology, status planning, etc.In 1989, under the premise of Cooper's research, it expanded the concept of language planning, defined it as "intentionally influencing others' language behavior in language acquisition, functional allocation and language structure", and put forward the concept of "educational planning".Combined with Cooper's language policy theory, language policy is mainly composed of status planning, education planning and ontology planning.Language status planning is to divide the functions of the language (e. g., official language, etc.), determine the status of the language, and to develop the language; education planning, so-called language education policy, mainly to determine the teaching medium language and foreign language education.Therefore, in terms of language policy, Cooper's views have a wider range, and it can make a comprehensive and thorough analysis of a country's language policy and planning research.This paper analyzes the characteristics of Bangladesh language policy by relying on Cooper's language policy theory.

1. Language overview of Bangladesh

Bangladesh has a small soil area, totaling 147,570 square kilometers, but has a large population of about 165 million people. As a multi-ethnic country, its language status is complex and diverse.The main ethnic group of Bengal is 98% of the population and minorities 2% of the population.In 2010, the Government of Bangladesh introduced the Minority System Act 2010 (Act-2010) and amended the Constitution to declare people except the main population of Bangladesh "as tribal people" and "minorities".Data on the number of ethnic minorities and their population are controversial.The 1991 census identified only 29 groups.The 2001 national census also lacked specific data on indigenous groups.But the Bangladesh Indigenous People Forum claims that Bangladesh has 45 indigenous groups, while most ethnologists and indigenous leaders in Bangladesh consider 48 indigenous groups.[1]

Most people use Bengali, and although ethnic minorities have their own language, Bangladesh remains a national lingua franca. Overall, indigenous languages in Bangladesh fall into the following categories: the first is Indo-European, which has the most users and basically the Indo-Aryan branch; the second is Sino-Tibetan; the third is South Asian; and the fourth is Darvidian.From foreign languages, it mainly includes English, Urdu and Arabic.English is a global language, and English is spoken in Bangladesh Special

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status as in other former British colonies.

Islam is the largest religion in Bangladesh, and Muslims constitute about 88% of the total population. Arabic is the religious language of Muslims.Arabic is taught and used as a religious language in mosques, common and religious schools as well as traditional Bengali Muslim families.In 1947, at the end of British colonial rule, the then Bangladesh territory belonged to East Pakistan.Urdu as the national language of Pakistan at the time of its rule was highly controversial in East Pakistan but is still used in the current Bihari community, Muhajir of Uttar Pradesh and Old Dhaka.

2. Language policy in Bangladesh

Bengali is a branch of the Indo-European language family, with over 250 million people spoken in Bangladesh and eastern India.Besides Bangladesh, Bengali is the official language of West Bengal in India, and the second official language of Tripura and Assam, and is also widely used in the Indian Andaman and Nicobar Islands.The success of the language movement in 1952 greatly inspired the Bangladeshi people, who united against the oppression of the Pakistani government and eventually led to the Liberation War of 1971, through which Bangladesh became an independent state.The painful experience of the language movement and the Revolutionary War became the textbook of patriotism in Bangladesh today, and February 21 was designated as Bangladesh's National Day.UNESCO declared 21 February International Mother Language Day at its 30th Congress in November 1999 to commemorate the heroic actions of the Bangladeshi people who sacrificed their lives on 21 February 1952.Therefore, the Bangladeshi language has a national character for the Bangladeshi people typical significance.At the national macro level, Bangladesh language policy clearly affirmed the status of Bengali as a national and major official language.Article 3 of the Constitution of the People's Republic of Bangladesh formulated in 1972 stipulates that Bengali is the national language of the country, thus determining the official status of Bengali.Article 9 of the Constitution defines "Bengali nationalism" as " unity and unity of the Bengali state, where identity comes from its language and culture.In the War of Independence, sovereignty and independence through a firm struggle for unity was called Bengali nationalism ".Article 23 of the Constitution stipulates that the government should take measures to protect the people's cultural heritage and cultural heritage.We will promote and develop national languages, literature and art so that people of all levels will have the opportunity to contribute to the enrichment of national culture.The constitution of Bangladesh stipulates the Mandarin status of Bengali, but does not mention the status of English or minority languages in the country.The state does not publicly recognize the role of English in the country, which currently provides "huge economic opportunities" for English-speaking people, which is usually linked to socioeconomic status, but is only used for family and social activities in the upper class.In addition, although Article 28 of the Constitution forbids discrimination on the basis of race, religion and place of birth, neither the Constitution nor other laws of Bangladesh explicitly recognize or protect Bangladesh tribal peoples and their rights.[2]

The Bengali language has experienced three major periods of development.900-1400 AD is ancient Bengali period, 1400 to 1800 Middle Bengali period and 1800 present modern Bengali period.The Hindu hinona dynasty once suppressed Buddhist culture and degraded Bengali, and matured in the medieval period with flourishing culture and art.Bangladesh has undergone up to seven revisions to the National Education Policy (NEP) since its independence in 1971.

Although Bangladesh is relatively young and small, it accommodates diverse cultures of different ethnic groups.In this case, its language development has the characteristics of diversity.Although the number of languages is large, but only Bengali, English two strong languages.Because the language policy is not sound enough, a few edges are marginalized.Through the study of this paper, we should not only study the language policies of major countries, but also understand the language of small surrounding countries, and enrich the research of language policies of various countries.Since Bangladesh is an important country along the Belt and Road in China's "Belt and Road" initiative, understanding its culture from the language policy aspect can provide reference for the formulation of China's language strategy.

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Original Research Article

AI Body Detection and Teaching System based on Mediapipe Machine Learning Platform and OpenCV Computer Vision Library

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Abstract: To solve the problems of low intera ctivity, high cost, large amount of data, "difficult to quantify, difficult to record, difficult to supervise, difficult to analyze" of human motion detection correction devices on the market today, we designed an intelligent device based on Mediapipe machine learning platform and OpenCV computer based on Raspberry Pi, camera and display. We designed an intelligent device for AI body detection and teaching based on Mediapipe machine learning platform and OpenCV computer vision library. By combining chip, sensor, computing platform and technology level of computer vision, speech recognition and machine learning, the device can capture human movement in real time by using camera equipment, judge the accuracy and completeness of user's movement according to the comparison of standard movement, and give feedback to the user in real time by voice broadcast and image prompt. The test results show that the device has the advantages of low cost, simple structure, intelligence, unmanned, data and accuracy, which provides a feasible solution to further enhance the convenience and accuracy of unmanned movement teaching and rehabilitation training.

Keywords: Mediapipe; OpenCV; Rehabilitation training; Unmanned movement teaching

Project fund: Guangdong College Students' innovation and entrepreneurship training program in 2021, Project No.: Provincial Project No.25 of Lingnan Normal University, Project name: Flying shadow - JiangYiXinCheng studio.

Introduction

With the rise of the Internet of Things and artificial intelligence technology, the market for intelligent products is developing rapidly, and situational interactive virtual environment technology and human posture estimation technology at home and abroad are booming stages of development, and there are some physical detection devices with greater feasibility, such as the IREX situational interactive rehabilitation training system of the United States, ReoG Shangzhi rehabilitation robot, Huawei wisdom screen, billion key magic mirror, KEEP, etc. However, the above-mentioned domestic and foreign situational interactive action training systems are not perfect in terms of real-time interaction experience and humanization, and most of them only achieve action detection, with few real-time action guidance and correction functions, which are "difficult to quantify, record, monitor and analyze". It is difficult to be applied in the field of daily life. Therefore, there is an urgent need for an intelligent, unmanned, data-driven and accurate AI body detection and teaching device to solve the above problems.[1]

1. System Overview

AI body detection and teaching equipment can capture human movements in real time through the camera equipment, and can judge the accuracy and integrity of the user's actions according to the comparison of standard actions, and give real-time feedback to the user through voice broadcasting and image prompts. The system can be used in dance, yoga, martial arts and other movement teaching fields and rehabilitation training fields, can realize real-time detection and the human movement, further improve the standardization and guidance of movement teaching, to achieve visual, unmanned standard movement teaching.

2. System Design

2.1 Overall design

The system is a "deep learning" based body posture detection correction device, and through the use of Mediapipe based machine learning platform and OpenCV computer vision library for research and development, by the Raspberry Pi development board, atomic mirror, display, camera and speaker five main components.The atomic mirror and the display facilitate users to view their own

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movements and standard movements to compare the difference, Raspberry Pi as the core master of the project is used to collect and process a large amount of data, using the camera to collect the user's action posture pictures. The process is that the camera collects the user's action posture picture in real time, uses the image processing technology of Raspberry Pi for pre-processing (rotation operation, noise reduction operation, brightness operation, fuzzy processing), generates real-time human key node coordinate data according to the trained human body analysis network model, and outputs the human key node map on the display after calculation, and the voice broadcast prompts the user to correct the action to achieve better.

Based on the standard action demonstration video, the frame maps of key actions are processed and marked, and the algorithm is trained to obtain the key nodes of the human body for each key frame map. The video information of user's body posture is recorded by camera in real time, and GRB image and grayscale image are obtained by OpenCV pre-processing. The processed images are passed through Mediapipe machine learning platform to achieve real-time recognition of multi-human key points in 2D or 3D, predict the confidence S and affinity vector L of each key point, and compare the generated coordinate data of key nodes with the existing standard coordinate

data by frame, and use the formula dx, y,

$$z = (x_i - x_j)^2 + (y_i - y_j)^2 + (z_i - z_j)^2$$

The calculated coordinate offset automatically judges whether the user's action is standardized in place, displays the degree of matching between the user's real-time action and the standard action, and gives real-time action correction suggestions. This project has the features of function innovation, easy operation and data stability, and also has high practicality and accuracy, which can be used as the testing and correction equipment for various sports movements such as dance and fitness.

2.2 Attitude Landmark Model Training and Data Acquisition

The system is based on Mediapipe machine learning platform as a model management and migration learning tool, which operates on three aspects of facial recognition, extraction of key point coordinates of body pose and gesture tracking, and then analyzes and judges the real-time pose and action coordinate data of a specific user. Mediapipe provides ML Kit pose detection API, which can accomplish the fast migration learning of deep learning models in natural language processing and computer vision scenarios, and complete the training of models in a shorter time.

2.3 Realize real-time pose image frame pre-processing

The framework based on Mediapipe machine learning platform can realize connecting the key points and limbs belonging to the same person to form a skeleton map of each person, using a certain number of videos of standard actions as a sample set, and getting the body posture data through the human body parsing network model that has completed pre-training. According to the standard action key nodes demonstrated by the body posture detection correction equipment compared with the user's human skeleton key nodes detected by the Mediapipe machine learning platform algorithm, automatically determine whether the user's action is standardized in place, and show the action correction suggestions on the display in real time.[2]

2.4 Normative posture discrimination methods and processing measures

This system realizes the action comparison by calculating the coordinates of key nodes. The head and torso joints, the center of the hip and the right wrist are selected as the main key nodes. After detecting the coordinate data of each key node according to the model, the distance between the key nodes and the angle of the line connecting any joint point with the other two joints are calculated according to the following equations (1) and (2), respectively.

The distance dx, y, z between two joints is calculated by the formula:

$$dx,y,z=\sqrt{(x_i - x_j)^2 + (y_i - y_j)_2 + (z_i - z_j)^2} \quad (1)$$

The formula for calculating the angle θ between the line connecting any one joint and the other two joints:

$$\theta=\arccos\frac{d_1^2 + d_2^2 - d_3^2}{2d_1 * d_2} \quad (2)$$

Where (xi, xj), (yi, yj), (zi, zj) are the coordinates of key nodes, θ is the angle between any joint in a group and the line connecting two numbered adjacent joints.

Specify that when the percentage deviation of coordinate data of key nodes is greater than 20%, the part with larger deviation is given with text and voice prompts for the purpose of action correction. Calculate the percentage of angular deviation between the adjacent key node linkage of a real-time detected action and the adjacent key node linkage of a standard action P:

$$P=1-\frac{|\theta_{current} - \theta_{standard}|}{\theta_{standard}} * 100\% \quad (3)$$

in the equation $\theta_{current}$ the action angle detected in real time, the $\theta_{current}$ standard action angle.

3. Summary

Based on Mediapipe machine learning platform and OpenCV computer vision library, and relying on the powerful motion capture ability and information processing ability of AI posture real-time teaching system, the device can accurately identify human posture and realize real-time detection and correction of human actions. The existing technology can be used to analyze and study the movement teaching field, which can help traditional manual teaching. The test results show that the performance of the system is stable, which further improves the standardization and guidance of movement teaching, and realizes the visual and unmanned standard movement teaching.

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Original Research Article

The Application of AI Robots in Autism Spectrum Disorder Children

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Abstract: With the continuous progress of artificial intelligence, artificial intelligence robots are more and more widely used in special education. This paper introduces the application research of artificial intelligence robots in the field of autism, from the types, advantages and application fields of artificial intelligence (diagnostic evaluation, social interaction skills, perception-motor). According to the difficulties faced by artificial intelligence robots in the field of autism, the following suggestions are put forward: the future application of artificial intelligence robots should follow strict evidence-based experimental standards; To establish a paradigm for the intervention of artificial intelligence social robots in the whole process of autism for reference; Improve the ability of AI social robots to meet the individual needs of autistic children.

Keywords: Autism Spectrum Disorder; AI Robot; Autism Diagnostic; Social Interaction, Perception Motor

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Introduction

Artificial intelligence robot, as an emerging technology auxiliary technology, is effective in the diagnosis, social interaction, sensory and perceptual motion training of autistic children. AI robots have many advantages in the field of autism education and rehabilitation. Although artificial intelligence robots have the characteristics of various types and wide application fields, there are many challenges and difficulties in the application of artificial intelligence robots. The following will be divided on these key points.

1. Advantages of AI robots in autism assessment and intervention

First, Artificial intelligence robot design is novel, beautiful in appearance, easy to attract the attention of children with autism, increase children's participation in assessment, intervention, increase the positive learning experience of autistic children; Second, children with autism have the characteristics of pro inanimate objects, artificial intelligence robots, as an inanimate entity, it is easier to promote the interaction of autistic children with robots, simulate its movement and expression, or interact with intervenors as social media; Third, the AI robot has simple faces, usually with only the eyes and the mouth, the changes can be set artificially, its expression is more likely to be recognized by autistic children; Fourth, assessment, education, and rehabilitation of autism require substantial human and material resources, and requires a lot of repeated observation and recording work, this poses many challenges for autistic parents and professional interventionists. Artificial intelligence robots can just use their technological advantages to replace human resources for a large number of repetitive tasks, greatly reduce the intervention burden and human economic costs.

2. Type of AI robots used in autism

Artificial intelligence robots used in the field of autism can be roughly divided into two types: the first is a non-humanoid robot or a toy robot, which can be further divided into animal robots and other shaped robots according to their shape. Animal robots refer to robots in the shape of animals. The common animal robots are elephants, parrots and dinosaurs. For example, the elephant robot Probe is a green filled elephant with eye gaze and facial expressions, blink, flap ears, mouth, nod, shake head, and speaks in a real person recording. There are other toy robots that are also widely used in autism, such as Keepon and Pekoppa. The second kind of artificial intelligence robot is a humanoid robot. There are two kinds of humanoid robots: mechanical humanoid robot and simulated humanoid robot. Although mechanical humanoid robots have the basic structure of the human body, they are usually hard and generally short. The more widely used mechanical robot is Nao. Nao is a robot made by Aldebaran Robotics, and can walk, talk and dance. The robot is equipped with a camera, microphone, speakers and multiple sensors to capture information in the environment, as well as to identify speech and locate sound sources during the interaction. Light diodes spread throughout the body and eyes and can be used for non-verbal communication. The Nao robot can make both standard machine sounds and pre-recorded human sounds. When accompanying autistic children, Nao participates in activities in an attempt to improve their ability to read facial expressions and make proper eye contact. For example, ShanWuddin et al, using the Nao robot to train autistic children to gaze. The simulated humanoid

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robot is made in accordance with the proportion and shape of the human body, with a realistic appearance, such as ACTROID-F, its appearance is an adult female, white skin, limbs and facial features and other human organs, and a variety of expression changes, can greet and ask questions.[1]

3. Application of AI robot in children with autism

3.1 Application of artificial intelligence robot in the diagnostic and evaluation of children with autism

The traditional autism diagnosis is determined by qualified experts who observe the clinical behavior of autistic children by using standardized tools. Autism diagnostic interview-revised, Autism Diagnostic Interview Scale (Revised edition) (ADI-R) and Autism Diagnostic Observation Scale (second edition) (autism diagnostic observation schedule, second edition, ADOS-2) are widely used internationally to make artificial diagnosis of autism.However, professionals need to undergo a lot of training before using standardized tools, and the Chinese versions of ADOS-2 and ADI-R have not been published, so they are still not directly used in clinical practice.Artificial intelligence robots can break the limitation of talent and use the training neural network model by analyzing the relevant data to assist in the diagnosis of autism. The data types can be divided into brain imaging-based studies and based on multimodal data on language, action and facial expressions.

3.2 Application of AI robots in cultivating social interaction skills for autistic children

The intervention of AI robots for social interaction skills in autistic children involves multiple areas of secondary ability, including expression recognition, eye contact, physical contact, common attention, imitation, sharing, verbal expression, and social collaboration skills. According to the classification of Zhang Xinxin, Wang Fang and Yang Guangxue, Common training methods of social interaction skills of artificial intelligence robots can be roughly classified as collaborative games, create a social situation, imitation games and the combination of robotics with other therapeutic techniques.

3.3 Application of AI robot in the field of perceptual movement for autistic children

The application of artificial intelligence robots in the field of children with autism focuses on body coordination and movement imitation ability. The more common approach is to combine music and dance movements so that autistic children and robots can improve motor skills and physical coordination in mutual imitation. In addition, some researchers will combine the training of motor skills with cognitive learning.

4. The dilemma facing the application of AI robots in the field of autism

The application of artificial intelligence robots in autism education and intervention also faces many challenges and dilemmas. First, the lack of more number of validation studies, especially experiments in applied studies, most of which are single subjects with small samples, and lack the precise selection of age, sex and ability characteristics of autistic subjects, and lack the collection and description of basic information of participants and autistic subjects. The existence of this phenomenon greatly affects the interpretation of the characteristics in autistic subjects. In addition, the existing research lacks the long-term effect tracking of AI robots, and whether the trained ability can be classified to the real ecological environment needs to be stronger evidence. Second, the previous research on the application of artificial intelligence robot intervention in autism focused on the specific application at the technical level, and failed to establish a comprehensive, easy to operate and clear paradigm. A process mode has not been formed for reference for the intervention process such as case settlement, diagnosis, adaptation, intervention and evaluation of artificial intelligence robot. Third, the ability of AI robots to meet personalized needs remains to be improved. The importance and necessity of artificial intelligence robots to improve the flexibility to adapt to the complex and changeable personality characteristics of autistic children and establish corresponding "matching" procedures with children is self-evident. Fourth, there is a lack of localization studies. In the past, a large number of literature are explored by foreign scholars, the domestic mainland is still in the initial stage, most theoretical quotations and foreign research introduction, reports, literature review, lack of application research of practical cases.[2]

5. Recommendations for future research.

With the increasing progress of auxiliary technology, the application research of artificial intelligence products in the education of autistic children should be continuously enriched, so as to promote the informatization and modernization level of special education.

Future application of robot artificial intelligence in the field of autism research should have the following innovative advantages: First, follow strict evidence-based experimental standards, strictly confirm the artificial intelligence social robot on autistic children's language ability have intervention effect, and experiment and tracking cycle is long, explore the intervention effect, the scope and boundaries.Second, it aims to establish a paradigm for the whole-process intervention for autism, and to report the intervention process including consultation, diagnosis, adaptation, intervention, and evaluation. At the same time, combined with the new international trends, increase the participation of parents and families, pay attention to ecological real situations, and empower autistic families. Third, improve the ability of artificial intelligence social robots to meet the personalized needs of autistic children, establish a scientific auxiliary device adaptation evaluation scheme, accurately discover the specific learning needs of children, and match the training content of autistic children through the adaptive system and deep learning system.

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Original Research Article

The Current Situation and Countermeasures of Intercultural Communication Competence Cultivation in Higher Vocational English Teaching

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Abstract: The intercultural communication competence is one of the main objectives of higher vocational English teaching, and it is very important to cultivate students' cross-cultural consciousness. This paper studies the cultivation of intercultural communication competence in higher vocational English teaching, expounds the significance of intercultural communication competence, analyzes the current situation and shortcomings of cross-cultural teaching, and puts forward strategies and ways for improvement. This paper aims to promote the comprehensive English ability and enhance the competence of intercultural communication of higher vocational college students .

Keywords: Intercultural Communication; English Teaching; Higher Vocational College

Cultivating students' intercultural communication competence in higher vocational English teaching is an important aspect of the core literacy ability and the inevitable requirement of the development of the current times. In addition to accurate pronunciation, vocabulary, grammar and other requirements, it is also important to be familiar with the cultural background of western countries and to promote our excellent culture.[1] Therefore, we must pay attention to the cultivation of intercultural communication competence in English teaching.

1. The important significance of cultivating intercultural communication competence in higher vocational English teaching

1.1 It can help to meet the demands for talents in today's society.

With the development of science and technology and the increasing globalization cooperation, the requirements for talents are also different from the past. For language ability, it is no longer measured by grades, but focuses on comprehensive ability. Hence English teaching should take cultivating students' actual communication ability as the starting point, and pay attention to the improvement of students' comprehensive quality, so as to meet the current policies and development needs of China.

1.2 It helps to improve the students' practical communicative competence.

The purpose of language learning is to communicate with foreigners. Without enough understanding of the cultural differences, it is easy to produce misunderstanding, or even offend others. Therefore, students should not only have a solid theoretical knowledge base, but also master sufficient cultural knowledge.[2]

1.3 It helps to enhance the confidence in the domestic culture.

A common way of cultural teaching is to compare the differences between Chinese and western cultures. In this process, we can not only have enough understanding of western culture, but also have a deeper learning of domestic culture. Thus, it increases the confidence in the domestic culture and has the sensitivity to cultural differences, so as to improve the ability to use the two languages.

2. The current situation of the cultivation of intercultural communication competence in higher vocational English teaching

2.1 Insufficient attention to intercultural teaching and backward educational concept.

Many higher vocational colleges only set up one-year English course in the first grade. Due to the small number of class hours and the weak foundation of students, teachers tend to focus on vocabulary and grammar teaching, and only briefly explain the cross-cultural knowledge. In this kind of teaching atmosphere, students have a low interest in English learning and inactive participation in class activities. The purpose of learning is limited to complete the teaching content, and pass the examination. Both in the setting of teaching purpose and the actual teaching activities, there are not enough arrangements for cross-cultural contents.

2.2 Insufficient intercultural teaching experience of English teachers.

Although some English teachers in higher vocational colleges have realized the importance of cross-cultural teaching, the

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implementation is not smooth. First of all, because of their own lack of cultural knowledge, teachers can not achieve a systematic and complete grasp of the knowledge neither for domestic culture nor cultural differences. In order to avoid some mistakes in the process of lectures, teachers usually do not take the cultural background knowledge seriously. Secondly, because of the pressure of teaching and scientific research, if teachers want to prepare these materials deeply, it will inevitably bring a great burden to the lesson preparation, which is also a practical difficulty for some teachers. Moreover, how to properly combine the textbook content with cross-cultural knowledge and how to arrange the appropriate class activities are also difficult problems faced by teachers.

2.3 Poor evaluation methods.

In the examination process, there are not many questions specifically targeted for cross-cultural ability. Even if they have a certain amount of cultural knowledge, students are also not guaranteed to have the ability to use English properly in practical communication. When designing the assessment scheme, it is difficult for teachers to set a standard for the evaluation content and score of cross-cultural ability, and students do not know exactly to achieve what level in this aspect, which means that they can be regarded as passing the exam.

3. Approaches and strategies of cultivating intercultural communication competence of higher vocational college students

3.1 Comprehensively improve the level of attention to the training of intercultural communication competence.

Higher vocational colleges, teachers and students should all recognize that intercultural communication competence is a necessary ability for talents. First of all, suitable textbooks should be selected. Teaching materials should cover cultural difference knowledge and involve the local conditions and customs of different countries. Each cultural knowledge point should be listed clearly in the teaching plan , and appropriate teaching activities should be designed. Secondly, teachers should improve their own cross-cultural teaching ability. By reading relevant books, learning network resources or participating in short-term training, teachers can enrich their own cultural knowledge in order to achieve good teaching results. In addition to teachers' explanation, class activities can also include typical case analysis, debate or appreciation of foreign classic films to let students directly experience the differences between China and the West in various aspects. Finally, students should also make full use of the network resources, take the initiative to learn the cultural backgrounds of different countries, develop the habit of of accumulating and thinking, and constantly improve their intercultural communication competence.

3.2 Adopt a variety of teaching methods, carry out a variety of extracurricular activities, and create a good learning environment.

The mixed teaching method can become a common means of cross-cultural teaching. Before class, teachers can upload the relevant materials to the teaching platform. Students complete self-study tasks before class, and the class time mainly focuses on answering questions and clarifying doubts. Students can also be organized in groups to prepare a topic about cultural differences, such as differences in Chinese and Western festivals. Then the group will show the results, and the teacher will comment on them. It' s worth noting that in addition to introducing foreign cultures, we should also penetrate into the mother language culture so as to enhance the cross-cultural awareness. After class, community activities can be organized, such as English singing competition, poetry recitation competition or English drama. Teachers can also give seminars to activate the learning atmosphere of the whole campus.[3]

3.3 Design proper intercultural communication competence evaluation methods.

Assessment methods should be combined with process assessment and termination assessment. Multiple evaluation methods can stimulate students' learning motivation and interest. More oral test contents can be added such as setting a scene for students to complete a dialogue or a task. Pragmatic communicative strategies should also be added to the written test. Through the phased assessment, both teachers and students can realize which aspect of learning is still insufficient, and then adjust the teaching content and teaching methods in time. Only in this way can language ability be closely combined with cultural teaching.

4. Conclusion

In short, cultivating the intercultural communication competence of higher vocational college students is the practical need of today's society, and it is also the responsibility of higher vocational colleges to cultivate qualified and practical talents. Only by fully realizing its importance, analyzing the problems existing in the current teaching, and adopting effective solutions and strategies, can teachers effectively improve the comprehensive ability of students, and help higher vocational colleges to train more qualified talents for the society.

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Original Research Article

The Value Orientation and Realization of Aesthetic Education in College Art Education

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Abstract: At present, many college course teachers in China attach importance to the embodiment of the value of aesthetic education in art education, and pay more and more attention to the realization of aesthetic education, which is of great significance to improve students' comprehensive quality and cultivate students' ability to appreciate and discover beauty. Based on this, this paper mainly introduces the value orientation of aesthetic education in college art education, and analyzes the realization path of aesthetic education value in college art education, hoping to provide reference for peers.
Keywords: University; Art education; Aesthetic education; Value orientation; Realization

In recent years, with the increasing speed of social and economic development, it not only meets people's increasing material needs, but also makes people pay more and more attention to education. It is no longer a simple demand for subject knowledge, but a comprehensive demand. Especially in the information age, people pay more and more attention to the important role of aesthetic education in promoting the all-round development of students. Art education is the core carrier of aesthetic education and it not only has explicit visual effect, but also contains implicit aesthetic meaning, which fully reflects the importance of art education in aesthetic education.

1. The value orientation of aesthetic education in college art education

1.1 Aesthetic thought guidance of the spirit of the times

In terms of works of art, it is an important product of the spirit of the times, and the spirit of the times is fully reflected in works of art. When carrying out art education, universities must dig deeply into the spiritual elements of the times contained in art works, give full play to the function of aesthetic education, encourage students to objectively understand themselves, society and life, and actively love all good things. For example, in terms of the painting "Walking Chariot", this is the work of Yan Liben, a painter of the Tang Dynasty, which uses Chinese red color and the protagonist Taizong looks handsome. The envoys are both reverent and frightened in the face of Taizong and it is an important work of painting art of the Tang Dynasty. The appreciation of works can enable students to experience the spiritual elements of national unity and national peace. In art education, university teachers must be clear about the guidance of aesthetic thought, so as to ensure that the selected works of art can highlight the characteristics of the spirit of the times, so that students can obtain a comprehensive aesthetic experience.

1.2 Perfection of aesthetic significance of self experience

Art education can not only make use of the appreciation of typical works of art to resonate emotionally, but also give play to imagination and creativity in reason. In the works of art, there are not only human beings recalling their original history, but also predicting the future. While facing their own social environment, artists also face their contemporaries. A person who knows to appreciate is not only rational, but also can use his works to see the original, present and future and further improve them. Then, from a certain point of view, this is the important value of art education.

2. The ways to realize the value of college art education

2.1 Constantly improving the main channel of aesthetic education of art education

2.1.1 Carefully interpreting the deep meaning of artistic works

The basic meaning of works of art is that the artist uses the symbols of painting to convey ideas and contents to the audience, which is directly determined by the artist. If you only appreciate the picture at a shallow level, you can't fully grasp it. On the contrary, it is easy to misinterpret the meaning that the artist wants to express. Therefore, university teachers must carefully analyze and correctly point out the deep-seated meaning of artistic works from various angles, so that students can think with various thinking methods and fully feel the thoughts that the author wants to express in the artistic works, so as to ensure that the aesthetic creation contained in the works can be stimulated. For example, the work "Where Do We Come From? Who Are We? Where Will We Go?" This is the role of the famous French painter Paul Gauguin. We can't just compare the body painting and color on the surface of the work but we must

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seriously think about the doubts about life contained in the work through the organization and composition of the work.

2.1.2 Comprehensively appreciating the formal value of artistic works

Each artistic technique in the works of art has different functions. We should not only accurately interpret the contents of the works, but also seriously appreciate various techniques of the works of art, so that students can understand how to appreciate and understand beauty. For example, when appreciating Huo Qubing's tombstone carving group, we must stand in the perspective of artistic form creation techniques and master the intention of the creator's conception. For example, the combination of many forms of stone carving and many kinds of natural sculpture techniques. The selection of raw stone materials and different carving art techniques make the carving works rich. Some highlight the form and some pay attention to the expression, so as to realize the unity of spirit and form. The overall technique is relatively concise. The main body carving is fully set off through more than ten scattered works, focusing on the main achievements of Huo Qubing. This carving technique not only carries the praise of the sculptors to the heroes, but also reflects the momentum characteristics of the stone carving art at that time and the spirit of the times in an all-round way from the perspective of art.

2.2 Establishing the theme of aesthetic education in art education

2.2.1 Carefully exploring the theme chain of aesthetic education with the characteristics of the times

For university driving, we must know how to actively study, accurately grasp the theme of the times, excavate the sequence of works of art that can fully reflect the characteristics of the times, and carry out it normally in the actual teaching process, which is conducive to strengthening students' patriotic consciousness and sense of the times[1]. For example, as far as Feng Zikai's works are concerned, the theme of his pictures is mainly children, which is not only humorous, but also fully reflects the social phenomena. Its cartoon integrates many characteristics, such as sociality and nationality, which has important educational value. Some cities in China regard Feng Zikai's comics as public service advertisements to actively publicize the excellent traditional spiritual quality of the Chinese nation.

