

International Journal of Management Science Research

FEBRUARY 2018 VOLUME1 NUMBER1

**Publisher: ADWEN HOUSE PUBLISHING LIMITED
Address: Bramford House 23 Westfield Park, Bristol, United Kingdom
BS6 6LT**

**E-mail: editor@ijomsr.org
www.ijomsr.org**



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Information Protection Cost Measurement of Express Delivery Enterprises based on Analytic Hierarchy Process

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Abstract: As present, with the growing demand for personal information protection, express delivery enterprises have begun to increase investment in user information protection. This paper expounds the applicability of quality cost method in the cost accounting of user information protection in express delivery enterprises. Secondly, according to the definition of quality cost, basic indicators are screened out to analyze the cost composition of user information protection in express delivery enterprises. The measurement model of user information protection cost of express delivery enterprises is mainly constructed. In the construction of the evaluation model, the expert scoring method and analytic hierarchy process are used to determine the weight coefficient of evaluation index, and the weight set is established to calculate the comprehensive weight evaluation.

Keywords: quality cost; analytic hierarchy process; user information; cost measurement

1. INTRODUCTION

Repeated outbreaks of data leak to express companies and users has brought great economic losses and bad reputation effects, on the basis of the above, based on the express enterprise customer information management at the present stage in China's primary development present situation [1], this study based on the analysis of express enterprise users information protection cost structure, combined with the specific circumstances, express delivery enterprises the main theory of quality cost in the operation of quality cost classification basis, from the enterprise [2], appraisal cost, internal loss cost and external loss prevention structure based on the four aspects of decomposition, specific as follows:

(1) Internal losses

Internal loss mainly refers to the cost of failure in the process of operation, generally refers to the cost of all products or services that cannot meet the quality requirements. Usually, the internal loss costs of the enterprise include waste products, repair, shutdown, processing defects, demotion and so on [3]. For express delivery enterprises, as service enterprises, the internal loss cost mainly refers to all the damages caused by the leakage of user information, and the enterprises need to pay certain compensation and

compensation for the leakage accident, and such costs should be included in the internal loss [4].

(2) External losses

External loss mainly refers to the cost paid for claims, repairs, replacement or loss of reputation due to failure of finished products to meet specified quality requirements after delivery [5]. It mainly includes: appeal acceptance cost, warranty cost, loss cost of returned or changed products, depreciation loss cost and product liability loss cost, etc. [6]. For express delivery enterprises, external loss usually refers to the cost incurred by all matters except the express business itself to maintain the enterprise development environment.

2. CONSTRUCTION OF MEASUREMENT MODEL OF USER INFORMATION PROTECTION COST FOR EXPRESS DELIVERY ENTERPRISES

At the present stage, there are still great differences and instability in the investment and management of user information protection in express delivery enterprises in China.

The appraisal cost is mainly for the user information leakage and the loss carries on the appraisal, is the enterprise user information protection cost essential expenditure item [7]; External loss mainly refers to the cost of maintaining reputation, improving service quality and retaining customers, which is not directly related to internal development.

(1) Establishment of secondary indicators

According to the theory of analytic hierarchy process (AHP) and combined with the main structure of the current user information protection cost of express delivery enterprises mentioned above, this study will further determine the primary indicator system, namely the secondary indicator under the first-level indicator. The coefficient of expert authority was calculated, as shown in Table 1.

Table 1. Expert authority coefficient

Experts serial number	Authority coefficient	Experts serial number	Authority coefficient
1	0.70	13	0.87
2	0.75	14	0.70
3	0.78	15	0.70
4	0.73	16	0.73
5	0.70	17	0.55
6	0.78	18	0.87
7	0.73	19	0.70

8	0.70	20	0.62
9	0.87	21	0.78
10	0.78	22	0.95
11	0.78	23	0.95
12	0.87	24	0.87

It is generally accepted that the degree of expert authority is greater than or equal to 0.70. The closer the number of expert authority is to 1, the greater the expert authority is. It can be seen from the above table that the authority coefficients are all greater than 0.70, indicating that the selected 24 experts have higher authority. Among them, the modified three indicators are:

- (a) The first index to prevent the cost of the “data protection technical personnel salary” deleted;
- (b) Will be a level of indicators in the cost of “notification cost” deleted;
- (c) The “upgrade cost” in the internal loss cost of the first-level indicators is incorporated into the “technical support activities”.

The modified first-level index and second-level index system are shown in the following Table 2:

Table 2. Measurement index system of user information protection cost

Level indicators	two grade index evaluation
prevention cost	Staff education and training
	Cost of data leakage protection technology
	administrative cost
appraisal cost	Detection and response costs
	External consultants assess costs
Internal loss cost	factory shutdown losses
	Business loss cost
	Technical support activities
	Data recovery cost
External loss cost	compensation costs
	Credit losses
	Legal and regulatory fees

The final index system was constructed with 4 first-level indicators and 12 second-level indicators, among which the internal loss cost contained the most second-level indicators (4 indicators in total). The measurement index system of user information protection cost of express delivery enterprises, which is constructed by using the analytic hierarchy process (AHP) theory and perfected by Delphi method, can be used from all aspects of comprehensive measurement of relevant costs. The distribution of the index system is also reasonable, which is suitable for general express delivery enterprises.

(2) Indicators: (a) according to the five-point scoring method for the expert group to score the importance of the indicators; (b) It includes two steps: calculating the weighted score value of experts and standardizing the weight of indicators. Where, the formula to calculate the weighted score of experts is

$$X_i = \frac{1}{n} \sum_{j=1}^n C X_{ij}$$

Among them, the X_i is said experts weighted score values mean the indicators; $C X_{ij}$ mainly refers to the

expert weighted score value of the i th index; N is the total number of experts participating in the evaluation. After repeated calculation and confirmation, the single and combined weight table was calculated based on all the results, as shown in the following Table 3:

Table 3. Weight table of measurement system of express delivery enterprise user information protection cost

Level indicators	The secondary indicators	A single weight	combination weight
prevention cost (PC)	Staff education and training (EAT)	0.10	0.40
	Cost of data leakage protection technology (DLP)	0.19	
	administration expense (MC)	0.11	
appraisal cost (IC)	Detection and response costs (DAR)	0.04	0.10
	External consultants assess costs (ECA)	0.06	
internal losses cost (ILC)	factory shutdown losses (SL)	0.05	0.38
	Business loss cost (BL)	0.14	
	Technical support activities (TS)	0.20	
	Data recovery cost (DR)	0.03	
External loss cost (ELC)	compensation costs (CF)	0.04	0.12
	Credit losses (RL)	0.05	
	Legal and regulatory fees (LS)	0.03	

3. RESULTS ANALYSIS AND DISCUSSION

Through the above analysis, in the user information protection cost measurement system, the combination of the four primary index weights, the prevention cost and internal loss cost accounted for the highest, 40%, 38% respectively, showed that for the present stage of Courier companies, in the management of user information protection is given priority to with prevention, give priority to in order to control the internal risk of loss.

Cost optimization of user information protection for express delivery enterprises

From the measurement and analysis results of the above user information protection cost, it can be seen that, in general, S company still makes a relatively comprehensive investment in user information protection and management, but its investment focuses are different in different time and different cost categories. Among them, technical prevention and maintenance is an important means for H company to protect user information and maintain enterprise reputation.

In case of user information leakage, e-commerce platforms, Internet stores and express delivery enterprises will clearly share the responsibility according to the traces and facts recorded in the system. In addition, the platform can set up a special

department in the portal to accept customer complaints, widely collect and timely respond to customer comments and complaints.

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Strategies to Overcome the L1 Negative Transfer in Students' English Writing

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Abstract: Due to the differences between English and Chinese, as well as the divergences of people's thinking and expressing habits, language transfer can be easily found in the process of English learning. And the negative transfer in Chinese senior high students' writing has become one of the main obstacles for them to improve English writing skills. Based on a comprehensive review and analysis of previous researches, this study aims to propose strategies from the perspective of training and evaluation.

Keywords: training; evaluation; negative transfer; English writing

1. INTRODUCTION

Given that the negative transfer of L1 (mother tongue) has always been one of the main obstacles for them to improve writing, many studies have proposed different strategies, but with the implementation of the new curriculum reform, many of them need to be further improved. So this research aims to propose a more comprehensive teaching plan. And the following section mainly introduces some concepts about language transfer and the causes of negative transfer in students' English writing.

1.1. The Concepts about Language Transfer

Transfer is originally a psychological term describing the phenomenon that the present learning will be influenced by the learned knowledge and skills, and when it happens to language learning, we call it language transfer. The most well-received definition of Language transfer is that an effect engendered by the similarities or difficulties between the previously acquired languages and the target language. And language transfer has been classified into two categories: the positive transfer and the negative transfer [1]. According to contrastive theory, the difference between L1 and the target language leads to the existence of negative transfer which can impede the progress of target language learning. Wen Qiufang and Wang Li Fei (2004) [2] also pointed out that the deep sharing ability of language is the mechanism of language transfer. As such, the negative transfer occurs when languages are translated literally.

1.2. The Causes of Negative Transfer in English Writing

According to the curriculum, senior high students' English writing should be suited to the context of writing tasks. Nevertheless, it is reported in many studies that Chinese students' English writing is

greatly interfered by L1, because of the lack of real English language Environment and that they are apt to think in Chinese way and then translate word for word.

To look closely into the causes of L1 negative language transfer, most researches chose the layer of vocabulary, sentence structure and discourse. For instance, Cai Huiping (1999) explained that there is non-correspondence between English and Chinese in the aspect of vocabulary, sentence structure and culture, among which cultural non-correspondence can cause negative transfer on discourse [3].

2. PROBLEM IDENTIFICATION

People in English countries prefer to present their topic prior to the arguments and discussion. On the other hand, Chinese are inclined to delay their showing of points. However, the causes of negative transfer on vocabulary and sentence structure are more complicated, so the following two parts will identify the specific problems of vocabulary and sentence structure.

2.1. The Negative Language Transfer on Vocabulary
Vocabulary expands gradually in the course of communication, that is, language learners are easily restricted by the small vocabulary in the process of learning. When they feel anxious about using the target language, L1 language becomes a more readily available resources of borrowing and imitating, which often results in the negative transfer [4]. Traditionally, teachers often cut the words from the specific context when they present words, and most of them would only consider the basic connotation of words, which directly leads to the students' stiff combination and collocation of words in practical application.

Some negative transfers of vocabulary are very typical. As for the meaning, learners often equate the meaning of a Chinese word with the English one. However, the connotation and denotation of words may be widely divergent, say in Chinese we have the word "Ai Ren" which means "wife", but some learners will equate the word "lover" which refers to a partner in a sexual relationship outside marriage to the word "wife". In terms of word collocation, due to the unawareness of the culture difference, Chinese students would combine words rigidly, say "Bai Kai Shui" (plain boiled water) would be translated as "white boiled water".

2.2. The Negative Language Transfer on Sentence Structure

At the level of sentences, some types of negative

transfer were mentioned more frequently than others. Different languages tend to generate sentences in a different way. The first one is null subject which is a very important discrepancy of sentence structures between English and Chinese. In English sentences, an explicit subject is required, whereas in Chinese sentences, if the subject is a pronoun, and the object can be inferred through grammatical and pragmatic clues, the subject can be omitted [5]. For example, “If have no legs, you cannot walk anymore”. (If you have no legs...). As for word order, different languages often have different word order for the same fact because of their different ways of thinking. English and Chinese are similar in basic word order. However, they are different in the position of the adverbials and the attributives.

3. PROBLEM SOLUTION

Among the reviewed literature, much attention has been paid to the training of input and output instead of evaluation, and writing task design. However, with the innovation of English curriculum, the effective solutions of negative transfer should be discussed from diverse perspectives.

3.1. The Training of Input and Output

The training of input is based on the Input Hypothesis. Some studies emphasized the importance of recitation [6]. But, few studies introduced suitable materials for recitation. As such, this research recommends the method of chunk recitation. Chunk refers to a string of prefabricated words which can be memorized or used as a whole with no need to analyze its grammar [7]. And Qi Yan and Xia Jun (2016) observe that reciting chunks can help develop students' ability of using chunk and effectively improve the fluency, accuracy and complexity of oral and written English [8].

As for the perspective of output, “the length approach” proposed by Professor Wang Chuming (2005) can be suitable, according to which, writing tasks should be motivating and the length should be flexible [9]. And students' writing can be lengthened gradually, which can enhance students' confidence and interest. More importantly, writing tasks should be designed carefully to allow students express their feelings. However, the length approach requires a good command of English [10]. To address this limitation of the length approach, this research recommends the practice of translation between English and Chinese which can expose students of all language levels to vast contrast of English and Chinese.

3.2. The Method of Evaluation

In the traditional evaluation of students writing, teachers tended to correct every mistakes which can be extremely time consuming. However, it only led to the repetition of mistakes and students' way of closed thinking [11]. To overcome the negative transfer, it's better for teachers to find a suitable occasions to point out the typical mistakes of students' writing. Besides,

the evaluation of students' writing should also be encouraged to be done among students themselves. Peer review enables students to re-examine writing requirements and evaluation criteria after they complete independent writing, thus can enhance their cognitive skills. Clear evaluation criteria are of vital importance, sufficient evaluation time, authoritative evaluation demonstration, heterogeneous evaluation grouping, timely evaluation feedback and effective evaluation reflection [12].

4. CONCLUSION

Strategies presented above mainly includes two aspects: the training of input and output and the method of evaluation. Once the method of chunk recitation are being carried out, what should be stressed is that some motivating activities can be helpful to boost the process of reciting. In terms of output, enough attention should be paid to the limitation of the length approach and translation respectively. As for the method of evaluation, it's extremely important for teachers to establish an integrated system of peer review. In addition to the strategies presented above, teachers should strengthen the comparative analysis between English and Chinese in teaching activities, and design tasks which guide students to use positive transfer to overcome negative transfer.

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Application of Verbal Self-Guidance in Training

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Abstract: verbal self-guidance is a process of self-dialogue that recognizes self-talk, regulates negative self-dialogues into positive, and constructively guides our behavior. In the 1960s and early 1970s, training in verbal self-guidance was mainly applied to the psychological treatment of clinical populations and young children. Recently, some scholars have proposed using oral training in verbal self-guidance in the organizational environment to help employees overcome psychological barriers to improve work performance. This paper traces the theoretical source and foundation of training in verbal self-guidance, and designs the concept of training in verbal self-guidance in the working environment and training methods.

Keywords: training in verbal self-guidance; training; job performance

1. THEORETICAL BASIS OF VERBAL SELF-GUIDANCE

The core of Bandura's social cognitive theory is self-efficacy, emphasizing the individual's ability to influence one's own behavior. When people have a high sense of self-efficacy, they have a strong belief that they can overcome obstacles and persist in and strive to achieve the results they expect. One of the ways that can be used to improve self-efficacy is persuasion from other important people (Bandura, 1986, 1997). Social cognition theory and Aronson's (1999) self-conviction theory point out that the most powerful source of persuasion is a person's self, that is, self-talk is the main determinant of one's self-regulation and self-efficacy.

Verbal self-guidance is the ability to convince oneself. Convince yourself to believe in your potential and build a belief in success. Self-directed training by training employees is an effective way to improve performance at work, enabling employees to consistently overcome obstacles and achieve high levels of performance [1].

By using verbal self-guidance in training to provide a spiritual impetus to achieve higher goals, people persuaded themselves to complete tasks, overcome obstacles, and achieve goals, which is in line with Locke and Latham's goal setting theory. In addition, Shiffrin and Schneider's theory of control and automatic processing points out that employees who need to pay more attention to completing a new,

unfamiliar task can be slow. These people are slowly performing tasks, and it may be unconfident that leads to the ability to solve problems that cannot be effectively played. In this case, training in verbal self-guidance provides individuals with methods and guidance on performing tasks. This theory explains the effectiveness of training in verbal self-guidance. Gorman's emotional intelligence framework points out that regulating emotions is the key to a person's success. The study found that those who realize their emotions are more likely to succeed at work than those who lack it. Training in verbal self-guidance can make people pay more attention to their emotions, thus providing us with opportunities to manage emotions, which in turn improves our performance.

2. CLASSIFICATION OF VERBAL SELF-GUIDANCE

Training in verbal self-guidance is divided into guided self-talk and incentive self-talk.