2.2.2 Forming a theme chain of aesthetic education that reflects the characteristics of the school

Different schools have different characteristics. Making full use of the school motto and reasonably designing the aesthetic education theme chain that reflects the school characteristics can enable students to strengthen their sense of belonging in the art works with school characteristics. For example, the school can organize students to participate in meaningful theme activities, so that students can better learn and grow in activities[2]. At the same time, the school can also build characteristic courses, train a large number of characteristic teachers, and extend extracurricular activities as the expansion of the classroom, realize the combination of extracurricular and in class, and form an aesthetic education theme chain highlighting the characteristics of the school.

2.3 Creating a group of aesthetic education atmosphere for art education scientifically

2.3.1 Active use of artistic resources

At present, there are rich social art resources, such as children's palace and museum, which are quite good. The key point is how university teachers combine the actual situation of students and the school, not only in terms of art content, but also in terms of art form, which can better create the characteristics of the school and students' personality.

2.3.2 Home school tools focusing on artistic practice

Universities must give full play to the aesthetic education function of school art education, but they must also realize that family education is very important[3]. Universities should make rational use of different ways, such as campus Wechat and parent schools, to guide many effective methods to make parents understand that art practice is very important, master the basic methods, and let students have more diversified forms of extracurricular art practice, which can not only improve students' social and natural attributes, but also strengthen students' emotional awareness.

3. Conclusion

In a word, in college art education, both schools and teachers must fully realize the importance of aesthetic education. Through aesthetic education, students' aesthetic ability can be cultivated, their aesthetic quality can be improved, and even a good effect of art education can be obtained. Therefore, in primary school art education, we must accurately understand and understand the value orientation of aesthetic education, and find ways to truly realize the value and goal of aesthetic education.

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Original Research Article

Reform and Practice of the Educational Mode of Work-Study Combination Based on AHK

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Abstract: With the transformation of China's manufacturing industry from "Made in China" to "Made with Wisdom", the market has put forward more and higher requirements on the quantity and quality of labor force. Therefore, vocational education should continuously change the mode of talent training and optimize the structure of talent training, so as to take up the new mission given by building a strong manufacturing country. In order to better provide strong talent support for the high-quality development of regional economy, the construction team of intelligent manufacturing professional group of the school believes that talent training should adhere to the work-integrated learning, knowledge and action. To this end, we have conducted research and practice, and built a "Talent Training Model based on AHK Engineering Integration".

Keywords: Work-integrated learning; Personnel training mode; Personnel cultivating program; Professional curriculum system

1. Introduction

At present, China's economy is in the process of transformation from high-speed growth to high-quality development. At the same time, with the industrial upgrading, China's manufacturing industry will gradually shift from "Made in China" to "smart made in China". "Intelligent manufacturing" will become the inevitable trend of future manufacturing industry development. The upgrading of industrial structure and the development of industrial cluster will attract more enterprises to join the industrial group, which puts forward more and higher requirements for the quantity and quality of labor force. Vocational education plays a key role in cultivating skilled personnel in urgent need of enterprises. Therefore, vocational education should constantly reform the mode of talent training and optimize the structure of talent training, so as to undertake the new mission of building a powerful manufacturing country.

2. Brief introduction of "talent training mode based on AHK work study combination"

In order to better provide strong talent support for the high-quality development of regional economy, talent training should adhere to the combination of work and learning, knowledge and action. Talent training puts forward the requirements of paying equal attention to ability and qualification, connecting specialty setting with industry demand, connecting curriculum content with professional standards, and connecting teaching process with production process. The construction team of intelligent manufacturing professional group conducted research and practice in view of the above requirements, and constructed the "talent training mode based on AHK combination of work and study". "AHK Based combination of work and Study talent Training Mode" is a kind of localization of "German vocational Education standard",Implement "Double element three ground" training, build "sharing linkage, first-class facilities, highlighting skills, service industry" new "dual system" technical skills training mode. To jointly create the characteristic vocational education and training mode of "school-enterprise integration".

3. Specific implementation plan

3.1 Establish a talent training program combining work with study

The main line is the cultivation of professional post ability and basic quality required by intelligent manufacturing professionals, According to the extensive and in-depth social research, combined with the actual situation of our school, reform the professional training program, school-enterprise in-depth cooperation to build a new professional talent training model, Take "combination of work and study" as the core of talent training mode. According to the demand of high-end equipment manufacturing industry and enterprises for talents, determine the talent training objectives and training specifications; According to the high-end equipment manufacturing process, the construction of the curriculum system; The aim of the course is to cultivate vocational ability; "Manufacturing project" as the carrier of professional personnel training; Work tasks as the main line of curriculum construction; Reform the teaching mode, teaching conditions and teaching management methods according to the requirements of the curriculum system. On the basis of talent demand analysis, determine the talent training target of intelligent manufacturing professional group. According to the path of "analyzing work task → extracting typical work task → concluding action field → transforming learning field", Construct specialized curriculum system. [1]According to the curriculum system for teaching design, educational activities design, clear teaching conditions,

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and finally form a talent training program.

3.2 School-enterprise cooperation to develop curriculum

Breaking the traditional curriculum boundaries and constraints, oriented to the cultivation of job competence, emphasizing the theory enough for the degree of use, Highlight the principle of training high-quality skilled personnel as the core, Establish curriculum standards with the industry to highlight vocational ability training, standardize the basic requirements of teaching, Reform teaching methods and means, integrate teaching as one, Strengthen students' vocational ability and skill training, According to the project orientation, the work task is jointly developed by the school and enterprise, and the teaching curriculum system is reconstructed. [2] Through the deconstruction and reconstruction of knowledge and ability structure, the transformation from the field of action to the field of learning is realized. The professional teaching steering committee gathers industry and enterprise technical experts, technical experts in the actual production line, professional backbone teachers and teaching experts of the school, Integrate teaching resources according to professional standards of high-end equipment manufacturing positions; According to the systematic task of the work and the formation of students' professional ability,In accordance with the easy to difficult, step by step principle, At the same time, the implementability of teaching is fully considered, action-oriented, and the teaching content is organized according to the actual work process. The courses of intelligent manufacturing professional group learning field are developed and the professional curriculum system is constructed.

3.3 Establish a three-dimensional talent training evaluation system

To promote school-enterprise cooperation and cooperation, strengthen the construction of experimental and practical training bases, the construction of professional and part-time teaching staff and the reform of student assessment and evaluation methods. The establishment of AHK standards, school-enterprise joint participation, school social three-dimensional evaluation of high-skilled personnel training and evaluation system. Ensure a high degree of match between the quality of talent training and the requirements of job positions.

4. Implementation of safeguard measures

To further deepen the reform of school-enterprise cooperation mode under the guidance of the School-enterprise Cooperation Development Council and the School-enterprise Cooperation Office of the College. Give full play to the role of "productive training bases" in personnel training; Improve the order cultivation mode of "Shan Gang Class" and "Ge Erban", Cooperation with Shansteel Group, Xinhua Medical Ltd. and Rheincoast Intelligent Technology Co. Deepen the "Double element three ground" training, build a new "dual system" technical skills training mode of "sharing linkage, highlighting skills, service industry". Attach great importance to school-enterprise interaction, Cooperate with the college to improve school-enterprise cooperation coordination mechanism, interest driven mechanism, incentive mechanism, constraint mechanism, emotional mechanism, teacher participation guiding mechanism, etc. Further implement the relevant provisions such as "Management Measures for On-post Practice", "Construction and Management Measures for Off-campus Practice and Training Bases", and "Management Measures for Order Cultivation".[3]

5. Conclusions

This paper analyzes the problems existing in the training mode of intelligent manufacturing professional group person-time, Put forward the innovative exploration scheme of the talent mode of the professional group, Starting from the four aspects of building a talent training program that combines engineering, cooperation between schools and enterprises to jointly develop curriculum, building a three-dimensional talent training evaluation system, and implementing guarantee measures, So as to improve the efficiency and practicability of personnel training.

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Original Research Article

Strengthen Laboratory Construction and Cultivate Students' Innovation Ability

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Abstract: On the basis of quality education reform, more and more attention has been paid to students' practical ability. As an education base for cultivating social applied talents, colleges and universities bear important social responsibilities. Laboratory of colleges and universities for students to practice and innovation provides a powerful place, should implement the policy of deepening reform in education, to strengthen the laboratory construction, optimizing the experimental facility structure, configuration of perfect experimental resources, make good use of laboratory functions, in the course of experiment teaching in cultivating students' comprehensive quality and ability, to improve their practical skills, Output application-oriented professional talents for the society to achieve the goal of modern education. This paper focuses on the deficiency of laboratory construction, and puts forward several strategies to improve the laboratory construction, in order to achieve the teaching goal of improving students' innovation ability, for reference.

Keywords: Laboratory construction; Practice; Innovation ability; Problem; Countermeasures

Colleges and universities in the school infrastructure, to fully realize the knowledge migration, meets the demand of the education teaching, and considering the students practice effectiveness, the theoretical knowledge, as well as the implementation of numerous scientific research project, will be the establishment of experimental grounds for specialized courses, the basic facilities and function of the laboratory there is also a difference, but ultimately is the purpose of the subject construction and development. Under the background of modern education, attaches great importance to the cultivation of students' practical ability, and the key function of the laboratory in teaching in colleges and universities, give play to the role of laboratory, training students' practical skills, exercise in the process of experimental design and implementation of the creative thinking, strengthen the beginning ability, realize the teaching under the background of new curriculum reform requirements, so the laboratory construction is the foundation of achieving this goal. However, there are still many deficiencies in the experimental infrastructure construction of colleges and universities in China.

1. Current situation of laboratory construction

With the pace of social development and information construction, colleges and universities, on the basis of government financial support, have increased investment in the construction of discipline laboratories, and achieved outstanding results in the improvement of equipment and the establishment of experimental functions. University laboratories have high scientific research level, teaching services matching local characteristic industries, and diversified practical functions, which not only provide a solid guarantee for the development of university scientific research, but also promote local economic level to a certain extent and play an important role in all aspects [1].

2. The existing problems in laboratory construction

2.1 Laboratory construction is complicated and the construction battle line is prolonged

Discipline laboratory construction involves multiple complex processes such as basic investment, structural design and construction approval, which requires communication with multiple departments. At the same time, supervision also needs to implement multi-link procedures. These processes extend the construction progress of the laboratory to a certain extent. It may take 3-5 years to complete the initial construction phase [2].

2.2 The laboratory has a single function and lacks characteristics

Discipline laboratory construction cycle is long, and at the same time have previously built in early laboratory use cycle is longer, the renewal of the knowledge to be synchronous with the time development, professional teaching materials each year to a certain degree of change, has to ensure that the characteristics of the subject knowledge to keep advancing with The Times, the old equipment is often in the past and set the teaching requirements, Has been unable to meet the practical skills of students in the current era. Combined with early university infrastructure construction lack of certain funds support, managers tend to be in accordance with the actual situation when purchasing equipment to measure, and eventually choose a more cost-effective equipment, but these devices are usually belong to low-end equipment, operating flexibility, poor and single function, does not do to the future laboratory development

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considerations, the overall characteristics of comprehensive laboratory, Lack of professional field characteristics.

2.3 The opening of specialized laboratories is insufficient

University laboratory construction has a typical phenomenon of "high opening and low going" in terms of funds. Excessive investment in infrastructure equipment in the early stage leads to insufficient funds for subsequent staffing and laboratory maintenance and management, which brings certain difficulties to teaching practice in the later stage [3]. First is the lack of certain laboratory professional and technical personnel, the second is the lack of experimental equipment, software and hardware facilities shortage phenomenon caused a serious shortage of professional personnel and management personnel, schools from discipline personnel take part in the implementation of lab management, management of the basis of laboratory construction and laboratory equipment maintenance, Due to the lack of professional management ability of the laboratory, the functions and advantages of the laboratory can not be effectively played. Problems of equipment and personnel lead to a decline in the utilization rate of the laboratory, and students' experimental needs cannot be met, so the improvement of their creative ability faces certain challenges.

3. To strengthen the construction of specialized laboratory solutions

3.1 The basic construction purpose is to train students' practical and innovative ability

The function of the laboratory should be to provide a practical operation place for students to test and consolidate theoretical knowledge, and at the same time exercise students' thinking and exploration ability in the process of experiment, so as to discover new knowledge that is theoretical but above the basic, and improve students' innovation ability. In the process of laboratory construction, colleges and universities should uphold the purpose of cultivating students' innovation ability, actively improve the construction ideas and improve the relevant experimental equipment. The experimental teaching system of automobile NUMERICAL control technology specialty can be refined, and the functional laboratory can be set up from the three aspects of basic knowledge, professional knowledge and comprehensive knowledge, and the innovative experiment plan can be included in the teaching syllabus in the experimental teaching to improve the innovative experimental teaching objectives.

3.2 Improve laboratory functions based on the future development of disciplines and students

Discipline characteristic should be highlighted in the laboratory construction, formed with local characteristics of practice education base, give full play to the advantages of science laboratory, and the development direction of future experiments at the same time, the integrated disciplines scientific research system, and a long-term view, using the laboratory at the forefront of technology and function of diversification, promote scientific enterprise growing, Let students make breakthroughs in professional technology and practical skills, and promote their future development in the field of technology application [4]. Developing automobile numerical control technology theory and knowledge, operation in the numerical control machine tools, automotive applications and digital control technology in the automotive industry in areas such as open the student's cognition, to master relevant skills, able to skillfully on the theory of professional practice, knowledge transformation and migration ability to ascend, the formation of inspire their creativity.

3.3 Innovate laboratory teaching mode to help cultivate students' creativity

When purchasing related laboratory instrument equipment, comprehensive factors should be considered, and the investment in hardware and software configuration and reasonable planning, to ensure that everything, effectively improve the experimental resources utilization, the professional and technical personnel and management personnel in the laboratory and in the distribution system, scientific arrangement in the perfect laboratory equipment management personnel, reasonable division of responsibilities, Open laboratory is realized to share hardware equipment and practice resources. Integration of information technology at the same time, to merge with lab function, achieve both professional, science and technology, intelligent and diversified experimental teaching mode, to provide advanced students, frontier, expansion of the space for the practice of the words, stimulate students' imagination and creativity, and to mobilize the enthusiasm for learning professional knowledge, in the process of learning and to cultivate their innovation ability .

4. Conclusion

To sum up, scientific planning, combined with the development of The Times and the integration of advanced technical forces are the important work of laboratory construction in colleges and universities. Only by improving the construction of laboratory hardware and software on the basis of advanced and diversified experimental equipment can a more scientific, characteristic and pioneering experimental teaching system be established. At the same time, relevant infrastructure should be improved to achieve the effect of open experiment, so that students can master experimental skills in experimental operation and enhance their creativity in the process of exploring new knowledge, so as to truly prepare for the educational purpose of cultivating applied talents in colleges and universities.

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Original Research Article

An Analysis of Strategies for Improving Intercultural Communicative Competence in English Teaching in Secondary Vocational Schools

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Abstract: English in secondary vocational schools emphasizes the cultivation of students' core qualities such as language ability, cultural awareness, thinking quality and learning ability. The development of cross-cultural communication skills not only provides students with more opportunities for personal development, but also helps them establish a sense of community with a shared future for mankind and a sense of multiculturalism, form an open and inclusive attitude, deepen their understanding of the culture of the motherland, enhance their patriotism, and strengthen their cultural confidence. Therefore, teachers should actively explore the countermeasures of cultivating students' intercultural communication ability in vocational English teaching.

Keywords: Vocational English; Cross-cultural communication; Teaching strategy

Introduction:

Intercultural communication teaching is a new teaching concept in senior high school, which can not only effectively improve teachers' teaching efficiency, but also expand students' international cultural vision to the greatest extent, and realize students' perfect application of international cultural knowledge and English expression ability in communication activities.

1. Realize cultural integration with the help of traditional culture

Under the double new background, education reform is imperative. Every teacher should constantly enrich themselves, help students improve their core literacy, and guide students not only to play their own characteristics, but also to grow into capable and responsible talents of the new era in the context of globalization, so as to inject youthful energy into the realization of the Chinese Dream. Teachers can effectively explore strategies to integrate Chinese and western traditional culture into English teaching in secondary vocational schools, effectively cultivate students' language ability, cultural character, thinking quality and learning ability, achieve the integration of traditional culture and English subject literacy, promote students' all-round development and achieve cross-cultural communication. For example, when teaching "Theatre", the teacher first warms up before class in a novel way. Meanwhile, with the help of action performances, the students get to know each other and initially experience the dramatic expression techniques combining language and action. Then, the teacher simulated group balloon throwing, heavy lifting, role playing and other methods to make everyone realize that when any one of the four elements of character, relationship, Object and WHERE changes, it will bring different changes in mood, attitude and dialogue. Also let the participating teachers further experience the charm of drama[1].

2. Create classroom atmosphere cross-cultural communication

Teachers should develop teaching forms, text analysis from different angles, combined with blackboard writing, video, grasp the main line, clear, interlocking, progressive transformation, natural cohesion, and always take the student as the center, guiding, sufficient attention to each student and appropriate feedback, through creating a relaxed classroom atmosphere, to cultivate students a variety of thinking quality, Fully demonstrate the core literacy under the efficient classroom. For example, teachers follow a main line in intercultural Communication: No problem? ---Problem---No problem! Throughout the class, echo from beginning to end, logical coherence. Class in the form of Socratic dialogue, through the layers of the set of 12 issues of echo, inspire the student from the text structure combing to the article information extracting lead to cultural value, both articles on the details of the surface layer information, give attention to two or morethings and more enlightening students critical thinking, ultimately highly concise to induce WISE principle in intercultural communication. On the research method instruction, teachers with students as the main body of the classroom, encouraging the students through group discussion cooperation to complete learning tasks, guide the students use the graphic organizer clear structure, inductive extract text key phrases, the language knowledge teaching into practice, when the students have different interpretation, teachers listen with open equal attitude, Perfect embodiment of the profound teaching skills. The design of the blackboard is even more ingenious. The traffic lights at the cultural crossroads vividly express DOS and DON 'ts and follow the WISE principle in cross-cultural communication. The output of the class is combined with the actual situation of the students, and

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the real situation of the foreign students studying in China is created. The students can guide them how to avoid misunderstanding[2].

3. Cultivate students' ability to discover cultural differences with the help of information technology

Teachers should carefully design learning activities, improve students' learning and application ability, implement curriculum objectives with the help of information technology, promote the effective formation of students' core literacy, and cultivate students' cultural concepts. For example, teaching Space Exploration-- Reading and Thinking. In the leading-in part, teachers use micro-lessons to share the space experiment information of Shenzhou 13 to keep pace with The Times and stimulate students' interest in learning. At the same time, teachers play relevant information about the recent Space activities of the United States, "Galactic Lighthouse" program, and guide students to think in comparison. Then, the teacher main body significance as the lead, which is based on discourse, creating a series of learning understanding, application practice, migration of innovation activities, guide students to learn from integrated based on discourse, sense of language knowledge, the in-depth discourse of inquiry-based learning, internalize language knowledge and skills, to transcend the discourse context learning, solve the new problems in life, To realize the improvement of students' ability and accomplishment from the learning of subject knowledge. In the teaching process, teachers pay attention to students' grasp of reading strategies, guide students not only to give correct answers, but also to give clues to solve problems, and cultivate students' ability to observe, analyze and judge the logical relationship between discourse structure and context[3]. In the teaching process is very smooth, interlocking teaching links, pay attention to guide students to focus on the function of cohesion in discourse cohesion word, logical relationship between sentences and paragraphs, realized by the sublimation of shallow language learning to language output process, improve the students' ability to use effective reading strategies to grasp the text, is a section the excellent reading classes based on the concept of English learning activities.

4. Diversified activities expand students' thinking of cross-cultural communication

When teaching students intercultural communication, teachers should open their teaching ideas, extend the teaching site from classroom to daily life, carry out intercultural communication practice activities, strengthen students' communicative ability, expand students' intercultural communication thinking, and make students have international language quality. For example, teachers carried out the cultural exchange activity "Food and Culture". As renowned chef and author Giada de Laurentiis says, "Food brings people together on many different levels, it's food for the mind and body, it's real love. The so-called different levels, refers to the food can not only make people resist hunger, happy mood, but also reflect a place, a human, a city culture. There are "eight major cuisines" in Chinese folk cooking. It refers to Shandong Cuisine, Sichuan Cuisine, Hunan Cuisine, Jiangsu Cuisine and Zhejiang Cuisine At the same time, teachers guide students to western cuisine, French cuisine, Italian cuisine and English cuisine, each of which has its own set of cooking skills and flavor characteristics. The main theme of the event is to present the food culture of various cuisines with posters. In the activity, each group had a clear division of labor, carefully selected materials that could expand the knowledge of food culture, drew posters, and the places where people would feel happy after reading or drooling after appreciating. Under the guidance of the teacher, the students were enthusiastic about learning English by themselves. They used touch, sight, hearing, taste and smell to learn English knowledge related to food culture, and to grasp the relationship between food and regional culture, historical tradition and local characteristics. Students make their own food grinding tools and analyze the characteristics of fresh food ingredients.

Conclusion: Teachers should make students fully feel the significance of intercultural education reform. As far as students are concerned, they are no longer limited to book knowledge. By showing themselves, they can improve their English language ability and cross-cultural thinking ability. As far as teachers are concerned, teachers are not only the knowledge imparting, but also the guidance of students' development, as well as the developers and researchers of the curriculum, so as to constantly improve themselves and learn from teaching.

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Original Research Article

Actively Respond to the Opportunities and Challenges of Ideological and Political Education in Colleges and Universities in the Network Era

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Abstract: At present, the network era quietly comes, brings different life experience to people. As the high-end frontier of China's social network development, colleges and universities are not only the direct experiencers and promoters of the information wave, but also the guiding units of stable ideology. The moral quality of college students is inseparable from the cultivation of colleges and the guidance of teachers. Throughout the characteristics of the network age, the impact of the application of network technology on ideological and political education in colleges and universities has become a major research topic of concern to the general public.

Keywords: Network age; Ideological and political education in universities; Opportunities and challenges; Strategy impact

With the rapid development of information technology in the 21st century, great changes have taken place in the educational mechanism and humanistic environment of Chinese universities, among which the college students are the most affected by the Internet. The Internet has many influences on students' values and behavior patterns. The coordination of university moralism and political structure causes unnecessary restrictions to students and makes them unable to learn ideological and political courses well. This is a new challenge and a new opportunity for college education, which needs to be paid attention to by college leaders and teachers.

1. Opportunities and challenges of ideological and political education in colleges and universities in the Internet era

1.1 Ideological and political education opportunities in colleges and universities

In the Internet information age, it is necessary to make a full and objective study on the new opportunities and challenges faced by ideological and political education and teaching in colleges and universities, which is reflected in the following different research fields. First, it has enriched the educational information of colleges and universities. In the era of knowledge economy, all kinds of Internet information can be found in universities and public places. In the process of ideological and moral teaching in China's higher education, learners are easily influenced by such Internet information. Moreover, since information resources on the Internet can be shared, learners can use the Internet to obtain any information needed to meet their personal development needs and to cultivate their academic performance. Ability to teach independently. At the same time, due to network space for higher school ideological and political education workers provide a lot of guidance information, ideological education workers can also according to their own needs, according to the reference value for selecting information, to the learners as the center, to carry out ideological and political education teaching, so as to improve the level of the ideological and political teaching, improve the education performance. In addition, it can also expand the scope of ideological and political teaching in colleges and universities to a certain extent, and further optimize the form of ideological and political teaching, so as to carry out the management of ideological and political teaching in schools more safely[1]. Second, it is beneficial to comprehensively promote the socialization and development of ideological teaching. The sustainable development of network information technology is an important key to the socialization of ideological and political teaching in colleges and universities, which eliminates the estrangement between colleges and communities and makes various effective adjustment measures in the community environment. For the social development goal of ideological and political teaching in colleges and universities, the personalized support for learning experience and putting forward development ideas can ensure the smooth realization, promote the socialization development of educational activities, and lay a certain foundation for the sustainable development of college education.

1.2 Challenges of ideological and political education in universities

In the network era, university ideological and political teaching must adapt to the challenges from all sides while leading the development. First, the Internet hinders the cultivation of students' good values. As far as network culture is concerned, its source is very broad and the amount of information is also very large, and there are a lot of collision and fusion between various civilizations.

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But the most striking feature of network culture conflict is its frequent network. Moreover, due to the lack of a certain ideological level of the normative role. In particular, the negative news destroys the development direction of the school's existing values and is not conducive to the cultivation of students' correct values. Second, the students' etiquette consciousness gradually fades. Anonymity and concealment are the characteristics of the Internet. Some college students generally use relevant websites to disclose false information or steal other people's property, leading to the degeneration of moral behavior and becoming the target of some bad people. With the growing popularity of network culture, students gradually overemphasize their own interests and lack a certain sense of responsibility and social awareness[2].

2. The status quo of ideological and political education in colleges and universities

2.1 The overall quality of ideological and political education in colleges and universities is not high

At present, most college students are post-90s. Due to the influence of social environment and social circle, behavior and way of thinking also change. Many students usually hold a positive attitude towards their thoughts and ideas, but at the same time there are many negative aspects, such as the lack of clear belief and clear values, in the ideological and political education will often appear not positive enough, the mood of slack information.

2.2 The means of ideological and political education in colleges and universities are relatively simple

At present, many colleges and universities offer ideological and political courses, but in general, the implementation of the lack of diversified means, relatively simple. Education mainly uses traditional teaching methods to transfer knowledge. In the whole education process of cultivating students, they are in a relatively passive position, without enthusiasm and enthusiasm for learning, and teachers lack corresponding effects when carrying out ideological and political education, failing to truly achieve their goals. This is also the main reason for the embarrassing status of ideological and political education in colleges and universities.

3. The optimization measures of ideological and political education in colleges and universities in the Internet era

3.1 Help students establish correct concepts

In the information Internet development period, the network has already become the main software indispensable in our work, life and study. In order to enhance the effectiveness and effectiveness of ideological and political teaching in schools, educators should make use of the Internet to carry out political education. The head teacher should cultivate students' correct values, understand the Internet, correctly identify the various forms of information in the Internet, and optimize the working conditions of using teachers for ideological and political teaching through optimization and integration. Provide students with the difficulties they meet on the road of life, cultivate students' correct values, so as to form the correct moral outlook of life[3].

3.2 Optimize teaching methods

In the process of ideological and political education, teachers can choose different teaching modes and use multimedia and other auxiliary teaching tools to enhance classroom awareness and guide students to better master ideological and political courses. Or with the help of network resources, master the latest social information, guide students to correctly understand, manage and use these online information, so as to develop social practical ability, can also continue to improve. Through the network question and answer and online conversation and other different forms, effectively understand each student in the class to understand the thought, so as to optimize the school's ideological and political classroom teaching, and reform the teaching mode of ideological and political class. In this process, ideological and political workers can through a large number of online information collection, eliminate resources matching with the psychological and age characteristics of college students, constantly expand students' horizons, improve the existing knowledge structure system, do ideological and political work needs to do a good job of education.

3.3 Use information network to improve the image of ideological and political education

Because multimedia technology itself has the characteristics of audio-visual fusion and pictures and words, using these characteristics of multimedia to carry out ideological and political education, students in the ideological and political characteristics while receiving educational knowledge, can improve the enthusiasm and enthusiasm of learning. For example, students can use film and TV clips to enhance their historical experience and achieve a truly immersive learning experience. For example, some typical cases can be used to teach the corresponding MAO Zedong theory, so that students can intuitively feel what is happening in real life. Therefore, it is very necessary to use network information to carry on curriculum education.

Conclusion: Generally speaking, the trend of combining ideological and political education with network education is inevitable. In order to make more effective use of online education, educators can understand the drawbacks of online education, crack down on some websites that are not helpful to students' learning, improve the educational effect of ideological and political education, and combine with and improve online education, traditional education, more excellent talents.

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Original Research Article

Problems and Thoughts on the Training Mode of Nursing Professionals in Private Colleges

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Abstract: The specialty of nursing in private colleges is the key element to cultivate nursing talents to meet the social needs. To investigate the current situation of nursing education in private colleges and determine the challenges related to the training mode of nursing professionals in private colleges is conducive to promoting the reform and progress of medical cause. This paper discusses the existing problems of nursing professional training mode in private colleges, and puts forward the reform of personnel training mode, teaching methods, teaching design and evaluation of private colleges nursing professional training methods.
Keywords: Private colleges; Private colleges and universities; Talent training model

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Introduction

In recent years, the education level of nursing specialty in private colleges has been increasing, but the teaching facilities are insufficient, so there are many problems in personnel training. The main body of nursing education research in China is the learning objectives, teaching methods and curriculum setting of higher nursing specialty teaching, but there are few problems in nursing education research of private colleges. Educational institutions should pay attention to the development of psychology curriculum, constantly review and revise the curriculum to ensure that it is relevant to improve the quality of education, and consider the corresponding specific talent training programs.

1. Problems of nursing professional training mode in private colleges

1.1 In terms of cultivation methods

There is not enough connection between practice and theory. At present, the main teaching methods of nursing include "trinity system", "school-hospital cooperative education system", "two-stage joint education system of colleges and universities", "3+2 segmented" and "five-year consistent system". The similarity of these teaching methods is that they all apply different elements of schools and hospitals, teaching basic professional knowledge in the early stage and organizing clinical practice in the middle and late stage. Because many small and medium-sized private colleges do not have complete practice facilities and adequate laboratory management, the combination of practice and theory in each course is not enough, and students do not have enough opportunities to practice[1].

1.2 In terms of faculty composition

At present, private colleges and universities nursing teaching resources are insufficient and teacher gap. In many private colleges, full-time nursing education is mainly taught by young teachers, and most experienced senior teachers are part-time teachers recruited from retirees from other schools or selected from medical staff in hospitals. Many non-basic professional nursing courses, such as nursing ethics, nursing psychology and nursing leadership, are mostly taught by non-nursing staff.

1.3 In terms of course planning

The curriculum planning of nursing training in private colleges has not been optimized. The demand for nursing in communities and all kinds of nursing homes and elderly care institutions is increasing rapidly. Even though some teachers have made some supplements to these aspects in nursing classes, there are only general concepts of professional nursing courses such as community nursing and elderly nursing, without targeted professional courses and comprehensive practical activities. This is usually limited by the scope, working conditions and resources of the private sector.

2. Private colleges nursing professional personnel training mode

When it comes to training methods, private colleges need to define their own positioning, find out their advantages and disadvantages, and make good nursing training objectives. Some ordinary colleges and universities are changing into practice-oriented

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colleges. Private colleges and universities should develop talents training methods consistent with private colleges and universities according to the situation of the schools and the suggestions of the education department.

2.1 Reform the talent training mode

The curriculum of utility-oriented talents in private colleges is different from that of innovative talents. Utility-oriented talents will participate in production and service in the future and have strong practicality, so they need strong practical courses. On the contrary, the curriculum for cultivating innovative talents is relatively flexible, inclusive of business relationships and interpersonal relationships, and requires the school to cooperate with the social sector to develop resources. Colleges and students should shoulder higher responsibilities.

For example, the nursing courses of private colleges are involved from four aspects of learning objectives, curriculum planning, teaching quality and evaluation, and a mechanism involving ideological education, curriculum setting, teaching methods and evaluation is proposed. The existing problems of application-oriented nursing talents training in practical undergraduate nursing colleges are analyzed. The reform methods of nursing education for practical talents in practical nursing colleges were put forward in the aspects of professional system, teaching content, practice rather than competition, school-enterprise cooperation and so on. Private schools can set up nursing course tutors for students to cultivate practical nursing talents in the way of setting up university "tutors". The school can also strengthen the teaching level of teachers, strengthen the development of nursing specialty, through skills competition to cultivate students' practical ability, improve the status of nursing specialty in the school[2].

2.2 Reform teachers' teaching methods

Private colleges should choose nursing teaching content reasonably. Nursing teaching content should be selected according to the needs of nursing education, and the knowledge seldom used in work should be reduced correspondingly, and the knowledge closely related to common nursing diseases should be increased. The nursing education in private colleges should abandon the "spoon-feeding" education in the past, and make full use of modern teaching tools, such as images, audio, 3D anatomical system and applications, and adopt visual teaching methods, PBL teaching methods and reference to relevant cases.

For example, "flipped classroom" is a new teaching mode, which utilizes high-quality online learning resources such as the Internet to promote students to get familiar with the textbook and study independently before teaching, so as to improve their independent learning and discovery ability. In class, students introduce what they have learned in the form of reports, and other students summarize and comment. For example, visual teaching method is a mode that allows students to acquire knowledge and ability through direct observation of intuitive objects. In addition to the traditional "text + chart" method, audio-visual images, THREE-DIMENSIONAL anatomical drawings and models can also be used to make full use of students' multiple senses (audio-visual and tactile). Another example is PBL (Problem-based learning) teaching method, which is a problem-based and student-centered nursing talent cultivation method. It attaches great importance to clinical practice and learning process practice, thus opening students' horizons and arousing their interest in nursing learning. At the beginning of the course, teachers can use real clinical cases and problems related to the course content to engage students in the learning and practice process and gain knowledge through independent problem solving. In addition, the language and operation level of students have also been developed to a certain extent.

2.3 Teaching design and evaluation

In the teaching of nursing in private colleges, teachers should improve students' language and behavior practice, and on the other hand, improve students' safety awareness and practice. In many nursing practice courses, the teaching practice is based on models, while the teaching of teachers and the practice of students are oriented by nursing techniques. As a result, the model is ignored as the real object of human care. Therefore, the practice and acquisition level of language and behavioral norms of situation analysis should run through the whole process of teaching. Private colleges and universities should strengthen the supervision of teaching. Although the diversity of teaching methods in education have is not new, but the teachers constraints, most of the lecture is mostly about teacher tells unilaterally, some nursing less teachers and students interactive teaching methods, combined with different students' learning style, mostly lack of continuity, name of extracurricular activities but more alternative courses, So teaching evaluation needs to be adjusted, improved and implemented. In most advanced nursing courses, 50-60% of the courses are required to pass an assessment. Although some private colleges and universities have adopted the comprehensive evaluation of "1+X", the "X" value is often used to help students pass the evaluation, improve the pass rate and solve the college evaluation, which cannot truly and comprehensively reflect the overall ability of students[3].

3. Endnotes

To sum up, there are still some problems to be solved in the cultivation of nursing professionals in private colleges. This paper briefly introduces the current situation of the development of nursing in private colleges, emphasizes the current problems and discusses the teaching mode of talent cultivation, teaching methods and teaching evaluation. Private colleges aim to cultivate high-quality nursing professionals in line with the needs of The Times, so that private colleges can embark on the road of independent and brilliant survival and development.

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Original Research Article

Research on the Construction Strategy of the Teaching Evaluation System of Vocational Undergraduate Education in China

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Abstract: Along with the process of the clustered industrial structure reforming, the concepts of vocational undergraduate education remain no longer traditionally market-oriented. Requirements for the workforce training are highly imposed to be well balanced with vocational education and roundabout personality development as a complete human being. Thus, in this article, a study of the evolution of political and academic situation of the existing vocational undergraduate universities in China is carried out. The distinctive characteristics of vocational undergraduate universities are presented and compared in the span of the domestic and overseas realms.

Keywords: Vocational undergraduates; Evaluation of teaching system; Process oriented; Domestic and overseas

1. Introduction

1.1 Urge to develop the vocational undergraduate education in China

At the current phase of economic development, China is in the upgrading period of clustered industrial structure optimization, shifting from the original quantity-based to quality-based regime. Efficient and sustainable development needs to be assured by the continuous joint innovation of enterprises and universities. Therefore, Innovation is the new norm for the economic development. As an important driver of economic innovation, professional and skilled workforces have become more demanding, which is one of the important goals of boosting vocational education nationwide. At the National Conference on Vocational Education, President Xi made a significant instruction regarding vocational education, emphasizing the need to "make efforts to steadily develop vocational undergraduate education".

1.2 Brief literature review of teaching evaluation

Teaching evaluation is a way to diagnose a series of teaching activities conducted by teachers to achieve teaching objectives, functioning as the basis for teachers to reflect on their teaching and optimize their teaching practices [1]. Lately, national education department leaders have proposed several goals in promoting education teaching evaluations, indicating the significance of teaching evaluations. On 13th October 2020, the Central Committee of the Communist Party of China and the State Council issued the General Plan for Deepening Education Evaluation Reform for the New Era and upholding scientific and effective teaching evaluation, aiming to improve the current outcome-oriented evaluation. It is strongly encouraged to consolidate the process evaluation, to explore value-added evaluation methods, and to make full use of information technology in all sorts of teaching context.

Teaching evaluation in the new era presents us the characteristics of differentiation and personalization in the teaching process. The strong demand for process-oriented promotions in key areas of education evaluation has risen to the national will [2]. To improve the scientific, professional, and objective nature of education evaluation acquire a start of renovation from the ground level. Although the construction of vocational undergraduate education has been rapidly launched and the scope of research related is ongoingly extended, yet there are many doubts about various aspects, such as the self-positioning, the development, and output of vocational undergraduate education because there is not yet a process implemented evaluation system as well as the social feedback of our first generation of vocational undergraduates [3]. As new attempts with special connotations and attributes of Chinese characteristics, the vocational undergraduate education is questioned of the realization of its educational targets and how to examine the competence of the outputs of vocational undergraduate education is a highly concerning issue to be resolved, given that there is no previous domestic experience to draw on.

2. Theoretical underpinnings and analysis

2.1 Evolutions of domestic vocational undergraduate education in China

In the process of launching vocational undergraduate education, Liang Kedong raised the many practical challenges along with the slow progress in its practical exploration, from top-level design to institution operation to professional construction, such as the difficulty in landing the construction of standards and systems, the difficulty in supporting and guaranteeing teaching conditions, and the difficulty in iterating and upgrading professional constructions. Existing studies have already been carried out on the connotation

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and system construction of vocational undergraduate education.

However, in general, education research in China has evolved in thinking regime for a few decades: from simple to complex perceptions in education [4]. Simple thinking deals with "beginnings", "elements" and "essences", while complex thinking mainly refers to the emphasizes on the "relationship", "generation" and "practice" of relational and practical thinking. Teaching evaluation research guided by simple thinking regards teaching as a static, isolated, and linear educational activity [5]. Simple thinking simplifies the complexity of teaching and learning, ignores the dynamic nature of teaching and learning and leads to a loss of value and sensibility, no matter in the classroom dialogue-based teaching or in practical teaching context [6]. Complex thinking believes that subjectivity and objectivity, essence and phenomenon, relationship and process are not dichotomous in the teaching activities, as well as learning activities.

2.2 Oversea experiences and potential proposals

Hereby, difficulties arises when it comes to the subject-object interactions between the teachers and students, as an inseparable dynamic whole [7]. In relevant context, dialogue between the evaluator and the evaluated, should consider the personalized differences of students in teaching process and the teaching balance, by using a variety of combinations of quantitative and qualitative evaluation methods to approximate the teaching and learning process assessment in terms of precision.

Overseas experiences in the exploration of new teaching assessment methods and tools are available in various domains. The Skills Competency Test (SCT) was proposed by Muhammad Nurtanto1 (Rais, 2018). The application of the SCT is based on the freedom and ability of vocational education institutions in the manufacturing industry to select skill competencies. (Frovihandika et al, 2020). The implementation of the SCT process involves vocational teachers and representatives in related industry. The SCT implementation process includes budget and routine items and develops its processes by integrating the competency tests. This process of integration planning the development of a vocational competency test model has an important role to play in improving the quality of vocational education graduates in manufacturing industry [8].

3. Conclusions

Based on global observations and analysis to the vocational undergraduate evaluation in comprehensive perspectives, the teaching evaluation system is envisioned to be integrated with the concept of complete human being education and process-oriented methods or models such as the SCT process for the vocational undergraduates, especially for those majored in manufacturing domains. Moreover, the added value of certain assessments should also be referred to and furthermore well studied, as an important in the teaching evaluation report, particularly for undergraduates from art school, business, management and education school. An indicator as individual economic productivity or profitability might be proposed to be included into the evaluation system, for example.

Most of the existing vocational undergraduate universities in China were transformed by merging private higher education institutions with independent colleges. Positive responses to the questions: whether the existing "vocational undergraduate education" can fulfill the national expectations, and stay in line with the international trends. The following question left to us would be whether it is configured with a sensible and reliable teaching evaluation mechanism alongside. No doubt that undergraduate vocational education displays its distinctive characteristics, however the pledge of teaching is still fundamental. To ensure the development of vocational undergraduate education, insights into teaching evaluation should be figured out on what makes teaching activities count, and where..

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Original Research Article

A Study on the Application of Phonics in the Cultivation of Children' English Core Literacy

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Abstract: The development of core literacy is the starting point and destination of English teaching. When it comes to primary school English teaching, teachers should pay attention to the children' recognition and spelling of English words so as to lay a good foundation for English learning. Through Phonics, children can be taught to decode the speech, so as to help them memorize words and improve their English core literacy. In this study, methods are used to explore the current situation of the cultivation of core literacy in English, and to clear the application effect of Phonics in the training process. It is found that the level of children' core literacy is unbalanced. Those abilities can be improved to a certain extent through Phonics, such as children' language ability, learning ability and quality of thinking.

Keywords: Primary school English teaching; Phonics; The cultivation of core literacy; Application effect

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In recent years, the Department of Education has issued some important documents on educational reform, which should comprehensively deepen the curriculum reform and the basic task is the implementation of establishing morality and cultivating the persons. At present, the society pays too much attention to scores and the enrollment rate, while skipping over the cultivation of children' moral character and the development of children' core literacy. What the urgent goals is to get the development which is the most suitable for them. So that every student can become the best of himself. In order to carry out the fundamental task of establishing virtue and cultivating person, we must answer the key question of "what morality to establish and whom to build" at first. In September 2016, the core accomplishment of children' development in China formally proposed that teaching should attach importance to cultivating people with all-round development, including social participation, independent development and cultural foundation. It is embodied in the six qualities of practical innovation, obligation, healthy life, how to learn, scientific spirit and humanistic heritage.

Core literacy is a teaching scheme recognized by many English teachers in primary school English class in recent years, and its promulgation and implementation process also corresponds to the actual learning situation of children. Primary school English teachers need to re-examine the relevant objectives of core literacy teaching in primary school English class and understand the necessity and urgency of English teaching from the perspective of core literacy. Think about the characteristics of children' development, and regard knowledge teaching as an important scheme of children' learning, so as to guide children' learning process.

1. Learning Competencies

During the pretest, none of the testers were able to match the words with their pronunciation, nor could spell the words correctly. They all learn word spelling and pronunciation by heart. In the course of Phonics, they gradually began to grasp the relationship between letter name and letter sound, to apply it to English word learning. As far as children are concerned, the method of learning vocabulary has gradually changed. When he comes across a word he doesn't know, he will apply what he has learned to solve it. First of all, he will split the words, find the letter name, to match them with the correct letter sound, and finally combine them to spell them together. That's when letter sound started to work. In addition, the study of letter sound also has an impact on their spelling. They used to memorize pronunciation and spelling by heart. But after learning Phonics, they began to spell in pieces. In a word, Phonics has changed the way they learn English. They began to try to apply letter sound to vocabulary learning.

Children' attitude towards English language learning can affect their learning effect. The relative relationship between learning attitude, learning motivation, learning enthusiasm and determination and learning perseverance are the key factors of success and

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failure. The more positive the children' attitude is, the higher the children' learning motivation is and the easier it is to achieve success. In the past, memorization made children feel very tired and often showed a passive learning situation. With the help of Phonics, they began to be less resistant to English, and began to show interest in it. Phonics encourages children to learn to a great extent and makes their attitude towards English learning more positive and active. As the phonics can largely help them solve the problem of words spelling and pronunciation increasing their learning confidence naturally.

2. Language Competencies

The research data shows that children have made great progress in spelling and reading. They can combine consonants with vowels. When they mastered Phonics, they can apply it to spelling. In addition, the comparison of the results of the pre-test and the post-test also shows the progress they have made. Before this course, if they want to read it accurately and fluently, they need to practice over and over again. However, the lack of knowledge of letter sound made them unable to succeed. Phoneme awareness is not only a basic skill that children should master, it is closely related to vocabulary learning. All in all, the early phoneme teaching and Phonics teaching are very effective for English as a second language learners, that is to say, Phonics can improve the language ability of primary school children.

3. Quality of Thinking

After learning Phonics, children began to compare the similarities and differences between Chinese and English. They used to be very passive in class, and what they do most is to repeat the knowledge taught by teachers constantly. In the course of Phonics, they try to compare Chinese and English, so they found what the two languages have in common. It sounds like Pinyin. In the process of learning, they also began to compare differences. For example, they will find that pizza is very similar to our traditional pancakes, except that we put the stuffing on the inside and they put it on the outside. As the constituent elements and expressions of English language are quite different from those of Chinese, through the application of Phonics, children are given enough time to think and gradually make them good at thinking independently and form their own unique mode of thinking in English learning. in order to find shortcuts to learning. In this way, children can establish a correct phonetic system in their minds in time in the face of brand-new English words. Through Phonics, teachers can have a better understanding of children' learning process and make better English teaching plans accordingly, so that children can achieve a significant improvement in English proficiency.

4. Conclusion

English, like Chinese, is a language, and the main purpose of learning it is to be able to use it accurately in real life. In Phonics teaching, teachers should create a suitable English situation and try their best to talk to children in English so that they can adapt to English learning faster and better and use Phonics more naturally. At the same time, teachers should be good at organizing language in daily teaching and cultivate children' language literacy in a good English atmosphere.

English learning is a long-term process at which children can not be eager for success. Therefore, teachers should let children have a solid foundation in English learning and cultivate their learning ability, so as to brace for further study. Teachers also need to explain in detail the tips and rules of Phonics, as well as tricks and methods to facilitate memory, so that children can form a clear impression in their minds and master English language learning skills imperceptibly, so as to lay a good foundation for future English learning.

Children are naive, lively and active, so it is difficult to arouse their interest in learning through the traditional teaching mode. In English Phonics teaching, teachers can skillfully insert some interesting Mini Game to attract children' attention and attention, and make children communicate and cooperate with each other in the game, exchange the spelling of letters or words, master the rules and rules of Phonics in play, and complete the task of spelling with each other to cultivate humanistic literacy.

In a word, Phonics is a basic skill in English teaching. Teachers should start from different ways, such as creating English situation, paying attention to basic teaching and skillfully interspersing games, and constantly perfect them in the course of exploration and then cultivate children' core literacy and improve their English comprehensive ability.

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Original Research Article

The Importance of Ensemble in Instrumental Music Teaching

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Abstract: This proposal focuses on research the importance of ensemble in instrumental music learning with the aim of using the results to stimulate more teachers and students to pay attention to the ensemble approach as a means of study. This paper will investigate the subject through interviews and reviews. In total, eight instrument teachers will be interviewed, four of whom teach instrumental music on a one-to-one basis, and four arrange instrument teaching through ensemble lessons. Initially, all teachers will be asked to complete a questionnaire. Then, they will be interviewed after they have delivered their lessons, which will be recorded on video. This approach is intended to analyze and evaluate the different teaching methods, discovering which teaching method allows the increased efficiency of instrumental music teaching by encouraging student creativity. This paper aims to add value to instrument education and better encourage students to learn about instrumental music.

Keywords: Creativity; Instrument; Educational methods; Ensemble

1. Background

According to Janata, a cognitive neuroscientist studying the psychology and neuroscience of music, believes that considering the solo performance against the ensemble will result in the ensemble being more attractive.[6] Leonard observes that ensemble music became more popular in the latter part of the last century, and since then has superseded solo music and gained in popularity across all age groups.[9]

Based on research by Kokotsaki and Hallam, they has determined that ensemble music has provided great satisfaction to the younger generation, especially children. They considered that the benefits include communication skills, a sense of participation in shared experiences that transcend language and cultural boundaries, critical listening, and self-correction skills.[4]

Temmerman developed this idea further by arguing that the musical and personal skills gained in early life will be of benefit in later situations. [4]Abeles considers that these skills will have an impact on future career prospects.[4] Adderley, Kennedy, and Berz observe that joining a musical ensemble is a means for some students to form social interactions .[5]

College students may seek to join an ensemble to form a closer relationship with the university during classes, with the higher possibility of being awarded scholarships through their participant. Brantley and Rickels have suggested that by taking part in musical ensemble activities, students can be better to define their interests and this may have a significant effect on their future career choices.[10]

William considered that educators and students have a better possibility to take an active part in the period of learning ensemble. [10] From the research of Eun , that there is the possibility of empathy arising from involvement in small musical ensembles.[1]

2. Research aim

I intend to analyze how to stimulate students involvement in instrument education through the pedagogical strategies. It is planned that questionnaires and face-to-face interviews with the eight teachers will be adopted to determine their education experiences. The purpose is to advance student instrumental music involvement in the classroom and define exactly how important ensemble music is in instrument education.

This investigation will enable teachers to identify difficulties and determine the value of ensemble classes. If it supposed that one-to-one teaching is less than inspiring, then it should be possible to find harmony between individuality and commonality, developing new and innovative musical accomplishments from the mix of different instruments. The benefits will allow students to cooperate with other musicians to enhance their own level of competence and appreciate the overall musical performance.

3. Methodology

3.1 Recruitment and participation

Before participating in the research, eight music teachers from two or three studios are invited to participate via the Internet. We ensured that the teachers, all of whom were volunteers, understood fully the aim of our research. In addition, before starting the questionnaire survey, we explained the informed consent to the eight teachers, allowing them to ask questions at any time and voluntarily withdraw. They all signed agreement forms before the study was commenced to ensure the conduct of the research would be unimpaired.

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The teachers, four men and four women, were all over 18 years of age and had three or more years of musical teaching experience, held regular higher music teacher qualifications and did not suffer from any physical damage that may affect the study. The piano and the violin were the chosen instruments for comparison. Two of the four piano teachers were experienced in ensemble lessons, two were not. The four violin teachers had the same profile. The experimental data of all the teachers were retained as this did not affect the result findings.

3.2 Design and methodology

The research will use qualitative research conducted with interviews. The first step will using questionnaire which is open-ended question . Once there is confirmation that all teachers meet the standards ,they will be asked to choose answers on the questionnaire during a 20-minute time frame.

The piano and violin teachers will be tasked separately to teach the same piece of music to judge the reaction of the ensemble class and evaluate their instrumental music learning abilities. Once all teaching practices are complete, the teachers will be interviewed to assess their reaction and this will be recorded on video. The main content of the interview will focus on the concentration and participation of students in class and how the teachers feel after class.

The main content of the questions are listed as follow: whether it is a one-to-one professional class or for an ensemble; the current teaching model and the teaching experience. Teachers will then be asked to assess how the students reacted to the class; whether the students continued with their exercises after class, either instrumental or ensemble; and the teacher's opinion of the ensemble class. Narrative analysis methods should be used to evaluate the interview data based on the response of each teacher individually and the respective class response.

The summary will be edited using the recordings made during the interviews. By interviewing all the teachers, each following the same program process, and recording their opinion immediately following the class. Together with the collection of students' reactions, these data will be calculated and assessed fairly.

4. Limitations

The nature of musical instrumental learning is a long-term process. During the experiment, the interview data of quantitative research may be biased. It is difficult to find changes in one lesson. Secondly, in the course of the classroom, teachers' questionnaires may be biased and the learning ability and personality of the students will also affect the data. Student participation in the classroom also affects data reliability.

5. Ethics statement

The distribution and collection of questionnaires was conducted through the Internet. If there are any personal issues presented, the teachers will have the option to remain anonymous or, if they wish, withdraw from the survey. Emphasis is placed on the security of the collected data and protecting the privacy of respondents. The final action will be to ask teachers to confirm their consent, that is, their anonymous data can be used to prepare survey reports.

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Original Research Article

Rose's Self-consciousness in Fences

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Abstract: As to Rose in August Wilson's Fences, most of critiques view her as an "angel in the house", devoting herself to her family without female self-consciousness. While the paper will prove Rose is a brave, independent woman who has a sense of self to express her ideas, stick to her decision and pursue her felicity she wants.
Keyword: Fences; Rose; Self-consciousness

The black playwright August Wilson, as one of the brightest stars in American drama since the 1980s, has shaped a series of impressive male roles, but his female roles are often considered as subordinate, secondary, and lost compared to his male roles. The feminist Kim Marra believes that Wilson creates weak and subordinate female characters who are merely ornaments or prisoners of men. She criticizes Wilson's writing of black female characters as the stereotype of black women, with little hope of breaking down traditional patriarchy (132-160). In his Fences, the heroine is a negative housewife when making her entrance in Scene One, which seems to reinforce this viewpoint. Bogumil states, "Rose loses her sense of self in her commitment to her husband"(49). This paper will examine Rose's self-consciousness in Fences and show that she is an image of a strong and positive black female, even before she is emotionally scarred at the hands of disloyal and untrustworthy Troy.

Self-consciousness stemming from philosophy and psychology is a very extensive concept and a large amount of famous scholars endow it with different understandings and definitions. To analyze Rose's self-consciousness in the play, it is necessary to clarify what the self-consciousness refers to in the paper. "Self-consciousness mainly emphasizes that individuals must remain independent and should be able to make judgments based on their own experience, knowledge, personality and interests, rather than based on others, traditions, and customs" (Zhu 37).

Having independent awareness is vital for female self-consciousness, especially living in an unfair and lopsided world, which means one is able to possess her own ideas to choose, decide and judge her around society. Rose has always had the independent awareness to make all kinds of decisions. The best proof is that Rose is initiative to marry Troy who is often criticized as the miniature of patriarchal society. Although there are quarrels with their eighteen years of marriage, the family also gives her the greatest protection and well-being in her life. As she tells to Cory, "It's my choice. It was my life and I didn't have to live it like that. But that's what life offered me in the way of being a woman and I took it. I grabbed hold of it with both hands" (Wilson 108). She is deeply obsessive with Troy shining on the baseball filed and impressed by Troy's masculinity and personality that he was talented, having ideals, and daring to fight at that time. Marrying Troy is her own choice as she really adores the man. Even driven by the impassioned emotion, Rose still keeps sober. She warns Troy, "if he wasn't the marrying kind, then move out the way so the marrying kind could find me" (Wilson 9). Later, even if Troy's dreams are broken by reality to become a sanitation worker, she is still proud of the responsible man. She admires her husband's strengths and tolerates his faults. She puts herself aside owing to the passion of love to Troy and the responsibility for the family rather than a lack of self-consciousness.

Although Rose can not change the stubborn thoughts and actions of Troy, it does not mean that Rose has been in a silent position. Rose's love for Troy is not blindly obedient, and she has been expressing her views to challenge Troy's authority. Troy is a man who is frustrated in reality, at the same time he is dishonest, selfish and proud, thus he is accustomed to satisfying his masculinity by speaking exaggerated lies or making excessive jokes. At these moments, Rose does not just listen in silence, but she points out sharply the facts to keep Troy from continuing. She says, "Troy lying" (Wilson 19). When she can not stand Troy's words, she says directly that "I don't like talk about it" (Wilson 14). Rose disagrees about Troy's way how to take care of his brother, Gabriel, who suffered a brain injury in the second world war and she has several quarrels with Troy. She is full of love and sympathy for him, putting herself in his place to treat him and she thinks that "something ought to be done to help him" (Wilson 32). While Troy's care for his brother is not innocent that he uses Gabriel's pension. Rose is not voiceless at home as she has been expressing herself and has her own opinions on things. Although she may eventually compromise with Troy's authority out of her worship to Troy and responsibility to the family, it does not erase her self-consciousness rooted in her nature.

A self-conscious person must first be aware of and pay attention to self, and then to the surrounding environment, people or things. Conversely speaking, if one can perceive changes of the surrounding environment or people, this perception will help them ful-

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fill themselves. When Rose discovers that her husband often goes out on weekends, she has conceived keenly the crisis of the family. Therefore, she does her best to maintain the family that is about to fall apart by persuading Troy to stay at home and repair the fence. What's more, Rose realizes that times have changed and the black people can now become professional athletes. She reminds Troy that time is different when he played baseball, in other words, which makes Rose stronger and wiser than Troy because she is able to feel and accept the changes of environment and willing to transform her ideas to adapt society. She insists that "Times have changed from when you was young, Troy. People change. The world's changing around you and you can't even see it" (Wilson 46). Rose's sharp sense of the surrounding environment, people and things shows that she is not just an "angel in the house" who has no thoughts and loses herself under patriarchal values.

When Troy has an affair, Rose knows that it's unworthy of devoting herself to her headstrong, ungrateful and unsympathetic husband and that she has given up too much of herself. Rose's transformation from a housewife to more independent woman is fascinating and quick. When she discovers she has given most of herself to a husband who took her for granted, she realizes that everything she did for holding the family together is fruitless and she decides to break up with Troy firmly. She announces to her husband, "From right now, this child got a mother, but you a womanless man", which shows a powerful challenge to Troy's hegemony in the home (Wilson 88). Dejected and broken, Rose asserts her own independence. The more important is that Rose walks out of the patriarchal family and moves towards society where she can achieve her self-worth. Rose accepts motherhood and she now looks for self-consciousness in the raising of a new baby. She now has the freedom to discover new avenues for her energies, and she becomes heavily involved in her church.

James Lawrence Taylor, JR states that, "She can be seen as the strongest character in Fences "(76). On the surface, this family is controlled and owned by Troy, and all family members can only obey his authority, so that Troy is elevated to a supreme hegemonic position. But in fact, Lyons, Cory and Gabriel are more dependent on Rose. Bono as a clear bystander, he evaluates that "Rose'll keep you straight. You get off the track, she'll straighten you up" (Wilson 62). When Troy is unwilling to accept the money returned from Lyons, Lyons gives the money to Rose. Because of Rose's words, Cory attends his father's funeral and walks out of his father's shadow. Gabriel has always been afraid that Troy is angry with him, but is very dependent on Rose. If Rose is just a simple image of a black care-taker, without self-consciousness, it is impossible to gain the respect and trust of the whole family.

Rose is not only the potential stereotype, but also a strong black female character with understanding, intelligence and acumen, though one might argue that she passively accepts her life. As Troy's affair inspires Rose's freedom, she gains a greater self-consciousness. Her self-consciousness is rooted in her nature rather than awakening after going through Troy's disloyalty.

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Original Research Article

The Modernization of Rural Education under the Background of Rural Revitalization

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Abstract: At present, the main contradiction in China's society has changed. The prominent problem facing the development of education is the unbalanced development of urban and rural education and the inadequate development of rural education. The rural revitalization strategy points out that agriculture, rural areas and farmers are fundamental issues related to the national economy and people's livelihood, and the improvement of rural education quality is crucial to the reform and development of rural areas. The strategic plan for rural vitalization has laid out and adjusted the development of rural education. This paper summarizes and analyzes the achievements of rural education in the period of new rural construction, the difficulties and causes, and finally gives the countermeasures and suggestions for rural education modernization development under the strategy of rural revitalization.
Keywords: Education; Rural revitalization; Rural education; Modernization development

1. Introduction

The construction of rural areas has a historical development process, the emphasis of rural construction and development in different periods is different, and the positioning of rural education reform and development in different stages is also different. In the period of new rural construction, the quantity and quality of rural education should be improved, and the integrated development of rural education and new rural construction should be emphasized. But in terms of concrete implementation and actual effect, rural education has not given full play to the function of rural construction, and rural education and new rural construction have not integrated development[1]. The report of the 19th CPC National Congress raised the issue of rural development to a strategic level and put forward the rural revitalization strategy, which is the inheritance and development of the new rural construction and the deepening stage of the new rural construction. The Strategic Plan for Rural Revitalization, the first five-year plan to implement the rural revitalization strategy at the national level, has laid out and adjusted the layout of the development of rural education, clearly pointing out that priority should be given to rural education, and basic education schools in rural areas should be arranged in an overall way to ensure that students can enjoy quality education nearby. Therefore, under the new pattern of rural revitalization strategy, we should consider how to promote the integrated development of rural revitalization and rural education, fully explore the unique value and important mission of rural education, and develop the modernization of rural education that meets the requirements of The Times, the requirements of the people, and the reality of rural society.

2. The Achievement of Rural Education Modernization in the Period of the New Rural Construction

Since the 21st century, our country has paid special attention to the development of compulsory education on the basis of educational equity. In 2001, the government began to implement preferential policies for rural schools, including the policy of exempting students from poor families from miscellaneous fees and books and gradually subsidizing the living expenses of boarders during compulsory education in rural areas. The central government provides free textbooks, and local finance is responsible for exempting miscellaneous fees and subsidizing the living expenses of boarders.

During the period of new rural construction, China pays more attention to the construction of rural teachers, puts forward and implements a series of policies and measures to strengthen the construction of rural teachers, and has achieved certain results. First, the state implemented the "special post plan" for rural teachers. In order to increase the number of rural teachers and adjust the structure of rural teachers, China implemented the "Western Plan" in 2003 to encourage and guide fresh college graduates to volunteer in rural areas in the west for 1-2 years. Second, the state implements the master and master program for rural schools. To solve the unreasonable rural teacher professional structure, age structure aging, 2004 master of our country to implement the rural school education teacher training plan ", 2010, combined with the "work plan", expanding "master plan" to recognize, in rural schools professional research type talent training, the optimization of the rural teachers' professional structure, improve the rural teachers' overall quality. Third, urban teachers will exchange posts in rural schools. In accordance with the policy of industry regurgitation

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feeding agriculture and cities support the countryside, in 2006 our country focus on the urban and rural education development as a whole, the implementation of urban teachers' support for rural schools, rotational program start communication, urban teachers on a regular basis to the village school to teach, communicate with each other, for rural teachers' overall qualities of ascension played a certain effect, It has guiding significance for the improvement of rural teachers' teaching concept. Fourth, the state provides free education to normal university students.