Guided self-talk tells us how to perform tasks, and it can provide instructions for the tasks that are performed. This type of self-direction consists of a series of statements that help us step through the task to overcome the fear of the task.

Guided self-talk is great for dealing with unfamiliar tasks. Through self-talk, it helps the individual to watch the lack of familiarity with the task, and prevents the individual from expanding the difficulty of the task, which is considered impossible. In this way, confidence is established and steps are taken to solve the task.

Incentive self-talk is different from self-talk, which provides step-by-step guidance to achieve goals. Incentive self-talk is designed to enhance a person's belief in the ability to accomplish tasks and to provide individuals with a self-encouragement and support skills.

3. TRAINING IN VERBAL SELF-GUIDANCE STANDARD PROCESS

This verbal self-guidance (VSG) developed by Meichenbaum (1977) guides people to identify dysfunctional self-reports and translate them into positive self-reports, which can be used as an effective way to improve performance. It is easy to teach, easy to learn, low cost of training, requires relatively few training courses, and is suitable for widespread use in organizations. Current research supports the findings of Frese (2007). This finding shows that people who take personal initiatives are

often able to overcome external obstacles and achieve goals. Therefore, it is worthwhile to introduce verbal self-guidance into the training of enterprise employees, which is worth trying [2].

Although the training courses in specific situations are diverse, training in verbal self-guidance should generally follow the following eight standard processes [3]:

- (1) Recognizing the existence of personal self-consultation, once this awareness is generated, individuals can actively follow their self-talk.
- (2) Identify the content of self-talk. Identify whether it is positive or negative.
- (3) Test whether your judgment is correct, ask others for opinions, and draw conclusions.
- (4) Recognize a person's negative self-directedness and self-talk.
- (5) Transformation, turning negative self-conversation into positive.
- (6) Practice and master the method of transforming negative self-conversation into active self-conversation.
- (7) Confirm the effective use of oral self-direction.
- (8) Repetition, when a person repeatedly practices using positive self-talk, active self-directed will naturally occur.

4. TRAINING IN VERBAL SELF-GUIDANCE CORE COURSE IN THE APPLICATION

Training in verbal self-guidance focuses on the use of the principles of implied and motivating in psychology to develop and train individual potentially. Practicing, focusing on self-affirming ways to stimulate the spiritual energy hidden in our inner world, so that it helps us to become better constantly. Ordered, visualized, systematic, scientific, and applied in practice, is the characteristics of verbal self-guidance. Used in practice is a feature of training in verbal self-guidance, and its core curriculum consists of five parts.

(1) Set goals: set goals, including the total goals of life, as well as long-term, phased work goals and training periods.

Learn the setting of training goals. Setting goals with the following points will make self-training a success. Guide the students to follow the four principles of "reasonable, sensible, agreeable and orderly" when setting goals. When setting goals, we must be realistic and reasonable, and we must strive to meet our own wishes. According to the target plan, the target is achieved from near to far and from small to large.

(2) Language-induced: self-directed training, an important part of which is to prepare a moderate affirmative sentence and induce yourself to mentally. The amount is applied to the intended target. To compile inductive statements, we also need to pay attention to the four main points of "familiarity, relevance, conciseness, and firmness": It is necessary to pay attention to selecting or compiling affirmative sentences from the language that is often seen, heard,

and used. It is concise and clear, and is appropriately expressed. Not only meets our psychology, but also meets our goals. Express your intentions with a firm language.

(3) Image rehearsal in the process of language induction, sentences express only some abstract concepts, which need to be based on the meaning of these concepts.

Perform an image preview. The corresponding image emerges in the mind; the psychological feelings of these images, the longing for these images bring us the realm of success, and stimulate a feeling of real experience. In the process of visualizing the concept, we must pay attention to the four points of "authenticity, concentration, fidelity, accuracy".

(4) Creating conditions

Training in verbal self-guidance, as a new way of learning, requires not only hard work and perseverance, but also active creation of conditions and courage to practice. Create conditions for self-help, mutual help, randomness, and psychology, master methods, and train at any time.

(5) Multi-practice self-confidence training

Self-innovation ability training belongs to the psychological category of training, we can divide the psychological level into two parts: emotional cultivation and frustration. Training in verbal self-guidance reflects diversity here:

In terms of emotional cultivation. Self-training methods can be extended to such things as life ability, work ability, artistic ability training, etc. In addition to the general versatility, for each person, there should be more specific abilities to be cultivated. When we quickly master the methods of cultivating abilities, we can apply them to the lives of deaf people and make them serve their personal careers.

In terms of response of frustration. Everyone's life can't be smooth sailing, always going through some bumps and failures. In a few cases, people's desires and demands cannot be satisfied, and it is easy to cause frustration. Good emotions will inevitably affect people's morale, making people depressed and depressed. Therefore, it is necessary to apply the training in verbal self-guidance method to the frustration reaction, to help people overcome setbacks, and to renew the courage of facing reality and difficulties.

5. SUMMARY OUTLOOK

In short, when individuals face job barriers, they can motivate themselves through self- dialogue. In order to do this, they must first be aware of the existence of self- dialogue.

The organization shall provide employees with opportunities for training in verbal self-guidance. Incorporate it into the training course. Once individuals have mastered this skill, they can become their own coaches to improve their performance at work.

Training in verbal self-guidance helps us to be

ineffective, to defeat negative self-directedness into effective self-directedness. Allow us to deal with negative emotions with a positive attitude. Convince yourself that you can do the hard work for us, and no matter how you fail before, you can stimulate your potential and improve your performance.

Through training in verbal self-guidance, we are able to stand out in a variety of work-related situations. Be able to determine when to use training content and motivate self-direction to be able to provide direction for yourself. In the face of difficulties, there is sufficient motivation to act or persevere. This form of self-training can even be promoted to team self-directed training, self-training at the team level, making decisions, and achieving team goals. This

provides a new research space for training in human resource management.

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Application of Risk Mechanism in Investment Risk Management of Financial Market

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Abstract: In recent years, China's financial industry has developed rapidly, which makes the importance of investment risk management in financial markets increasingly prominent. But now most people invest in financial products such as stocks and securities to obtain high returns. Risk mechanism can be seen everywhere in the investment risk management of financial market. That what kind of measures can be adopted to reduce the investment risk significantly is the focus of most people. This paper mainly focuses on the effective use of risk mechanism in the investment risk management of financial market to carry out further exploration.

Keywords: financial market; investment; risk management; risk mechanism

At present, there are some deficiencies in the investment risk management mechanism of financial market in our country. There are still some deficiencies in risk supervision, and the risk subject has not been clearly recognized, which will lead to an increased probability of risk. Therefore, the risk mechanism is constructed to the greatest extent possible, and it can be applied to financial market investment, which can guarantee scientific investment.

1. THE NECESSITY OF APPLYING RISK MECHANISM TO INVESTMENT RISK MANAGEMENT OF FINANCIAL MARKET

1.1. Lack of Risk Mechanism Can Easily Increase the Probability of Financial Risk

With the development of society, the financial system is constantly changing. At present, the risk of financial investment in our country is higher and higher year by year. The financing environment of financial market is more and more unsatisfactory, which has a great negative impact on our economic development. Now, the main sign of financial risk in our country is latent. The monthly income of our people has gradually increased. The deposits in the People's Bank of China is becoming more and more. However, commercial banks still adopt the old and new ways in their daily operation [1], resulting in increasing the amount of non-performing assets and further increasing the probability of financial risks. Because the country is now mainly responsible for the financial risks of commercial banks, which makes the risks existing in the operation of banks hidden for a long time. If it erupts in the future, it may lead to serious consequences. The outbreak of financial risk will lead

to financial crisis, which will lead to the loss of people's economy all over the world.

1.2. Financial Risk Mechanism is Facing New Challenges under the Background of Globalization

At present, the pace of globalization is growing faster and faster, and the development direction of China's financial market is gradually changing to an international financial market. This is not only an opportunity for the development of China's financial market, but also a challenge for the development of financial markets. The reason why it is said to be the challenge is that the integration with international financial markets will put our finances in a more complex environment of competition and risk. Therefore, China needs to consider the development process of finance seriously and think about how to improve the resilience of financial risks. Since China joined the World Trade Organization, it has continuously increased the degree of opening up of financial markets to allow China to conduct free trade with the world financial market, but it requires China to have a higher level of risk management. In the fiercely competitive international financial market environment, the risk of financial institutions in China has gradually increased. At the same time, the increasing number of foreign trade banks has also caused the diversion of domestic commercial bank customers [2], resulting in a gradual decrease in the deposits of domestic commercial banks.

2. STRATEGIES FOR THE USE OF RISK MECHANISMS IN INVESTMENT MANAGEMENT OF FINANCIAL MARKET

2.1. Continuous Improving the Financial Risk Warning Mechanism

Financial warning mechanism can make full use of the actual characteristics of enterprise operation to scientifically select variables to scientifically diagnose the specific situation and financial risks of enterprise operation. When monitoring the operation of financial market dynamically, if the possibility of investment risk is found, the financial enterprise should be informed of its risk in time to carry out reasonable preventive measures to minimize the economic losses caused by financial risks. In order to improve the risk warning mechanism continuously, the first step is to effectively integrate with the actual situation of China's financial market, build a scientific financial risk early warning model, and pay close attention to the potential financial investment risk. The second step

is to build a relatively complete financial risk assessment system and warning database. Previous financial risk prevention and control mainly includes four links, namely risk prediction, risk identification, risk prevention and control and risk resolution [3]. The most important link is risk assessment. Risk assessment is also the basis of risk index evaluation system and warning data.

2.2. Actively Cooperating with International Supervision

The current economic global word process has increased significantly, which makes it possible to discover financial risks in the world in the future. The main reason is that the scope of financial risks is constantly increasing, and the destructive power it brings is also increasing. Therefore, it is necessary to actively promote regional financial cooperation, so that the risks caused by the financial crisis can be clearly prevented, and the coordination and stability of financial market development can be adequately guaranteed. If we can actively adopt scientific preventive measures when the financial crisis has not yet occurred, the economic losses caused by the financial crisis can be significantly reduced, and finally the spread of financial crises can be effectively prevented. Therefore, it is necessary to cooperate with international financial risk regulators as much as possible, and strive to maintain mutual cooperation, so that the supervision of financial risks is increasing. Each country regularly sorts out its financial information, and then uniformly reports the collated information to the international financial regulatory authorities to provide adequate protection for the information infrastructure of the risk regulatory system of international financial. At the same time, it is necessary to scientifically construct an international financial crisis rescue mechanism to maximize the prevention and control of financial risks and ensure that China's financial market can maintain stability. Finally, it is necessary to construct a mechanism for exchange of information with national financial information to further enhance the predictive ability of risk [4], so that the exchange and sharing of financial information can be further enhanced, and financial risks can be predicted and evaluated at an early stage, and the scope of financial risk can be minimized.

2.3. Building a Complete Financial Market

At present, there are still some improvements in the development of China's financial market. There are still some shortcomings, such as the lack of variety of financial products and the imperfection of market system, which will have a negative impact on the use of risk mechanism in China's financial investment risk management. Therefore, China should set the guiding

ideology as the principle of economics, so that the yield of treasury bonds can be gradually improved, and a variety of types of investment and financial products can be supplied, and the risk of investment can be significantly reduced. In addition, it is necessary to strengthen the internal control of risk management department, which is a key link in financial risk prevention and control. Therefore, it is a necessary to rationally build an independent financial risk management department and constantly improve the financial risk management system, so that we can actively prevent and control the emergence of financial risks within financial institutions. Besides, we should make effective use of the role of the derivative financial instruments market in reducing the risk of financial investment, and effectively use the way of risk hedging. For example, we can supply derivative financial products on the basis of market and transfer them to market participants who can take the initiative to undertake financial risks to achieve the effect of reducing financial risks [5].

3. CONCLUSION

It can be summarized from the above that the sound development of the financial market has accelerated the development of China's economy, but at the same time it also faces the problem of rising financial risks, which has hindered economic development. Therefore, it is necessary to apply risk mechanism in the investment risk management of financial market. Measures can be carried out, such as continuous improvement of financial risk warning mechanism, active cooperation with international supervision and construction of a complete financial market, to reduce the possibility of financial risks and achieve stable economic development.

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Path of Integrating Chinese Excellent Traditional Culture into Ideological and Political Education in Colleges and Universities

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Abstract: Excellent traditional culture is the precious wealth of the Chinese nation, which embodies the wisdom of ancient sages and contains extremely important moral education teaching resources. If it can be effectively utilized, it will certainly be able to play its value. The ideological and political education in colleges and universities should constantly innovate the carrier of ideological and political education, and expand the channels of education, to penetrate the excellent traditional Chinese culture into all aspects and constantly improve the effectiveness of ideological and political education in colleges and universities.

Keywords: excellent traditional culture; colleges and universities; ideological and political education

General Secretary Xi Jinping pointed out that "Chinese excellent traditional culture has a long history and is broad and profound. Constantly learning and grasping its spiritual connotation is conducive to the establishment of correct values".

This also profoundly reveals the valuable value of Chinese excellent traditional culture in the development of contemporary Chinese society, and further consolidates the important position of Chinese excellent traditional culture in the ideological and political education in colleges and universities. However, in practice, the position and influence of Chinese excellent traditional culture in the ideological and political education in colleges and universities have not reached the expected goal, which requires the ideological and political educators in colleges and universities to actively explore how to better integrate Chinese excellent traditional culture into the education.

1. SIGNIFICANCE OF COMBINING IDEOLOGICAL AND POLITICAL EDUCATION WITH EXCELLENT TRADITIONAL CULTURE IN COLLEGES AND UNIVERSITIES

1.1. It is Helpful for College Students to Establish Correct Values

The ideological connotation contained in the Chinese excellent traditional culture plays an extremely important role in the cultural accumulation of college students, especially the humanistic literacy is extremely rich. Many cultural contents that carry forward the national spirit, such as the concept of

righteousness and benefit, can guide college students to establish correct values. Teachers should educate college students to put "righteousness" in the first place, and to adhere to the principle of "righteousness before profit" in daily affairs [1]. Mencius also advocated "sacrificing life for righteousness", that is to say, he is willing to abandon life instead of abandoning morality. But he strongly opposed the existence of mercenary thinking. He thought that a person, especially as a ruler, did not be greedy, and should maintain a truth-seeking and good-hearted attitude to love and protect his people. It can be seen that the idea of "seeking truth and goodness, and righteousness before profit" can guide college students to establish correct values and outlook on life, and always alert themselves to be a good citizen who is full of justice, honesty, truth, and good heart.

1.2. It is Conductive to Cultivating Enterprising Spirit of College Students

In the accumulation of history, excellent traditional culture embodies the crystallization of diligence, courage and wisdom of the ancient working people. The spirit of self-improvement that is promoted in the traditional culture still has an incentive effect at present. It is the so-called "heaven and earth, gentlemen constantly strive for self-improvement", that is to say, gentlemen should follow the example of heaven and earth to keep moving forward, even if encountering setbacks, ups and downs, they should also be as constant as the universe, which strongly reflects the enterprising spirit [2]. Nowadays, our living environment is improving day by day, but the social competition is increasingly encouraging. If college students want to gain a place in such a fierce market competition, they must keep forging ahead and dare to innovate to set up a positive attitude towards life and improve their comprehensive literacy in an all-round way. It can be seen that the spirit of "self-improvement" in the excellent traditional Chinese culture has a positive role in promoting the training of the will power and the perseverance of psychological quality of students in secondary vocational school.

1.3. It is Beneficial to Enhancing College Students' Sense of Social Responsibility

With the advent of the Internet age, various kinds of bad ideologies in the West continue to pour in, which

has a strong impact on the thinking and behavior of contemporary college students. The proliferation of individualism and monetarism has caused some college students to lose their social responsibility and responsibility. With the help of the ideas of social responsibility embodied in the excellent traditional Chinese culture, such as “Rise and fall of a nation rests with every one of its citizens”, “Be the first to worry about the troubles across the land, the last to enjoy universal happiness”, students can be encouraged to put national interests in the first place to cultivate their patriotism and enhance their sense of social responsibility, study hard, and contribute to the development of the country. It can be seen that these excellent traditional cultures are good materials for cultivating college students’ sense of social responsibility.