3. Analysis on the Problems and Causes of China's Agricultural Modernization under the Background of Rural Revitalization

3.1 Problems Analysis

There is a large gap between urban and rural investment in basic education, and the total amount of investment in rural education is less, which is difficult to meet the needs of rural schools. The low total amount of funds leads to the problem of insufficient funds in all aspects of rural school construction. At present, we emphasize the standardization construction of schools, but under the circumstance of insufficient funds, the standardization construction of schools is out of the question.The lack of investment in these hardware and software facilities, as well as the lack of attention to campus environment construction and other factors, restrict the construction of standardization of rural schools, restrict the improvement of rural school quality[1].

At present, the investment of education funds in China is unbalanced. At the regional level, there is a big gap between urban and rural basic education funds, and the proportion of investment in eastern and western regions is also different. In terms of the educational structure, the investment in basic education accounts for a small proportion. At the school level, there is a big gap between schools in the investment in teaching staff construction, school buildings and teaching equipment. In terms of the allocation of resources in rural education, there is also an imbalance in the input of hardware and software facilities, campus environment construction, educational information equipment and other aspects. There is an unreasonable phenomenon in the allocation of resources, and the use efficiency of educational funds is not high.

3.2 Cause Analysis

Affected by the education concept of urbanization, the idea of running a school "serving for agriculture" in rural education is not fully implemented. The reform and development of rural education in the period of new rural construction need to fully excavate and give play to the function of rural education in the construction of new countryside, but it is confronted with many obstacles in reality. Because of the impact of urban education on rural education, people blindly pursue urban education and are not confident in rural education[2]. The current social development gap between urban and rural areas is more and more big, the education gap between urban and rural areas is widening, accord with the demand of economic and social development in urban education idea, the modern education technology and the way of cultivating talented person, high quality education resources and other conditions to increase people's confidence to urban education, urban education their own advantages to attract rural students to enter the city, One-sided pursuit of higher education rate has intensified.

The low quality of rural education causes people to ignore and doubt rural education, resulting in the social value of rural education is not objective evaluation. The society's unfair treatment and evaluation of rural education and the impact of urban education on the unique value of rural education, in turn, affect the school-running philosophy and school-running goals of rural schools, affect the villagers' inconfidence in rural education, and the unique value of rural education has been submerged[3].

4. The Countermeasure and Suggestion of Rural Education Modernization Development

To give full play to the function of rural revitalization, it is necessary to adjust the original school-running mode and school-running concept of rural schools and change the unified school-running mode of urban and rural areas. At the same time, it is necessary to attach importance to the integration of rural education localization and modernization, reform and improve the school philosophy and talent training goals of rural schools, and realize the diversified exploration of training goals of rural schools. Rural basic education as a part of basic education, on the one hand shoulder to train students as modern citizens should be necessary quality, impart basic knowledge and basic skills. On the other hand, as an important part of rural society, rural education has its own uniqueness and important mission, which should be different from urban education in terms of curriculum knowledge system. Therefore, on the premise of ensuring the teaching of basic courses, rural schools should set up local textbooks according to the needs of local economic development, cultural characteristics and actual regional differences to increase local knowledge.

5. Conclusion

Rural revitalization is the development and perfection of all aspects of rural society. The modernization of rural education should give full play to the function of rural construction in the process of rural revitalization. The reform and development of rural education should not be divorced from the actual needs of rural social development. At the same time, in terms of school philosophy and training objectives of rural education, in addition to the actual needs of rural construction, the needs and aspirations of rural teenagers for higher quality education should also be taken into account, laying a good foundation for training high-quality and diversified talents. Rural education itself should improve the level of running a school, renew the idea of running a school, on the basis of cultivating the basic quality and quality of modern society citizens, to transport talents for higher education institutions.

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Original Research Article

Research on Countermeasures for Local Governments to Enhance the Capacity of Social Emergency Forces

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Abstract: China's emergency management system has been undergoing significant changes, and the state encourages the development of social emergency rescue. In order to promote social emergency forces and government rescue forces to form an effective synergy and continuously promote efficient and standardized emergency rescue, we summarize the problems of social emergency force development by analyzing the capability level of social emergency forces, and study the local government's enhancement of social emergency forces in the light of the current emergency management development situation. The study will provide reference for better integration of social emergency forces into the national emergency rescue system.
Keywords: Emergency management; Social emergency response force; Local government

1. Preface

1.1 Background and significance of the study

"Humanity is increasingly living on the crater of civilization" [1], and even though we are a developed country that has started to move into "modernization" and "post-modernization", we are still facing the risk of earthquakes, Even though we are a developed country that has started to "modernize" and "post-modernize", we still face the risk of earthquakes, mudslides, floods, droughts, hurricanes, nuclear leaks and a series of non-natural disasters. Since the new century, the country has suffered many disasters, such as SARS, snowstorms, earthquakes, as well as the annual floods and the new crown pneumonia in 2020. According to the Ministry of Emergency Management statistics in 2019, the number of people affected by disasters in the country exceeded 120 million, and overall, the total number of disasters in China is huge and the risk of disasters cannot be ignored [2].

1.2 Concept definition

At present, the Ministry of Emergency Administration does not make a clear definition and normative definition of social emergency forces in China, and in the first national first social firefighting force professional skills competition organized by the Ministry of Emergency Administration in 2019, only one of the basic conditions for registration is clearly specified that they must be registered and registered by the civil affairs department, and it is emphasized that professional firefighters such as in-service firefighters and government staff firefighters Firefighters are not allowed to register for the competition. From the comprehensive analysis, the social emergency force first emphasizes a kind of social organization, and then emphasizes a kind of social organization specializing in emergency response or rescue of various social emergencies..

2. Evaluation standard of social emergency power capability in China

The principles of constructing evaluation indexes for social emergency power should follow four principles: scientific and real, simple and comprehensive, independent and relevant. The evaluation of China's social emergency power can be mainly divided into three parts: emergency preparedness beforehand, emergency response capability during the event, and emergency recovery capability afterwards.

3. Analysis of the problems of China's social emergency forces

3.1 Problems of social emergency rescue team development

3.1.1 Unstable basic security and insufficient rescue materials

The most prominent feature of China's social emergency forces is that rescue acts are not charged and the organization is not profitable. In fact such an organization has relatively huge expenses from preparation, approval to clothing, equipment procurement and other aspects. In the rescue process, the cost of food and lodging for rescuers, commuting expenses, and costs incurred in the rescue process are not small expenses, and in case of an unexpected situation, emergency funds are also an expense. In the social emergency response team, part of the team's funding is borne by the entrepreneurs in the team, part is donated by the community, but most of the costs are shared by the team members, and most of the members are working class, the income is only enough to maintain their basic survival, in the long run will affect their own work and life. It is difficult for social emergency rescue teams to purchase

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high-quality rescue materials and equipment when they are not well-funded.

3.1.2 Internal management confusion and lack of protection

Social emergency rescue teams are initially initiated and created by one or a few enthusiastic people, who devote a lot of effort in the initial preparation and resource expansion process and rightfully develop into the leaders and core of the rescue organization. The organizational and management structure of rescue teams is generally "single-core" or "multi-core", and rarely uses the relatively more scientific "section system" , even though some important issues can be discussed democratically. Even though some important issues can be discussed democratically, the final decision is made by only a few core leaders, and the power is too centralized. The personal thoughts, temperament, methods, styles and behaviors of core leaders are directly related to the development of the team, which often leads to some internal conflicts and staff turnover.

3.2 Lack of certification and low credibility

As a civil organization, the way and means for social emergency forces to obtain a legal identity is to register as a social group or a private non-enterprise institution in the civil administration or civil organization, but before the registration is qualified, it needs to be examined and approved by the business department to which it belongs . However, the legal system for social emergency forces to participate in emergency management activities is not perfect. On the one hand, the existing legal system is mostly macroscopic policies, which are not perfect, and until now the relationship between social emergency forces and their service recipients is still not legally regulated, the registration mechanism of social organizations is strict, which leads many social emergency forces to participate in emergency activities in a more awkward capacity, the regulations for volunteers vary from region to region, and there is a lack of national regulations for volunteer management. On the other hand, the lagging nature of the legal system has led to the introduction of laws that lag far behind practice.

3.3 Poor information and lack of collaboration

Social emergency rescue teams have difficulty getting timely emergency information due to their civilian nature. The emergency rescue information resources between the government and social emergency forces are almost completely isolated. Since the emergency management system does not include social organizations, it results in the emergency management system being unable to obtain information from social organizations and the failure to establish an information sharing mechanism between local governments and social emergency forces.

4. Countermeasures of local government to enhance the level of social emergency response force capability

4.1 Improve the institutional construction of social emergency rescue team

First of all, considering from the institutional environment, the government needs to promulgate policy documents to further clarify the role of social organizations, so as to clear institutional obstacles for social organizations to better perform their functions and take responsibility, and also help further stimulate the enthusiasm of social forces to participate in emergency management. The command and decision-making layer can ensure the smooth operation of the organization in the present, so it is necessary to set up a scientific and reasonable, professional and efficient command department, which can make accurate judgment and prediction of the situation, achieve scientific decision-making and lead the organization to act in an orderly manner in case of sudden emergencies. In order to establish a long-term mechanism for emergency management, it is necessary to establish a sound three-stage system of emergency management prevention and preparation, response, recovery and learning within social organizations, and to continuously strengthen the resilience of social organizations through the whole process of management, which is more helpful to the long-term development of social organizations.

4.2 Strengthen the construction of supporting systems to promote the organization of emergency volunteer services and risk prevention

In terms of equipment expenditures, local governments should increase support for equipment expenditures of social emergency forces, increase policy support, strengthen cooperation with social organizations, purchase their services, and guide project implementation; governments should also set up special protection funds for social emergency forces from government financial expenditures, actively promote the construction of emergency industrial parks, and promote joint training and synergy between social emergency forces and government emergency forces development.

4.3 Local governments strengthen the training of social emergency force capabilities

In the Program for Deepening Institutional Reform of the Party and the State, issued in March 2018, it is clear that the Ministry of Emergency Management, which was established by integrating the relevant responsibilities of 13 ministries and commissions, is responsible for "coordinating the construction of emergency forces and unifying their dispatch in disaster relief," which has largely established the emergency management department as the main department for all types of emergency forces in China. This has largely established the role of the emergency management department as the main department for the management and command of all kinds of emergency forces in China.

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Original Research Article

Analysis on the Key Points of the Incentive Theory in Modern Enterprise Management

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Abstract: In the implementation of management, people find that adopting the encouragement method of incentive theory can make the implementation of enterprise management work more smoothly, and get remarkable results in the end. Therefore, this paper expounds the incentive theory, points out the practical application value of the incentive theory to modern enterprise management. And the corresponding specific implementation strategies are studied and summarized, hoping to provide effective reference.
Keywords: Incentive theory; Enterprise management; Implementation strategies

1. Introduction

The so-called enterprise management means that the relevant leaders of the enterprise adopt certain strategies in the actual operation and carry out the production and operation activities of the enterprise in a planned and organized way. Through the implementation of relevant strategies and the formulation of certain rules and regulations, determine the current business purpose and future development direction of the enterprise, continuously promote and improve the production efficiency of the enterprise, and establish a good corporate image in the society at the same time, so as to achieve the ultimate goal of improving the market competitiveness of the enterprise and seeking long-term and healthy development. While modern enterprises continue to strengthen their understanding of management, they also strengthen their understanding of incentive theory[1].

2. Incentive Theory

From the essence of incentive theory, it is a category in the field of psychology. It mainly stimulates people's subjective motivation and vitality through psychological encouragement, encouragement and a series of stimulation, and enables people to stimulate their potential internal potential and show their optimistic and positive psychological state and mental outlook in life and work activities through the adoption of corresponding means[1]. With the deepening of the research on people's psychological consciousness in management, many enterprises pay more and more attention to the role of incentive theory in the production and development of enterprises, and the incentive theory also tends to mature in the continuous development. There are three main incentive theories at present.

2.1 Process Incentive Theory

Process incentive theory is typical among many theories of current incentive theory. It takes the relationship between employees' psychology and related behaviors under specific psychology as the main starting point. This research on the relationship between employees' psychology and behavior coincides with Frum's expectation theory. The main content of Frum's expectation theory is the realistic analysis of individuals, that is, when people have a vision of the beautiful things they expect, their desire for such things is expectation. Only when people's expectations are met, can effective incentive effect be produced[2]. On this basis, enterprises carry out a series of actions to stimulate employees to recover this psychological imbalance, so as to produce "incentive".

2.2 Content Incentive Theory

The same as the research object of Frum's expectation theory, the content of content incentive theory is also the relationship between employees' psychological needs and their related behavior activities. The successful and representative research in this field is Maslow's introduction to the hierarchy of needs. In the research, the introduction mainly divides the demand degree of employees from low to high. The research shows that people need to give priority to meeting people's low-level needs, promote them to continuously improve their own needs, move forward to high-level, and adopt a step-by-step way of incentive. In other words, when people's high-level and low-level needs are not met, people will turn their attention to the lowest level needs[3]. When corresponding measures are taken to effectively meet the needs of employees, they will continue to encourage employees to work harder to create wealth for the enterprise.

2.3 Behavior Transformation Incentive Theory

The research content of behavior transformation incentive theory is to analyze and study the psychological state of human body based on some behaviors produced by human body, so as to effectively promote the good operation and current development of

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enterprises through the research of change and the adoption of corresponding measures. Corresponding to Skinner's reinforcement theory, which is the representative of behavior transformation incentive theory, and this reinforcement theory is mainly divided into two different types: positive reinforcement and negative reinforcement. Positive reinforcement is positive incentive in enterprise management measures, namely praise, medal, promotion and so on. Negative reinforcement is reverse negative incentive, that is, criticism, demotion and deduction of part of salary. The comprehensive application of positive reinforcement and negative reinforcement can create a fair working environment with rewards and penalties for enterprises, enable employees to constantly reflect on themselves at work and create benefits for enterprises.

3. The important Role of Incentive Theory in Modern Enterprises

3.1 Effective Improvement of Employees' Comprehensive Quality

To some extent, the comprehensive quality of employees can determine the survival and development of the enterprise, because it is the fundamental driving force for the enterprise to continue to grow in the future development. Modern enterprises will attach great importance to the strengthening and improvement of employees' comprehensive quality in operation and management. However, in many current enterprises, due to the differences between individuals, the working ability and state of employees are very different. There are many employees with poor enterprising spirit in the enterprise. Such employees muddle along in the business activities of the enterprise with the mentality of mixed base salary, are tired of dealing with work, and their working attitude is extremely careless. The incentive theory is particularly targeted for this type of employees.

3.2 Strengthening the Centripetal Force and Cohesion of Enterprises

In the process of operation and development of modern enterprises, the centripetal force and cohesion of enterprises are indispensable if they want to radiate strong life force. If the enterprise does not have a certain centripetal force and cohesion, employees are likely to put their own interests first when completing their work tasks, regardless of the collective interests, and even ignore the development interests of the enterprise when there is a conflict between the interests of the enterprise and their own interests. On the contrary, managers of modern enterprises want to see that the enterprise has strong centripetal force and cohesion, close exchanges and cooperation between employees, and everyone forms a recognition that the whole is greater than the part and the ultimate goal is to create collective interests. Through the application of incentive theory, we can achieve the cognitive promotion of this purpose, closely combine the interests of the enterprise with the interests of employees, enable employees to optimize the completion of their own work tasks, effectively associate the development of the enterprise with themselves, and really pay more hard work and wisdom sweat for the development of the enterprise, so as to greatly enhance the cohesion of the enterprise.

4. Relevant Effective Strategies of Combining and Utilizing Incentive Theory in Modern Enterprise Management

Although many modern enterprises have realized the important role of incentive theory in enterprise management, the practical application of theoretical results is not perfect. The realization of the value of incentive theory requires enterprises to start from multiple angles and aspects, and strive for progress in stability. The following are the effective and specific strategies of combining incentive theory in relevant modern enterprise management.

4.1 Implementing Differentiated Incentive System

Employees are the basis for the survival and development of enterprises, the main and important part of enterprises, and have far-reaching significance for the development of enterprises. In the process of enterprise management, we also need to pay attention to the subject status of people and the differences of different subject status. This individual difference is mainly reflected in the personality characteristics, behavior and thinking mode of employees and the corresponding working state. It is necessary for the enterprise management class to formulate differentiated incentive systems for different types of employees in combination with the "teaching students according to their aptitude" in teaching methods when making relevant measures for the practical application of incentive theory. Avoid the phenomenon that the unified incentive system is not applicable to some employees, and maximize the role of incentive theory through differentiated and flexible incentive system.

5. Conclusion

Combined with the above contents, modern enterprises effectively combine the application of incentive theory in the management of enterprises, and constantly optimize in the implementation process. Adopting the principle of fairness, implementing differentiated incentive systems and measures, and organically combining spiritual reward and material reward will play a positive role in promoting the management and development of the whole enterprise. It is worth noting that the specific application of incentive theory in modern enterprise management is not achieved overnight. We need to take the above measures step by step in practice to achieve the needs of effective enterprise management and promote the healthy and stable development of enterprises in the long run.

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Original Research Article

Edna's Self Predicament in The Awakening

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Abstract: The Awakening reveals women's struggle and predicament in the pursuit of self. With the help of William James' Self theory, this paper will analyze the representation and relationship of the protagonist Edna's self predicament from her material self, social self and spiritual self, and then explore the reasons of her death and the importance of balancing different selves.
Keywords: The Awakening; Kate Chopin; Self predicament

1. Introduction

The Awakening (1899), as Kate Chopin's most representative work, is regarded as a feminist novel, because it has revealed women's struggle to pursue sexual and spiritual emancipation. This novel tells a story about a young married woman Edna who gradually liberated her mind and chased her inner desire in spite of outside opposition, but finally was pushed into a dead end and walked desperately into the sea. Along with the awakening of Edna from physical to mental, it reveals the oppression of patriarchy and the repressive inner world of women imprisoned in marriage in the nineteenth century.

As a preeminent American philosopher and psychologist, William James (1842-1910) has divided a person's mental picture into the "I" and "Me". He regards the "I" as the "pure Ego" and the "Me" as "empirical me". The empirical Self, in his The Principles of Psychology (1890), could be divided into three parts: material self, social self and spiritual self. Material self means the things that a person owns, body, clothes, family, property and so on. Social self is constituted by the roles that a person plays in the society. It refers to "the recognition which he gets from his mates" (James 184). Spiritual self is "a man's inner or subjective being, his physical faculties or dispositions" (185). It is a person's most enduring and intimate part, an original force. It connects physical self and social self. The material self is the base; the spiritual self is at the top; and the social self is in the middle. Competition and conflicts occur among different selves, and the balance of them is of great significance.

2. Edna's Separation of Physical Self

Firstly, Edna's material self, to a large extent, is constructed by the traditional patriarchal society. Though the Creoles seem more lively and tolerant, "two sexes clearly have their separate spheres" (Jones 181). "A distinctly nineteenth-century framework…divided society into two separate spheres: a private, female world, centered on domesticity and affective family ties, and a public, male world of production and politics."(Barney 223) Edna existed to meet the needs of her family. Edna' body, after her marriage, belonged to her husband, Léonce Pontellier. She was dependent on Léonce for survival and was regarded as "a vulnerable piece of personal property" of her husband (Chopin 21). She should take care of her husband and children according to social norms. Besides, her dress code should fit her social status.

However, along with her awakening from body to mind, Edna constantly rejected material self to prove her own identity as an individual. As James states, "our immediate family is a part of ourselves" (183). In order to fulfill her individuality, Edna chose to distant herself from her family members. She defied her husband and left her sons to their grandparents and refused to attend her weekly reception. Besides, she moved from her husband's big house to "pigeon house". All of these show her determination to get rid of the shackles of her relationship with family members. Then, her clothing was also a sign of her changes. According to James, clothes are of great significance to one's material self, as it signifies one's status and identity. For instance, after she came home in New Orleans, Edna refused to wear "her usual Tuesday reception gown" but was "in ordinary house dress" (70). Before walking into the sea, she "cast the unpleasant, pricking garments from her" and "stood naked in the open air" (136). Her clothing reveals her wish to separate herself from those material things that could impede her pursuit of individual freedom. Besides, in order to cut her dependence on her husband, she began making money by selling her paintings. She got rid of many servants in that house and only one for her convenience. During her withdrawing from material self, she felt less restraint from the outside. Meantime, Edna's rejection to her material self not only lets her gain some freedom, but also makes her away from the social life, resulting in her disconnection from society.

3. Edna's Negative Resistance of Social Self

Secondly, on the way of Edna's awakening, her social self was greatly decreased, as what she had done jeopardized the moral code and was not recognized by society. When the novel began at Grand Isle, Edna was a young mother who had a successful hus-

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band in business and two sons. Her image quite jibes with traditional perceptions of being a well-behaved woman. Gradually, she was familiar with other people at this island, such as Adéle, Reisz and Robert. These three people play crucial roles in her shaping of social self, especially the last one. The beauty and greatness of Adele as a housewife provided an example for Edna, through which she saw the suffering and sacrifice of being a perfect wife and mother. Besides, she encouraged Edna to express her feeling and emotions, which catalyzed her awakening. From artistic Reisz, she perceived women' independent consciousness and received understanding from the outside, but this kind of understanding was weak for her infirm mind. Edna received caring and accompany from Robert and her sexual consciousness was gradually awakening but her love for Robert was not fulfilled due to Robert's departure. As James claims, "the most peculiar social self which one is apt to have is in the mind of the person one is in love with" and this self affects "the most intense elation and dejection"(184). Robert's departure laid the foundation for her subsequent despair. She was overwhelmed by her unsatisfied love and then resorted to notorious Alcée Arobin to appease her sexual desire. Then, her affair was beyond the bottom line of social morality, so her practice was not recognized by others. "A man has as many social selves as there are individuals who recognize him". (184) Edna was criticized by her failing to assume the responsibility of being a virtuous wife and devoted mother and had marital infidelity. She had to bear the rumors outside and was regarded as a "bad woman", her social self greatly decreased. At last, her social roles, as a daughter, wife, and mother are reduced to a misfit in society.

4. Edna's Tough Pursuit of Spiritual Self

Thirdly, Edna's great spiritual self constantly suppresses her material self and social self, making her astray from others. "Psychic dispositions are the most enduring and intimate part of the self". (185) It showed when Edna was a child, she already lived "her own small life all within herself" and she had lived her dual life—"that outward existence which conforms, the inward life that questions" (32). The rebellious spirit and sensitive character were already rooted in her heart. After her awakening, her inward feeling was greatly magnified and kind of out of control. When Edna stayed with Robert, she realized her role is not just "Mrs. Pontellier" but "her position in the universe as a human being, and to recognize her relations as an individual to the world within and about her" (31). This spiritual self is her subjective and most intimate self, which she desperately pursued later in her life. Her romantic feeling to Robert was a blasting fuse to liberate her spiritual self. Later, even though Mrs. Ratignolle admonished her that living in "pigeon house" and staying with Alcée could be detrimental to her reputation, Edna was still stuck with her own decisions and regarded her feelings and desire as the most important thing. Meanwhile, her friend Reisz, an odd and disagreeable woman, encouraged Edna to devote herself to painting. However, she failed to become an artist like Reisz, as she could not bear to be a weird woman alone.

Edna, regardless of outside objections and moral boundaries, is dominated by her ideal pursuit, which renders her stuck in desperate spiritual self. But the reality is she did not have the strong wings to live a life alone. She felt constantly hesitant and was easily affected by others. Robert left her and even when he came back, he still disappointed her and could not understand her feeling and needs. She was pushed into a desperate situation, as she had abandoned so much for chasing her ideal love and freedom. On the way of awakening, she did not find the balance among her triple selves. For Edna, the "pigeon house" is a place where she pursued her freedom, but also a prison that confines her mind. Edna's awakening not only enables her to acquire a spiritual growth, but also makes her unable to confront the reality. In this sense, Edna could "exist only in a female role of limitation" (Gray 72). Death seems to be the only way for her to avoid that confining society and repressive environment.

5. Conclusion

Through Edna's separation of physical self, negative resistance of social self and tough pursuit of spiritual self, it could be seen her predicament between her triple selves and the outside world. The bondage of traditional ideas on women and the limitations of her mental unbalance are the main reasons of her final death. Although it is inspiring that Edna chooses the destruction of physical self, thus reaches the transcendence of spiritual self, it still reveals the importance of balancing different selves and conduct rational struggle in society.

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Original Research Article

Analysis of the Implementation Practice of National English Curriculum Standards for Common Senior High School from the Perspective of Teacher Change

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Abstract: It has been five years since the Ministry of Education in People's Republic of China issued the National English Curriculum Standards for Common Senior High School, an educational policy that covers all provinces and cities in Mainland China. This paper, from the perspective of teacher change, conducts analysis in the implementation of this curriculum policy and discuss how to facilitate this educational change from school level and government level respectively.
Keywords: Teacher change; Teacher beliefs; Teaching behavior

The Ministry of Education in People's Republic of China issued the National English Curriculum Standards for Common Senior High School (hereinafter referred to as NECS) in 2017 and later a revised one in 2020 based on the three domains and a series of related indicators included in the 2016 Framework of Developing Key Competencies of Chinese Students. NECS is intended to alter the goal of current English education to improve the better development of teacher instruction and student learning; therefore in this way, it is a reform policy of high quality and social responsibility.

However, a curriculum change is a large-scale, complicated change calls for various provisions from teacher, principal, student, parent, district administrator, to school, community and government (Michael Fullan, 2001), each being an indispensable contributing unit. Therefore a good and complete curriculum change should focus on every specific step individuals and organizations go through, and depend on strategies and adjustments along in the dynamic implementation process.

1. Teachers in a multidimensional change practice

The process of teacher change is very complex as it is rooted in what the teachers believe about the subject and its teaching. Michael Fullan(2001) stresses that 1) altering the aspects of one's beliefs, 2) using new curricular materials and technologies, 3) employing new teaching strategies and learning diagnoses are all three aspects of components of implementation. The first dimension refers to a teacher's internal psychological state about the curricular change while the third one the external classroom behavior and actions. The second dimension usually comes first as relevant textbooks and exercise books always achieve nationwide spread-out as a result of unified planning and distribution by government. Teachers, however, have no other options but to adopt and use the designated new teaching materials in their classrooms.

2. Different views on teacher change

So given teacher change, researchers hold different views and perspectives as to the transactional relationship and influence of these dimensions.

In general, (Duke, 2004) the change in teacher beliefs is the premise that either precedes or occurs simultaneously with the change of teaching behavior. Hargreaves (1994) finds that a teacher's psychological state can make him or her more or less predisposed toward considering and acting on improvements. Guskey(1986), however, posited an alternative perspective as indicated in the following model: change in teachers' classroom practices→ change in student learning outcomes → changes in teacher's beliefs and attitudes. Barber and Phillips (2000) also supported this standpoint. Beliefs do not necessarily drive behaviors. More usually, it is the other way round—behaviors shape beliefs.

The question what one precedes another, practice or beliefs, is not entirely an empirical question. It is more imperative to find the ways teacher change is constructed from three dimensions.

3. Analysis of ways facilitating teacher change

Teachers, as a group of people most directly and obviously affected by curriculum change, are placed high demand and hope. Based on the three dimensions, the substantial curriculum reform needs substantial support for teachers; the support should be positive, sufficient and persistent ranging from providing professional training, building a pleasant culture climate in school, supplying both material and financial resources. All these efforts should be which can be concerted and persistent, with the involvement of different

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levels across the whole educational system.

3.1 School Level: Building a facilitative organizational structure and a pleasant culture climate

3.1.1 Building a facilitative organizational structure

An active and supportive school structure can greatly facilitate in helping teacher to strengthen professional knowledge, learn new instructional approaches, maintain positive staff relations. Such a facilitative organizational structure is composed of a vigorous principle and effective management of teachers

First of all, a facilitative school organization should be lead forward vigorously by a principle. A strong and transformational leadership by a strong principal is very essential to the successful reform of a school because implementing a curriculum uniformly entails new beliefs, new ideas, new concepts, new management and new approaches. Instead of directly issuing orders and assigning tasks, a principle should go into the grassroots with students, teachers, parents; deal with unanticipated problems, accidents and situations; obtain and allocate teaching facilities and resources; even lessen misunderstanding, conflicting values and miscommunications.

Moreover, an effective management of teachers is vital to the comprehensive management of a whole school. Only in an organization that gives teachers a sense of belonging, can they work for the school whole-heartedly and happily. To build an effective organization, the principal should in the beginning get to know the general information of all teachers such as the working ability, interpersonal relations, personality, age, health, family etc., so that they can learn from and complement each other in one way or another.

3.1.2 Building a supportive culture climate to alter teachers' beliefs and attitudes

Thomas in 2001 put forward that the culture or climate of a school could shape an individual's psychological state for better or for worse. So a pleasant school culture values and embraces reform, experimentation, learning and improvement, and under this culture climate everyone would love to look for better ways to facilitate effective teaching and learning.

Teachers who usually work isolated tend to hesitate and resist new instruction in self-contained classrooms, so school can arrange more time for teachers to be together and create more team work for them to share, such as formal meeting and discussion, collective preparation of instruction, class observation, and informal chats and lunch time etc. Pleasant culture climate also relies in and spreads into all levels in the school, between teachers and experts, administrators, institutional leaders. And administrator, by organizing, designing, and preparing teaching materials altogether with teachers, they can discover the problems of teaching approach, better understand teachers' worries and concerns, and share their considerable burden.

3.2 District and government Level: providing adequate and continuous resources

The local and governmental administrators and leaders serve as representatives of the nation who make the reform policy. Hiring trainers and educators to equip teachers with new knowledge, skills, technology and impart new theories and ideas; employing experts and professionals to conduct external evaluation based on the school; mandating personnel to manage and supervise all levels of administration in a school; allocating money to build more facilities and purchase teaching appliances for better class practice; organizing regular conference and seminars for teachers and educators to share experience, discuss problems and learn the new.

Actually, these are far from enough. The foremost problem is that efforts should be conducted in an acceptable and democratic way for teachers. Teachers need to be consulted and informed, rather than be forced and made to attend such programs or training; be encouraged for gaining intangible benefits and sometimes compensated in one way or another since these they input additional time and energy.

What's more, the local district should allow for more time and patience for teachers. The complexity and difficulty of a change decides it is a long-term process. So the local educational departments should understand, respect, support teachers. When doing school assessment or external evaluation, time and patience should be given to.

4. Conclusion

The success or failure of school reform depends heavily on the supply of teachers who buy into middle level ideals and have the knowledge and experience necessary to implement these strategies in the classroom. Thus, issues such as teacher resistance and faculty turnover may dramatically affect the level of implementation of recommended practices.

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Original Research Article

The Influence of Educational Philosophy on the Class Management of Primary Schools in Shanghai

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Abstract: Starting from the four educational philosophies of essentialism, eternity, progressivism and social reconstruction, and taking the classroom management of Shanghai primary school as the research object, this paper makes an in-depth and detailed analysis and Exploration on the choice of educators' educational philosophy. Based on the research results, the author puts forward some suggestions on the application of educational philosophy in classroom management practice, and points out the limitations of current application and possible research directions in the future, in order to further promote the effective combination of educational philosophy and classroom teaching activities and promote the innovation and development of classroom management.
Keywords: Classroom management; Essentialism; Perennialism; Progressivism and social reconstructionism

1. Introduction

1.1 Background

Education is crucial to one's life, to future success, and determines the range of opportunities available. Individuals can gain various benefits from education, including the enhancement of thinking and cognitive processes. For China's primary education, 35% of the total enrollment rate takes five years and 65% takes six years. The Shanghai Municipal Education Commission is the local education regulatory body. Shanghai ranked first in the OECD International Student Assessment Program (PISA) in 2009 and 2012. Pisa is a global survey of the academic performance of 15-year-old students. Local students, including migrant children, scored higher in every subject than students from other countries. According to the report, public schools in Shanghai have the highest quality of education in the world.

2. The influence of educational philosophy on class management

Educational philosophy includes essentialism, multinomialism, progressivism and social reconstruction.

2.1 Essentialism

The essentialism movement in education began with William C. Bagley[1]. It aims to draw the attention of education authorities to classroom teachers. Opponents reject any and all of the educational techniques that essentialism insists on. Supporters of essentialism believe that school standards are declining as educational opportunities become more accessible, and they also believe that curricula should focus on themes.

In the general term of "essentialism", education aims to convey the most basic or basic academic information, skills and character development to all students. Essentialists believe that students should be taught traditional moral values and characteristics, such as respect for authority, perseverance, devotion to duty, care for others, and the practical and intelligent knowledge needed to become model citizens. Mathematics, natural science, history, foreign language and literature are the subjects in the element curriculum, as are history and geography. Essentialism in the classroom requires teachers to have a higher education in all aspects of academic topics, but this is not always the case. Art and Social Sciences, sometimes referred to as "soft science", are not considered essential in essentialism. In addition, in the essentialism class, students' interests are not taken into account. Educators who take essentialism as their philosophy may think that these young people are often interested in areas they are not initially interested in, making them aware that key topics have become the responsibility of teachers. Teachers who believe in essentialism seek to become an example of moral behavior in the classroom.

2.2 Multinomialism

In accordance with the idea that the relevance of individual works transcends time, perennialism is an educational ideology[2], Perennial education aims to cultivate students' rational thinking and critical thinking ability. Schools adhering to the concept of lifelong education seek to provide a highly organized and disciplined environment to encourage students to pursue knowledge all their life. In the view of the perennial school, education should reflect a coordinated effort to enable students to understand these ideas, guide their thinking process, and appreciate and understand the great literary works of eternal value and timeless written by the greatest thinkers in history. The mastery of disciplines and the development of critical thinking are very important to perennial

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scholars. Therefore, in the context of lifelong education, the philosophy of lifelong education can be summed up in one sentence, "the more things change, the more they remain unchanged." Nevertheless, one must master skills one by one as usual. Junior students are taught to read, write, speak and listen, which prepares them for higher levels of literature, history and philosophy throughout the school system. The perennial school opposes forcing students to absorb a large amount of irrelevant information in a short time, and suggests using their methods in school to effectively teach students concepts and explain their meaning. Multinomialism is also a form of Teacher centered classroom management. In this mode, teachers can ignore students' interests or previous experience. In order to train students' thinking, they adopt teaching methods and strategies that are considered to be the most effective and tested. This course is universal and based on the philosophy of eternity, that is, all people have the same basic essence. This group emphasizes that there is no need to teach students materials that may be outdated or wrong in the near future. The perennial curriculum tends to limit students' ability to express their uniqueness and flexibility in terms of interests, so as to provide them with a comprehensive and universally applicable knowledge base. Usually, in this type of educational philosophy, students will develop good logical thinking when studying literature and psychology at an early stage.

2.3 Progressivism

For progressives, education is incomplete if it does not include elements such as personality, progress and change[3]. Progressives believe that students learn best when they are immersed in situations related to themselves. Therefore, the curriculum is built around students' needs, experience, interests and abilities. Progressive teachers try to make education more interesting and beneficial to students by designing courses that stimulate curiosity. In progressive schools, students are encouraged to study actively. The interaction between students enables them to learn social skills such as cooperation and tolerance. In addition, the way students deal with problems in the classroom is similar to the way they deal with daily life outside the classroom. Educators who advocate progressivism believe that education should be real and pleasant, and children should actively participate in their own development. In the progressive classroom, students should be encouraged to learn from immersive and collaborative experience. While helping students discover their academic and extracurricular interests, educators also lay the foundation for future success in and outside the classroom.

Another idea of progressivism is the need for interdisciplinary education. Using integrated courses in a progressive classroom helps students learn by connecting concepts and ideas across many academic boundaries. When students apply knowledge from one topic to another, they will deepen their understanding of a concept by observing its use in the real world. In order to solve this problem, people have turned from traditional textbooks to a series of learning materials.

2.4 Social reconstruction in classroom management

School based problem-solving philosophy believes that school is a tool to solve social challenges. Social reformers say schools should offer courses to train future leaders because all leaders are the product of educational institutions. Reconstructionists not only hope to cultivate a new generation of problem solvers, but also hope to find and solve the important problems of today's society. Reconstructionism, rather than an educational philosophy, can be regarded as a social treatment measure trying to establish a more objective social order. In the eyes of social reconstruction theorists, classes are transformed into a stage where they can seek positive and quantitative social growth. In the class of reconstructionism, teachers encourage students to talk about moral issues and help students understand the consequences of their actions by guiding students to discuss moral issues. Students choose their own goals and social goals, and then work with their tutors to design an action plan to achieve world change.

The educational method of social reconstruction is mainly based on the "student-centered" classroom. It also encourages children to participate in extracurricular activities and volunteer in the community. The best aspect of this attitude is to encourage students to study independently. When students start their college career, they will acquire the necessary survival skills. Social reconstruction is a powerful concept because it attaches great importance to curriculum improvement, encourages students to actively participate in learning and advocates social change. As a social reformer, a teacher should consider students when choosing his or her teaching methods.

Conclusion: This study aims to understand the impact of educational ideas on class management in primary schools in Shanghai. The independent variable is the educational idea, and the dependent variable is classroom management. Every educator will have his own educational concept, and educators will be affected by different factors due to individual differences. Therefore, every educator will produce different educational philosophy according to the individual differences of the elements of rational choice theory. These educational philosophy can be divided into four types: essentialism, eternity, progressivism and social reconstruction. As discussed, different types of educational ideas have different degrees of classroom management. Therefore, rational choice theory is used to explain the relationship between educational philosophy and classroom management, and forms a conceptual framework.

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Original Research Article

Evaluating the Solution to Flood Control by Building Dams in the Yellow River Basin

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Abstract: The second longest river in China is the Yellow River. And it is known as the birthplace of Chinese culture (Li et al., 2020). Because of flowing through the loess plateau, it carries a large amount of sediment, with an annual sediment load of 1.6 billion tons, ranking first in the world's rivers (Wang et al., 2007), which leads to a severe flood threat. To effectively control the flood, the Chinese government has taken a measure to build dams on the Yellow River. This essay mainly evaluates the feasibility of this measure. After a combination of multiple criteria for evaluation, it is considered acceptable.
Keywords: The Yellow River; The dam; Flood control

1. Advantage: Adjust and control water resources

The dams can adjust and control water resources in terms of time and space and settle the sediment to effectively mitigate the flood threat of the Yellow River. The first dam on the Yellow River called Sanmenxia Dam was put into operation in 1960 (Wang et al., 2007). As part of the Sanmenxia Dam, the Sanmenxia Reservoir has accumulated lots of water, thus regulating the discharge downstream. Wang et al.(2007) point out that the construction of Sanmenxia Dam greatly reduces the flow of water in extreme events. Additionally, they also note that approximately 7.1 billion cubic meters of sediment had been deposited over 45 years, significantly reducing the sediment load downstream of this dam. Before the dam is built, large amounts of sediment from upstream soil erosion accumulates in the downstream channel. As a result, the river bed become shallow and widened causing flooding in the middle or lower reaches of the river (Knighton, 1998). So it is necessary to build dams to control the river sediment load. I think dams on the Yellow River, represented by Sanmenxia Dam, achieve to change their operating mode based on the flow of water and sediment load of the river. For example, during the rainy season, when increased rainfall leads to increased discharge, the dam can close some of the gates to store water, which directly reduces the possibility of downstream flooding. In addition, if severe soil erosion upstream causes excessive river sediment load, the dam can also effectively control the amount of sediment released by adjusting its operating mode. Some people worry that the silt deposited in the dam can lead to blocked gates and reduces water storage capacity. In fact, these problems did exist in the early stages of dam construction, but were all solved after optimizing the structure of the dam (Wang et al., 2005). According to the published literature, Wu et al.(2007) explain the process of this adjustment after the optimization of dam structure. And they divide it into two parts, non-flood season and flood season. During the non-flood season which is usually from November to June, water storage runs at higher pool levels, while during the flood season which is usually from July to October, the pool level is declined to wash away sediments settled during the early non-flood season (Wu et al., 2007). As a result, the input and output of dam sediments can be balanced.

2. Advantage: Bring great economic benefits

The construction of dams on the Yellow River also brings great economic benefits. There are a lot of people who are against to build the dams at first. Because they consider that the construction of the dams will require plenty of manpower and material resources, and will bring a lot of trouble, such as the issue of coastal settlement, farmland expropriation and so on. But it turns out that the economic benefits of the dams after they are built are much greater than the previous investment. Not only can they prevent flooding, but also they can use the energy of water to generate electricity, which is very environmentally friendly. The stored water is used for agricultural irrigation directly. After filtering and purification, the water from the Yellow river can also be turned into daily residential water for people to use. What is more, the dams are conducive to navigation, and can even develop into a tourism industry (Wang et al., 2005). The construction of dams can not just bring direct economic benefits, such as the income from the tertiary industry, but many indirect ones that are easily overlooked by people (Dănilă et al., 2019). Dănilă et al(2019) point out in their article that flooding is the most common natural process that causes the property loss and the loss of life in the geographic area. In my opinion, the construction of dams to control floods, and then avoid these losses by preventing floods, think about it from another perspective, this is indeed a benefit.

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3. Disadvantage: Interfer with the ecological environment

Building the dams artificially interfers with the ecological environment of the Yellow River. Taking the Sanmenxia Dam as an example, it affects the interplay between surface water and groundwater in the lower Yellow River basin (Zhang et al., 2020). In addition, the tourism industry developed in Sanmenxia due to water resources causes the huge damage to the water environment in various aspects, such as the water quality deterioration and the disequilibrium of the distribution of biological communities and so on (Cheng, 2021). It is an undeniable fact that the construction of the dams is based on the loss of habitats for the creatures in or arounding the Yellow rivers. To make matters worse, some species may be endangered due to this. And the subsequent incision process affects the evolution of the river course upstream of the dam. To a certain extent, it is possible that the change of the base level may aggravate the soil erosion in the upstream. This possibility is closely related to the vegetation type and the vegetation coverage rate upstream of the dam.

4. Conclusion

Deciding whether to build a dam or not requires us to weigh the advantages and disadvantages. I am basically in favor of building dams on the Yellow River. As the decision to build the dams was decided by all stakeholders together, the benefits were bound to outweigh the drawbacks. However, it is still necessary to take measures to minimize the loss (Eslami et al., 2021). For example, the government compensated the farmers who lost their land and made proper arrangements for coastal residents (Eslami et al., 2021). Besides, the ecological scientists should study some specific species further to protect them from extinction. The ecological inimizing of the Yellow River bank also need everyone to pay more attention to protect them. By inimizing the advantages and inimizing the disadvantages, the decision to build dams would become more rewarding and worthwhile.

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Original Research Article

Research on Online Teaching Practice of Smart Vocational Education Cloud Class in Higher Vocational Education

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Abstract: With the continuous development of modern information and the integration of internet technology into all walks of life,the integration of information-based classroom teaching technology into the actual teaching has become the focus of current research in higher vocational colleges.Smart cloud classroom online teaching in vocational education is a new teaching mode derived from the Internet environment.During the epidemic period,a series of information-based teaching technologies,such as online teaching and"classroom in the air",provided strong support for the"suspension of classes and non-stop learning"of teaching work.In view of the in-depth research and discussion on the practical content of online teaching in higher vocational smart cloud classroom,this paper hopes to provide reference for future information teaching.

Keywords: Cloud classroom of smart vocational education in higher vocational education; Online teaching; Practical research

Introduction

The teaching method of combining education and teaching mode with informatization is an important content being studied in the current teaching classroom to keep pace with the development of informatization technology and Internet technology.The focus of teachers'research is how to use reasonable and scientific information means to complete the effective integration with the teaching content so as to serve the daily education and teaching.

1. The significance of the smart cloud classroom

The classroom teaching of smart cloud classroom in vocational education consists of three teaching parts:pre-class teaching,in-class teaching and after-class.Before class,teachers can preview online teaching content in advance by publishing tasks on the cloud platform,so that students can successfully complete the pre-class homework assigned by teachers through clients such as mobile phones or tablets;However,at the beginning of class,teachers can use the sign-in function in the cloud class platform of vocational education to let students enter the online class in advance and sign in in real time.The check-in time can be arbitrarily set within 2-3 minutes before class begins.If you miss the time,you cannot sign in online,and the teacher can regard the students as late.And the system will also automatically generate a list of check-in personnel.According to the check-in information displayed in the list,teachers can easily know which students did not enter the online classroom on time.Therefore,although teachers can't see which students are late like in school,the smart vocational education cloud classroom can manage students'daily learning time.The system enables students to enter online teaching and learning on time within the time specified by the teacher,which not only ensures the teacher's supervision over the whole classroom,but also reflects students'initiative in learning,thus effectively promoting the effective integration of online education content and information technology.

2. The online teaching practice strategy of intelligent vocational education cloud classroom in higher vocational education

2.1 Leading the class to achieve autonomous learning

The"cloud classroom"mentioned here is a learning software in a mobile phone or tablet,such as enterprise WeChat,nail software or Tencent conference,etc.Students can complete the learning of classroom teaching content anytime and anywhere through the APP of smart vocational education.For example,for freshmen in higher vocational colleges,the teacher embodies the online teaching method as a teaching method combining"cloud classroom with enterprise WeChat"to ensure the teaching quality of students'online classes;In order to improve students'learning initiative and enthusiasm,teachers can release classroom teaching goal design to higher vocational students in advance through the Smart Vocational Cloud Classroom,so that higher vocational students can fully understand the teaching content of this class.

For example,in order for students to design corresponding preview tasks in the form of preview in advance,so that students can develop a good habit of thinking independently,teachers can upload the teaching resources needed in this class to the teaching platform in advance,such as videos,pictures,PPT designed by teachers according to classroom teaching contents,etc.And in order

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to test the effect of students'preview,teachers will put forward corresponding questions for students to answer according to the assigned classroom preview tasks during teaching.As first-year students in higher vocational colleges,most of them are only children in their families.They are the apple of their parents'eyes at home,so their self-management ability is relatively weak;They are full of expectations for the online teaching in the current school,because this generation of students are all children living in the information age.They are very intelligent and like to accept new things.Because of this information-based classroom,vocational college students can not only achieve the purpose of online learning by using the cloud classroom of intelligent vocational education,but also broaden their learning horizons,and the online teaching content of cloud classroom of intelligent vocational education can effectively stimulate students'learning initiative.

2.2 A variety of incentive forms in class to improve learning efficiency

In the process of using the smart cloud classroom in vocational education,teachers can effectively use the relevant functions in the cloud classroom system in the online teaching process in order to better mobilize the classroom atmosphere of higher vocational students and truly reflect the teaching advantages of the information-based classroom.According to the specific situation of students'online learning,teachers can use various incentives in the classroom to motivate students'learning consciousness.The supervisory role of higher vocational students can only rely on the incentive method in the online teaching process to attract students'interest in learning,because higher vocational students'self-restraint ability is limited,and teachers can't communicate with students face to face about learning.

For example,in the process of online teaching,teachers can make full use of relevant functions in the smart teaching cloud class to motivate higher vocational students'learning initiative.In online teaching,teachers can set up various forms of discussion activities so that each student can have the opportunity to express their cognition of relevant knowledge points through online classes.Then the teacher will evaluate the content according to each student's published situation.For those who have a good grasp of the knowledge points,the teacher will praise the students through the online teaching platform and reduce the burden for homework.In the face of such favorable conditions,higher vocational students can improve their learning efficiency by listening carefully in online learning,so as to exert their maximum ability in the classroom discussion.In the process of classroom teaching,the teacher keeps changing his head portrait to narrow the distance with the students.Because the cloud platform is very powerful,teachers can change into cute cartoon heads to attract students'attention in online teaching,which makes students have the kind of online class as interesting as watching cartoon cartoons.Students can also express their appreciation for the teacher's teaching content in class.The system has realized the real-time interaction with the teachers in the online teaching process to achieve the purpose of the effectiveness of online classroom teaching.In correcting homework after class,the teacher can set a fixed time period for handing in the homework and require the students to finish the homework within the specified time period.In addition,for the outstanding students who have completed their homework,the teachers can also send them to the relevant study groups for demonstration,which will set a good example for the higher vocational students to learn,motivate the students to catch up with each other and change the passive study state into the active study state.Therefore,through the effective integration of incentive systems or incentives in online classes,not only can students'learning enthusiasm and initiative be mobilized,but also the learning efficiency is greatly improved.

3. Summary

To sum up,higher vocational students to carry out smart cloud classroom online teaching in vocational education is not only to adapt to the requirements of modern teaching methods,but also shows that China's higher vocational education classroom has achieved information-based classroom.In the online classroom teaching of smart vocational education in higher vocational colleges,teachers can achieve students'autonomous learning through class leader learning,and improve learning efficiency through various forms of incentives in class.Therefore,in the process of using cloud classroom online teaching,teachers should constantly develop high-quality learning resources of online teaching to fully mobilize students'learning enthusiasm,so that students can continuously adapt to the teaching mode of online learning in future learning.

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Original Research Article

Research on the Influencing Factors and Support Degree of Kindergarten Parents for Public and Private Enrollment Policy——Taking Hangzhou as an Example

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Abstract: Today, people's demand for quality education is growing, and parents place particular importance on the quality of education their children receive, and under the mechanism of early enrolment in private schools, there is a constant "private fever" and "training fever" in the society. In response to this, the Hangzhou government issued the Notice on Simultaneous Enrolment in Public and Private Primary Schools to ease the pressure on public schools. In this paper, we used Apriori algorithm to mine data based on questionnaire data and found that people who are more aware of the policy are generally freelancers, their children are in the first grade and their annual income is between RMB 100,000 and 200,000. We also investigated parents' support for the policy, using basic family and child characteristics as independent variables and whether they support the policy as the dependent variable, and developed a dichotomous logistic Regression model to fit the probability of parents supporting the policy and made recommendations based on this.

Keywords: Public and Private Enrollment Policy; Apriori algorithm; Binary Logistic Regression model

1. Introduction

Today, parents are particularly concerned about the quality of education their children receive, and with the mechanism of early admission to private schools, there has been a constant surge of "private fever" and "training fever"[1]. In response, the Hangzhou government issued the Notice on Simultaneous Enrolment in Public and Private Primary Schools to ease the pressure on public schools. However, there is still no good quantitative model to evaluate the policy, SO this paper conducts a series of studies to investigate the influencing factors and support for the policy.

By reviewing relevant literature, this paper summarizes the relevant indicators that may affect the effectiveness of the policy's implementation and conducts a questionnaire survey in various urban communities and various Youth Activity Centre in Hangzhou to establish a statistical model to quantify the influencing factors and support for the Public and Private Enrollment Policy.

2. Subject of the Research

In this study, parents of prospective first graders and parents of older and middle school students in Hangzhou were targeted. 572 valid questionnaires were distributed and collected from various urban communities and Youth Activity Centre in Hangzhou.

3. Mining and analysis of the association rules of the implementation of the policy

This paper firstly conducts data mining on the samples to find the relationship between the basic characteristics of families and children and their understanding of policies. In the specific process, we use Apriori algorithm to mine association rules. The characteristic information in our study includes children's household registration and grade, parents' gender, occupation, region and annual income level[2].

3.1 Association rule analysis

After collating the data of 572 valid questionnaire samples, we took the above basic characteristic information as the front item, and parents' understanding of the policy and their choice changes before and after the policy was introduced as the back item. The minimum support was set at 10% and the minimum confidence was set at 80%. SPSS Clementine 12 software was used to mine the association rules contained in the policy[3].

The following high-quality association rules can be obtained from the association graph：

Table 1 Schematic table of association rules

In the preceding paragraph	Consequent	Support	Degree of confidence
Freelancer The child is in the first grade	High level of understanding	13.097%	90.164%
Annual household income is 100,000-200,000 yuan The child is in the first grade	High level of understanding	11.858%	88.060%

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3.2 Analysis of results

As can be seen from the results in Table 1, people who are familiar with the policy within the survey scope are generally freelancers, whose children are in grade one and whose family's annual income is 100,000-200,000 yuan. Parents of students with this kind of characteristics tend to have a deeper understanding of the policy, and the implementation of the policy has a greater impact on them.

With the introduction of Hangzhou's "Public and Private Enrollment Policy", many parents' school choice intentions may also change, and their understanding of the policy varies. In this group, professions are concentrated in freelancers, who work freely, have more leisure time, and care more about their children's admission information. In addition, the children of such parents are often going through or have already gone through the stage of rising from young to young, so the introduction of the "citizen enrollment" policy has a more profound impact on the parents whose children are in the first grade.

4. The analysis of the support for "Public and Private Enrollment Policy" under the Binary Logistic Regression model

To make a more accurate and objective quantitative description, we have carried out Binary Logistic Regression analysis in this section. Combined with the questionnaire, we select gender(X_{1i}), age(X_{2i}), educational background(X_{3i}), region(X_{4i}), family annual income level(X_{5i}), children's grade(X_{6i}), children's household registration(X_{7i}), policy understanding(X_{8i}) and school choice mentality(X_{9i}) as independent variables, and whether to support this policy as dependent variables to establish a Binary Logistic Regression model to predict the probability of parents' support for the policy.

Using SPSS, we use the backward method to screen the independent variables[4]. The remaining independent variables are gender, annual household income and policy understanding, and the equation is obtained:

$$\ln\left(\frac{p}{1-p}\right) = -2.251 + 0.655X_{11} - 0.392X_{51} - 0.002X_{52} + 0.621X_{53}$$

$$- 0.043X_{81} - 0.584X_{82} + 0.727X_{83}$$

Among themp=P(y=1), is the probability that parents support the policy.

To test the effect of the established regression model, we use 90 groups of reserved samples to test the model, and the accuracy is about 83.3%.

Based on the above model, for the parents of specific kindergarten students in Hangzhou, we can make a specific analysis on the probability of their support for the policy. For example, the situation of a father who does not know much about the policy and whose family income is 100-200 thousand per year is as follows:

$$\ln\left(\frac{p}{1-p}\right) = -2.251 + 0.655 - 0.002 + 1727 = 0.129$$

At this point, p=53.22% .

By the same token, a father who does not know much about the policy and has an annual family income of 200-500 thousand is 60.96%likely to support it. A father who knows the policy very well and has an annual family income of 100-200 thousand is 65.56% likely to support it.

Comparing the above data, we can see that other thing being equal, when the annual household income increases from 100-200 thousand to 200-500 thousand, the support probability will increase by about 7.74%. When the degree of understanding of the policy changed from not knowing much to knowing very well, the probability of support increased by about 12.34%. Therefore, it can be found that the annual family income and policy understanding have a great impact on the support of the "Public and Private Enrollment Policy". Finally, combined with the survey results, we give the following suggestions: 1. Create a propaganda atmosphere and broaden the publicity channels; 2. Improve the details of the work, set up special institutions or columns, such as "I want to ask for further study" and so on, to answer questions and questions for parents [5], to enhance the parents' understanding of the policy in Hangzhou.

5. The investigation and summary of the "Public and Private Enrollment Policy"

This study understands the general current situation of the implementation of the "Public and Private Enrollment Policy" through a questionnaire survey, uses algorithms and models to analyze the influencing factors and support of the policy, and finally puts forward some suggestions that can be used for reference.

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Original Research Article

The Enlightenment of Foreign Environmental Protection Experience on Establishing Environmental Protection System in China

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Abstract: With China's attention to the construction of ecological civilization,the reform of the existing ecological environment governance system is an important way to realize the construction of ecological civilization.This paper puts forward corresponding measures for the problems existing in the ecological environment protection management system in China from several aspects:establishing the ecological protection prediction system,cleverly designing the economic punishment system,establishing the comprehensive application mechanism of scientific research,and implementing the"no regret"ecological protection policy.

Keywords: Foreign environmental protection experience; Enlightenment; Environmental protection system

Introduction

With the progress of industrial technology,environmental problems have become increasingly prominent.To this end,some western countries took the lead in putting forward the concept of environmental protection,in order to achieve the purpose of sustainable development.At the same time,China has also begun to pay attention to environmental protection problems,and has taken some practical measures,so that we can effectively deal with some environmental pollution problems.From this point,we can see that our country wants to do a good job in environmental protection work,we must learn from foreign advanced experience,and then to better develop.

1. China faces the dilemma in establishing the environmental protection system

1.1 The environmental rule of law system is not perfect enough

China's environmental legal system mainly includes environmental legislation,judicial and law enforcement system,which is not perfect enough and cannot meet the requirements of environmental protection in the new era.

First of all,the system and management mechanism of ecological protection in environmental laws have not been fully refined,the lack of legislation in some ecological and environmental protection fields,and the lack of enforcement of environmental laws,make the problem of low illegal cost cannot be completely solved.

In addition,China has not established a system to solve environmental problems by judicial means.At present,the legal system related to environmental civil compensation is not perfect,and the poor judicial litigation channel leads to difficult evidence,filing and judgment,and the main subject of responsibility cannot be effectively investigated.

Finally,the grass-roots administrative law enforcement lacks compulsory means,the implementation of the existing laws and regulations is ineffective,lack of effectiveness.At present,it is difficult to implement[1]by the legal administrative means of environmental protection at the grassroots level.The law enforcement subjects stipulated by relevant laws are not concentrated and too scattered,the binding force and deterrence on enterprises and local governments are not strong,the administrative compulsory power of grass-roots environmental protection institutions is not enough,and there is a phenomenon of punishment.

1.2 The implementation effect of the environmental protection control system is not good

There is still a performance assessment mechanism with GDP mainly in China.The indicators such as resource consumption,environmental damage and ecological benefits are not included in the performance assessment system of the party and government at all levels,and a scientific performance assessment mechanism and environmental protection accountability system have not been formed.As a result,many local governments do not have a strong awareness of environmental protection,and there has long been administrative interference in environmental law enforcement and disregard of environmental access standards.

Some of the existing systems are unreasonable design,not in place,can not meet the needs of the current environmental management and supervision,need to be adjusted accordingly.China's emissions have a low level of emissions charges and do not reflect regional differences,some places lack timeliness,environmental quality and public health indicators.In practice,there are still questions such as high law enforcement cost,low cost of illegal law and imperfect supervision mechanism.

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2. Learn from foreign experience to reform China's environmental protection system

2.1 We will improve the management system for ecological and environmental protection,clarify property rights,and improve the responsibilities and supervision system

First of all,the interconnection and mutual restriction of the government supervision and management mechanism should be coordinated with the relevant international and domestic laws,and should serve as the outline and guidance for the formulation of local laws and regulations.Secondly,in order to establish and improve the ecological and environmental protection and governance system,it is necessary to combine the complex factors affecting the environment inside and outside the administrative system,so as to continuously improve the adaptability of the governance system and the risk assessment ability of the governance system.At the same time,to establish and improve the management system of ecological and environmental protection,it is necessary to comprehensively and systematically stipulate the laws,regulations and rules of ecological and environmental protection from macro to micro,and to prevent the division of various departments in the system design.Finally,the values conducive to the ecological environment should be integrated into the development and planning of countries and regions,and an interconnected and influential management system should be established[2].

2.2 Innovate the environmental protection system and build an early warning mechanism for ecological and environmental protection

Faced with the increasingly prominent global environmental problems,we must constantly update the current environmental protection system to adapt to the changes in the external environment and build a more flexible and active environmental protection system.According to the current ecological environment development situation,the social,political and economic system on the environment,the influence trend of the current system implementation factors,to predict environmental problems,and take corresponding measures in a certain period of time,or formulate the corresponding system,to control the development of environmental problems,timely and effective to deal with environmental problems,fundamentally protect the environment.

In order to effectively solve the impact of economic development on the ecological environment,it is necessary to carry out institutional innovation,and the fundamental reason of institutional innovation lies in the internal power of the system itself to promote the system makers and executors to actively carry out institutional innovation.The establishment of ecological environment protection system is to establish a ecological environment protection institutions with certain authority,at the same time,there should be special scientific research institutions to analyze the development trend of the ecological environment,can make accurate predictions of the problems existing in the ecological environment protection,and can timely and effective reform of the ecological environment[3].

2.3 We will establish an independent and flexible environmental protection system

The current ecological and environmental protection system,can only solve the current problems,lack of autonomy and flexibility,has been unable to adapt to the problems of the future human face.Ecological environment protection system is an independent and flexible system,which can quickly modify and abolish the existing environmental protection laws and regulations according to the changes of the external environment.The greater the flexibility of the ecological environment protection system,the greater its regulatory effect on the environment.Therefore,strengthening the autonomy of ecological environment protection is of great significance for enhancing China's environmental protection ability.The Swedish EPA can abolish,modify,restrict and regulate relevant regulations to make them more appropriate to the changing environment.Flexible administrative management system can quickly establish ecological protection areas,and can timely cancel or modify the laws and regulations that are not suitable for the current environmental conditions,put manpower and material resources into solving the current contradictions and problems,and play a practical effect.However,this flexible system must have a limit,not too flexible,frequent changes will affect the actions of the public,and thus violate the existing regulations.In addition,the autonomous and flexible management system of ecological and environmental protection must have a power supervision system with clear rights and responsibilities,and must have scientific research and prediction support.