2. PATH OF INTEGRATING CHINESE EXCELLENT TRADITIONAL CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1. To Consolidate Classroom Positions and Set up Excellent Traditional Culture Courses

In the work of ideological and political education in colleges and universities, the teaching methods of the textbooks are more common, which is not conducive to the integration of excellent traditional culture. Therefore, colleges and universities should attach importance to the construction of excellent traditional culture courses, and give full play to the status and role of classroom evangelism. In addition, colleges and universities should regard ideological and political education courses as one of the important channels for infiltrating excellent traditional culture. In the modern mainstream thought, we should be good at refining the connotation and value of excellent traditional culture, and use it as an educational capital to constantly improve the ideological and political education system of colleges and universities, and guide students to identify and treat various problems in an objective and fair manner. And we should also strengthen the traditional culture of contemporary college students, and improve their understanding and mastery of excellent traditional culture [2]. According to the relevant survey results, at present, only a few universities in China have established a corresponding curriculum system with “excellent traditional culture” as the core, and most of them are in the form of elective courses. In this regard, colleges and universities should focus on expanding the knowledge and deepening the main subject curriculum and paying attention to students’ demands. What’s more, they should try to carry out humanities elective courses to expand the penetration of excellent traditional culture, promote students’ all-round development and improve their humanities.

2.2. To Carry Forward the Chinese Traditional Culture with the Campus Culture as the Carrier

Colleges and universities should pay attention to the

value of campus culture, vigorously construct university culture with their own characteristics, and promote the inheritance of excellent traditional culture with the cultural environment as the carrier. For example, schools can hold traditional culture activities monthly and regularly carry out traditional culture competitions, such as calligraphy competition, classic reading, poetry reading, martial arts competition, tea ceremony tea ceremony. Combining the essence of these traditional cultures with campus activities can not only enhance students’ interest in participation, but also enable students to experience the essence of traditional culture in the process of participation, and to be nurtured in a subtle way. They can also set up traditional cultural societies according to students’ interests, such as tea art societies, martial arts societies, and calligraphy societies, and regular guidance and training by teachers. In addition, the school can also carry out campus activities with the purpose of improving students’ humanistic literacy and creating a harmonious campus atmosphere. The activities are organized, planned and promoted by the students themselves, bringing different cultural feasts to the teachers and students of the whole school. In fact, compared with classroom teaching, such rich and colorful teaching activities can attract students’ attention to actively participate in the activities. At the same time, students’ ability of organizational management has been greatly improved in the process of organization, participation and planning.

2.3. To Build New Media Communication Positions and Expand Propaganda Channels for Ideological and Political Education

With the continuous development of science and technology and the rapid rise of new online media, college students have increasingly access to information resources. It can be said that the new media has gradually become the main front of ideological and political education in colleges and universities. With the extensive channels and platforms of new media, promoting the excellent traditional culture of China and building a new media propaganda platform for traditional culture can promote its organic integration with ideological and political education in colleges and universities [3]. First of all, colleges and universities can open excellent traditional culture columns through WeChat public account or Weibo, and regularly promote traditional cultural knowledge to teachers and students. Besides, they should carry out various online interactive activities to enhance the fun of the event and attract more students to pay attention and participate in the activities. In addition, they should regularly invite well-known experts and scholars in China to carry out traditional cultural exchanges, disseminate traditional cultural ideas and promote the excellent spirit of the Chinese nation. Finally, with the help of the characteristics of fast food culture, which is “short, easy to understand and convenient”, they

distribute traditional culture in the form of audio and video, promotional leaflets, and organize students to watch traditional cultural videos, to give full play to the advantages of new media and improve the cultural quality and moral cultivation of college students.

2.4. Teachers Set an Example to Cultivate Core Values

As the old saying goes that “What’s learned from books is superficial after all. It’s crucial to have it personally tested somehow.” In order to effectively promote the organic integration of excellent traditional culture and ideological and political education, teachers, as the main body of education, must have a solid knowledge reserve of excellent traditional culture and constantly improve their knowledge structure. In this regard, universities should not only attach importance to the cultivation of students’ excellent traditional culture, but also organize regular training courses on excellent traditional culture, and actively encourage teachers to strengthen the knowledge reserve of traditional culture by reading classics such as *Zhouyi* and *Tao Te Ching*. With the help of academic training, the traditional knowledge reserve can be enhanced and the importance of Chinese excellent traditional culture can be emphasized from its root. And the core values can be passed on through words and deeds. In addition, by carrying out the social practice brand activities of university teachers, the practice activities can be raised from the student to the teacher, so that the new ideological and political education work can be done continuously in detail, practically and realistically.

With the idea of “Integration of knowledge and action and keeping pace with the times” and the guidance of excellent traditional culture, the cultural self-confidence of university teachers can be continuously strengthened.

3. CONCLUSION

In a word, with the continuous improvement of China’s international status, if we want to cultivate high-quality talents with national spirit, we must rely on our rich and excellent traditional culture, constantly innovate the carrier of ideological and political education, and expand educational channels to infiltrate Chinese excellent traditional culture into all aspects and constantly improve the effectiveness of ideological and political education in colleges and universities.

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Discussion on the Path of Training Logistics Professional Talents in Higher Vocational Colleges under the Cooperation of School and Enterprise

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Abstract: With the rapid development of e-commerce, the demand for logistics talents is increasing gradually, which is the main reason for the establishment of logistics management majors in many colleges and universities. At present, the development of logistics management specialty in higher vocational colleges in China is relatively rapid, but there are still some problems in the process of development. This paper takes the higher vocational logistics management education model in Korea as a reference point, analyses the problems existing in our higher vocational logistics management specialty, and explores new countermeasures to improve the effectiveness of higher vocational logistics education.

Keywords: higher vocational logistics education; problems; measures

With the rapid development of e-commerce, the development of logistics industry is irresistible, which directly leads to the shortage of logistics professionals. At present, our country's higher vocational logistics education is developing continuously, and more and more logistics management students are enrolled by higher vocational colleges year by year. By the training of logistics professionals, we can promote the rapid development of our logistics industry. As far as the current situation is concerned, higher vocational colleges have sent a large number of professional talents to the logistics industry, but there are still some problems in higher vocational logistics education. Throughout the logistics education all over the world, Korea has a strong reference force in the education system. This paper takes higher vocational logistics education in Korea as a reference, and analyses the countermeasures of improving China's higher vocational logistics education, to cultivate excellent logistics management talents and promote the development of China's logistics industry.

1. PROBLEMS IN THE LOGISTICS EDUCATION OF HIGHER VOCATIONAL EDUCATION IN CHINA

1.1. Problem of Logistics Teaching Contents

At present, there are still many shortcomings in teaching ideas and methods in higher vocational colleges in China. And there exists some problems in

the teaching content of logistics education major in most vocational colleges in China, for instance, the content not only is unpractical and duplicated, but also has inappropriate division of content. Because of the related problems in the teaching content, the teaching effect cannot be effectively reflected. At the same time, it affects the correct learning and understanding of logistics knowledge of students, and ultimately leads to the failure to train logistics talents according to the current social logistics needs. Therefore, teachers can make certain rectifications of the content of education through mutual communication, constantly improve the content of teaching materials, and rationally arrange practical and theoretical courses to avoid the problems of the content of textbooks.

1.2. Problem of Educational Form

Under the background of teaching reform, the education industry in our country has been optimized in various aspects, such as educational methods and teaching forms. However, there are still many higher vocational colleges that do not follow the pace of teaching reform and fail to achieve effective optimization reform in the form of education. At present, the main problems in logistics education in some higher vocational colleges in China are detailed as follows. The means of logistics education in higher vocational schools are relatively simple and have more theoretical contents. In the actual teaching, students will be bored in a single teaching method, and there is too much theoretical knowledge, so that students will gradually lose interest in classroom teaching. Therefore, teachers should change the educational model according to the actual situation. They should not only impart theoretical knowledge to students, but also actively introduce practical courses to allow students to practice by themselves, which can improve the effectiveness of classroom teaching [1].

1.3. Problem of Teachers' Team Building

With the rapid development of the logistics industry in recent years, China's higher vocational colleges have also adapted to the trend of the times. Higher vocational colleges have set up and expand the enrollment of logistics management majors. Every year, more and more students apply for logistics specialty. Correspondingly, the problem of teachers'

teaching strength of logistics specialty has gradually emerged. At present, there are serious problems in the structure of the teaching staff. Some teachers' professional literacy only stays at the level of specialties or undergraduate courses. The resources of teachers with the master degree are insufficient. In the logistics management specialty of higher vocational logistics, there are very few high-level research-based teachers.

1.4. Problem of Practical Teaching

Today, with the rapid development of logistics industry, most higher vocational colleges in China have set up logistics-related majors, and set up corresponding practice bases according to relevant standards. Some higher vocational colleges have invested heavily to build professional integrated logistics practice bases. It is equipped with related electronic equipment such as forklifts, balers, and pushers, and all the required third-party equipment are also fully purchased. But in the development of practical teaching, there are still some problems in content and form. Some teachers do not know how to improve students' practical ability. In the process of developing practical teaching, there is no specific training plan and effective practical training cannot be achieved. Students usually just understand the relevant practical content, but they have not received professional training, which cannot achieve the ultimate effect of practical training.

1.5. Problem of the Level and Direction of Running a School

At the international level, the current level of logistics management in higher vocational colleges in China is still at a low level. Among them, it is mainly reflected in the school's cognitive bias towards the logistics profession and the inaccurate grasp of the direction of running a school. From the perspective of logistics, logistics involves many industries, including catering, commerce, and e-commerce. It is not limited to large-scale goods and letters. At present, in the logistics education carried out in most vocational colleges in China, there is a lack of targeted logistics management knowledge courses. Thus, schools need to provide more targeted professional courses to improve students' learning and understanding of logistics knowledge, instead of a glimpse of opening more professional courses. It can broaden the learning area of students, but in actual teaching, too much learning content cannot allow students to grasp the specific direction in learning.

1.6. Lack of Attention to the Work of School-Enterprise Cooperation

Under the current educational situation, most higher vocational schools usually consider cooperating with enterprises, and carry out relevant professional teaching and training related professionals. However, in this process, some schools believe that the focus of school-enterprise cooperation is to ensure that logistics students can enter the enterprise to conduct internships and complete related teaching tasks. In addition, there

is very little cooperation between schools and enterprises. The goal of jointly training talents for both parties has not been implemented in action, and the level of school-enterprise cooperation is relatively low. What's more, there are still many companies that believe that the cultivation of logistics talents is a matter of school, and they do not realize the importance of school-enterprise cooperation for the cultivation of professional talents. Excessive attention to interests in the process of cooperation has led to the mere formality and superficiality of school-enterprise cooperation, and the lack of depth and breadth of school-enterprise cooperation.

2. REFERENCE AND ENLIGHTENMENT OF HIGHER VOCATIONAL LOGISTICS EDUCATION IN KOREA

Logistics education in Korea was valued by educators as early as the rapid development of the logistics industry in 1960. Under the great attention of Korean educators, the educational model and system of logistics education are relatively perfect, and gradually formed its own characteristic education in the process of development, which has great significance for logistics education in China. From the point of view of logistics education in Korea, we can draw lessons from the concept of "school-enterprise cooperation, industry-university cooperation" and the system for strengthening the education and regulation, which are worthy of our active reference.

2.1. Promoting School-Enterprise Cooperation and Industry-University Cooperation

Compared with the stiff cooperation between school and enterprise and the low enthusiasm of enterprise cooperation in our country, school-enterprise cooperation and industry-university cooperation in Korea can better realize the value of education [2]. Vocational logistics education of Korea actively explores cooperation with enterprises. With the goal of educating high-quality talents in the logistics industry, the school provides order-oriented talents and high-quality service technology for enterprises, so that enterprises can win high-quality workers to create greater economic benefits. Then, enterprises pay more attention to school teaching, provide financial assistance to poor students, give some financial incentives to excellent students, and set up a real practice platform for students, which is an indispensable part of school-enterprise cooperation [3]. The particularly good point of Korean high-level logistics education is that its teachers come from the company and have a rich work experience, which plays an extremely important role in teaching.

2.2. Strengthening the Construction of Vocational Education Regulation System

Compared with the educational purposes of higher vocational colleges in China and the components and importance in the education industry, Korean vocational education is highly valued by the government. The legal system for vocational

education has been well promoted and has been better implemented. China has promulgated the "Professional Education Law", it has promoted the development of vocational education in China. However, it is still not perfect enough. The content of the programmatic document is not comprehensive enough, and many aspects of logistics education are not clearly defined. In addition, in the process of policy implementation, there are still many "surface engineering" phenomena, and the implementation of specific terms in the policy remains to be studied. Therefore, China should strengthen the construction of the legal system in vocational education to promote the development of logistics education in China and meet the demand for talents in the logistics industry.

2.3. Reforming the Management System of Vocational Logistics Education

Compared with the lack of rationality and effectiveness of relevant management in higher vocational colleges in China, Korean vocational education is more reasonable and clear in teaching management and responsibility for teaching. And most vocational colleges have set up specialized and scientifically perfect teaching management institutions. Compared with the current situation of education development in higher vocational colleges in China, Korean vocational education is more developed. Therefore, in the process of improving the level of logistics education, domestic higher vocational colleges should absorb the strengths of the Korean education management system, attach importance to providing policy support and restrictions through the government, and ensure that professional logistics education can be effectively supported and restrained, and ensure the effectiveness of teaching. Through strict education system restriction support, it can fully mobilize the development enthusiasm of logistics education in higher vocational colleges, promote effective cooperation between schools and enterprises, and improve the teaching management efficiency of vocational logistics education to provide an important guarantee for training vocational logistics talents.

3. MEASURES TO STRENGTHEN THE TRAINING OF TALENTS IN HIGHER VOCATIONAL EDUCATION

3.1. To Enhance the Understanding of Both Schools and Enterprises on Cooperative Training of Logistics Talents

In order to strengthen the cultivation of logistics talents in higher vocational colleges from the perspective of school-enterprise cooperation, it is necessary for both schools and enterprises to enhance their awareness of the cultivation of logistics talents through school-enterprise cooperation. For the school side, it is necessary to actively communicate and discuss with the enterprise, and formulate a targeted student training plan, to ensure that the logistics graduates of higher vocational colleges can get targeted training in the enterprise, improve their

correct understanding of the logistics specialty, and cultivate their relevant professional skills. For enterprises, we should attach importance to the beneficial impact of cooperation with schools on the long-term interests of enterprise development, provide suitable cooperation opportunities for schools. In addition, we should provide effective job positions and professional job training for logistics students in higher vocational colleges, and actively seek the joint point of cooperation between the two sides, to effectively cultivate students' professional skills and provide suggestions for enterprise development.

3.2. To Innovate and Reform the Teaching Contents and Forms

At present, most of the professional courses offered by the logistics majors in most of China's higher vocational colleges are "logistics storage technology", "transportation technology", "procurement management" and "distribution management". This theoretical knowledge can help students understand the relevant knowledge concepts of logistics specialty to a certain extent, but it is necessary to strengthen the training in combination with the corresponding practical application environment to ensure their true understanding. However, combined with the actual teaching situation in higher vocational colleges, there is still a lack of relevant practice teaching. Therefore, schools and teachers can set up more practice classes. In process of teaching, teachers should be good at using different teaching equipment to carry out various teachings and occasionally invite entrepreneurs to make public speeches to increase the amount of hours of training courses and try to allow students to participate in classroom learning.

3.3. To Enrich and Train the Teachers' Team

The level and advantages of different vocational college teachers are different. It is better to carry out the exchange learning activities between higher vocational schools to improve the actual and level of teachers. In higher vocational colleges, it is necessary to regularly organize logistics teachers to participate in professional training to improve their professional knowledge and teaching skills and to ensure the effective development of logistics knowledge teaching. At the same time, it is also possible to introduce experienced and highly qualified teachers who are very good at carrying out practical training courses for students through enterprises. In addition to "going out and introducing", pre-school learning exchanges can be held, so that logistics educators can gather together through different forms to improve their professional literacy. Through more detailed explanations of logistics knowledge by logistics workers with practical work experience, teachers can help students understand the logistics industry more deeply.

3.4. To Strengthen the Learning of Combing Theory with Practice

Theoretical research and practical learning complement each other. To cultivate more excellent

talents, we should combine theory with practice, which should be paid more attention to in the current teaching of logistics in higher vocational colleges. Theoretical learning can enable students to grasp the basic principles and lay a solid foundation for practical training courses. In the actual teaching, it is necessary to ensure that the logistics professional courses for students' daily learning should be applied to practical work to a large extent, and to strengthen the practical application of theoretical knowledge in real work, so as to help students improve their understanding and application of the theoretical knowledge of the logistics industry to improve their competitiveness in construction and adapt to the work of enterprises better.

3.5. To Improve the Model of School-Enterprise Cooperation and Establishing a Good Training Model

The win-win mode of school-enterprise cooperation has trained many excellent talents in higher vocational logistics education in Korea. Our higher vocational logistics education should actively explore the mode of school-enterprise cooperation and further enrich the mode of talent cultivation through the form of school-enterprise cooperation. Through the mode of combination of work and learning [4], we can locate the demand for talents, establish a practice base, and seek professional talents for enterprises.

In the actual process of cooperation, both schools and enterprises need to pay attention to the way of combining work with study. On the one hand, students should strengthen their learning of theoretical knowledge; on the other hand, they should further strengthen their learning and understanding of theoretical knowledge through work practice. Schools should pay attention to strengthening communication with experts of logistics enterprises and formulate scientific and reasonable personnel training programs jointly. In addition, schools should design the professional courses of students and the work involved in the follow-up enterprise practice systematically and effectively to ensure the effective implementation of teaching projects of school-enterprise cooperation, which can effectively improve the vocational comprehensive ability of students.

3.6. The Government Should Pay Attention to the Establishment and Perfection of Laws and Regulations on School-Enterprise Cooperation to Enhance the Standardization of School-Enterprise Cooperation

Improving the training of logistics professionals in higher vocational colleges requires not only the joint efforts of both schools and enterprises, but also the support of government. Therefore, the relevant government departments should formulate and promulgate relevant laws and regulations according to the current situation of logistics professionals training

to improve enterprises' awareness of their educational and social responsibilities, and clarify the responsibilities, rights and obligations of both sides. At the same time, the government should strengthen the special training program for logistics students in enterprises, select employees with excellent strength as training instructors in enterprises, and provide good business training for students. They should also focus on building training bases and teachers practice bases together with schools to provide excellent training environment for students and teachers. In this process, the government can give corresponding subsidies and policy preferences to the outstanding performers of schools and enterprises in school-enterprise cooperation to promote their enthusiasm for cooperation and ensure that both sides will cultivate logistics talents with professional knowledge jointly.

4. CONCLUSION

The cultivation of logistics management talents in higher vocational colleges is the demand of contemporary development. The government should attach great importance to logistics education in higher vocational colleges. Higher vocational logistics education should draw lessons from the education system of Korea and other excellent countries to find out the problems existing in our higher vocational logistics education. Countermeasures should be found from the root to improve the effectiveness of our higher vocational logistics education.

ACKNOWLEDGMENT

The work presented in this paper is supported by the Foundation Item: Scientific Research Foundation Project of Yunnan Education Department, project number: 2017ZDX086.

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A Study on the Effect between Flow Experience and Indulgent Consumption Tendency

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Abstract: Flow experience, as one of the research objects of positive psychology, will bring people positive experience and improve working efficiency and pleasure. Based on the increasingly progressive social environment of e-commerce, it's easier for people to enter the flow with the help of electronic devices, which reveals that the 'dark side' influence of flow experience. Through this research, it is found that when the individual, being in flow experience, is interrupted by external things, his (her) subsequent consumption behavior will be affected and the indulgent consumption tendency of the individual will be intensified.

Keywords: flow experience; indulgent consumption; adjustment orientation; interruption

People often forget the lapse of time when they abandon themselves in some games or shopping online, and this kind of concentration state when they are fully engaged in an activity is called "flow". Previous studies focused on the positive influence of flow, but after the emergence of Internet, big data, e-commerce and other likewise intelligence means, individuals, under the influence of these high tech devices, have stepped up in the chance to experience the flow in their personal activities, as well as some of the external interruptions, such as pop-up ads, E-mail, SMS, etc., will disturb the individual's flow more frequently. So this article focused on this question.

1. LITERATURE REVIEW AND RESEARCH HYPOTHESES

Flow Experience, defined as an engaging internal reward, displays as an individual feels a sense of complete control and high involvement [1], and may lead to "addiction". Indulgent consumption is a consumptive behavior conducted for the purpose of obtaining short-term pleasure at present, but has a negative impact on long-term interests [2]. Since people nowadays are easier to immerse into the flow and the same easier to be interrupted by outside environment, if an individual cannot return to the previous activity state (the flow) in a short time, he (she) would get some bad emotion, then all things that could bring him (her) pleasure will become more fascinating, which caused by the bad emotion of the individual. So a hypothesis is proposed: H1: Flow experience interruption has a positive impact on

indulgent consumption tendency.

Liu found in his research about interruption that interruption can lead to the change of decision-making preference, induces the transformation that the bottom-up specific data-orientation become less, while the top-down broad target-orientation become more [3]. At the same time, people would associate 'fun' with intrinsic rewards. Which means when an individual's flow is interrupted by external interruptions, it triggers his (her) desire to search for rewards, activating a more general rewarding target. So the second hypothesis is proposed: H2: Flow experience interruption stimulates self-universal target of self-rewarding, which plays a positive mediating role in the relationship between flow experience and indulgent consumption.

From personal character, the theory of Adjustment Orientation explains the mechanism of people pursuing benefits and avoiding disadvantages [4], of which, individuals who promote the orientation are found of having more impulsive buying behaviors [5], they pay more attention to consumer experiences and enjoyment, prefer more pleasure-style products. So the third hypothesis is proposed: H3: The adjustment orientation adjusts the relationship between the self-rewarding targets and indulgent consumption, of which the promotional style individual will enhance the positive relationship between self-rewarding target and indulgent consumption.

2. RESEARCH DESIGN AND DATA VALIDATION

2.1. Design and Process of Experiment

This experiment adopted the methods of natural experiment, in which the researchers interrupted tested individuals in some natural scenes, to test the mechanism of the influence of flow experience on indulgences, which is the subject of this paper. The specific experimental design and operating procedures were as follows: First, the experimental site was selected in a university library, researchers randomly selected some students who were learning there, and interrupted them, asked them to finish a questionnaire which had five parts of measurements. The maturity scale of Ghani was used to test the flow experience of subjects, and two types of indulgent consumption measurements were designed: the hedonic product coupon and practical product coupon.

After that, the subjects were measured on their self-reward targets that had been aroused, in which the BAS (Behavioral Activation System) scale was used to assess the subjects' behavioral rewarding targets. As for the measurement of adjustment orientation, this paper used the scale of Yao Qi's as the measurement tool [6]. Finally, the subjects had provided their information including age, gender, educational background, income/living expenses etc.

2.2. Data Analysis and Hypothesis Testing

A total of 200 data samples were collected, including 180 valid questionnaires, of which 45.00% were male and 55.00% were female. The age distribution was mainly under 30 years old.

First of all, before the hypothesis test, the reliability analysis was taken to check the reliability of test results. Through descriptive statistical analysis, the results show that Cronbach's coefficient values of all scales are greater than 0.7, which prove that the scale had good reliability. Meanwhile, the scale of this experiment is from commonly used scales of domestic and foreign researches, so it has a high content validity.

Secondly, referring to the Hayes Process Test, the analysis results show that the mediating effect of self-reward is significant ($LLCI = 0.2740$, $ULCI = 0.5076$, excluding 0), and the mediating effect value is 0.3907. After controlling the mediating variable of self-reward, the direct effect of flow experience on indulgent consumption is still significant ($LLCI = 0.0336$, $ULCI = 0.1709$, excluding 0), and the direct effect value is 0.1022, indicating that self-reward plays a partial mediating role in the influence of flow experience on indulgent consumption. So Hypothesis 1 and 2 are verified.

Finally, the mean value of the two types of adjustment orientations was calculated to obtain the promotion index and the prevention index, then the prevention index was subtracted from the promotion index. So that the larger the regulation index was, the more inclined the individual was to be the promotion type. After that, the regression model was established by taking the self-rewarding target as the independent variable and indulgent consumption as the dependent variable. The results show that the interaction terms between self-reward and adjustment orientation has a significant influence on indulgent consumption tendency ($\beta = 0.314$, $p < 0.001$), of which, the

promotion type can enhance the positive relationship between rewarding target and indulgent consumption, so the hypothesis 3 is verified.

3. DISCUSSION

Based on the theory of emotion, namely the Information Theory, the research combined flow experience and indulgent consumption, hypothesizes and verifies through experiments that the flow interruption would directly effect the individual's subsequent indulgent consumption tendency; and the self-rewarding target plays a mediating mechanism between flow experience and indulgent consumption; and adjustment orientation has a regulating effect between the relationship of self-rewarding target and indulgent consumption.

This paper has important practical significance for both consumers and marketers: (1) Consumers could know that when they are interrupted while focusing on something, they may make some indulgent decisions such as unhealthy diet and hedonic consumption; (2) For those marketing man, especially in the industries of physical-health maintenance(such as body fitness) or finance (such as insurance), the pop-up advertising marketing methods will affect their judgments on their target customers, which is not conducive to long-term customer management.

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China's Trade in Services: Analysis of Total Volume and Structure

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Abstract: Trade in services is a new and important economic growth point in the current social and economic development. In the context of the rapid development of international trade in services, more efforts need to be made on China's trade in services to enhance international competitiveness. In order to achieve the sound development of China's trade in services, it is necessary to clarify its total volume and structure, so that the decision-making measures are more targeted and feasible, and truly fit the actual situation, making greater contributions to the development of China's trade in services.

Keywords: China's trade in services; total volume; structure

1. INTRODUCTION

The development of information technology and the process of economic globalization have greatly changed the global industrial structure. One of the important features is that the steady growth of trade in services has even surpassed that of trade in goods, which has occupied a very important position in the international trade. According to statistics, the service industry can account for more than 60% of the economic aggregate in the world, especially consulting services, tourism services, insurance services, financial services, etc., with an increasingly important position in the economy. In such a context, it is also required to vigorously promote the development process of China's trade in services, and achieve better development under the conditions of clarifying the total volume and structure of China's trade in services.

2. ANALYSIS OF THE TOTAL VOLUME OF CHINA'S TRADE IN SERVICES

2.1. Output Value of the Tertiary Industry

The development of trade in services is closely related to the degree and scale of development of the service industry. Large-scale adjustment of industrial structure is a major feature in the process of vigorously developing modern economic construction. The traditional primary and secondary industries are gradually shifting to the tertiary industry, and the tertiary industry in international economic trade is becoming more and more important. With the accelerating pace of international trade, the service industry, as an important component of the tertiary industry, has built a bridge for the transnational production and operation of enterprises, and has also become a boost for the development of global

economic and trade activities. Therefore, the status and function of trade in services cannot be ignored for integrating global industrial markets. The current development of the service industry has a direct impact on the development of the tertiary industry, and should be given enough attention. The output value of the tertiary industry is used to reflect the development of the service industry, revealing the positive correlation between the output value of the tertiary industry and the trade in services.

2.2. Trade in Goods

Trade in services is closely correlated with trade in goods. Exports, imports, and totals of trade in goods may have an impact on trade in services. The rapid development of trade in goods has pushed the further development of trade in services. Modern trade in goods requires perfect soft environment support in the development, such as information consulting services, computers, etc., which need to be provided by modern service industries, such as perfect after-sales service, etc. [1]. Therefore, it can be said that the import and export of goods play a leading role in the import and export of services; the trade in services is obviously affected by the trade in goods; the trade in goods and services has a positive correlation in terms of imports, exports and totals.

2.3. Utilization of Foreign Investment

The service industry uses foreign direct investment, which is an important carrier in the internationalization of service industry. As early as 1970, in developed countries, the proportion of direct investment in the tertiary industry reached 32% in foreign investment. After nearly a decade of development, the proportion has increased by nearly 10%, and stood at more than 50% by 1990. The foreign direct investment has played a great role in promoting economic integration and internationalization of production, and it has also created more urgent demands for the international service industry. The service industry is featured with short payback period of investment, low investment risk, large scope of influence and wide coverage. It is precisely because of these advantages that the service industry is more attractive to foreign capital inflows. Moreover, the development of the service industry provides greater convenience for the accommodation of funds, and makes it more convenient in terms of circulation of goods and information. It is also beneficial to improve product quality and production technology, and promotes the internationalization of

production capital.

3. ANALYSIS OF THE STRUCTURE OF CHINA'S TRADE IN SERVICES

3.1. Dependence on the Traditional Service Industry

The development of China's trade in services mainly relies on the traditional service industry. The modern service sector has not made much contribution, and the import and export is still mainly based on transportation and tourism. Service industries such as transportation and tourism, etc. are labor-intensive industries that can reflect the rich labor and natural resources in China. Therefore, they have obvious advantages and can play a role in trade in services. However, in the structure of China's trade in services, the knowledge, capital, and modern technology-intensive industries such as computer information, insurance and consulting, etc. have an extremely low proportion, making them unable to be the powerful impetus for the development of trade in services [2]. Therefore, an important feature of the structure of China's trade in services is its low contents in knowledge, capital and technology, and the high proportion in labor and resource. In many developed countries or regions, the knowledge, capital, and modern technology-intensive industries are relatively developed, which have great help and reference for the development of China's trade in services.

3.2. Reduction of Advantages of the Traditional Service Sector

At present, the advantages of the traditional service sector are gradually decreasing. The market has created greater demand for modern service products, but the corresponding modern service industry is not developing fast enough to provide sufficient supply. For example, in the tourism trade, although the export scale is large, the import scale has also increased in recent years, and the number of people entering and leaving the country for tourism is growing. The surplus in tourism has grown slowly, while there is a large increase in deficit in the transportation trade service. In addition, the deficit of the current transportation industry has exceeded the overall trade deficit of trade in services, forming a tense development situation. The reason for this phenomenon is that China's foreign trade has achieved greater growth due to the influence of global economic and trade integration, and compared with other countries and regions, the goods and passenger volume have improved. However, compared with other transportation services in developed countries, China's transportation services

do not have advantages in terms of price and quality. As a result, many customers prefer large European and American transportation companies as the transportation service providers. Therefore, the development of China's trade in services should pay more attention to the knowledge, capital and technology.

3.3. Monopoly in Service Industry

The current development of service industry still has serious problems in monopoly, which has hindered the modernization of some sectors. In China, the industries such as financial service industry and communication service industry, etc. are the monopoly industries. Before China's accession to the WTO, these industries were mainly under the unified operation of the state, with a very low degree of openness to the world [3]. After China's accession to the WTO, the inherent monopoly barriers in the financial and communications industries have been broken, and foreign investment is gradually opening up to the market, but this opening is limited, mainly in a gradual, step-by-step and hierarchical opening. Therefore, the proportion of imports and exports is not always high in the financial industry and the communication industry, and there is no significant change over many years, maintaining a relatively international balance of payments situation.

4. CONCLUSIONS

Trade in services is a very important part of China's foreign trade and has achieved great development in recent years. In order to ensure its good development in the future, this paper analyzes the total volume and structure of China's trade in services, points out the shortcomings, and puts forward some suggestions for the future development, laying a foundation for the development of China's trade in services.

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A Study on the Status Quo and Countermeasures of the Development of Chinese Multi-Text Reading Teaching in Junior Middle Schools

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Abstract: The multi-text reading teaching mode quickly entered the middle school Chinese class as it brings improvement into the traditional single-text reading teaching mode, and helps the genuine returning of reading teaching to “reading” itself. However, there are still many problems in the development of Chinese multi-text reading in junior middle school. The absence of teachers’ multi-text concept, the lack of “genuine reading” among students, and the patterning of classroom multi-text reading teaching have greatly hindered the effective implementation of multi-text reading teaching mode in junior middle school Chinese class. The article puts forward specific countermeasures from the three levels of teachers, students and classrooms: integrating texts with “structuralization”, encouraging students to do “genuine reading” and creating a diversified generative classroom. Through these countermeasures, we will effectively implement the multi-text reading teaching, in order to promote the innovation of Chinese reading teaching mode.