3. Conclusion

In short,environmental pollution has become a stumbling block to the modernization of all countries.In order to realize the sustainable development of ecological civilization,we must strengthen the protection of the environment.Let us realize that on this planet,the environment is fundamental to our survival.Once the ecological environment is destroyed,our life will become more difficult.Therefore,we should continue to work hard to establish and improve the environmental protection system,strengthen the environmental supervision,so as to promote the construction of ecological civilization in China.

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Original Research Article

On the Construction of Campus Culture in Higher Vocational Colleges

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Abstract: The campus culture of higher vocational colleges is one of the important parts of China's advanced socialist culture,and also the basic guarantee of creating a good educational atmosphere and cultivating qualified talents.At present,higher vocational colleges generally copy the cultural construction of ordinary colleges and universities,completely ignoring the characteristics of vocational education they should have,which runs contrary to the talent training mode of"school-enterprise cooperation,combination of work and study"and the development path of combination of production,learning and research.This paper makes a scientific analysis of the current situation of campus culture construction in higher vocational colleges,and deeply discusses the effective path of campus culture construction with characteristics in higher vocational colleges,in order to improve the disadvantages and problems in the current campus culture construction in higher vocational colleges.

Keywords: Higher vocational colleges;Campus culture;The status quo.The path

With the promotion of the popularization of higher education,the scale of higher education in China is expanding rapidly.As the garden of cultural criticism,selection,inheritance and innovation,higher vocational education should undertake the mission of cultural construction and contribute to the great development and prosperity of socialist culture.Higher vocational education after preliminary solved the problems of scale expansion,the construction of campus culture has appeared signs of convergence of ordinary undergraduate course colleges and universities,make originally should have the vocational education"characteristic,not bright light up",the lack of campus cultural characteristics become the weakness of the school connotation construction development,the current problems of vocational education sustainable development is unable to avoid,and.

1. Problems existing in campus culture construction of higher vocational colleges at present

1.1 Excessive formalization of campus culture construction in higher vocational colleges.

Equate the construction of campus culture with"cultural and sports activities."It is believed that only vigorous cultural and sports activities are the construction of campus culture.As a result,students are tired of rushing about,and the study time and energy of professional skills can not be effectively guaranteed due to frequent activities.The campus cultural construction is equal to the material cultural construction,piled on the campus of celebrity statues and avant-garde design,it is difficult to feel the campus should be learning atmosphere;The construction of campus culture is equal to the construction of written cultural system.There are clear goals,detailed planning,strict system and"fruitful results"in written form,but the degree of recognition among teachers and students is not high.

1.2 Excessive professionalization of campus culture in higher vocational colleges.

It will become an obstacle to cultivate students'professional quality and skills to praise enterprise culture and workplace culture too much.Its performance is as follows:some colleges spend a lot of money on physical environment layout and carry out hardware transformation,but it is not necessarily suitable for teaching needs,resulting in the waste of teaching resources;Some make their own use of corporate culture without asking whether it can take root on campus,and so on.

1.3 The construction of campus culture lacks planning,long-term and scientific nature

The campus cultural activities in some colleges and universities still focus on cultural and sports activities,which are characterized by randomness and formalization.Although in recent years,there are also some skills competitions and social practice activities combined with professional activities,but there are not many high-grade and high-quality activities,and the form of activities is relatively simple.Sometimes campus culture is in a state of self-amusement,showing a tendency to deviate from the mainstream culture.

1.4 Campus culture construction divorced from social reality

The main performance is that the construction of campus culture has not closely combined vocational education culture with social culture and industry culture,and has not really realized that this is one of the effective ways for higher vocational colleges to improve school grade,establish school brand and enhance core competitiveness.A large number of higher vocational colleges are

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separated from the social forces and industry resources,from the support of social environment,so that the most direct impact is that it is impossible to build vocational characteristics of higher vocational campus culture,the most serious result is that the cause of higher vocational and technical education difficult.

2. The path of constructing vocational characteristic campus culture in higher vocational colleges

2.1 Cultivate the campus spirit with the characteristics of The Times

The core of cultivating campus spirit is to strengthen the construction of school spirit.School spirit is the sum of the general atmosphere of a school and the attitude of teachers,students and staff towards study,work and life.It is the overall expression of spiritual outlook,moral sentiment,cultural accomplishment,interpersonal relationship and collective public opinion.It is also an important symbol of school tradition,school-running level,quality,efficiency,grade,style and characteristics.

2.2 Enhance cognition and clarify the development and positioning of campus culture.

Leadership in higher vocational colleges should be attaches great importance to the macroscopic planning the construction of campus culture,vigorously promotes the construction of campus culture as a major project throughout,gradually expand the campus culture of human,capital investment,while create a good educational atmosphere,make teachers and students get constantly to meet the growing spiritual and cultural demand,and development of ideological and cultural foundation for the school,It is also conducive to creating a happy and harmonious common spiritual home for teachers and students.

2.3 Strengthen institutional management

The construction of higher vocational culture is rich in content and diversified in form,and its core is the institutionalization of management.The management system of higher vocational cultural construction is directly based on the values of higher vocational education.At the same time,because of the lack of institutional constraints,even managers and implementors are difficult to consistently adhere to a new value system.System management constitutes the system culture level of campus culture construction,covering all aspects of school education management,sound,perfect rules and regulations,strict and efficient management is the fundamental guarantee of campus culture construction in higher vocational colleges.

2.4 Innovate the form and content of campus culture construction

On the one hand,the construction of campus culture in higher vocational colleges should adhere to the existing cultural activities,on the other hand,firmly grasp the characteristics of higher vocational colleges,and constantly open up new fields.For students,is to further develop the”cultural art festival,””sports”,”science”,”community cultural festival”and so on to improve the teachers and students comprehensive qualities,rich amateur cultural life activities,develop cultural exchanges with foreign countries and students’social practice activities,elected by the teachers and students to participate in the national,the province’s all kinds of skills and style,In university campus and community cultural activities,these are proved effective development of higher vocational campus culture carrier,can widen teachers’and students’knowledge and practice field of vision,also can improve their cultural quality and professional skills,in the latter case,is to strengthen the infrastructure construction of campus culture,give full play to the network and media,building good campus theme education web site,To create a learning campus,create”civilized school”activities,in close connection with the development of society and the demands of the development of the individual students to spread new knowledge,new thoughts,new theory,form of campus culture activities and constant innovation,improve the activity level,cultivating campus culture brand,promote the development of campus culture to a higher level.

2.5 Integrate into society and timely strengthen the edification of professional norms.

For vocational education,the premise of strengthening the characteristics of vocational education and enhancing its value is to study the integration of human socialization and vocational norms.First,vocational education has become the most direct type of shaping professional norms.Secondly,vocational education is the best form to form professional norms.Third,vocational education enables people to master vocational skills and survival skills,so that they can acquire the necessary norms of social life,and then better play their role in professional life and social life.Finally,vocational standard education has stronger feasibility and pertinence in vocational colleges.School by not regularly organize students to participate in public welfare work,volunteer service,social investigation,invention,work-study programs,skills contest,and other social practice activities,let the student practice in long strong insight,knowledge,skills,to contribute,by education,in a happy,rich and colorful activities to better perform a good professional norms.

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Original Research Article

Research on Cooperative Mechanism of Innovation and Entrepreneurship Education and Ideological and Political Education in Colleges and Universities

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Abstract: Under the new situation, the society and enterprises have higher and higher requirements for professional talents, requiring students to have strong ability. At the same time, universities also attach great importance to the cultivation of students' innovation and entrepreneurship ability in the process of admission and training. Therefore, China's higher education system must adapt to the business development of socialist market economy as the direction of guidance, according to the actual needs of in-depth development of innovation and entrepreneurship education and ideological and political education coordination mechanism, so as to cultivate students' innovation and entrepreneurship ability of ideological and political quality education. This chapter will analyze the key points of innovation and entrepreneurship education and ideological and political education in colleges and universities, and explore the construction of coordination mechanism between innovation and entrepreneurship education and ideological and political education in colleges and universities.

Keywords: Innovation and entrepreneurship education; Colleges and universities; Ideological and political education; Synergy mechanism

1. Key points of collaborative mechanism construction between innovation and entrepreneurship education and university ideological and political education

1.1 Make clear the goal of education and grasp the direction

In carrying out the teaching of innovation and entrepreneurship and ideological and political teaching, colleges and universities must determine the overall teaching objectives, standardize the teaching points of innovation and entrepreneurship in colleges and universities, and ensure that students' ideological consciousness can be cultivated in the overall teaching process. The key point of university innovation, entrepreneurship and ideological and political education teaching is to ensure that students can use their knowledge to achieve innovation, so as to promote the improvement of students' comprehensive quality. In the whole process, students can not only realize the significance of university innovation and entrepreneurship education and teaching, but also have a relatively comprehensive understanding of the teaching content, so as to stimulate students' awareness of innovation and entrepreneurship.

1.2 The aggregation of educational resources reflects the synergy

To realize the coordinated development of innovation and entrepreneurship education and ideological and political education, we must integrate all kinds of teaching resources inside and outside the school, so as to achieve the efficient coordination of education subject, time and space. When the teaching of innovation and entrepreneurship is integrated into the teaching curriculum, teachers need to find a lot of relevant innovation and entrepreneurship education content according to the classroom teaching, and interspersed the teaching or explanation to expand the teaching content, and through these means to increase students' interest in the classroom learning. In addition, innovation and entrepreneurship teaching can also help teachers get rid of the shackles of classroom teaching, guide students' basic moral cultivation and their own value, take problems as orientation, and seriously consider for students, reflecting the advantages of Innovation and entrepreneurship education in China.

1.3 Follow the law of education and highlight the pertinence

Innovation and entrepreneurship education and ideological and political education in colleges and universities need to make educational planning according to the actual situation. In the whole process, it is necessary to follow the law of education, highlight the key points of the whole education, and carry out targeted innovation and entrepreneurship education. The main purpose of innovation and entrepreneurship teaching is to cultivate a large number of technical craftsmen and talents to benefit the society. Therefore, while training students' professional skills, we should also make students understand the basic connotation of innovation and entrepreneurship education and make them better understand the importance of innovation and entrepreneurship teaching[1].

2. The cooperation system construction strategy of innovation and entrepreneurship

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education and university ideological and political teaching

2.1 Innovate the talent training mechanism and improve the quality of talent training

Therefore, in the process of teaching implementation, pharmacology teachers must be aware of the important elements of ideological and political teaching, and use new media and other Internet technologies to enhance students' ideological and political understanding of pharmacology and other professional knowledge. In addition, the enterprise managers must also be managed in the pharmacology course and the development of the thought political education financing at the same time, each other and must take the initiative to innovation, and innovation consciousness is the key aspect to the development of enterprises at present advance, so if the enterprise personnel at the same time have the innovation consciousness and innovation ability, can contribute more power for social development, Therefore, in the construction of the cooperation system of ideological and political teaching in Chinese colleges and universities, innovation and entrepreneurship educators can add some courses that can promote innovation into their talent training courses. In the teaching process, the cooperative development of ideological and political education and innovation and entrepreneurship education can guide the new development trend of China's innovative higher education, and help students form correct innovative values in college, thus promoting the improvement of students' ideological morality and personality quality. Finally, a comprehensive curriculum in ideological and political education in China can provide good theoretical guidance and direction for the development of school innovation and entrepreneurship[2].

2.2 Cultivate students' awareness of innovation and entrepreneurship

In the educational atmosphere of Chinese traditional culture, teachers generally explain the specific content of textbooks. The traditional model has not been adapted to the needs of the information age. The teaching of innovation and entrepreneurship should be included in the curriculum, so that students can obtain their own value in practice and break the traditional ideas. In the process of classroom teaching, teachers can let students pay attention to the use of the knowledge, let each student to explores its internal knowledge, not only improve each student's active thinking, also improve the ability of each student's innovative ideas, make every student in the future work break through the fixed teaching modes, has a more comprehensive understanding of the to the professional knowledge, To cultivate every student into a well-rounded talent. At present China's colleges and universities is focused on the application-oriented personnel training, so the school in the teaching process of entrepreneurship education into the teaching system, the innovation can make each of the students by education in practice more effectively in the process of improving organizational ability, communication ability, management ability, and improve the each of the students in the process of practice learning is a powerful application ability. Enable students to discover new problems in teaching practice, so as to cultivate the ability of learners to solve independently[3].

2.3 Strengthen practical activities through innovation and entrepreneurship competition

To cultivate application-oriented talents in the real sense, we must take actions to guide, train and use talents, especially for ideological and political education. Institute to conduct teaching activities, the test link, the link, the four parts of the graduation thesis of curriculum evaluation links, and covers the teacher's teaching quality assessment, the assessment and evaluation of graduate student training and emphasize the relevance of each link in daily training and continuity, in order to ensure the overall quality of the training process chain. In addition, the college should also actively cooperate with other colleges and enterprises outside, such as setting up a certain practical semester, and making unified teaching arrangement by the school, so that students can go deep into the actual colleges or enterprises to carry out teaching experiments, and guide them to use what they have learned in real life. Thus, an overall feedback system based on the feedback of ability and accomplishment, training process and school will be formed. The setting of college students' science and technology entrepreneurship competition can improve students' basic strength, mobilize students' learning enthusiasm by means of technology competition, and make students more aware of the necessity of mastering professional skills.

3. Endnotes

Through professional teaching management mode, combined with reasonable training methods, completed the overall planning of the course, focusing on entrepreneurial projects to strengthen training, and established a reasonable and scientific curriculum structure. The effective use of the curriculum to integrate the knowledge of innovation and entrepreneurship, further strengthen the innovation training of students, and cultivate students into all-round development of professional talents. The professional courses of innovation and entrepreneurship provide great advantages. In order to effectively teach, it is necessary to solve the problems provided above and make students actively participate in teaching. In the actual activities to increase the psychological training of students, strengthen their innovation ability, conform to the needs of The Times, export human resources to the country.

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Original Research Article

The Future Development Direction and Management Mode of Enterprise Business Management

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Abstract: With the continuous development of social market economy, China's support for businesses in emerging industries, many emerging enterprise in a market economy gradually back on its feet, and to participate in market competition, to make our country enterprise in the market environment increasingly fierce competition, therefore, enterprises must shoulder responsibility of business, to ensure the good market environment, Only a green and healthy market environment can guarantee the healthy development of enterprises and solve the problems in the development process of enterprises.
Keywords: Enterprise; Industry and commerce; Market management

1. First, the importance of enterprise business management modeling

Enterprise business management professional general requirements management is strong, has a wealth of management experience, in the enterprise development, management of small enterprises in the early years of relative difficulty is small, so the management of this company can be to solve the problems, but with increasing enterprise scale, the problems we are facing more and more in the market management, This requires business managers with professional knowledge and rich experience to deal with emergencies and make the enterprise develop in a sound direction. Enterprises in the actual development process, affected by many factors, will lead to the development of enterprises limited, in an increasingly competitive market conditions, therefore, enterprises must change traditional ideas, to strengthen the understanding of the transformation of work, must have the correct self-awareness, found their own existing problems and the advantage of the enterprise now, Based on the optimized reserves on the basis of their professional knowledge of management talent, improve the work efficiency, update the new concept of business management to take people as this idea in mind, ensure the enterprise to strengthen the implementation of management problems, to constantly increase the competitiveness of the enterprise itself, exploring the new development direction of enterprise, around on the basis of the present situation of the enterprise, Constantly try new development modes to inject continuous new power into the development of enterprises [1].

2. Second, the future development direction of enterprise business management and the status quo of management mode

2.1 The level of business administration needs to be improved

At present many enterprise's management level is not high, will affect the enterprise daily work development, have a negative impact to the enterprise image, many enterprises are not scientific and reasonable business management process, to develop a specification, although some companies recognize the importance to innovate the management pattern, but the development of the enterprise is affected by many factors, Due to the constraints of some conditions, enterprises can not carry out the reform smoothly, and there is competition among some enterprises, they are wary of colleagues and lack of daily communication, and the lack of communication between departments will also affect the implementation of enterprise management system.

2.2 Vague concept of development, lack of long-term management planning.

Many enterprises in the early stages of the creation of entrepreneurs, there is no set of planning for future development, part of the small micro enterprise itself is not clear, also don't have the larger on management to determine a clear direction, some entrepreneurs to believe that as long as I have the skills to on the one hand, able to take hold in the market I can with the skills to stand out, some entrepreneurs think, As long as I have financial strength, I can run the enterprise well. But in the real enterprise application, if the enterprise lacks long-term planning and scientific and reasonable management ability, it cannot have long-term development in the market economy. In real cases, many entrepreneurs do not understand the knowledge of business management and are not clear about the procedures, wasting unnecessary time on this. They did not hire professional personnel to help them deal with these businesses, so they spent a lot of time and money. And the relevant management departments did not conduct entrepreneurial training and guidance for these emerging entrepreneurs, did not tell the entrepreneurs, for the emergency plan when the risk comes, the entrepreneurs are

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completely with one's own enthusiasm and subjective will to establish enterprises. Coming of the risk, can cause because of the lack of an effective emergency plan, lead to these emerging enterprises and small micro enterprise failures etc. Phenomenon, in the process of business did not achieve the development of the complementary of dislocation competition, everybody likes aimed at a copy, the enterprise all flock, caused the competition in the homogeneity of the products.

2.3 Inaccurate positioning of enterprise development and lack of innovative spirit

Many small and micro enterprises in the process of development, their own positioning is not accurate, did not make the corresponding development plan and management plan, enterprise management did not make detailed development goals. How much is the shipments this year, for example, to achieve the goal of this year, and what way how to guarantee the realization of the target is not set up reasonable and standardized business plan, sometimes just the development of the nature or the simple idea, is the founding money and some people began to register a company, some entrepreneurs not to conduct a comprehensive investigation to the market. Many young people now just don't want to work for others and want to be their own boss to start a new business [2]. And is a single goal, some people just want to earn much money, but did not do a good job or how to investigate to take a more effective way to reduce the risk of entrepreneurship, in many cases, most entrepreneurs are individually, and some entrepreneurs are seen others do what can make money quick success is imitate others, lack of innovation, and enterprise development is the most important is innovation, Enterprises without innovation, there is no competitive, and our country's many enterprises are like on the imitation, resulting in our country there are a lot of homogeneity of the enterprise, causes this kind of phenomenon, is because the innovation itself need the money more risky, so some entrepreneurs do not want innovation, our country social or insufficient government investment fund, As a result, some enterprises do not want to innovate, and enterprises can obtain the effect of low cost and high interest by imitation and reap profits in the short term. Therefore, many enterprises are making efforts in imitation.

3. Third, the future development direction of the enterprise and the measures of the management mode

3.1 Enterprises should reasonably adjust and integrate the resources they have

The enterprises should strengthen the efficiency of resource use, to make enterprise benefit maximization, the two most important aspects of the business management process is the quality and efficiency, so entrepreneurs should grasp two things that are important to use its own resources, the management work more seriously, to ensure that the work goes well, to carry out the enterprise only has the high efficiency of business management activities, Only in this way can the development of the enterprise be more stable, and the inter-connection between various departments within the enterprise be strengthened, so as to promote the rapid improvement of the business management process and efficiency [3].

3.2 Determining the direction for future development

In the future development process, we should recognize the characteristics of the enterprise, conduct in-depth research and planning, and integrate our strengths with the actual market demand, so as to determine the development direction and overall plan of the company in the next step. The development of the company must have a clear overall development direction, to establish and improve the founder of the system, carry out scientific development indicators to everyone's daily work, let everybody can see what their goals achieved the degree, and then adjusted, so as to promote the company's management will be developed to adapt to The Times development.

3.3 Establish modern enterprise management philosophy and adapt to the development of The Times

Enterprises must adhere to the renewal of enterprise management concept, improve the quality of enterprise management, improve enterprise management strategy. Good management ideas can improve the quality of enterprise management. Enterprise management concept and management criteria should change with time. No matter when and where, development is the most important. In business activities, it is necessary to have a clear understanding of modern business management concepts, so that the company can always maintain the space and prospect of development under the complex business conditions, so as to achieve maximum business benefits and ensure that the company has been developing in a benign direction.

4. Conclusion

To sum up, under the intense market competition to obtain more benefits, it is necessary to accelerate the operation and management of enterprises, improve their management skills and attention to the administration for industry and commerce, by adopting scientific and reasonable methods, timely processing enterprises in the various problems in practical business management work, only to deal with these existing problems as soon as possible, Can further promote the normal business management work, in order to maximize their economic benefits, to ensure the long-term development of the company. Enterprise managers must constantly improve their management and practical skills in the continuous work, so as to provide strong support for the development of the company, so as to gain a foothold in the fierce market environment.

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Original Research Article

Current Situation and Development of College English Teaching

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Abstract: College English teaching reform has been put forward for many years, but at present, English teaching in many schools still stays in the traditional classroom filled with "spoon-feeding", whether the teaching content or teaching means, are excessively concerned with the foundation and theory, resulting in no use of learning, college English learning is just a formality. College English teaching is often the most important link for students to connect with the society. Based on this important role, we should make clear the goal of college English learning, carry out personalized curriculum design under the guidance of clear teaching goals, and gradually change the training of skilled talents into compound ones.

Keywords: College English teaching; Practice; Curriculum design; Teaching evaluation; The comprehensive development

After the reform and opening up, college English teaching, as the most characteristic and largest field of Foreign language education in China, has attracted much attention. There is no other country in the world that attaches so much importance to college English education in higher education. College English teaching in China is a miracle in the history of foreign language education in the world. With the further development of economy, college English teaching should not only pay attention to the development of students themselves, but also shoulder the international responsibility of the development of the country and The Times. Due to the complexity of college English functions, it has become an important task in the field of education to reunderstand and position college English teaching. In the process of emphasizing a community with a shared future for mankind and economic globalization, China will definitely continue to pursue development and open wider to the outside world, and lead the world in changes with a positive attitude. In the next decade, although China's export may be limited to some extent due to the repeated impact of the epidemic, it will still focus on development. In the next ten years, in the new era of globalization led by China, the primary goal of college English teaching reform is to cultivate all kinds of professionals who "understand the major and understand English". At present, the construction of China's foreign discourse system, the cultivation of various international global governance talents, the "going global" of Chinese culture, the internationalization strategy of Chinese education and the "double first-class" construction of colleges and universities all place great expectations on the foreign language proficiency of professional talents. Therefore, in the next ten years, China needs to cultivate more diversified, high-quality and composite professional foreign language talents.

1. Interpretation of the current situation

Every teaching stage should have clear objectives, with objectives to guide the subsequent design of teaching content, if there is no clear and clear objectives at the beginning, then the rest of the study will fall apart. Today's students, from the beginning of education, began to contact with English learning, but why each stage of learning English, learning goals are different. English learning at the compulsory education stage is aimed at beginners, those who are familiar with the language and those who are taking the test. At the college stage, examination-oriented English teaching is no longer the main goal, from theoretical learning to practical application, so the goal of teaching should be changed to train more practical talents. However, from the point of view of current college English teaching, the Fuzzy Cognition of the concept of teaching objective is a common problem. People who don't have goals are more likely to fall into the trap of going through the motions. The author believes that if a university survey is conducted and teachers and students of English teaching are asked what their learning goals and objectives are, no one will be able to answer them in the first place.

The design of the teaching plan is carried out under the guidance of the teaching goal, and the lack of clear goal will inevitably lead to the lack of scientificity of the teaching plan. The goal of college English teaching is to cultivate practical talents who can use English as a language tool in work and daily life. Therefore, the design of teaching plans should be based on specific applications, not limited to textbook content. The modern society is changing rapidly. No matter how fast the writing and updating speed of textbooks are, they cannot fully adapt to the society. Therefore, in the design of teaching plans, it is necessary to optimize and innovate teaching scenarios based on the actual situation, so that students can experience English in their daily learning. Use the charm instead of taking English learning as a staged learning task. English learning in many universities does not run through the entire university education stage, which is also a lack of teaching plan design. English teaching should be continued throughout the undergraduate, postgraduate, and doctoral stages. Teaching runs through.

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2. Repositioning the teaching concept

After analyzing the current situation of college English teaching, how to re-regulate college English teaching has become the primary task. Before the implementation of specific measures, we must first reposition the teaching concept of college English. The important task of college English teaching is for practical application in the future, but such a clear goal does not mean that the concept of college English teaching is just simple input teaching. It is precisely because the ultimate goal of college English teaching is to attach importance to the cultivation of study habits, so appropriate adjustments should be made in the educational philosophy.

3. Conclusion

At the end of the article, the three transformation tasks of college English teaching are summarized again to further guide the reform and development of college English teaching. The first is that the design of teaching plans should be changed from simplification to diversification. At present, English learning in colleges and universities is not divided into diversified talent training plans based on different classifications. More is to measure the English learning ability of college students with "a ruler". , which does not meet the complexity of social needs. Therefore, college English teaching should classify colleges and universities, and formulate specific, feasible and differentiated functions and goals of college English teaching according to the actual needs of the development of different types of colleges and universities and the construction of various disciplines. For example, the college English teaching of "double first-class colleges and universities" should provide assistance for these colleges and universities to hit world-class first-class universities from the perspective of matching the social needs of the region, improve the overall foreign language ability of students in these colleges and universities, and enable everyone to cross the language barrier. Get access to the most advanced global tech culture in one go. In addition, diversified teaching can be carried out according to the professional characteristics of colleges and universities. It is necessary to meet the needs of industry development and scientific and technological development, and increase the cultivation of various talents' scientific and technological foreign language ability and foreign communication ability. "Construction is important. It is undeniable that test-oriented English teaching largely limits the attention of college English teaching to students' language application ability. Therefore, it has become an urgent task to systematically study the problems and laws of college English classroom teaching, find and discover the realistic requirements of society and colleges and universities for students' foreign language ability, analyze the factors that restrict and affect the improvement of students' foreign language ability, and improve the quality of college English teaching. For example, in the context of new engineering, college English teaching should consider the core literacy of foreign language ability. While emphasizing the humanities, it is also necessary to improve scientific literacy and improve the adaptability of college students to internationalize their professional learning. Finally, it is the leap from skill-based to compound-based, which is also the comprehensive development we proposed above. The reason why the concept of "compound" has been emphasized many times is that the process of globalization has put forward new requirements for talents. College English teaching, which is based on a single language skill, is facing the challenge of transforming to a professional paradigm. Since the founding of the People's Republic of China, we have paid more attention to the cultivation of language and skills in English education. This training mode has more prominent advantages for a long time, that is, it can cultivate general language communication and communication skills in a short period of time. With the further development of the market economy, the disadvantages of this skill-based paradigm in terms of effectiveness and practicability are increasingly apparent.

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Original Research Article

The Nature of Code-switching

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Abstract: Code-switching is the inevitable consequence of bilingualism or more generally multilingualism. Although it is a phenomenon happens frequently in our daily life so natural and so common, many people are not likely to ware of it. It is necessary for a language learner to understand code-switching and the phenomenon through its two categories—situational code-switching and metaphorical code-switching. On the other hand, it is also meaningful to study the reasons of the happening of code-switching from several perspectives.

Keywords: Code; Conversion; Nature

1. Introduction

Code-switching, known as the action of changing between two languages or between two dialects or registers of one language, usually occurs more frequently in conversations than in writings. Nowadays, with the deeper integration and globalization of the world, it is a common trend for people to be bilingual or multilingual, which increases the popularity of code-switching. In the past, code-switching usually happens between language varieties. For example, in China, the students would speak Putonghua at school while they speak their local language at home. But now, the study of code-switching is more focused on the switching between two or more languages[1].

2. The Clarification of Code-switching

2.1 Situational code-switching

According to Blom and Gumperz, the situational code-switching is a change in linguistic form, which presents a change in social setting. In this case, the switches between languages or dialects always coincide with the changes from one external situation to another. For example, in a community of various races with various languages or dialects, people possibly speak their own dialects or language at home while they would use the language commonly spoken such as English in communication with others in the same community. The choices of languages are on the basis of proper rules shared by the community members. The main reason for preserving the language is because of the social distinctions that they symbolize (Hudson 52). Languages like other factors are regarded as social identities and symbols. In different social settings, the language the speaker uses gives him a different social identity. For example, as a family member, one would talk to his parents or others in local dialect and when in the company as a worker, he shall speak the official language to communicate with others[2].

2.2 Metaphorical Code-switching

Another category of code-switching is metaphorical code-switching, which is defined as the use of language varieties in one single social setting. Taken Blom and Gumperz describe the interactions between clerks and residents as an example, they would usually greet each other in the local dialect and then transact to the standard language when related to business. In this situation, when people decide to use the standard language, they want to make sure that the situation is formal. This allusion lends some connotative meaning, such as confidentiality, to the current event, without changing the topic or goal. In such cases, it is the choices of language that determines the situation, and the speakers are the manipulators of the situation. All these two categories of code-switching are taking places in our own experiences, which are worth studying for the linguists. And the theory of Blom and Gumperz has some flaws as well. It sometimes seems difficult for us to describe the formal differences between the two. So other scholars and linguists are digging deeper into the phenomenon and along come up the other various theories for code-switching.

3. The Reasons of Code-switching

3.1 The Need for Language Development

In the current globalization situation, one language can no longer develop alone, without being affected by another language. That's why one language has many new words from borrowing, or other methods related to another language. Only in this way can the language keep energetic and keep pace with the whole world. For example, the Chinese vocabularies such as Kongfu are more and more popular with the foreigners and they are widely used as new vocabularies in their language. A language can never be self sufficient. It sometimes needs the help of words from other language to express or describe something, which causes the code-switching phenomenon[3].

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3.2 The Need for Social Development

Nowadays, the interactions across borders, especially businesses, are more frequent than ever. All the different nationalities and areas are in closer relation with other. Those people in the negotiations or interactions would use code-switching as a language strategy to make it easier for communication or pass the information. For instance, the development of economy is one of the key factors that affect the use of code-switching. In Guangdong and other provinces near the sea whose economies develop faster than those in the middle or the West, the code-switching between different languages happened much earlier. From some old movies, the people in Hongkong or Guangzhou would use code-switching frequently no matter they are on purpose or not. The application of code-switching can prompt the social development not only in the aspect of economy but also in politics, culture, and other aspects.

3.3 The Special Language Communication Functions of Code-switching

3.3.1 The Function of Evasion and Concealment

It is improper or embarrassing to say something in public as it might be against the laws or the shared rules of the society. In order to avoid the concealment, people use code-switching to say what they want to express indirectly. Chinese people would probably use cabaret in English when they are talking in Chinese in the previous years. It seems weried or quite uncommon to talk about cabaret in public. And they don't want others to hear what they are talking about so they switched into English to communicate with each other.

3.3.2 The Function of Politeness

Politeness is well applied in the communication and the use of code-switching sometimes gives the listeners a feeling of politeness. If one uses another language to reject or criticize others, it seems to be more euphemistic and easier to accept. Qian Zhongshu also uses code-switching in his Work the Fortress Besieged. When Fanghongjian refuses Suwenku, he uses French. Instead of using Chinese directly, he choose to speak in French to make the listener feel better.