Keywords: junior middle school Chinese; multi-text reading; comparative reading

At present, the research and practice of multi-text reading teaching methods are mostly concentrated in the primary school stage, and a relatively mature primary school multi-text reading teaching system has been formed. Today’s middle school Chinese classrooms are still dominated by traditional single-reading teaching. There are still few studies on the teaching methods of multi-text reading in middle school Chinese, and without a teaching system has been formed. The good news is that in the past two years, the research on multi-text reading in middle school Chinese has shown an upward trend, and multi-text reading has gradually become the focus of many middle school teachers and experts. Therefore, in order to better promote the transition from primary school to junior high school in multi-text reading teaching, this paper intends to conduct in-depth discussion on the related issues of junior middle school Chinese multi-text reading teaching.

1. CONCEPT OF MULTI-TEXT READING

“Multi-text reading” as a special concept, was first mentioned by Zhao Jingzhong, president of the

Taiwanese primary school Chinese Association. He once stressed: “With the increase in book publishing and student reading, teachers began to try multi-text reading teaching activities by combining with textbooks and extracurricular reading materials in order to teach multi-text reading on the same topic” [1]. This teaching model was first proposed and implemented in Taiwan. After being introduced to the mainland, the primary school Chinese teaching teacher represented by Jiang Junjing also carried out active and effective exploration. Jiang Junjing believed: “The so-called ‘multi-text’, as the name suggests, is presenting multiple articles in a short unit time at the teaching site, up to four or five, or even seven or eight” [2]. According to the interpretation of multi-text reading by experts and front-line teachers, the author defines multi-text reading teaching as: gather structured multi-text under the same topic, carry out the teaching in the classroom with the mode of teacher-student dialogue, and guide students to finish opening reading tasks.

2. THE CURRENT SITUATION OF JUNIOR MIDDLE SCHOOL CHINESE MULTI-TEXT READING TEACHING

2.1. Teacher’s Level: Traditional Reading Teaching Methods are Deeply Rooted and Lack the Consciousness of Multi-Text Integration

For a long time, the reading class that genuinely belongs to students in the Chinese classroom has not been given, but mainly based on the teacher’s explanation, correction and revision, forming a stylized teaching in the reading class, which limits the reading space of the students. When the concept of multi-text reading teaching appeared, most junior middle school teachers were unfamiliar with it. The understanding of “multi-text” was easily limited to “overlapping of multiple texts under the same theme”, while ignoring the inherent structuralization of texts and lacking integration awareness of the multi-texts. In the words of Professor Ye Zhengguo, the current part of the multi-text reading teaching class is essentially the superposition of the single reading form [3]. This kind of problem is especially obvious in the immature system of junior middle school multi-text reading teaching.

2.2 Student Level: Limited Reading Time in Class,

Lack of Effective Reading

Professor Jiang Junjing clearly pointed out that the teaching orientation of multi-text reading should be “to question more, share more, and process the reading process as one of exploration and discovery” [4]. The reality is that in a unit time of a class, the students have very little time for self-reading, and are often asked to answer questions before having finished reading. In this way, the teaching process is inverted; the teacher’s ability is fully exerted, while the students are simply helping the teacher to complete the reading teaching.

2.3. Classroom Level: The Patterning of Classroom and Lack of Generative

Professor Liu Dawei believes: “In the practice of multi-text reading teaching, teachers should proceed to construct a group of texts reasonably from three aspects: determining issues, selecting articles, and designing problems” [5]. The teacher first determines the topic in the lesson preparation, then organizes the relevant text around the topic, and finally integrates the text setting problem, leaving the student to discuss. This fixed group reading teaching mode provides convenience for teachers to prepare lessons, but it also brings other problems since the classroom follows the pattern teaching. Although the teaching results are predictable, they lack real generativeness. The multi-text reading class is likely to move towards the traditional classroom of “teaching for teaching”: the teacher overemphasizes the directivity of the teaching goal in the lecture, while ignoring the jumping and novelty of the students’ thinking in real classroom teaching.

3. THE STRATEGY OF MULTI-TEXT READING TEACHING IN JUNIOR MIDDLE SCHOOL CHINESE

3.1. Update Reading Concepts and Integrate Text with “Structured” Orientation

At this stage, junior middle school Chinese teachers not only need to distinguish the similarities and differences between unit teaching and multi-text reading teaching, but also understand the key words of multi-text reading and establish a basic multi-text reading teaching concept. In the integration of texts, Jiang Junjing suggested that the integration of the multi-texts should emphasize “structurality”, that is, there should be a unified topic among the texts. For example, using the “author” as a clue, select Lu Xun’s article “Mr. Fujino”, “Hometown”, “Does the Chinese lose their self-confidence?” and other texts to understand the humorous satire of Lu Xun’s writing techniques and enrich students’ understanding of Lu Xun. Therefore, with the “structuralization” as the orientation, we can effectively avoid the disorder between the texts and complete the efficient classroom teaching.

3.2. Encourage Students to “Read Genuinely” and Use Multiple Reading Strategies

In order to make the multi-text reading classroom

truly become a classroom for students, teachers should encourage students to carry out “real reading”, but also learn to use certain reading strategies to improve the efficiency of multi-text reading classroom. Such as: comparative reading method, group progressive method, repeated reading method.

3.2.1. Comparative reading method

The comparative reading method is the most commonly used method in group reading teaching, and is also the core method of it. It uses the horizontal text comparative reading to construct the student’s knowledge framework. Take “feeling mother’s deep love” as an example, select the article Zhu De’s “Reminiscence My Mother” and two extracurricular articles Hu Shi’s “My Mother” and Zou Yufen’s “My Mother”. Around the question “How many things does the author narrate about the mother?” students discussed in groups and found the difference among the four articles in the author’s different portrayal of the mother’s image and the nuances of sentimental feelings. This requires the students experience the author’s thoughts and feelings in a comparative migration and feel the deep love of the mother.

3.2.2. Group progressive method

The so-called group progressive is in multi-text reading teaching the articles are divided into several groups, the teacher guides the students to read a group of articles in order, and then reads another group of articles, and the groups of articles are in a progressive relationship, requiring difficulty or in the depth of progress. Teachers should pay attention to the selection of articles that are not long and short, so as to ensure the effective reading of students in the classroom unit time.

3.2.3. Repeated reading method

The repeated reading method emphasizes that the students first read and browse a group of articles, then intensively analyze the group of articles, sum up the meaning of the combination of the selected texts, and deepen the understanding of the topics in repeated reading. As Mr. Ye Shengtao said, “Intensive reading is preparation, and skimming is application” [6]. Students have a solid grasp of the method in intensive reading, so that they can be better applied to the skimming of the text.

3.3. Explore the “Flip Classroom” Model and Create a Diversified Generative Classroom

“Flip classroom” is a form of teaching in which teachers create teaching videos in advance, students watch videos outside the classroom, conduct independent learning, and cooperate with teachers and students in the classroom to complete homework [7]. The essence of it lies in “learning outside the class and communicating in class”. The multi-text reading teaching is forward-looking. In other words, students need to fully prepare before learning a group of texts, and initially form their own thinking. At this point, this reading teaching and the “flip classroom” teaching mode are similar. The application of the “flip

classroom” teaching mode to junior middle school Chinese reading teaching can enhance students’ interaction in reading, stimulate students’ interest in learning Chinese, and enrich the resources of Chinese curriculum.

4. CONCLUSION

In the past, reading teaching was based on texts. With the test as the standard, teachers blindly instilled knowledge and students numbly learned knowledge. In most students’ cognition, Chinese learning is not difficult but boring. Incorporating multi-text reading teaching mode into junior middle school Chinese teaching can help reading teaching and broaden students’ reading horizons, which echoes the “national reading” advocated by the current information society. However, there are still inevitable problems in the implementation process. The roots of these problems would not be eliminated overnight. It is necessary to sum up experience in long-term exploration and practice to improve the biggest problem in reading teaching.

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Equity Ownership of Rural Collective Members

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Abstract: In recent years, all localities have actively explored and practiced to steadily promote the reform of rural collective property rights system. The joint-stock reform of rural collective assets is conducive to the construction of a clear ownership, complete powers and functions, smooth circulation and strict protection of rural collective property rights system. In the joint-stock system reform of rural collective assets, the key to promote the joint-stock system reform of rural collective assets is to quantify the stock exchange of rural collective assets to people and set up the stock right scientifically and rationally.

Keywords: rural collective assets; right of contractual management of land; equity transfer

1. CERTIFICATION OF EQUITY QUALIFICATION OF RURAL COLLECTIVE MEMBERS

Determining the status of rural collective members is the basis for the reform of collective assets' stock rights and functions and the basis for guaranteeing the property rights of collective members. Under the premise of adhering to the collective ownership system, the rural collective assets stock cooperative system quantifies the investment of collective assets into shares, distributes them to the original villagers, and distributes the income on the basis of shares. The main body of property ownership in a joint stock cooperative organization is still the collective, so only the members of the collective can acquire shares. In judging the members of the collective, the pilot areas of the whole country are mainly based on household registration. Generally, there are three ways to obtain rural collective membership: original acquisition, legal acquisition and intended acquisition [1].

Therefore, the membership of rural collective economic organizations should be reasonably defined on the premise that household registration is the main basis. First of all, we must rely on the masses. The only criterion for the definition of membership is the recognition and satisfaction of the peasant masses. Secondly, local exploration should be allowed. The composition of rural community personnel is diverse and varied. It is difficult to fully cover the formulation and promulgation of unified national membership criteria. It may also intensify contradictions and affect stability. The feasible way is to encourage local governments to take measures according to local conditions and explore actively on the basis of providing guiding opinions. The people's

governments of provinces, autonomous regions and municipalities directly under the Central Government may formulate laws and regulations concerning the definition of members of rural collective economic organizations in accordance with their local conditions. From a practical point of view, the definition of membership should also follow the following principles: First, respect for history. Collective assets are the accumulation of labor achievements of members of collective economic organizations in different historical stages, so the definition of membership should also cover different groups in different stages. The second is the equivalence of rights and obligations. Performing obligations is the premise of enjoying rights. Members' rights should be equal to their obligations and contributions to collective economic organizations. Third, the standards are consistent. The definition of membership involves the vital interests of every villager. We should adopt consistent criteria, such as whether there is a household registration, whether there is a contracted land, whether to participate in the distribution of collective income, whether the personnel are healthy, etc.

2. SOURCES OF EQUITY OF RURAL COLLECTIVE MEMBERS

The equity source of rural collective members is mainly to clarify which assets can be included in the scope controlled by the rural collective assets joint-stock cooperative organization, and to quantify the equity discount to the rural collective members. As a new type of collective economic organization spontaneously emerged in the process of agricultural reform, the important characteristic of rural collective assets joint-stock cooperative system is that rural collective members can discount their land contractual management rights, forest rights, land use rights and other factors into shares, concentrate loose rights in rural areas, follow the modern enterprise system, and improve rural agglomeration. Participation and creativity of individual members make them obtain more substantial and stable investment income and labor income, thereby improving the income level of rural collective members and expanding farmers' property income [2].

Rural collective assets refer to the assets enjoyed by collective economic organizations belonging to villages or townships. Historically, the existing collective economic organizations in China's rural

areas originated from the mode of “three-level ownership and team-based” in the period of the people’s communes. The collective economic organizations at the group level, village level and township level correspond to the original production teams, production brigades and people’s communes. Collective economic organizations at all levels shall control the collectively owned assets in accordance with the ownership of collective land and collective assets. Under this system, the ownership and use rights of rural collective assets are highly unified, and farmers have no ownership or management rights of land and other means of production. After the Third Plenary Session of the Eleventh Central Committee, the household contract responsibility system was implemented, and farmers were gradually granted relatively independent right to operate independently. However, the property right system of collective ownership has not changed fundamentally, and the collective as the owner of land continues to enjoy the right to manage, adjust and collect fees from the land. Thus, according to the provisions of the current legislation in China, rural collective assets cover a series of natural resources such as rural land, residential land and reserved land, self-retained mountains, water surface and wasteland, as well as collectively owned current assets, fixed assets, long-term investment, intangible assets and other assets besides the special provisions of the law. Specifically, rural collective assets mainly include three parts: first, land resources assets. Second, collective operating assets. Third, Non-operating Public Welfare collective assets. According to the current principle of deepening the reform of rural collective property rights system, all operating assets and resource assets can be quantified to the individual accounts of cooperative members at the time of the establishment of the cooperative, except that the public welfare fund and external donations extracted from surplus are only quantified to the member accounts when the cooperative is dissolved due to legal reasons or the provisions of the constitution are satisfied.

By searching for relevant legal and policy documents, the author defines the concept of land contractual management right as follows: “Land contractual management right equity refers to the transfer of contracted land to farmers according to law, on the premise that the shareholder (original contractor) obtains the effective existence of land contractual management right of real right nature through rural

land contracting, and quantifies the land contractual management right as equity. The act of possession and use by economic organizations such as cooperatives or joint-stock companies with operational capacity. The author thinks that the land contractual management right to be a shareholder is essentially to value the land contractual management right to be a shareholder on the premise that farmers have obtained the rural land contractual management right. Farmers who acquire shares of economic organizations such as joint stock cooperatives or companies shall enjoy equity and obtain dividends according to law; economic organizations such as cooperatives or joint stock companies shall possess and use contracted land according to law. “The right to contractual management of land is a complete right in itself, only the separation of power and function within it”. Farmers are still the right holders of land contractual management right after entering shares. The contractual relationship between the original contractor and the contracting party remains unchanged [3].

3. CONCLUSION

The essence of the quantitative reform of rural collective assets is to change the collective-owned assets into the joint ownership of collective members by shares, and then to seek the share of corporate equity or partnership as the carrier of the joint share for the large-scale operation of assets. Compared with the original rural land asset securitization and rural land trust, it has made great breakthroughs in object scope, function, operability and so on. It is a rare system innovation and has great significance. However, at present, there are no complete laws and regulations to regulate the disposal of rural collective assets, so that the local governments have different disposal methods of rural collective assets, which exposes many legal problems and restricts the further deepening of reform.

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Freedom of Speech on the Internet and Its Restrictions

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Abstract: With the development of network technology, ordinary people exercise the right of free speech through the Internet. However, we should pay attention to the harm caused by the abuse of the right of free speech on the Internet while protecting citizens' exercise of the right of free speech on the Internet. Therefore, the exercise of the right to free speech on the Internet must be subject to necessary restrictions.

Keywords: freedom of speech on the Internet; protection; restriction

1. THE CONCEPT OF FREE SPEECH ON THE INTERNET

Freedom of speech on the Internet is the right of citizens to express themselves and not to be violated under the support of information network technology and in the cyberspace with the Internet as the medium and the means of transmission.

1.1. The Meaning of Freedom of Speech

Marx once pointed out that "the freedom of expression is the most sacred of all freedoms, because it is the basis of all [1]. In modern times, freedom of speech, seen as a "fundamental right" or "first right" of citizens, was the source of other freedoms. In China, article 35 of the constitution stipulates the right of free speech and puts it before all citizens' political rights. Freedom of speech can be divided into a broad sense and a narrow sense. In a broad sense, freedom of speech is "freedom of expression", which includes freedom of speech, publication, press, assembly, artistic expression and other rights related to expression. The freedom of speech in the narrow sense is only a part of the freedom of expression of citizens, which, together with the freedom of press, publication and assembly, constitute the freedom of speech or expression in the broad sense. And narrow sense of freedom of speech, namely, "freedom of speech is a concrete manifestation of freedom of expression citizens in the form of spoken language, on the premise of the law or recognition is one of the fundamental freedoms of citizens, it is public opinion spread, exchange ideas, information, knowledge, etc. and is not subject to interference, constraints or punish state autonomy [2]".

With the development of Internet media, citizens with freedom of speech have more ways to express themselves. In particular, the emergence of new ways such as Weibo and BBS greatly broadens citizens' ways of expression and endows citizens with more freedom of expression.

1.2. The Meaning of The Right to Free Speech on The

Internet

Today is the era of rapid development of the Internet. Freedom of speech on the Internet is the development and extension of freedom of speech in the Internet field, and it is a new state of freedom of speech under specific circumstances. Freedom of speech on the Internet is realized through the dissemination of information, and the thoughts, opinions and opinions that citizens want to express are realized through network information.

1.3. The Value of Free Speech on The Internet

1.3.1. It is conducive to ensuring the exercise of citizens' right of supervision by public opinion
Democratic supervision is the right of every citizen endowed by our constitution. However, under the current political system of our country, citizens are in a weak position, and there are certain obstacles in the exercise of citizens' supervision rights, which cannot play its due role [3]. The development of Internet provides a new way for democratic supervision and greatly strengthens the power of citizen participation supervision.

1.3.2. It is conducive to the realization of government functions

The freedom of online speech is conducive to the voice of the people. The government can interact with the people through the Internet to understand the most urgent needs of the people at this stage and shorten the distance between the government and the people.

2. RESTRICTIONS ON THE RIGHT OF FREE SPEECH ON THE INTERNET

With the rapid development of the Internet, the freedom of speech on the Internet is more open, convenient and rapid than the traditional way. However, the development of everything has two sides, not all benefits and no harm. Due to the uniqueness of Internet communication, freedom of speech is often accompanied by negative hazards, such as insults, slanders and other ACTS that infringe upon citizens' personal rights.

The right of free speech on the Internet is a basic right guaranteed by the constitution and actively maintained by the public power of the state. However, its supreme status does not mean that it is not subject to any restrictions. When there is a contradiction between public interest and personal interest, public interest is the main aspect of the contradiction and occupies the dominant position, while personal interest is the minor aspect of the contradiction and occupies the dominant position. When personal interests and public interests meet in the same field,

personal interests should be subordinated to public interests [4].

3. CURRENT SITUATION AND DEFICIENCY OF LEGAL RESTRICTIONS ON ONLINE FREEDOM OF SPEECH IN CHINA

3.1. China's Legislation Has Insufficient Restrictions on Online Freedom of Speech

Through the comparison of laws and regulations, it is found that there are serious deficiencies in China's laws on network supervision. First, most of the provisions on the freedom of online speech are departmental rules and regulations and administrative regulations, and the legislative process has not listened to the opinions of relevant organizations, experts and citizens. Second, there is a phenomenon of serious slant protection. Third, in terms of the legislative system, China has always lacked a system for the legislation of freedom of speech, and no special legislative system has been formed. Fourth, in terms of the quality of legislation, there is a lack of protective and restrictive provisions on the freedom of online speech.

3.2. Deficiencies in China's Network Law Enforcement

First, there are many departments responsible for network management, resulting in low work efficiency. At present, China's computer network security is mainly the ministry of public security, the ministry of security, the security bureau, as well as the ministry of industry and information technology and other departments responsible for cross-management. Second, the network police professionalization degree is insufficient, the law enforcement ability needs to improve. Third, in the process of law enforcement, insufficient attention has been paid to the protection of individual rights.

3.3. The Judicial Protection of Online Freedom of Speech in China is Insufficient

In China's judicial practice, when the network freedom of speech and the right to reputation, privacy and other rights of personality, intellectual property rights in the conflict, the judiciary is more inclined to the right to reputation, privacy and other rights of personality, the protection of intellectual property rights, while ignoring the legal protection of citizens' right to network freedom of speech. As a result, the right of free speech on the Internet is "virtually non-existent" and cannot be effectively protected.

4. IMPROVEMENT OF CHINA'S INTERNET FREEDOM OF SPEECH LAWS

(1) From the perspective of legislation, improve the

laws on the freedom of speech on the Internet in China. Improve the legal status of free speech on the Internet. Laws enacted by the NPC and its standing committee should regulate online freedom of speech, reduce legal gaps, remedy legal loopholes, improve the legal system and provide fundamental guarantee for the existence of laws.

Balancing the interests of all parties and resolving conflicts from a judicial perspective.

(2) With the gradual improvement of China's laws on the freedom of speech on the Internet, the judicial act of law will break the awkward situation that cannot be relied on before. Under the condition that there are laws to be followed, the judicial ACTS of judicial organs will be worthy of our expectation. In the conflict between the right of free speech on the Internet, the right of reputation, the right of privacy and other personal rights and intellectual property rights, the judicial organ should put the right of free speech on the Internet on the same level as other legitimate rights and interests to protect, and form enough attention to the right of free speech on the Internet, so as to put the protection of the right of free speech on the Internet into practice [5].

(3) Improve the self-discipline of Internet users from the perspective of citizens. Through the means of improving the individual self-discipline of Internet users to achieve the purpose of restricting freedom of speech. Netizens are the subject of the right of free speech on the Internet, and also the subject of the restriction of free speech on the Internet. It is also the creator and receiver of network information. To improve the consciousness of Internet users and restrict the freedom of online speech from the source of information creation. The government, network operators and network users constitute the network environment. Therefore, the self-discipline of network operators and network users is particularly important in the purification of the network environment.

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“The Belt and Road” Effect on China’s New Energy Industry to Relieve The Symptoms in The Transition Period—Take China’s Photovoltaic Industry as an Example

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Abstract: Promoting the transformation and upgrading of the new energy industry is an important measure to achieve sustainable development. In the process, we are faced with problems such as increased unemployment, difficulty in digesting excess capacity, and bottlenecks in technological innovation. The practice of “the Belt and Road” provides an important opportunity for China’s new energy industry to solve the problems in the transition period. We take China’s photovoltaic industry as a case to explore the effect of the “the Belt and Road” on solving the problems of the new energy industry in the transition period. It is found that the effects are mainly concentrated in the aspects of export markets, matching supply and demand, providing jobs, and promoting technological innovation. Several suggestions for the development of photovoltaic industry during the transition period are put forward.

Keywords: “the Belt and Road”; new energy industry; industrial transformation and upgrading

1. INTRODUCTION

In recent decades, under the dual role of industrial policy guidance and market demand drive, China’s photovoltaic industry has developed rapidly and is listed as one of the country’s strategic emerging industries. As a clean energy industry, the photovoltaic industry is of great significance to China’s energy structure optimization and industrial restructuring. However, although China’s photovoltaic industry is of large scale, it faces serious internal and external problems.

On the one hand, the current internal problems of the development of the photovoltaic industry mainly include short industrial chain, single product, overcapacity, backward technology, lack of innovation and so on [1].

On the other hand, although the technical level of China’s photovoltaic products is lower than the developed countries, it has been exported in quantity by virtue of price advantage, especially in Europe and America. With the gradual tension in the global economic situation, international trade protectionism has risen again. European countries and America have adopted a large number of anti-dumping measures

against China’s photovoltaic industry. Since 2013, China has vigorously promoted the transformation and upgrading of the photovoltaic industry, and strived to optimize the photovoltaic industry structure to enhance market competitiveness. However, in the process of the new era of the photovoltaic industry, it is bound to encounter some difficulties, such as the unemployment problem, the overcapacity that cannot be quickly digested internally, and the technological innovation dilemma.

2. “BELT AND ROAD” CAN HELP TRANSFORM AND UPGRADE THE INDUSTRY

The proposal and practice of “the Belt and Road” brings opportunities for China’s photovoltaic industry, which is in the midst of a transitional period. In 2013, China proposed “the Belt and Road” cooperation initiative, and advocated actively developing economic cooperation relations with countries along the line to jointly build a community with shared future. Among them, energy cooperation is an important part of the “the Belt and Road” economic cooperation. The proposal and practice of “the Belt and Road” can help the photovoltaic industry in China solve the symptoms in the transition period. The reasons are as follow:

2.1. Get Rid of The Heavy Dependence on The European and American Markets and Promote The Diversification of The Export Market Structure

For a long time, China’s exports of photovoltaic products have relied heavily on the European and American markets, and the export market structure has been seriously unbalanced, which has intensified the risk of the photovoltaic industry.

There are many developed countries and developing countries along “the Belt and Road”, and they have large economic development potential. They are generally faced with the problem of energy structure optimization and industrial transformation, and the demand for photovoltaic energy is enormous. The cooperation with them through “the Belt and Road” contributes to the export market diversification of China’s photovoltaic industry.

2.2. The Status of China’s Photovoltaic Products Matches The Needs of Developing Countries Along The Route

Central Asia has abundant renewable energy reserves

such as wind, solar and biomass. However, its development utilization rate is very low, and infrastructure construction is very backward. For example, in terms of power infrastructure, countries in Central Asia generally have the problems of aging power infrastructure, backward technology, and incapable of manufacturing power equipment [2].

China's photovoltaic industry is large in scale and its technology is of lower level compared with the developed countries. Because of the suspicion of dumping caused by low-price competition, coupled with relatively backward technical level which cannot meet the high standards of the developed countries, China's photovoltaic industry is resisted in Europe and the United States [3]. However, compared with Central Asian countries, China's photovoltaic industry technology and related supporting technologies are mature enough to meet their development needs at this stage. In comparison, the high-tech photovoltaic products from the developed countries are often of higher price, and also exceeds the current development needs of Central Asian countries. Therefore, compared with them, Chinese products are more cost-effective for Central Asian countries.

Therefore, while striving to improve the technical level of the photovoltaic industry, China can export the products with relatively lower technical content through the "the Belt and Road" international capacity cooperation or invest directly in these countries. It will not only help solve the existing excess capacity and inventory problems of the photovoltaic industry, but also allow China to invest more domestic resources in the high-tech product development and production.

2.3. Capacity Cooperation Can Create More Labor Positions and Increase Employment

In "the Belt and Road" construction process, the forms of cooperation between China and the countries along the line in clean energy production mainly include direct investment, holding, shareholding, mergers and acquisitions, restructuring, equity investment and other forms, which can revitalize China's renewable advantageous resources in the field of renewable energy, such as energy production capacity, technology, equipment and engineering services.

2.4. Strengthen "The Belt and Road" Technology Cooperation and Promote Industrial Technology Innovation

Strengthen technological cooperation of countries along "the Belt and Road", not only is the "going out" of Chinese relative advantage technology process, but also joint all the power and wisdom of countries along the way to promote the photovoltaic industry technology progress and industrial upgrading, through international talent exchange, technology communication and cooperation.

First, in terms of technical norms and standards, we need formulate technical guidelines for international exchanges and cooperation on renewable energy and participate in the formulation of international standards

on renewable energy technology; secondly, in terms of technical support, enterprises should be the main body to strengthen industry-university-research cooperation and accelerate the transformation of renewable energy research achievements. In addition, in terms of technological practice and exploration, the establishment and development of demonstration projects are also conducive to promoting technological innovation of renewable energy [4].

3. SUGGESTIONS ON THE DEVELOPMENT OF PHOTOVOLTAIC INDUSTRY IN THE TRANSITION PERIOD UNDER THE OPPORTUNITY OF "THE BELT AND ROAD"

Although "the Belt and Road" has brought opportunities to solve the problems faced by China's photovoltaic industry during its transformation period, and has alleviated the employment problem, the problem of excess capacity and the dilemma of technological innovation to a certain extent, we should not be complacent in the transformation and upgrading of our photovoltaic industry. Instead, we need seize the historical opportunity of "the Belt and Road", strive to develop ourselves, continuously improve our technological innovation level and enhance our competitiveness in the entire international market. And some suggestions for China's clean energy industry in the transition period are as follow:

3.1. Look to The International Market and Improve International Competitiveness

As a regional cooperative development initiative, "the Belt and Road" is only a part of the global market. China's clean energy industry may be in a middle or senior position in "the Belt and Road", but it does not mean that it is leading in the whole international market. Therefore, the clean energy industry should take an international perspective, take the international top level as the example and target, study hard, accelerate the industrial transformation and upgrading, and improve the competitiveness in the entire international market.

3.2. Play a Constructive Role in Science and Technology Cooperation and Improve Core Competitiveness

International technical cooperation is an important way for the development of the clean energy industry. However, sufficient independence should be maintained in the cooperation, and the technology of other countries should not be too dependent. At the same time we should take the initiative in scientific and technological cooperation to be an active builder. Enhancing our core competitiveness persistently allows us to be in an undefeated position in the international competition.

3.3. Cultivate International High-End Talents to Provide Talent Support for Industrial Transformation

Whether it is "the Belt and Road" production capacity cooperation or going to a broader international market, international high-end talents are necessary support for the continuous growth of the clean energy industry, and

China is short of talents in this field. Therefore, China needs to pay attention to the construction of a new type of think tank of “green silk road”, cultivate compound talents who have international vision, master international rules and are familiar with new energy, which enhance the support for green “the Belt and Road” construction and the “going out” of China’s new energy industry to the global market.

4. CONCLUSION

The cooperation at a higher level and in a wider range of fields in “the Belt and Road” provides an opportunity to alleviate the pains of the photovoltaic industry in the transition period, and contribute to the more healthy and stable development of China’s new energy industry. While strengthening the development of our own new energy technologies and personnel training, we need also to expand the objects and fields of international cooperation, cooperate with countries along “the Belt and Road”, and play a constructive role on the international stage actively and proactively.

Only in this way can we win the initiative and advantages in the development of new energy industry in a long term.

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Application of Stratified Teaching Method in Badminton Specialized Course Teaching

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Abstract: In college physical education, badminton is a popular course for students. In order to enable students to better learn the skills of playing badminton, it is necessary to introduce new teaching methods. This paper starts from the characteristics of college sports, and teaches students in accordance with their aptitude in badminton specialized courses due to the individual differences of students, and discusses the application of stratified teaching methods in the teaching of college badminton specialized courses.

Keywords: stratified teaching method; badminton specialized course; teaching

1. INTRODUCTION

Nowadays, there is a badminton course in every physical education course of every university. With the continuous deepening of the specialized teaching of badminton in various colleges and universities, it is very important to explore the effective teaching methods to carry out the teaching of badminton specialized courses. In the previous physical education teaching, the teaching method is relatively simple, and the individual differences between the students are often neglected, leading to the low-level students making less progress and the high-level students stagnating. Therefore, it is necessary to carry out stratified teaching and teach students in accordance with their aptitude. In this way, students in each level can gain in the badminton specialized class. At the same time, they can establish the confidence of students to learn badminton, help students to establish a sense of lifelong sports, and promote the physical quality.

2. BRIEFLY INTRODUCTION OF THE STRATIFIED TEACHING METHOD

The so-called stratified teaching method refers to fully consider the individual differences among students, understand the technical level of each student, and grade students according to the technical level of students, carry out teaching at different levels according to the characteristics of each level of students, and formulate teaching objectives, teaching plans and teaching methods in line with the students, so that the technical level of each level of students can be improved. At the same time, it can stimulate students' creativity and self-learning consciousness.

When using stratified teaching method to carry out badminton specialized course teaching, teachers should follow the following five principles. First of all, the principle of subjectivity, that is, teachers

should respect students' subjectivity and pay attention to students' development. Secondly, the principle of teaching students in accordance with their aptitude, that is to say, when teachers with college physical education carry out badminton specialized training, they should give full consideration to students at each level and design suitable appropriate teaching methods for students' development. The third one is the principle of concealment, that is, teachers should observe students' emotions in the process of teaching and adopt appropriate methods to guide students to avoid the phenomena of high-level students' conceit and low-level students' inferiority; the fourth one is the principle of gradual progress, that is, it is should not be too high when teachers set students' learning goals, and it should consider the students' acceptability and be trained from weak to strong. Fifthly, the principle of feedback, namely, in the process of teaching, teachers need to understand students' needs through the training of students and constantly adjust teaching methods so that students can learn badminton better [1].

3. APPLICATION OF HIERARCHICAL TEACHING METHOD IN THE TEACHING OF BADMINTON SPECIALIZED COURSES

3.1. Formulating a Stratified Plan Based on Individual Differences of Students

Badminton is one of the most highly motivated courses in college physical education. Badminton is a quick feature for the average student, but if you want to achieve a higher level of skill, you need to be given special training by the teacher. Each student has individual differences, and teachers need to have a full understanding of the students' physical fitness and badminton skills before formulating teaching methods. In addition, teachers should explain the purpose and significance of layered teaching to students that the stratified teaching method is not a prejudice against students, so that students have a correct understanding of layered teaching. The stratification is mainly based on the technical level of students' badminton. It is generally divided into three levels: high, medium and low. Different levels of students are taught in different ways so that they can master the badminton technology that suits them, and the assessment criteria will be different. In the process of teaching, students' ability to accept will be different, and teachers need to adjust stratification according to the actual situation of students to stimulate students' enthusiasm for learning and

establish confidence in learning playing badminton [2].