3.3.3 The Function of Showing Off

This usually happens in the people who study another language. They want to show off in front others. When the speakers use some vocabularies of other languages in communication, it will give them a sense of pride. The young or the white collar often use to new or the internet words to show not only their identities but also their pursuit of fashion.

3.3.4 The Function of Convenience

If the communicators both or all master more than one language, and sometimes it is easier for each other if the speaker just switch into another language shared by them. At the same time, the speaker doesn't need to translate the original and express himself properly. For instance, two students both study English and might communicate about the movie Titanic in Chinese with some words directly quoted from the movie in English, to make it simple but keep the original feeling for the movie.

3.3.5 The Function of Explanation

It is so common for the teachers to switch from L2 to L1. In the foreign language teaching, the teacher would use the L1 to help teach or explain something in L2. Usually, it is easier not only for the explanation but also for the understanding of the students. In China, the teacher would often first say something in English and then he or she will explain in Chinese. It is useful and necessary of code-switching, especially in the teaching[4].

3.3.6 The Function of Feeling Expressing

With the easier access for the overseas TV series, News and movies, the young are greatly influenced. It seems that the code-switching sometimes help them to better express their feelings. People in western countries usually say "I love you.", which looks like so easy for them. But for us Chinese, we might feel shy, uncomfortable, or unnatural to say "我爱你。" Then the code-switching helps. It becomes more and more common for the Chinese to use another language to express the inner feeling. What's more, the using of another language would give the listeners a feeling of romantic, especially for the lovers. The well application of another language can bring better effects for feeling expressing.

3.4 The Need for Rhetoric

With the popularization of the bilingualism or multilingualism, some technical terms are known by the majority, and they are usually used directly in some works. For example, on CCTV 5, we can easily see "NBA 10:00—12:00" in its programs list. In the news papers, TV series, movies and other literacy works, the creator now will use another language directly to express some terms. As mentioned before, Qian Zhongshu use code-switching to shape different characters in his novel the Fortress Besieged. It is a trend for people to use code-switching, which not only is a creative expression but also reflects the beauty of literacy in some way.

4. Conclusion

With this brief analysis, it is easy to find that the popular but complicated phenomenon—code-switching—doesn't happen randomly. The communicators use code-switching for special purposes or reasons. Code-switching can be regarded as a language strategy in communication. The application of code-switching in conversation helps the speakers to better express themselves or coordinate with the listeners. This thesis presents the nature of code-switching from its clarification and its reasons, which is one of the keys factors worth study for code-switching. With a better understanding of the phenomenon from several aspects, we can do better in our communication.

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Original Research Article

Analysis on the Application of Wechat in University Library Management

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Abstract: With the development of wechat technology, its application is more and more widely. In the current university library management work also attaches more and more importance to the application of wechat. However, there are still many problems in library management. In order to solve these problems, we should actively explore the application of wechat and closely combine wechat with university library management. This paper analyzes the problems existing in the current university library management through literature method and specific management practice, and discusses the advantages of the application of wechat in the management and the effective application strategies of wechat in the library management. It is hoped that this paper can provide some reference for improving the management quality of university library.

Keywords: University; Library management; WeChat

Introduction

In recent years, wechat has become a social software and communication tool widely used by the whole society. In addition to serving as a social software and communication tool, wechat is also rich in other functions. Wechat has powerful information retrieval function, information classification function and so on, which can facilitate the current management of university libraries. In the management of university library, the use of wechat can make the quality of management work higher, so universities and colleges should actively play the role of wechat to promote the smooth management of university library.

1. The problems existing in the management of university library

1.1 The management team is not sound

The management of university libraries is often carried out by professional library managers, but many library managers have a long working age, and these managers still use the traditional management mode to manage library resources through manual classification and manual filing. These personnel do not make more use of wechat technology or modern information technology to manage library resources. The management team has not participated in the training in time to learn the new library management methods, resulting in the current management team is very imperfect, especially the management team information literacy is very obvious[1].

1.2 Electronic resources are not abundant

The lack of abundant electronic resources is also one of the problems in the management of university libraries. With the development of modern information, many book resources are more electronic, and are often displayed through various PDF files and network links. However, the current university library management has not fully purchased the electronic resources, the construction of the electronic information database is very imperfect, students and teachers can not even find the electronic resources they want to use through the school Intranet when using books, which forces teachers and students to look for paper resources in the library. And the management classification of paper resources in the library is very chaotic, which leads to students and teachers spending a lot of time in the process of searching, and even cannot find the resources they need.

1.3 Insufficient use of wechat

In the current university library management, the insufficient use of wechat is also a very obvious problem. Many people only regard wechat as a communication tool and social software. They do not see the role of wechat public account, wechat video and wechat link in library management. More people regard wechat as a chatting tool. When students and teachers want to find book resources, they just ask the management staff of the library whether they have a certain book or whether they have certain resources through wechat chat, instead of conveniently searching the early books they want through wechat mini program, and quickly find the location of the books they need. This leads to the current wechat only stays in the status of chat software, chat tool, and has not been more used in the library management work.

2. Advantages of wechat in university library management

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2.1 Convenience

The function of wechat is very convenient, its file transfer function, file search function can bring convenience to the current library management work. Wechat can also push some resources to teachers and students through the small program. After teachers and students pay attention to the small program, it is convenient to find the books they need. Therefore, one of the advantages of wechat in university library management is its convenience, which can bring the greatest convenience to teachers and students[2].

2.2 Various forms of promotion

The function of wechat is very powerful, and it can promote book resources in various forms in library management. The forms of promotion are diverse. For example, when promoting a book on wechat, the outline in the book can be displayed through the wechat public account, so that readers can know whether the book is the one they need from the outline. Wechat can also let viewers find the resources they need through a brief introduction of one or two minutes in the form of wechat short videos. Wechat also has a variety of small programs, links, etc., can also easily push book resources to readers, let readers find the books they need from small programs, web links, so wechat promotion forms are very diverse.

2.3 The user base is large

Wechat is used by a large number of people in society, with more than 1.26 billion users worldwide using wechat for communication, shopping, searching for resources and so on. It can be seen that wechat has a large user base, and basically every student in each school has a wechat account. In library management, students can also look for resources they need by following wechat public accounts.

3. The application strategy of wechat in university library management

3.1 Make full use of wechat accounts

The wechat official account can introduce the general outline of a book in the form of a short article. In management in university library, therefore, in order to make the teachers and students got a general idea of the content they need, and can be convenient to find the content they need, in the process of management to the school library should make full use of WeChat public resource is set to the special public, pushed to the group in each class, the students and the teachers focus on the public, And click into the public account after the small program can enter the resources they need in the search bar, through the search bar to find students and teachers need resources[3].

3.2 Design short videos for wechat promotion

In recent years, wechat short video has emerged. Wechat short videos have similar functions to douyin and Xiaohongshu videos, which can present some content through the content of the video. Therefore, in the process of library management is to make full use of the function of WeChat short video, the contents of some books on the video, the video setting dozens of seconds or a minute or so, introduced the content of books and sent via video push to the class, let students and teachers can be found under the push of the video of some of the books they need.

3.3 Design wechat web links

With the development of wechat, the function of its web links has become more specialized. Therefore, wechat web links should also be designed in the management process of university libraries. By clicking the links, users can jump to the page and go to the school library Intranet page or baidu or 360 page to search for the resources they need conveniently. During the design process, these links should be put on the homepage of the wechat official website of the school library. After clicking on the homepage of the wechat official website, teachers and students can jump to the search page through the link and enter the Intranet of the school library to search for the book resources they need.

3.4 Improve the quality of the management team

The quality of management personnel also has a great influence on the current university library management. Therefore, in the management process should constantly improve the quality of the management team, improve their information literacy, especially to train the management team to use wechat ability. Schools can open wechat management training courses so that library managers can learn how to use wechat to manage library resources conveniently in the training courses, and they can push library resources through wechat to provide more choices and references for teachers and students, so that the current management quality is higher.

4. Conclusion

In a word, there are some problems in the current university library management, such as imperfect management team, insufficient electronic resources and inadequate use of wechat. Wechat is convenient in library management, its promotion forms are diverse, and the user base is also large. Therefore, in the process of management, we should use the public wechat official number, wechat short video, wechat web links and other management. In addition, we should also improve the quality of the management team, so that the management personnel can make full use of wechat to improve the quality of management and do a good job in management.

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Original Research Article

Reference and Innovation of Chinese Contemporary Furniture on the Basis of Chinese Ming Dynasty Furniture

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Abstract: With the rapid development of China's contemporary furniture industry, creating "Chinese characteristics" is particularly important in the field of contemporary furniture design. Chinese furniture design accompanies Chinese history and is another interpretation of Chinese culture. How to deal with the reference and innovation of Chinese contemporary furniture design to Chinese traditional furniture is a problem that must be studied and solved in Chinese contemporary furniture design, which has important theoretical significance and practical value for the development of Chinese design. This article will discuss from three aspects: firstly, it briefly introduces the status and characteristics of Chinese Ming Dynasty furniture; secondly, it analyzes the design of contemporary Chinese furniture based on Chinese Ming Dynasty furniture from the aspects of functionality and formal charm; finally, it analyzes China from the contemporary background The innovative design of contemporary furniture summarizes the ways and methods of Chinese contemporary furniture design borrowing from Chinese Ming Dynasty furniture.
Keywords: Ming Dynasty furniture; Contemporary furniture; Reference; Innovation

1. The classic of Chinese furniture history - Chinese Ming Dynasty furniture

Ming Dynasty furniture inherited the outstanding achievements of Song Dynasty and Yuan Dynasty. Top chair, circle chair and official hat chair are the three classics. The shape emphasizes beautiful and strict proportional relationship, and most of them are simple, round and smooth. There are various decorative techniques and a wide range of decorative materials. However, we should never be greedy and only make appropriate partial decoration; the function and practicality are also just right, and strive to achieve the perfect combination of function and form; the materials are mostly wood, mostly huanghuali, red sandalwood, etc., making full use of the texture advantages of wood, fully Using the color and texture of the wood itself, the natural beauty of the wood material itself is used to form; the mortise and tenon structure is mainly used, which is very scientific and is a combination of science and art. The furniture of Ming Dynasty is the material carrier of Chinese culture. The shape, decoration, function and material of furniture all contain the concepts of traditional Chinese culture, such as the concept of hierarchy, ethics, Confucianism, Taoism, Buddhism, etc. It is Chinese furniture. The most iconic furniture in history.[1].

2. The reference and innovation of Chinese contemporary furniture on the basis of Chinese Ming Dynasty furniture

2.1 Human-led functional reference

"People-oriented" is the mainstream thought of traditional Chinese culture and continues to this day. Traditional culture attaches great importance to people's own value and regards people's needs as the main purpose of production activities. These ideas are reflected in traditional furniture design: starting from reality, designing products that can meet people's basic functional needs, and using traditional craftsmanship to reflect the maximum national art[2]. This spirit is inherited into modern furniture design: humanized design, focusing on people's use of functional feelings, in line with ergonomic characteristics. With advanced technology, the human body structure, human behavior and human habits are fully considered in the design, so that the designed furniture can meet people's physiological needs and aesthetic needs, and can also reflect the concept and pursuit of the times. Taking the design of chairs as an example, modern design master Mies once said: "Chairs are very difficult to design, relatively speaking, skyscrapers are better to design[3]." In terms of the area of contact with the human body and the length of use, the chair is the best of all furniture.

The official hat chair in the Ming Dynasty mainly consists of the seat surface, armrests, the head and the back board. When we sit on the official hat chair, the weight is transferred from the legs and feet to the buttocks and thighs, and the weight is also distributed to the arms. and head. Viewed from the front side, the headrest and backboard of the official hat chair form an "S" shape, which is basically the same as the human spine curve. The occipital bone of the head corresponds. When the human body sits down and the human pelvis and spine lose their upright state, the gravity of the head can be dispersed to the brain through the cervical vertebrae and occiput, and the thoracic and lumbar vertebrae can also be relaxed by relying on the curved surface of the backboard[4]. This wonderful design of the official hat chair reflects the morphological characteristics and basic needs of human limbs. The various components and

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the compositional relationship between them not only fully reflect the behavioral needs of human sitting, but also reflect the comfort and health of sitting.

2.2 The reference of form and charm

Form and charm can be seen everywhere in traditional Chinese design, and it is even more extreme in furniture design. Most traditional furniture is symmetrical about the central axis. With the development of the times and the impact of Western culture, the formal charm in contemporary furniture design no longer pursues absolute symmetry, but reinterprets the symmetrical beauty possessed by traditional furniture to seek The changes in symmetry make modern furniture more in line with the living habits and life concepts of modern people, simplifying and not single, changing and unified. For example, the shape of the official hat chair comes from the shape of the top of the backrest similar to the hat of an ancient official, implying that the person sitting on the chair is as high as wearing an official hat, and the image of the official hat is applied to Ming Dynasty furniture. designing. The same is true for the chairs. The chairs in Ming Dynasty have a beautiful and smooth shape. The curve of the chair ring is soft. The goose head and goose beak are applied on both sides of the armrest to form a "goose head", which is elegant and atmospheric[5]. The same is true for the half-table in the Ming Dynasty, which focuses on the shape of the legs. The horseshoe legs are turned inward, which is called varus horseshoe legs, and those with the feet outwards are called valgus horseshoes. The horseshoe leg is a delicate line extending from the leg to the toe. It is natural and smooth, and the light is strong. It not only meets the requirements of mechanical properties, but also looks vigorous and powerful. The horse's hoof is turned up and contains vitality. It is one of the typical styles reflecting the characteristics of classical furniture in Ming and Qing Dynasties[6].

2.3 Analysis of innovative design of Chinese contemporary furniture based on Chinese Ming Dynasty furniture

Chinese contemporary furniture is based on the evolution of the traditional culture of the Chinese nation and continues to design and innovate. It is the designer's deep affection and expression of traditional culture in the context of contemporary China using furniture as a carrier. They enriched and perfected the Chinese contemporary furniture product system with their novel shapes, practical functions, traditional temperament and diverse categories, and catered to and led the market demand at that time. However, behind the innovation, there are also many problems such as "serious homogenization", "imitation or plagiarism", "the worship of furniture in Ming and Qing Dynasties" and so on. For example, in the process of "traditional elements stacking and collage" in the process of innovation, contemporary furniture innovation should be based on a deep understanding of the spirit of traditional culture, returning to the essence of beautiful shape, good workmanship, and fine materials, in the Ming Dynasty furniture In the process of Chinese contemporary furniture innovation, we should use the essence of traditional culture for reference, and then redesign according to the current era background. From the perspective of Chinese Ming Dynasty furniture[7], Chinese contemporary furniture design will mainly innovate the design through the improvement of materials, forms and ergonomics in the context of the times.

3. Conclusion

From the intervention of the classic Ming Dynasty furniture, the design of Chinese contemporary furniture is divided into two parts based on the reference and innovation of Chinese Ming Dynasty furniture. The first part is to learn from, that is to absorb the design essence of Ming Dynasty furniture. The human-led functionality and formal charm of Chinese Ming Dynasty furniture are its essence. It conveys the thought and cultural quality of the ancients through form and meaning. It is necessary to dig deep into these essences and retain or modify them in the design of the design. The second part is innovation, which reshapes the design of Chinese contemporary furniture on the basis of drawing on the design essence of Ming Dynasty furniture and combining with the current existing aesthetic concepts, materials, and lifestyles.

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Original Research Article

Discussion on the Cultivation Mode of Innovative and Entrepreneurial Talents in Higher Vocational Colleges under the Promotion of "Double-high Plan"

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Abstract: Under the "twin plan" in higher vocational colleges should change the talent training scheme, pay attention to promote the all-round development of students, inspire students' innovative thinking and entrepreneurial motivation, creative talents should be brought into the education development, into students' classroom teaching, the deepening innovation of entrepreneurship education reform, improve the quality of talents training in higher vocational colleges. This paper analyzes the background of innovation and entrepreneurship talent training in higher vocational colleges, finds out prominent problems, puts forward basic principles and implementation strategies, and hopes to provide suggestions for the reform of higher vocational colleges.
Keywords: "Double High Plan"; Higher vocational colleges; Innovation and entrepreneurship; Cultivation of talents

Fund projects: This paper is a humanities and Social science project of Shandong Province in 2021. The project title is "Informatization Reform and Practice of Innovation and Entrepreneurship Education in Higher Vocational Colleges under the Cooperative Education Environment of" Government, School and Enterprise ". The project number is 2021-YYGL-48

1. Background of training mode for innovative and entrepreneurial talents in higher vocational colleges

The main background of innovation and entrepreneurship in-depth education comes from the current social and economic development. At present, China has become a big country with economic development. Economic development has driven industrial development, but there are still some problems in the field of innovation in China. Therefore, under the trend of economic development, how to become an innovative and developing country depends on education. Secondly, the innovation-driven development strategy originated from Europe. During the "13th Five-Year Plan" period, the state emphasized that the current social development must stimulate innovation and entrepreneurship activities, drive mass entrepreneurship, mass innovation, to have the courage to practice, innovation. At the same time, we need to "innovate in inheritance and develop in innovation." Finally, from the current education field innovation change. Since 2015, innovative education in colleges and universities has entered a new stage. School education should read deeply the national education reform measures, increase the investment in talent training, and then better promote the innovation and entrepreneurship education reform[1].

2. Problems existing in innovation and entrepreneurship education in higher vocational colleges

First, the goal concept is not clear. Many schools regard the education of innovation and entrepreneurship as classroom teaching and do not integrate it into the training process of professional talents. The cultivation of innovation and entrepreneurship needs to be carried out in practice, and it also needs to face all students. It should not only pay attention to professional education, but also pay attention to the improvement of students in practice. Secondly, the coordination mechanism is not smooth. The development of innovation and entrepreneurship has an important relationship with the field of the school, but in the actual education, the leading institutions of innovation and entrepreneurship education do not play the overall function, the coordination between functional departments is not smooth, unclear responsibilities, management dislocation and other problems lead to the innovation and entrepreneurship education in higher vocational colleges have great problems. Thirdly, the curriculum education system is not perfect enough. Innovation and entrepreneurship projects and education also need to carry out systematic curriculum education. Although many higher vocational colleges take it as classroom teaching, students are unwilling to participate in it because of its conflict with students' professional development.

3. Explore the training mode of innovative and entrepreneurial talents in higher vocational colleges under the promotion of "Double High Education Plan"

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3.1 Basic principles

Under the impetus of the "twin plan", the cultivation of innovative talents of higher vocational colleges should adhere to education, improve the training quality for the principle, will deepen the reform of creative education in higher vocational colleges, as a breakthrough point to push forward the reform of education comprehensive, set up advanced the concept of creative education, facing all students, combines the actual conditions of students' specialty, strengthen the students' comprehensive practice, In order to improve the basic quality of students, to create an excellent talent proficient in innovation and entrepreneurship; Adhere to the problem - oriented, adhere to the principle of training shortboard[2].

3.2 Research on specific strategies of training mode for innovative and entrepreneurial talents in higher vocational colleges

3.2.1 Establish a scientific innovation and entrepreneurship curriculum system

Professional courses should be organically integrated with innovation and entrepreneurship education, innovation and entrepreneurship courses should be standardized, high-quality classroom teaching should be promoted, and a curriculum system that integrates professional education with innovation and entrepreneurship education in all aspects and processes should be realized. Therefore, in higher vocational colleges, a three-dimensional integrated curriculum of "specialized innovation + general knowledge + basic expansion" can be established to create innovation and entrepreneurship curriculum group. The basic course of innovation and entrepreneurship is set up in the public curriculum, so that students can know the basic content of innovation and entrepreneurship, and establish a basic understanding of it; In the core courses of the major, a combination of major and innovation and entrepreneurship education is set up.

3.2.2 Improving platforms for innovation and entrepreneurship

Higher vocational colleges should make full use of the platform of the integration of industry and education, integrate the resources of schools and enterprises, carry out resource integration, and build students' practice platform. This requires higher vocational colleges to rely on the experimental and practical training center, talent work studio, master studio, etc., using these platforms to strengthen the cultivation of students' innovation and entrepreneurship, and constantly improve the innovation ability of students. In addition, the school also relies on the school-enterprise cooperation platform and the industrial education park established by the school and the enterprise to develop the "double teacher" education. Encourage students to carry out entrepreneurial practice through the practice platform provided by enterprises, and improve the service guarantee system for students' innovation and entrepreneurship. In addition, in addition to providing students with a better platform for innovation and entrepreneurship, higher vocational colleges also need to pay attention to the "achievement transformation" of teachers and students[3].

3.2.3 Creating an environment for innovation and entrepreneurship

Campus culture has a profound impact on students. Therefore, in order to improve students' understanding of innovation and entrepreneurship, it is necessary to cultivate innovation and entrepreneurship culture as the core, so that innovation culture can be rooted in the campus, become the value of students, and pursue to become the charm of campus culture. This requires higher vocational colleges, first of all, to establish a space carrier for innovation and entrepreneurship, effectively use the current students' entrepreneurship park, innovation and entrepreneurship studios, do a good job in students' innovation and entrepreneurship incubator studios, so that students can actually get training in innovation and entrepreneurship, the implementation of their innovative spirit; Secondly, it is necessary to effectively organize related innovation and entrepreneurship activities, carry out observation activities to perceive entrepreneurship, organize students to go sightseeing, so that students can feel the entrepreneurial culture, cultivate entrepreneurial spirit, stimulate the passion of entrepreneurship; Thirdly, the establishment and improvement of innovation and entrepreneurship organizations on campus, and the organization of professional associations and institutions to carry out corresponding practical activities can make students get systematic and perfect guidance, so that students can better realize the importance of innovation and entrepreneurship.

4. Conclusion:

In a word, in the implementation of the "Double High Plan", the path and principles for the implementation of innovation and entrepreneurship education in higher vocational colleges in the current new era have been clarified. Therefore, higher vocational colleges under The Times development, to effectively improve and promote the construction of platform for innovation, create a good cultural atmosphere, innovative undertaking set up a scientific system of courses, in the process, adhere to the students as the center, the innovation of entrepreneurship education through in the whole process of talent training, pay attention to the development of high quality excellent students.

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Original Research Article

A Critique of Mehmet Celik's article'Teaching Vocabulary through code-mixing'

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Abstract: The article attempted to explore into the concept of code-mixing by criticizing an article by Mehmet Celik from the research methodology and its findings, and drew a different conclusion.
Keywords: Code-mixing; Methodology; Findings

Code-mixing is a widespread phenomenon in bilingual or immigrant communities where speakers use their native tongue and their second language in certain different domains. It is believed that selective, principled use of L1 due to its practicality and efficiency can stimulate the learners' progress in the EFL classes.

1. Topic and context of the research study

In order to explore how code-mixing can be applied to vocabulary teaching and learning in EFL classes, the author conducts a small-scale experiment in his research. The participants are 19 Turkish first year university EFL teacher trainees, who are at intermediate and upper-intermediate levels in one class. The author acts both as teacher and researcher in the study. In order to explore the effect of using code-mixing in EFL classes, the author firstly defines code-mixing as a phenomenon in which a word or an expression from one language is used in a group of words whose structure belongs to another distinct language and then the author uses a connectionist model which is a useful explanation of how linguistic information is encoded to explain how new vocabulary is learnt by establishing a meaning connection through the use of a native vocabulary item couched in a string of English words. Finally, the author cites Schmidt[1]'s theory about conscious learning to introduce the teaching strategy of storytelling in code-mixing to generate and make connections among ideas, in addition to vocabulary and grammatical structures associated with those ideas[1].

2. A descriptive account of the research design and process

To clarify the questions, the author conducts a small-scale experiment with 19 participants. However, since it lacks a control group. The independent variable in this experiment is the way of using storytelling with code-mixing to teach the vocabulary in EFL class and the dependent variable is how well the learner can learn the vocabulary with that method. The author also sets up an explicit task with three procedures: listening task, oral task and written task. The data are collected from the oral task and written task through observation[2]and elicitation. The author collected the written samples in the qualitative form and then converted them into the quantitative form[2].

The finding of this study is the learner can learn the vocabulary in an effective way by the means of storytelling with code-mixing. Data in this research are collected in two methods and analyzed separately to investigate the effectiveness of code-mixing to teach and learn vocabulary in EFL classes. From the data of the 19 students' output in oral task, though there is lots of doubt about the systematicity of the observation here, the author attempts to use what he observed to indicate the learner has learnt the target items. The data of the 19 students' output in written task are used by the author in two ways: written samples and target lexis table. The samples show the ways how the learners use the words and the number of the words uses by the learners are then put into a table with two categories[3]. Since there is no L1 use in the table and most the uses by the learners are related uses and right uses, which can be seen as successful encoding learning of new vocabulary in input. The author asserts that using code-mixing to selectively utilize L1 words in teaching L2 vocabulary items does not negatively affect the acquisition of new vocabulary[3]. From all the written samples, the author finds some of the misuses come from the syntactic functions, which is based on the learner's existing morphosyntactic knowledge to use the new vocabulary for other syntactic function; and some of the misuses are from the misspelling, the reason of which is not analyzed by the author. Consequently, the author asserts again that using code-mixing with storytelling is an effective way to teach the target vocabulary though some minor spelling problems may exist[4].

3. An evaluative commentary on the findings and conclusion.

Before the experiment, the author assumed the successful application of code-switching in EFL class may indicate of the satisfactory result of using code-mixing in EFL class as well. Code-switching and code-mixing are referred to the same concept in some

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literatures, for example Oxford[4] defines 'code-switching' a way for speaking L2 involving using the mother tongue for an expression and Marasigan[5] explains code-mixing and code-switching share the same meaning and same sociological function. The author, however, made a different definition of code-switching and code-mixing in his research, and he recognizes them as two different concepts. In addition, the author did not explain the relationship between code-mixing and code-switching especially their linguistic function in language. Hence, the reference to the study of code-switching in EFL class is not tightly linked with the author's study of code-mixing applied in EFL class.

The author chose 19 Turkish first year university EFL teacher trainees as the participants, who were at intermediate and upper-intermediate levels in one class. However, the author did not explain the reason he chose this particular group of learners. The 19 learners are selected in the same class and same country; the sampling is not random and its generalization [2] is doubtful. 2) the level of the learners who were at intermediate and upper-intermediate may not be applied to the study of another situation. The internal validity is doubtful. 3) the number of the participants is 19, the experiment is not based on a large-enough scale to incorporate all the design features which control[5].

Since there is no control group in this experiment, we might develop rival hypotheses[6] that the superior performance of the learner was due to the reason that they might have stronger motivation or high aptitude to learn. As a result, the internal validity of the study is not convincing. Without pretest is another factor to threaten the validity of the experiment. Therefore, we may not know whether the leaner have leant the words or not before the experiment.

Related uses are recognized as the most important evidence to support the author's hypothesis; however, he seemed to analyze it in a simplistic way. He claimed that related use reveals that participants comprehended the concept signified by the word and this is an indication that this word was accurately linked or connected to other words in the same semantic field. However, since semantic field concerned with the analysis of the meaning of the words, his claim is more focused on the meaning of the words not the form. In addition, Nation emphasized[7] that the strength of the connection between the form and its meaning will determine how readily the learner can retrieve the meaning when seeing or hearing the word form, or retrieve the word form when wishing to express the meaning. The learner cannot make the connection between the written form and meaning of the word, since there is no input of written form of the word in the task. This may also explain the reason the learners are more likely to use the related uses instead of the target items in their written samples. From this point of view, the related uses can be seen as the lack of written form input, which may influence the learners' better internalization of vocabulary[6].

The author claimed that code-mixing does not require additional material and a simple story is sufficient context to present target lexis and provide sufficient input for the learners. However, he mentioned paradoxically in the drawback of his research that due to the absence of visual support of input, further remedial spelling sessions could be included in follow-on lessons. The author mentioned the learner regardless of level can find this sufficient input. For those beginners, who have little knowledge of vocabulary and grammar, the listening task may contain too much unfamiliar information, which might cause the listening overload[7].

The author considered storytelling in code-mixing required less time and its preparation and implementation required minimal time. There is, however, no control group to use another teaching method to make the comparison. The author claimed preparation of this technique required minimal time, however, he also mentioned if the teacher does not share the same L1 with the students, more time may be required to make the preparation. Lastly, the implementation of the story required some time as well. The context should be suitably picked out; the content should be carefully chosen.

4. Conclusion

The research study investigates the application of code-mixing in vocabulary learning and teaching in EFL class. Although there are some flaws in the research, the study shows that careful and judicious use of code-mixing can lead to appropriate successful teaching and learning of new vocabulary in EFL class, and some areas may demand further exploration.

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Original Research Article

Research on the Construction of "Course Certificate Integration" Curriculum System for Cloud Computing Technology Application Major in Higher Vocational Colleges

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Abstract: Based on cloud computing technology in a cloud computing platform, cloud services, and cloud terminal professional talent demand has carried on the systematic analysis, from the professional requirements, work flow and the perspective of the actual work process, found that higher vocational cloud computing technology application roughly the training needs and direction of the professional talents, give full consideration to factors such as creative thinking, cultural quality, professional ability, In addition, practical employment and technological innovation are applied to construct a new curriculum system with deep integration of professional technical skills and vocational skills certificates, providing reference for higher vocational colleges to set up cloud computing technology and application major.

Keywords: High occupation; Cloud computing application major; Course card integration; Curriculum system

Fund projects: This paper is research finding a general subject of Education and Teaching Research in Shandong Province: Higher vocational cloud computing technology and application curriculum system construction based-on competition-leading and courses & certification fusion. The subject number: 2020JXY066.

Introduction

Cloud computing, with its powerful advantages of intensive management, strong flexibility, virtual computing, strong performance and low energy consumption, has a huge impact on all walks of life in today's world.

It is the source of the economy and strategic deployment of many developed countries. At present, the cloud computing market is facing huge demand, which brings great opportunities for the future development of the cloud computing industry. Cloud meter technology as an important core network information technology in the future, it will be big data, platform, the Internet and traditional service and manufacturing industry to carry on the organic integration, the market also brought new development direction and the energy, effectively changed the traditional layout and the direction of the information industry, formed the industrial chain a mightily relieved and employment opportunities[1]. At present, the cloud computing industry is extremely short of relevant professional and technical personnel, which also gives new directions and requirements to various vocational colleges in the training of relevant professional personnel.

1. Demand analysis of cloud computing talents

In 2019, the Ministry of Education was approved to set up a new engineering major with Internet and industrial intelligence as the core. Virtualization, decentralized computing and storage technologies of cloud computing can provide huge data storage, processing and processing capabilities for the development of artificial intelligence and big data. In recent years, the shortage of talents in cloud computing industry is becoming a hot spot of its economic development. The average monthly salary of cloud computing talents is more than 10,000 yuan. Companies recruit mainly for technical ability and experience, there is no high requirement for academic qualifications. As an important unit of cloud computing talent training and output, higher vocational colleges should completely break the 1+X certificate system, introduce relevant high-quality certificates of cloud computing industry and enterprises to schools, and do a good job of organic combination of degree certificates and industry certificates. We should improve the quality of personnel training, train professionals suitable for social development, speed up the transfer of relevant personnel, and make contributions to the development and allocation of the country's new economy and new industries.