3.2. Formulating Teaching Objectives at Different Levels

Developing specialized badminton courses in universities, on the one hand, is to cultivate students' badminton skills; on the other hand, it is to improve students' physical quality to make a good foundation for study and life. Because students have different learning abilities, it is necessary to make teaching methods according to the actual situation of students when making teaching plans. In stratified teaching, the stratification of teaching objectives is one of the requirements. Badminton is a sport that requires athletes to run back and forth, the arm should be forceful, and the physical quality of the students has relatively high requirements. So teachers need to carry out Sub-stratification on the original stratification, and students with poor physical fitness need to reduce the amount of training appropriately. Generally speaking, teachers can set higher learning goals for those students who have strong ability of operation, learning and acceptance. On the contrary, they should focus on training students' proficiency in basic skills [3].

3.3. Establishing a Competition Upgrading System

In order to effectively stimulate students' learning enthusiasm, teachers can establish a competitive upgrading system in the process of adopting the layered badminton teaching method. Because students' learning abilities are different, students' progress in the actual training process is also different, so teachers should adjust the layering according to students' learning situation. Teachers can effectively stimulate students' learning enthusiasm by establishing a competitive upgrading system. When students' skills reach to a certain level, they can enter into a higher level and learn more in-depth skills. On the contrary, if they do not work hard, they will fall to a lower level. The competition upgrading system is actually a way to motivate students to learn, and also a competitive spirit of sports [4].

3.4. Formulating a Reasonable Assessment Method

Badminton is a physical education course in colleges and universities, and it is unavoidable to need assessment. The assessment of students is actually a test method for students' learning. Through the assessment, teachers can understand the situation of improvement of students' skills after training. On the one hand, teachers can reflect on whether their teaching methods are suitable for students; on the other hand, the students can be stratified from the assessment results, so that students can be effectively

trained at the appropriate level. In addition, the criteria for the final assessment of the course must be different. For those students who have a strong learning ability and master a lot of badminton skills, the assessment criteria can be appropriately raised, so that these students can demand themselves with high standards and promote their badminton skills to reach a higher level; for students with poor learning ability, the main focus is on the assessment of basic skills. If the assessment criteria are set too high, it will hit students' self-confidence, which is not conducive to students' training [5].

4. CONCLUSION

In summary, there are individual differences among students. College students will have different acceptance abilities in the process of learning badminton. If teachers use the same teaching method for all students, some students will not be able to keep up, and some students feel that it is too simple, which is a waste of students' time and finally make students lost interest in learning badminton. Therefore, the use of the stratified teaching method to carry out the teaching of badminton specialized courses can enable students with different skill levels to get the training methods that suit them, which greatly improves students' enthusiasm for learning and improves students' physical quality.

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Comparative Study on Financing and Investment Areas of Financial Development

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Abstract: The financial market, as a place for financing finance, provides such a mechanism: First, it provides a place for the flow and allocation of economic resources, which enables enterprises to raise funds here and temporarily transfer idle funds here; Secondly, because the financial market has a wide range of information resources and numerous investors, the information is transmitted quickly, and the allocation of economic resources is optimized. This paper mainly compares the financing and investment areas of financial development, and analyzes the financial institutions in Shandong Province as an example. Finally, it puts forward relevant policy recommendations for promoting regional financial development.

Keywords: financial development; financing; investment; suggestion

1. INTRODUCTION

Financial markets have broad and narrow meanings. The narrow financial market is based on "currency", Table 1. Comparison of deposits of financial institutions in different provinces

	Financial institution deposits (100 million yuan)	Financial institution deposit/GDP (%)	Loan/deposit (%)	Per capita deposit (ten thousand yuan)	GDP (100 million yuan)
Binzhou	204.94	66.86	77.74	0.42	306.5
Shandong	10,247.80	97.12	83.32	1.13	10,552.06
Jiangsu	11,881.20	111.702	69.31	1.61	10,636.3
Guangdong	22,921.81	196.342	66.34	2.92	11,674.4
Zhejiang	11,242.80	146.582	79.28	2.42	7670.0
Shanghai	14,035.77	259.502	75.17	10.52	5408.76
National	183,388.00	179.09	76.23	1.43	102,398

The Table 1 shows that the level of savings in Shandong is obviously low, indicating that the level of direct financing is low, and the low savings rate leads to insufficient capital accumulation, thus affecting economic development. On the other hand, from the perspective of deposits and loans in Shandong, the ratio of loan balance to deposit balance is 83.32%, much higher than other regions. The proportion of loans is relatively high. Shandong's indirect financing channels are relatively smooth. A large proportion of deposits are converted into loans for corporate and personal investment and consumption, thus promoting Shandong's economic development. This has alleviated the lack of capital formation in Shandong. Adverse effects on the economy.

2.2. Comparison of Investment Areas for Financial Development

Overall, Shandong's investment level is lower than

which is a market for financing through the purchase and sale of various credit instruments. It mainly includes capital transactions provided by banks as the core financial institutions, such as currency lending, bill acceptance and discounting services. In addition to banking business, the broad financial market also includes securities trading, insurance business, trust business, fund management, financial leasing business, and other types of financial derivative business.

2. COMPARISON OF FINANCING AREAS FOR FINANCIAL DEVELOPMENT

2.1. Comparison of Indirect Financing

The deposit balance of financial institutions in Shandong is not only much smaller than other provinces and cities, but also far less than other provinces and cities in terms of relative indicators of GDP and per capita deposits (where Zhejiang and Guangdong have more than twice the per capita deposits of Shandong), the relative indicators are still less than the national average.

Table 1. Comparison of deposits of financial institutions in different provinces

other provinces and cities, and below the national average, the lower investment ratio will ultimately affect economic development. Such a high loan ratio indicates that the society does have a strong demand for funds, but no one can say with certainty that these funds are left in Shandong. In other words, there is a serious capital outflow phenomenon in Shandong. This capital outflow does not mean that funds flow to foreign countries, but refers to the flow of funds from Shandong to other parts of the country, especially in Shanghai and Beijing where the economy is more developed [1].

A common problem currently exists is that after the enterprises borrowed from Shandong, they did not invest their funds in Shandong. Instead, they invested funds in other regions. These funds did not ultimately stimulate the economic development of Shandong, but stimulated development of other regions. In other words, Shandong is providing financial support for

“working” in more developed regions. Why is this happening? In the market economy, funds always flow from areas with low resource allocation efficiency to areas with high resource allocation efficiency. Therefore, the fundamental reason for capital outflow is the economic environment in Shandong, especially the financial environment is worse than those in those regions.

3. Relevant POLICY RECOMMENDATIONS FOR PROMOTING REGIONAL FINANCIAL DEVELOPMENT

3.1. Promote Financial Innovation and Improve Financial Efficiency

Financial efficiency plays a key role in the process of financial promotion of economic development. The level of financial efficiency determines the cost and strength of finance, and thus determines the overall economic efficiency. Efforts will be made to promote financial innovation, promote financial deepening, and actively carry out financial innovation from the aspects of financial policy system, financial organization and financial instruments, and promote the integration process of financial markets to improve capital absorption capacity and capital facilitation capability [2].

For those regions where the financial system is not well developed and the financial market is relatively backward, financial innovation is particularly important. In recent years, with the continuous deepening of China's economic reform and financial system reform, financial innovation has also accelerated, and many financial innovation products have emerged. This not only challenges the original closed and inefficient financial system, but also quickly completes many projects that require more capital.

3.2. Actively Develop Regional Financial Markets and Promote Coordinated Development of Regional Finance

In China, central-level financial institutions set up branches according to administrative divisions, while financial services such as finance, insurance, and securities are relatively independent. This kind of financial development pattern has resulted in the relative independence of financial business development in a certain region, which makes the financial development coordination in the region poor. In the case that the establishment of regional financial institutions is more difficult, we should focus on increasing the capacity for capital creation through institutional innovation and other aspects, based on the region, to achieve the sound development of financial services within the region, at least synchronous development, and gradually exclude capital. Bondage, providing capital support for economic development.

3.3. Rationalize the Relationship between Politic Banks and Banks

At present, the most discussed issues are the

separation of government-enterprise relations, and insufficient understanding of political and banking relations and bank-enterprise relations. For example, there is a widespread phenomenon in which local governments help enterprises to evade bank debts and intervene in financial activities through administrative means. In fact, the government should create a favorable environment for the role of local finance, such as introducing regional development plans for financial institutions, financial support targets, disclosure of corporate bankruptcy mergers and acquisitions information, organizing funds, helping to digest non-performing assets, etc. The goal is organically combined with the interests of local finance to prevent the government from helping companies to evade bank debt, and the phenomenon of excessive administrative intervention in local finance has recurred. Local financial institutions must carry out various businesses in accordance with the market and financial operating rules, and move closer to the superior projects to foster new profit growth points. We must give bold support to the market-expanding and reputable enterprises in the region to achieve scale expansion; for enterprises that have benefits, no losses, repayments, and good reputation, they can be supported by mortgage guarantee; the debtor must provide timely information and corresponding financial services [3].

3.4. Continue to Develop Direct Financing and Use the Investment and Financing Functions of the Securities Market

At present, the expansion of China's securities market is relatively rapid. Due to the small proportion of securities issuance in the total social financial assets and the underdevelopment of the money market and capital market, securities financing is not enough to lead the Chinese economy. The role is not enough to shoulder the heavy responsibility of guiding the rational allocation of social resources. However, a significant trend in modern finance is that the proportion of direct financing will become larger and larger, and the role of the securities market in promoting economic development will become increasingly important.

4. CONCLUSION

All regions in China should consciously adjust the financing structure and actively promote the development of financing in the securities market. Give play to the functions of the financial market, expand the scale of securities financing, and develop industrial investment funds, venture capital funds and capital markets. In addition, in the understanding of the issue of direct financing, we should change the concept that direct financing is purely equity financing. Corporate bonds, trust financing, and other innovative tools are also important ways of direct financing, which should be vigorously developed to optimize direct financing structure.

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A Study of Cohesion and Coherence Errors in Chinese College Students' English Composition

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Abstract: Writing plays a very important role in English language teaching. However, a variety of errors committed by college students are common in English writing, especially on the cohesion and coherence errors. On the basis of Halliday and Hasan's theory of cohesion and coherence, this paper aims to analyze the cohesion and coherence errors in college students' English writings. The sample writings are collected from 73 college students (counted from S1 to S73) who take part in the 2017 Foreign Language Teaching and Research Press (Beijing, China) English Writing Contest. Based on the quantitative and qualitative analysis, the number of cohesion and coherence errors in college students' English writing is calculated, and these errors are also analyzed. At the same time, through the comparison of the frequency of cohesion and coherence errors, the difference between English majors and Non-English majors is presented. It is expected that the analysis will offer some pedagogical implications in English language teaching.

Keywords: cohesion; coherence; English writing

1. INTRODUCTION

Nowadays more and more people come to realize that English writing plays a very important role in English learning and teaching. In terms of the analysis of cohesion and coherence errors, studies on English writing have shown that cohesion and coherence errors in student's English writing are very typical. Li provides an analysis with regard to the cohesion and coherence errors in the students' English writing in China. The major findings show that most of the students have trouble in using the intersentential connectives [1]. Kwan and Yunus make a research concerning the cohesive errors in the English compositions of English as a Second Language pre-service teachers. Conclusion can be found that there are most errors in lexical cohesion and reference in terms of the Medium-level pre-service teachers. (Kwan and Yunus, 2014). From these researches, we still find that in English compositions written by so-called advanced learners, they are not able to make English writing become a coherent text. Therefore, taking English majors and Non-English majors as subjects, this study aims to make statistical analysis on the cohesion and coherence errors in their English writings and investigate the frequency of the cohesion

and coherence so as to provide implications for English language teaching in China.

2. RESULTS AND DISCUSSION

2.1. Analysis of Cohesion Errors

In order to analyze the result of cohesion errors in the students' English compositions, some examples will be selected and demonstrated.

Example 1 (S31, Junior Year, School of Textiles)

There is the most important similarity between an obstacle and an opportunity.

In Example 1, the student writer intends to use the superlative degree to express that the most important similarity between an obstacle and an opportunity. But the form of the superlative degree is wrong obviously. According to the grammar of "the + superlative", this sentence should be revised like: there is the most important similarity between an obstacle and an opportunity [1].

Example 2 (S13, Junior Year, School of Textiles)

Just for English, from childhood to the present, I have thought English was difficult. I can't take good command of it. The word, the grammar, and so on, in my view, are always a stone.

According to Example 2, it can be shown that the second sentence is the cause of the previous sentence according to the connotation of this short paragraph. Therefore, some causal relation words, such as, "so" or "therefore", should be added into the brackets before the second sentence.

Example 3 (S32, Junior Year, School of Foreign Languages)

How can I face with the humiliation again? I refused the opportunity. Being faced with obstacle, I refused the opportunity, though the opportunity is to prove myself.

In Example 3, the student writer uses two "the opportunity", the second "the opportunity" is needless, which will give rise to the redundancy of the whole paragraph. So "the opportunity" may be replaced by "it".

2.2. Analysis of Coherence Errors

As for the coherence errors, several examples of coherence errors are presented in students' English writings. The coherence errors are made up of errors at the sentence, paragraph.

Sample 1 (S31, Junior Year, School of Textiles)

There are the most important similarities between an obstacle and an opportunity. That it is, if you can

solve it well, you can be a winner. On the contrary, you will be a loser.

In the sample 1, the first sentence and the second, third sentence are not incoherent. Through the connotation of the first sentence, we can argue that the second sentence maybe about “similarities between an obstacle and an opportunity”. However, the second sentence shows how to be a winner, and the third sentence is the opposite side of the second sentence. So, we can see that the first sentence is not incoherent with the second and third sentence. Therefore, this is a coherence error at the sentence level [2].

Sample 2 (S19, Junior Year, School of Textiles)

Last but not least, an obstacle or an opportunity provides a basis for your later development. To be a winner or a loser depends on yourself. As the saying goes, hard work can make up for a lack of intelligence. And sometimes, you must be your own hero.

In terms of Example 2, the main idea of the paragraph mainly concerns “an obstacle and an opportunity can make a basis for your later development”. The following sentence should introduce that “what basis an obstacle and an opportunity can make” and “how they make a basis for your later development”. However, the underlined sentence illustrates that “benefits of hard-working” and “you are determined to your success and failure”. As a result, the underlined sentence is not connected with the main idea and this is a paragraph coherence error.

3. COMPARISON OF THE FREQUENCY OF COHESION AND COHERENCE ERRORS BETWEEN ENGLISH MAJORS AND NON-ENGLISH MAJORS

Table 1. Comparison of the frequency of reference errors between English majors and non-English majors

Type	Personal reference	Demonstrative	Comparative	Total
Non-English majors	65	40	3	108
English majors	25	24	2	51

In conclusion, the Table 1 has shown that the number of errors of personal reference occur the most frequently in the two student groups. The number of

Table 4. Comparison of the frequency of coherence errors between English majors and non-English majors

Total number of the compositions	Number of complete coherence		Number of partial coherence		Number of out of topic	
	Non-English majors	English majors	Non-English majors	English majors	Non-English majors	English majors
73	1	2	45	17	5	3

According to the Table 4, some results can be recognized that the number of complete coherence errors of non-English majored students is fewer than that of English majors. However, as for the partial coherence, the number of non-English majors is more than twice that of English majors. However, the number of out of topic in English majors is less than that of non-English majors.

4. CONCLUSION

errors of comparative reference is the least one in the two groups. So, teachers should pay more attention to the personal reference in their classroom-based instruction.

Table 2. Comparison of the frequency of conjunction errors between English majors and non-English majors

Type	Additive	Adversative	Causal	Temporal	Total
Non-English majors	10	15	8	8	41
English majors	10	6	5	2	23

As shown in the Table 2, it has illustrated that the number of adversative error occurs the most frequently among the non-English majors, while the number of additive error occurs the most frequently among the English majors. In terms of causal and temporal error, the number of errors is same in the non-English majors. However, the number of temporal error is more than the number of causal error in the English major. In addition, only the number of additive error of English majors is same as that of non-English majors. For other types, the number of errors of non-English majors is more than that of English majors.