2. Cloud computing personnel training positioning

2.1 Virtual engineer

Mainly responsible for the introduction and application of enterprise virtualization solutions. Be familiar with virtualization technology, storage technology, and computer network technology, traditional virtualization technology and distributed architecture, and independently operate and maintain servers and storage networks. Capable of independently completing the architecture and construction of Fusion Sphere and other projects, capable of virtualization network planning and implementation, as well as powerful

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fault detection and error transmission capabilities[2].

2.2 Cloud computing engineer

Mainly responsible for cloud computing platform deployment, operation and maintenance. His job requirements include: Master current centralized and mainstream cloud computing solutions, familiar with the overall architecture of VMware vSphere and Fusion Sphere, installation and deployment of cloud platform, fault diagnosis and migration, cloud platform maintenance and management, log analysis, cluster management, disaster recovery, VIRTUAL machine management, monitoring and update, And have the ability to analyze and solve common faults.

3. Construction of professional curriculum system of cloud computing technology and application in higher vocational education

3.1 Principles of constructing professional curriculum system of cloud computing technology and application in vocational colleges

Adhere to the four docking principles, on the basis of comprehensive cloud computing research and talent demand analysis, adhere to the connection between professional approaches and industry needs, course content and professional standards, teaching process and production process. Each vocational college should actively create professional and effective curriculum system for cloud computing application, and effectively help students improve their professional skills through professional curriculum system and curriculum content. Depth of higher vocational colleges should consider the cloud computing industry, the current situation of the talent demand of combined with the specific market demand, will be highly integration, professional education and professional skill education to create entrepreneurial employment as the guidance, relevant professional skills as the standard of higher vocational cloud computing technology professional curriculum system, cultivating possesses theoretical basis, and have good professional skills in the field of professional and technical personnel. While coping with the characteristics of innovation and entrepreneurship opportunities required by the rapid development of cloud computing industry, each higher vocational college must also consider the cloud computing industry's demand for innovative thinking, humanistic quality, professional knowledge and professional ability of outstanding professionals[3].

3.2 Cloud computing curriculum system reform

In the course construction process, the professional basic courses are determined from the requirements of basic vocational ability and technical innovation skills. Core courses include the design and implementation of virtualization technologies and applications such as big data system construction, decentralized storage, data management and monitoring, virtualization, application development, management and maintenance. According to the professional core courses, the professional platform courses supporting the professional core courses are further deducted. Professional platform courses include programming fundamentals, data structures and algorithms, cloud device interconnection technology, actual operating systems, irrelevant database systems, Web applications and development, Java programming and development, etc.

Combined with school management characteristics of higher vocational colleges and the direction of the cloud computing professional certification system, and studies the characteristics of higher vocational students, clear the differences between different education objects, guided by the business project cases, work out project, professional and three levels of education achievement cloud computing course in the system on the basis of professional certification, according to the scheme of professional certification, Integrate professional certification learning courses into the cloud computing curriculum system, build a curriculum system suitable for the development of the industry under the "1+X" system, and organize students to obtain the corresponding professional certification every academic year. The real realization of "class" and "certificate" organic integration[4].

4. Conclusion

Under the background of "curriculum and certificate integration" curriculum system, the research on the reform of cloud computing technology and application professional curriculum system closely focuses on the scarce talent demand of the company, and grasps the opportunity of "1+X" certification system to deepen the cooperation between schools and enterprises. To achieve the goal of joint specialty construction, resource sharing and literature integration education, and encourage students to obtain relevant professional skills and other technical certificates during school. In the professional resume system, we can integrate the examination requirements of professional skills grade certificates, effectively improve the quality of talent training and education, and improve the competitiveness of students in the industry. Through the reform of cloud computing resume system, it can effectively integrate the deficiency of cloud computing talent training methods in higher vocational colleges. In addition to improving the teaching quality of vocational colleges, more high-quality cloud computing professionals can be trained.

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Original Research Article

Research on the Management of English Education and Teaching under the Concept of Innovative Development

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Abstract: Facing the continuous advancement of the new curriculum reform, the requirements of English education and teaching are gradually improving. As an emerging educational concept, the concept of innovation and development has become inevitable to integrate into the management of English education and teaching. Incorporating innovative ideas into the extremely important subject of English teaching can not only improve the quality of teaching, but also play a good role in promoting the ideological and moral construction of students, helping students to establish a correct outlook on life, values, and world views, and guiding students to correct Learning attitude and developing good living habits are conducive to cultivating students' autonomous learning ability and innovation and creativity ability. The article starts with a brief exposition of the educational concept of innovation and development, analyzes the current situation of the current English education model, and discusses the transformation of management concepts, the construction of teachers, the introduction of information technology, the construction of language situations, the organization of extracurricular activities, the strengthening of self-learning awareness, and the implementation of graded teaching management. Several aspects discuss the management measures of English education and teaching based on the concept of innovative development.

Keywords: Innovative development concept; English education; Teaching management; Innovative development

1. On the concept of innovative development and social needs

In the context of the rapid development of today's society, the connotation of talents is gradually enriched, and innovative and creative high-quality talents have become the main direction of talent cultivation in English education. The innovative development concept is highly compatible with the development requirements of the times. Based on this concept, the innovative practice research of English education can strengthen teachers' enthusiasm for education reform, guide them to gradually update their educational concepts, promote the deepening of classroom teaching reform, and improve students' innovative ability and humanistic quality. Improvement is the focus of teaching, so as to cultivate innovative talents with independent learning ability and cooperative exploration ability, which can enhance the adaptability of students to the needs of talents in the new era through the stimulation of students' inherent innovative potential. English workers need to adhere to the principle of deepening quality education, place the concept of innovation and development at the core of teaching management, and rely on advanced teaching management ideas and practices to improve the quality of English teaching.

As an important factor for the improvement of the country's comprehensive national strength, the concept of innovation and development education is an educational method with the core of people's innovation consciousness and ability training. In the process of gradually deepening the implementation of quality education, through the research and discussion of innovation consciousness, innovation spirit and innovation ability, high-quality talents with innovation spirit and innovation ability are cultivated, so as to achieve the goal of quality education.

In today's increasingly diversified demand for foreign language talents, the market economy requires English talents to have high adaptability, compound application ability and innovation and creation level. Therefore, the innovative education concept in English teaching should provide services for professional teaching, and cultivate talents with innovative qualities as the development direction of English education. Therefore, the reform of English teaching mode is imminent, and it should gradually move towards innovative education through the reform of education and teaching management.

The main goal of English teaching in our country is to take the test as the main goal, and the improvement of performance is the driving force of learning. This traditional test-oriented education concept limits the expansion of students' thinking mode, restricts the formation of students' questioning spirit, and causes the English teaching mode to show the characteristics of solidification. . In English teaching, cramming teaching dominates. In order to catch up with the teaching progress, teachers have become the main body of classroom teaching, which limits the interest and flexibility of English learning courses. It inhibits the production of students' critical thinking, lacks interaction between teachers and students, and the focus of teaching is not clear, which can easily make students feel fatigued in learning.

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Mother tongue English teaching weakens students' comprehension, restricts students' English thinking, and limits students' listening and speaking ability. The teaching for the purpose of taking the test mainly uses the written test as the assessment method, and does not pay attention to the assessment of students' spoken language. Some schools stick to traditional teaching methods and fail to build an information-based English teaching model, making learning less interesting. In addition, it is difficult to achieve English teaching based on pure theory.

Associative memory, learning English words by rote memorization alone will greatly weaken students' interest in English learning.

Homework management is an important part of English teaching management, and the new curriculum reform is the focus of this content. In order to reverse the disadvantages of students' large amount of homework, rigid homework content and single form, the gradual digitalization method can be integrated into homework management. Effective monitoring of student work can be achieved through the application of information technology. Under the advantages of information sharing, real-time updating and efficient statistics of information technology, a more scientific and reasonable working ecological environment is built, and through the improvement of homework benefits, it provides support for students' ability training, emotional cultivation, correct attitude and value establishment, thereby Grasp the balance between quality and quantity of work. English teachers can rely on the network to arrange homework, and can use multimedia to display homework to students. Students and their parents can view homework anytime and anywhere. Students can compare the answers by themselves after the homework is completed, so as to understand the shortcomings of their own learning. English teachers can also use the network to understand the progress of students' homework in real time, master the difficulty factor of homework, analyze the rationality of the assignment of homework assignments, and improve the scientificity of homework management by adjusting the targeted homework assignments.

The outdated English teaching mode takes the classroom as the main place for knowledge imparting, and teachers mainly use the theoretical teaching and full-class teaching methods. After the new curriculum reform, English teachers focus on the cultivation of listening, reading, writing and oral expression skills, and at the same time pay attention to the cultivation of students' social and cultural abilities. Teachers should carry out teaching activities on the basis of in-depth discussion of textbooks. It is necessary to build a suitable teaching situation, cultivate students' innovative thinking, and guide students to think deeply about the content of teaching materials. In terms of English education and teaching management, the reform of teaching methods should be the focus, and a teaching environment with strong interest, rich knowledge and practicality should be constructed through the rational creation of language situations. Teachers need to adjust classroom teaching, enhance opportunities for practical exercises, introduce life elements into the classroom, and create a language learning environment that matches the teaching content. It enables students to consciously practice and experience English listening and speaking in a real language situation, so that students can improve their English reading and writing skills and have better English listening, speaking and application skills, and truly achieve the goal of applying what they have learned. Purpose.

2. Conclusion

The ultimate goal of English learning is to realize the communication and application of English. Relying on the development of English extracurricular activities, students can have sufficient opportunities to use English knowledge, and can generate creative thinking in the use of English, which is conducive to the cultivation of students' innovative consciousness. In the process of organizing English extracurricular activities, teachers should pay attention to the students' current English proficiency to ensure that students can get a happy experience of English learning and use through participation in English extracurricular activities. In order to cultivate students' innovative spirit, English education and teaching management should be extended to other places outside the classroom. Teachers need to organize a variety of English extracurricular activities that are more interesting and inspiring, so as to stimulate students' innovative consciousness. To cultivate its innovative spirit and innovative ability. For example, students can design and perform English sitcoms by themselves, let students make English newspapers or English greeting cards, etc. By participating in these interesting English extracurricular activities, students can flexibly apply their English knowledge to English practice, thereby Conducive to the improvement of students' English application level and creative ability.

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Original Research Article

Chinese Parenting: The Impact On Individuals' Social Comparison

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Abstract: Social comparison refers to the psychology where individuals compare themselves with other people when they think other people are superior to them or worse than them. Social comparison was found in Chinese individuals who have authoritarian parenting. It is difficult to measure how an individual compares himself with others and the according impact caused. Therefore, in-depth interview method, a qualitative method, was applied in this research. In this research, the relationship between Chinese parenting and social comparison has been explored. The findings in this research suggest that authoritarian Chinese parenting is a crucial factor to individual's upward social comparison.

Keywords: Social comparison; Chinese parenting; Psychology

1. Research Justification and Background

The topic of my research is Explore The Relationship Of Chinese Parenting And Individuals' Social Comparison In China. Festinger set up social comparison theory in 1954 (Garcia et al., 2013). According to Festinger (1954), social comparison shows the psychology of individuals when individuals compare themselves with others in order to gain self-evaluation and self-measurement. Chinese parenting is mostly found manipulating, dominating and coercive, where parents use their family status and authority to shape children's behaviors (Li et al., 2014). I learn from my life experience in China that some Chinese parents tend to compare their children with other children who they think their children should learn from. Social comparison should arouse people's concern in China because people are increasingly suffering the stress or other psychological problems brought from social comparison (Zheng & Yu, 2016). I found that these children who are often compared, however, seem to constantly compare themselves with others though they aware of the anxiety and stress gained from the comparison. In this research, I interviewed four Chinese participants, who were often compared by their parents in their childhood and tend to compare themselves with others. I've known these participants for a long time thus I know that they are the individuals that my research focuses on. I will have more explanation about the selection of the participants in Methodology part. Weiss & Rupp (2011) show that personal history is one of the important reasons that cause social compassion yet parenting is an influential part in individuals' history (McLeod, 2007). Accordingly, parenting relates to social comparison. In this research, I applied thematic analysis to analyze the data and I explored how Chinese parenting associates with individuals' social comparison in China specifically. At the end of the research, I will summarize the key findings of my research and propose some suggestion for the further researches.

2. Significant Findings and Analysis

This research is aim to explore the links between the Chinese parenting and individuals' social comparison. The Chinese parenting I discuss in this research depicts the parenting where parents often compare their children with children' peers who parents think have better performances than children through asking children to learn from peers or talking about how excellent those peers are in front of children. The reason why I add 'Chinese' parenting here instead of a specific parenting is because according to my experience in China, this parenting seems a traditional family pedogagy in China. As I discussed, this parenting could be specific phenomenon in China which influenced by Chinese culture and also competitive environments in China. I do not mean this parenting or this phenomenon only happens in China. But in order to make this parenting and its influence more clear and specific, I think it is important to narrow the perception of this parenting which is likely to be influenced by certain culture and environment. According to the participants, there are a few traits of this parenting, for example, the parents mostly only compared the participants with the peers who the parents thought were better than their children rather than comparing the participants with children who the parents thought were not as good as their children. The parents sometimes also made the comparison when children' relatives were also there, which was likely to make children even more doubt about their abilities and questioned their confidence. Though it seems the parenting takes great responsibilities for children' psycho-emotional change, the influence of this parenting varied on different participants.

The participants who are more competitive, such as Lu and Ease, are more sensitive on the comparison brought up by their parents in comparison with the other participants. Thus the comparison of Lu's and Ease's parents is likely to increase their competitiveness on viewing the relationship with their peers. However, according to the data, though Lu and Ease's competitiveness was influenced,

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how Lu and Ease react to this influence is different. In Lu' s opinion, the impact of the comparison from his parents is negative, which causes him under great pressure to compare himself with other individuals. Yet Ease thought that the comparison from her parents is generally positive, for it encourages her to spend more efforts on improving herself and become more ambitious. Lu and Ease have different understanding on their parents' parenting and therefore, though the influence on them is similar, the results are different. What makes Lu and Ease different is Lu is more competitive than Ease but he is not as confident as Ease. The participants' examples suggest that the parenting is likely to influence how individuals view the relationship with their peers but whether or how the parenting influences individuals' competitiveness may vary because of individuals' own characters. Individuals who are more competitive are more likely to be influenced on their competitiveness toward their peers. The reason why I use 'likely' here is because the participants' characters and their main parenting are the only evidences I know. But whether there are other factors which make Lu or Ease typical is uncertain.

According to the findings, the participants' social comparison is likely to directly link with their parents' parenting. The most obivous evidence is the parenting influences how Lu and Ease view the relationship with their peers. The parenting directly influence Lu's and Ease's competitiveness while according to Festinger (1954), competitiveness is an significant element of social comparison. In other words, when the parenting influences Lu's and Ease' competitiveness, the parenting was affecting Lu's and Ease's social comparison. As I did not study about the participants' parents, this influence is unidirectional. However, Yin and Zao do not seem to be influenced on their competitiveness toward their peers. There is a possibility that the influence on individuals' competitiveness only occurs when individuals are also competitive. There is another possibility, which is individuals' competitiveness is also influenced by this parenting but the influence is not apparent. This is one of the limitations of this research, for only through interviewing the participants cannot surely measure whether their competitiveness is influenced or not. However, it is interesting to find that how the participants participate in social comparison is similar to how the participants' parents compared them with other children. Yin mentioned that she compared children with other children as how her parents compared her with others. But the above findings still lack convincing evidence to prove that the participants model their parents to compare themselves with others or follow their parents' parenting to educate other children.

After the analysis, there are two main points I want to argue. Firstly, Garcia et al. (2013) suggests that personal history and individuals' social comparison do not have direct connection. I partly agree with Garcia et al. (2013), for Lu's and Ease's examples show that personal history directly influences individuals' social comparison. However, Yin's and Zao's examples do not show that their parenting and their social comparison have direct link. Therefore, the examples suggest that personal history and individuals' social comparison have and also do not have direct link. In this research, it is found the, individuals' own competitiveness is likely to decide whether personal history and social comparison has directly link or not. But whether there are other factors that influence this link still needs more investigation. On the other hand, it seems most literatures discuss how parenting influences children and they focus on finding the similarities of parenting in order to predict how they influence children. However, the participants' examples suggest that children's characters also decide or influence how the same kind of parenting influences them. Though the participants have similar parenting, they are not influenced in the same way. Besides, gernerally summarizing parenting is likely to neglect other possible factors that affects that results.

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Original Research Article

A Comparative Study of the Translation Activities in the Western Renaissance Period and the Scientific and Technological Translation in the Late Ming and Early Qing Dynasties

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Abstract: In the history of the development of Europe, the Renaissance is a key stage of development of the awakening of humanism spirit. During it, national languages were widely promoted, and in the hope of promoting social change, the key proponents of the Renaissance carried out a large number of literary translation activities, forming a climax in the history of western translation. In China, the translation history has been recorded since the Zhou Dynasty, and the translation activities have been developing continuously since then. This paper compares the translation activities of the late Ming and early Qing dynasties with the Renaissance period. By means of comparative research, the author discovers the differences in translation background, purpose, essence and content of the two translation upsurge of the Western Renaissance and the late Ming and early Qing dynasties, which will not only help to sort out and study the history of translation and the history of translation studies, but also help to promote the emergence of new translation thoughts and theories.

Keywords: Translation activities; Western Renaissance period; Scientific and technological translation; The Late Ming and Early Qing Dynasties

1. Comparison of translation background

With the development of productive forces, the germination of capitalism appeared and the capitalist economy prospered. In this situation, a new bourgeoisie arose. At the same time, chronic corruption within the Holy See has milked the people and caused discontent among the people. The emerging bourgeoisie was dissatisfied with the church's control over the spiritual world and hoped to break the bondage of the church's theology. The Renaissance came into being. It is one of the most important ideological movements in western society. It advocates humanism and regards it as the core of ideology. Under the guidance of humanism, the Renaissance movement opposed the divinity and advocated human nature, and opposed theocracy with the help of human rights, attacked the feudal hierarchy, and resisted the arbitrary rule of religion. Under the Renaissance humanism ideological trend, with more thought leaders, who led the public continuously the pursuit of "truth, kindness and beauty", and through a series of practical activities to the humanistic spirit, translation activity is the prevalent practice one of the Renaissance, and achieved remarkable results.

At the same time China was in the late Ming and early Qing dynasties. With the opening of new sea routes, European colonialists found their way to China and India, and they began to go to China. The influence of the Travels of Marco Polo, described by Polo, made Western colonists attempt to plunder China overseas. Meanwhile, in order to win over Protestants and expand the influence of Jesus Church, Jesus Church began to preach to the east. In 1580, Luo Mingjian, an Italian, accompanied Portuguese merchants to Guangzhou for trade, bribing the governor of Guangdong and Guangxi to build a church in Zhaoqing (Ma 182)[1]. This was the beginning of the Jesuits' eastward mission. After that, Matteo Ricci, John Tang, Jacob Lo and Nan Huairen went to China to preach. In the course of their missionary work, they all noticed one problem ----the Chinese people were not interested in Jesuits. As a result, missionaries turned their attention to the Chinese scholar-bureaucrat class, so the translation activity of combining Jesuits with Chinese scholar-bureaucrat was born.

2. The concept of sponsor and the comparison of the translation content

The concept of patron was put forward by Andre Lefevere, one of the leading figures in the cultural school of translation studies, that is, "the power (individual or organization) that can promote or hinder the reading, creation and rewriting of literature" (Lefevere 15)[2].The sponsors of Renaissance translation activities were the emerging bourgeoisie and its humanism, while the sponsors of the late Ming and early Qing dynasties were the European churches and the Chinese emperors.

Since the Renaissance itself advocated humanism and revived ancient Greek and Roman culture, relevant translation activities also focused on it. In this period, Leonardo Buruni, an Italian, pioneered western humanistic translation. He translated a lot of Greek philosophical works, among which his translations of Plato, Aristotle and other philosophical pioneers became classics, which had a wide and far-reaching influence. In addition to Leonardo Bruni, there was another famous translator in the Renaissance. He was

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Desiderius Erasmus, known as the "master of humanism". He translated many ancient Greek literature works, which set off a huge wave of humanism translation at that time. The most classic literary translation is the translation of the literary works of the ancient Greek rhetorician Banima and the playwright Euripides. In addition, he has translated commentaries on the Latin New Testament of the Bible. In the process of translation, he also integrated humanistic thoughts into it, broke through the restriction of the authority of the church, regarded the ideas conveyed by the Bible itself as more important, and tried to restore the original spirit of the Bible. Literary works have become an important carrier of passing judgment consciousness, rational spirit and resisting tradition. (Shen 977)[3]

In the late Ming and early Qing dynasties, the European churches supported a number of Jesuits in order to spread their religion to the East. Naturally, what they required was the interpretation of the Bible and the Christian classics. At that time, scholar-officials were the earliest target missionaries after the missionaries entered China. However, they did not show strong interest in Christianity, but paid attention to the advanced science and technology in the West, so what they hoped to translate were some books about science and technology. Among them, the western mathematics represented by the "Principle of geometry", military technology such as Hongyi cannons, mechanical technology such as clocks and watches, and science and technology such as astronomy and geodetic, all had a great influence on China. (Liu 152-158) [4] And the rulers of the Ming and qing dynasties, they can directly determine the missionaries in China, so the missionaries in the literary intelligentsia, have the opportunity to contact the royal family, through to the emperor to show some scientific and technological inventions, to get the support of the ruling class. As a result, their original intention is spread religion, but because of the emperor of China translation content requirements, its translation content also converted to technology and literature. Matteo Ricci studied the Chinese language and Confucian classics in order to establish himself as a "Western Confucian", to make friends with famous people and to become a scholar and then achieve his origin goal. In the late Ming and early Qing dynasties, western missionaries, while spreading western religion and technology to China, also translated Chinese classics and literary works into foreign languages. For example, according to Julius Eliot's The Trail of Mr. Dasili, Matteo Ricci "tried to translate the Four Books of China into Western languages and sent them back to his country, where the Chinese people were delighted to read them" (Ma 207)[5]

3. The essence of translation

The translation in this period is not only the product of the Renaissance culture but also the medium to promote the development of the Renaissance. In the Ming and Qing Dynasties, although the translation activities brought us advanced science, it was fundamentally science with religious color.(Liu 47-49)[6]

4. Conclusion

According to the comparison, it can be found that the purpose and content of translation are closely related to the social background at that time. The Renaissance needed to borrow classical literary works from ancient Greece and Rome to spread humanism and oppose theocracy and feudal hierarchy. It is mainly reflected in the interpretation of the Bible and the translation of secular literary works. Through literary translation, the content of the works can interact positively with the social and cultural contexts of various regions, thus forming a relatively positive cultural effect. (Luo 171-173)[7] The same is true of Ming Dynasty translators. At that time, China was technically closed and backward. Advanced intellectuals realized the importance of science and technology and assumed the responsibility of disseminating scientific knowledge. But beyond the stated purpose of translation, we can dig deeper and find that it is essentially cultural communication. Renaissance is the exchange and collision of ancient Greek and Roman culture, papal culture and capitalist culture. The translation of missionaries in Ming Dynasty is the communication between western culture and Oriental traditional Confucianism. Translators not only translate a work into different languages, but also act as a bridge, an ambassador for cultural exchange.

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Original Research Article

Situational Setting in English Grammar Teaching in Senior High School

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Abstract: As the law of language use, grammar guides the application and practice of language.A strong foundation in grammar improves reading and writing skills. Therefore, mastering grammar skillfully plays a positive and effective role in improving students' language ability. However, the current English grammar teaching in senior high schools in China faces many problems. First of all, the necessity of grammar teaching has been ignored to some extent. In practical teaching, most teachers prefer to let students constantly expand their vocabulary, and pay more attention to grammar; Secondly, although some teachers have a certain understanding of the importance of grammar, it is difficult to organize teaching activities scientifically, resulting in the situation that students' enthusiasm for learning grammar is not high and grammar is difficult to learn.

Keywords: High school English; Grammar teaching; Situation settingsI.Introduction

1. Introduction

Grammar is used regularly in any language, and English grammar is no exception. As the internal rules of grammar knowledge, grammar plays an important role in guiding the use of language. In the comprehensive use of listening, speaking, reading, and writing, the grammar is carried out throughout. As a language, English is inseparable from the composition of grammar, and the improvement of its application ability is also deeply affected by grammar. In English teaching, grammar teaching is one of its main contents. That is to say, grammar teaching not only teaches students grammar rules, but also guides students to express their thoughts and communicate accurately on the basis of being familiar with grammar rules. At the same time, it is mentioned in the "New Curriculum Standards for General High School English" that English grammar teaching is one of the important components in the English teaching process, and the primary goal of English grammar teaching is to improve students' comprehensive language ability. The foundation and key of students' communicative competence are English grammar and English language application ability. The cultivation of English grammar ability depends on English grammar classroom teaching. It is precisely because of this that the importance of English grammar teaching is irreplaceable, whether from the teaching objectives of the "New English Curriculum Standards for Senior High School English" or from the function and purpose of English grammar teaching.

2. Case Analysis of Situation Setting in Senior English Grammar Teaching

2.1 A case setting example in English grammar teaching in high school

2.2.1 Scenario setting principle

Through communication with the teachers of Senior High School A, it can be found that the main principles they follow when setting situations in grammar teaching are shown in Figure 2.1:

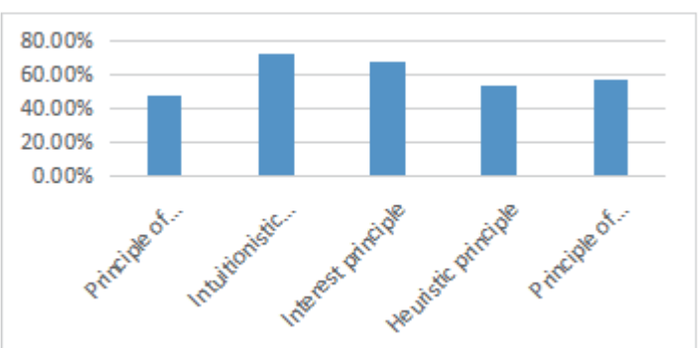

Figure2.1 A Principles of Situation Setting in Senior High School English Grammar Teaching

Analysis of Figure 4.1 shows that 47.45% of teachers said that they would attach great importance to the principle of authenticity when teaching English grammar. Teacher L who recognized the principle of authenticity believed that the situation design must be as

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close to the real life as possible, so as to better It can also enhance students' understanding of knowledge. For example, after explaining attributive clauses to students, it will arrange practical application scenarios for students: choose one person from parents or friends, and use as many attributives as possible. Clause to describe it. Students can easily write wonderful sentences close to life, and deepen their understanding and mastery of attributive clauses in practice.

2.2.2 Scenario setting method

72.0% of teachers can use music to create a pleasant atmosphere in the classroom, because they can use music to create a pleasant atmosphere for English teaching. High school students like listening to songs and singing. In English teaching, music is a situation creation method that can effectively mobilize students' enthusiasm. The video integrates image, sound and text. The image is vivid and the language is rich. Students have created a real and vivid language environment, which can effectively mobilize students' various senses, let students see their own shape, hear their own voice, feel the charm of language and culture, and feel as if they are in it.

As for problem scenarios, 78.5% of teachers said that they would create problem scenarios in relation to real life in grammar teaching. This method is mainly based on the familiar life situations of students, and creates opportunities for students to practice language so that they can feel The practicality of language in life is more helpful to arouse students' interest and enthusiasm in learning. 81.3% of the teachers indicated that they would use local materials in grammar teaching and use the classroom situation to set the problem situation. For example, in the teaching of attributive clauses, teacher H can use the attributive clause to call the students when they answer the question, and use Sentences like "Can the girl who wears glasses and a red coat in group four tell me the answer?" can not only successfully attract the attention of the whole class, but also allow students to experience the modification function of attributive clauses in real situations ; 82.6% of teachers indicated that they would use stories to create situations to set problem situations in grammar teaching. Teachers would use classic fairy tales, fables, literary works or self-made short stories to create situations, and use target vocabulary or The grammar and sentence patterns are arranged into these events.

3. Suggestions for Situation Setting in English Grammar Teaching in Senior Schools

3.1 Giving Language Authenticity

Different from the traditional grammar teaching method that consolidates grammar rules through repeated practice, the situational teaching method should pay more attention to excavating various materials around students, find students' interest points, and apply them to classroom grammar teaching. The starting point for teachers to prepare lessons is no longer to prepare grammar rules or grammar points directly, but to spend more time thinking about how to design the usage scenarios of the grammar rules and the activities based on this scenario. Teachers should try their best to allow students to use their existing knowledge freely and repeatedly in their designed activities, and to understand the main points of target grammar while actively participating in classroom activities. This kind of grammar learning method that gets rid of mechanical memory can effectively avoid students' weariness, stimulate students' learning motivation, strengthen their thinking activities and emotional activities, and improve the comprehensive ability of language use.

3.2 Bringing energy to Grammar Classes

The situational teaching method is applied to English grammar teaching in high school. The focus is on students' learning of grammar items, the starting point is students' application of grammar items, and the starting point is the creation of effective situations. The creation of the situation should be based on the developmental needs of students, echo and resonate with students' emotions, so as to promote students to fully and actively develop their language literacy through their own perception, experience, exploration and discovery.

And the form of activity, whether it is brainstorming, interaction at the same table or group cooperation, students become the main body of the activity, which effectively promotes the further development of the activity, fully stimulates the divergent thinking of the students, and activates the original knowledge of the students , while giving the classroom vitality, it can effectively help students construct new knowledge.

For example, in the simple present tense we just talked about, we use these three steps, step, I do the action first, and ask myself what am I doing? I am drawing. What are you doing? What is he doing? In the second step, the teacher says that the students do it, you can give instructions, or you can practice in groups; in the third step, the teacher does it, the student says, the teacher does the action, asks the student, and the student answers, or you can Ask students to perform on stage, and other students answer. In this way, the acquired knowledge can be better consolidated.

4. Conclusion

High school English is an important course in high school, and English grammar teaching is the most important. English grammar in high school can not only improve students' English language knowledge, but also help them better cross-cultural learning and master English language, culture, humanistic quality and emotional value. The situation setting in the classroom can guide students to carry out personalized learning, gradually cultivate the expression ability of English language knowledge, and improve the efficiency of classroom teaching. For this reason, this paper chooses to study the situation setting in senior high school English grammar teaching, and the main research conclusions are as follows.

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