Table 3. Comparison of the frequency of lexical cohesion errors between English majors and non-English majors

Type	Repetition	General word	Collocation	Total
Non-English majors	6	17	31	54
English majors	4	13	17	34

From the Table 3, we can see that the total number of lexical cohesion error in non-English majors is more than that of English majors. As far as lexical cohesion is concerned, the conclusion can be given that collocation errors account for the most percentage among types of this part. In addition, it is the most frequently misused in two groups followed by the general word and repetition. In particular, the most different part between the two groups lies in the number of collocation errors. As for the repetition, general word and collocation, the number of errors in non-English majors is more than that of English majors [3].

the texts, paying special attention to some logical pattern which could help them organize the text in such a way that their English compositions will be understood by any readers.

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Research on the Core Thinking and System Structure Construction of Network Marketing

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Abstract: In recent years, China's Internet technology has developed rapidly. In order to achieve better development, enterprises have begun to use Internet technology in their marketing process. Nowadays, network marketing has occupied a certain share of marketing. The three key factors of marketing under network marketing environment have changed into products, copy-writing and promotion. Enterprises need to effectively define the core thinking of network marketing and actively establish an online marketing system, so that the impact of network marketing can be fully reflected, and the users' needs can be effectively met.

Keywords: network marketing; core thinking; system structure

1. INTRODUCTION

The most important goal of corporate marketing is to supply the needs of consumers and to make consumers' desires clearly satisfied. Product, persuasion and communication are three essential elements for successful marketing. The company continues to improve the quality of the defective products, implement effective brand operation measures, and significantly increase the value of the products as much as possible. In addition, the company continues to do a good job in the dissemination of product information by the exchange of people and the use of network promotion to the greatest extent possible, so that the product can be quickly understood by people, but also can significantly reduce the cost of transmission, and ultimately achieve the goal of dealing with customers.

2. MAIN FACTORS IN NETWORK MARKETING

Network marketing refers to a kind of marketing method which relies on network to carry out marketing. Network marketing transforms the three elements of traditional marketing into products, copy-writing and promotion. The first step of network marketing is to select good products and projects scientifically. Good products and projects are the basis of marketing work. The design significance of marketing copy-writing is to successfully win potential customers and achieve immediate transaction of customers. There are three main factors in immediate transaction, namely, specific needs of customers, grasping opportunities and reducing purchase risks. Therefore, in the design of copy-writing, we should fully consider whether the solution can meet the needs of customers, whether it

can obtain the trust of customers, whether it can make customers willing to buy. The significance of network promotion is to enable product information to be widely disseminated, and to enable people to quickly understand the basic information of products by using the lowest cost of dissemination. Therefore, the network promotion needs to scientifically select the appropriate promotion platform or channel, actively use the feasible marketing mode, and select the appropriate promotion opportunity [1]. Before implementing the network promotion, the staff must fully grasp the relevant product information, the specific needs of target customers and the consumption characteristics of customers, so that they have a thorough understanding of the communication characteristics and use skills of promotion platforms or channels, and have a comprehensive understanding of different network promotion modes, methods and marketing data analysis.

For the three important factors of network marketing, if the product is good enough, the copy-writing and promotion can be not good, but good copy-writing and promotion can help the marketing of the product to a certain extent. If it's just an ordinary product, copy-writing is far more important than promotion.

3. THE CORE THINKING AND SYSTEM STRUCTURE CONSTRUCTION OF NETWORK MARKETING

Network marketing has five focus thinking. The first is that the ultimate goal and ownership of all marketing are to achieve the transaction. All marketing activities are centered around the transaction. Secondly, we need to do business on the basis of mutual trust between customers and enterprises. The practical way to achieve this goal is to adhere to the road of brand management and create strong brands. The third is that the sustainable growth and development of enterprises need the help of network marketing. In the environment of network marketing, business circles can be well constructed by means of information technology, and business circles can be planned scientifically. Business circle is essentially a community of interests, which is based on the common interests of all parties. Enterprises can supply the value they need for their partners in the business circle, and achieve the goal of maximizing customer value. Customers can also contribute their maximum value to the development of enterprises and achieve the goal of maximizing enterprise value. The fourth is to find a suitable promotion method from

other people's business circles through accurate promotion. The last one is to scientifically create an automated or semi-automated marketing system [2], and to make full use of the power of the system to promote better and longer-term development of network marketing.

4. SPECIFIC STRATEGIES FOR CONSTRUCTING THE STRUCTURE OF NETWORK MARKETING SYSTEM

4.1. Selecting Excellent Products and Projects

The most important core factor in network marketing is to select excellent products and projects. When facing more and more fierce market competition, in the selection of products, we should try our best to select excellent products with less competitive pressure, greater life-long use value for customers and satisfying customers' urgent needs.

4.2. Promoting Transaction

If there is no basis for trust, it is difficult to break through the sales performance. From catching potential customers to the first transaction with customers, at least 80% of the trust between the two sides should be achieved. The increase of trust requires marketing personnel to continuously supply the corresponding value for customers. In order to effectively develop our partners in other people's business circles, we need not only to ensure that the products we supply have special customer value, but also to attract the attention of partners. Marketing personnel need to make their services warm, sincere and thoughtful, they also need a set of trading strategies that can fully impress each other.

When thinking about the transaction method, we must know exactly the specific needs of customers and actively create product value for them. And honesty, strength and emotion can be made effective use of to gain customer trust. In addition, we should ensure that the design has real zero risk to minimize the purchase risk of customers as far as possible, and make active use of it in reaching the immediate transaction goal, promotion methods, or the use of scarce resources and time-critical nature [3].

4.3. Retaining Customers

Marketing personnel should try their best to satisfy users, deal with customers' complaints in time, and help them fulfill their promises unconditionally in the first time. In order to ensure the loyalty of users, marketers need to provide users with excellent services and products of great value. Only in this way

can users buy products again. In order to retain customers, marketers can effectively use the membership system, points system and other mechanisms [4], so that the cost of customer exit increases significantly. Furthermore, marketing personnel should make full use of direct marketing restraint so that customers can become members of the marketing team, so that customers and marketing members become the community of destiny to let customers help marketing personnel to implement marketing.

4.4. Doing a Good Job in the Recovery Work

Compared with the cost of retaining an old customer, the cost of developing a new customer is obviously higher. Re-sale can not only maximize the value given to customers by enterprises, but also maximize the value of customers. Staff members will do a good job in the recovery work and meet the existing needs of customers, and have been looking for new needs of customers. That staff continue to give customer care can make their feelings with customers grow stronger and stronger.

5. CONCLUSION

In recent years, China's Internet technology and e-commerce have made remarkable progress. Under this background, China's network marketing emerged at the historic moment. Enterprises should fully grasp the key thinking of network thinking, focus on promoting transactions, adhere to the road of brand management, and create network marketing system through information technology, to maximize the needs of customers to the great degree of satisfaction.

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Study on the Practice of Ecological Civilization Construction Based on the Idea of Green Development-Taking Shaanxi Province as an Example

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Abstract: China has regarded ecological civilization construction and green development as the core part of national development planning, and the development of green economy has become the economic development requirement in the new era. The measures are: transforming the three industrial structures, allowing the green industry to rise; creating a legal and guarantee system for the construction of ecological civilization; paying attention to the continuous impact of education on green development; and actively developing green technologies.

Keywords: green development; ecological civilization; economic development

When President Xi Jinping came to Shaanxi to inspect in 2015, he clearly pointed out that it is necessary to further promote the construction of ecological civilization. We should further study and implement Xi Jinping's ecological civilization thoughts, further understand the significance of ecological protection in the Qinling Mountains, and promote the continued progress in the construction of beautiful Shaanxi.

1. THE SPECIFIC CONTENT OF GREEN ECONOMY AND GREEN DEVELOPMENT

In the 21st century, the idea of green development and green economy gradually entered the category of government policy from the field of academic research. Based on the impact of the 2008 international financial crisis, the domestic government has made important decisions to advocate green development ideas and develop a green economy in the face of global economic development and the new situation of national development. Adhering to the idea of green development is to reduce the pressure on the ecological environment, reduce pollution emissions and reduce resource consumption in the process of ensuring the continuous development of the economy. The meaning of "green economy" comes from the *Blue Book of Green Economy*. From the perspective of environmental economics, it explores issues related to environmental improvement and protection, with a focus on the interaction between environmental change and environmental change in the process of economic development and related issues in policy formulation.

2. MEASURES

2.1. Starting from the Overall Situation, Further Understanding the Key Significance of Shaanxi's Ecological Civilization Construction

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with President Xi Jinping as the core has taken ecological civilization construction as the core content of coordinating and promoting the "four comprehensive" strategic layout and coordinating the overall layout of the "five in one", implementing a series of long-term, pioneering and fundamental work to promote ecological, environmental protection, overall, transitional and historic changes [1]. Nowadays, Shaanxi is in an important period of catching up and surpassing. The protection of the ecological environment has a long way to go, and it is our key task and unshirkable responsibility to continuously promote the construction of ecological civilization.

Strengthening the construction of ecological civilization and serve the overall situation of national ecological environmental protection. The unique geographical location of Shaanxi further determines that the ecological environment protection in Shaanxi is not only related to its sustainable development and development quality, but also related to the overall pattern of the national ecological environment. First, Qinling as the key ecological safety barrier in China and the boundary between north and south climate, Qinling has the functions of maintaining water and soil, regulating climate, maintaining biodiversity and conserving water sources, and has core values and status in domestic culture, scientific research and ecological environment protection. Second, the key source of water for the Middle Route of the South-to-North Water Transfer Project. Most of the water supply for the Middle Route of the South-to-North Water Transfer Project was taken from Shaanxi. If it is polluted, the consequences are unimaginable, so we must strengthen governance from the source to further protect water quality.

Strengthening the construction of ecological civilization and promoting the continuous development of Shaanxi's social economy. President Xi Jinping pointed out that protecting the ecological environment means protecting productivity, and

optimizing the ecological environment means developing productivity. To protect the ecological environment is to protect the productive forces, so we need to pay attention to the ecological environment as the prerequisite for further carrying the economic and social development, to further explore the carrying capacity of the resources and environment, and to take into account the present and future development objectives. Resolutely abandon the specific practice of sacrificing the ecological environment in exchange for economic improvement [2]. Optimizing ecological environment is to develop productive forces, so we need to further understand that the key development of “lucid waters and lush mountains are invaluable assets”, further exerting the role of ecological civilization construction to promote Shaanxi’s economic development and adhering to the development of “green GDP”. After the “forced by” system, the industrial structure, lifestyle and production mode of protecting the environment and conserving resources will be further developed, and the civilized development path of ecological excellence, affluent life and production development will be adhered to.

2.2. Starting from People’s Livelihood, to Continuously Meet the Needs of The People for a Good Ecological Environment

The ecological environment is the core social issue related to people’s livelihood, and it is also the core political issue related to the party’s mission. The report of the 19th National Congress of the Communist Party of China clearly pointed out that the modernization we want to create, that is, the modernization of harmony between man and nature, not only must we create a lot of spiritual wealth and material wealth to meet the growing needs of the people, but also provide a large number of high-quality ecological products to meet the growing ecological needs of the people. Through the forty years of reform and opening up, the spiritual and material life of Shaanxi people has been further improved, and more attention has been paid to the transformation from “food and clothing” to “environmental protection”. People’s further pursuit of safety, quality and green has promoted the development of people’s livelihood in Shaanxi.

Green development is an effective strategy to deal with the pollution problem, and it is the inevitable requirement to create a high quality and modern economic system. Take supply-side structural change as the main line, carry out the thought of new development, through the guidance of policy and law, promote the innovation of green technology, green life and production mode. Develop clean energy industry, cleaner production industry and energy-saving and environmental protection industry, promote recycling and comprehensive saving of resources, and realize the circular link between life system and production system. Advocating green low

carbon and simple and modest lifestyles, continue to meet people’s needs for a good ecological environment.

To treat key ecological and environmental issues as a priority area for people’s livelihood, and resolutely fight the battle of pollution prevention and control. Adhere to the red line of ecological protection, take Qiaoshan and Qinling as the core to fight the battle of defending the Castle Peak, and further restore the Qinling with beauty, harmony and tranquility; with the Guanzhong area as the core, the blue sky will be defended, and the people will have a starry sky and blue sky with white clouds; With the governance of Wuding River, Yanhe River and Weihe River as the core, we will fight the battle for clear water, and give the people a view of the fish in the clear water with green shore; taking the remediation of solid waste and the prevention and treatment of soil pollution as the core, we will defend the land and let the people live with peace of mind and rest assured.

2.3. In the long Run, Consolidate the Rule of Law System for Ecological Environmental Protection

The construction of ecological civilization is a fundamental plan related to the sustainable development of the Chinese nation. We should protect the ecological environment with the strictest rule of law system, promote the innovation of the system, strengthen the implementation of the system, and make the system become the untouchable high-voltage line and rigid restraint. *The 13th Five-Year Plan for Ecological Environment Protection in Shaanxi Province* explicit requirements that we should carry out the protection system of ecological environment, promote the level of scientific, systematic, information, refinement and rule of law in the management of ecological environment, continuously improve the quality of ecological environment, and create a new situation of ecological civilization construction in Shaanxi [3].

We should adhere to the system restoration, overall protection, comprehensive management and regional coordination of lake grass, forest field and landscape. At the same time, it is necessary to carry out the construction of ecological civilization in an all-round way by taking measures as a whole, taking measures at the same time and making overall plans. We must strengthen the prevention and control of the source, strengthen green development, adhere to natural recovery, strengthen source control, and further protect the bottom line of ecological space protection. In particular, to protect the ecological environment of the Qinling Mountains, it is necessary to further establish a system for the protection of the ecological environment in the Qinling Mountains to ensure the ecological security in depth.

Improve the local standard system and environmental laws and regulations, strengthen the punishment for illegal activities, further promote the public interest litigation system of ecological resources and

environmental protection, establish government supervision and restriction system and environmental performance appraisal mechanism. To establish a reasonable and scientific evaluation system, to regard the results of examination as the key basis for the promotion, rewards and punishment of leading cadres and teams at all levels, and to enable all relevant departments to exercise due diligence and responsibility to protect the ecological environment, so as to further assume the responsibility of protecting the ecological environment. Make the sky bluer, the water clearer, and the mountains greener.

3. CONCLUSION

Deeply promoting the construction of ecological civilization and green development ideas, taking a green economic development path is the inevitable choice for China's economy to achieve sustainable development. Adhering to the idea of green

development means reducing the pressure on the ecological environment, reducing pollution emissions and reducing resource consumption in the process of ensuring the continuous development of the economy.

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On Prevention and Control of Accounting Fraud

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Abstract: China's economy has developed steadily under the background of economic globalization, and requirements of enterprises for accountants are also increasing. However, accounting fraud is a serious problem in the accounting budget process. It affects the smooth operation of enterprises. Therefore, business managers should consider the problem in the long run, realize the harm of accounting fraud, and conduct timely regulation. The paper analyzes the harm of accounting fraud from perspectives of social investors and economic market, summarizes specific performance and causes of accounting fraud from objective and micro levels, and proposes preventive and control countermeasures for the purpose of creating good conditions for China's enterprises.

Keywords: market economy; enterprise; accounting fraud; prevention

1. INTRODUCTION

Accounting budget plays an important role in the development of the enterprise, but the endless accounting frauds have seriously hindered the healthy development of the enterprise. Accounting fraud, which is illegal, refers to cooking accounts in the budget process. It has two forms. The first is falsification of accounting statements, which refers to the false reporting of project value. It is a deception to shareholders and creditors. The second is falsification of accounting items, which refers to the phenomenon that enterprise property is obtained by accountant through theft, fraud and other illegal acts [1]. Enterprise managers should properly understand harms of accounting fraud, and adopt scientific control and preventive measures to effectively avoid its occurrence, so as to lay the foundation for the long-term development of the enterprise.

2. MAJOR HARMS CAUSED BY ACCOUNTING FRAUD

First of all, accounting fraud will seriously affect the integrity of the enterprise, and may even result in its withdrawal from the market. Accounting fraud acts against professional ethics. False accounting materials, which are unrecognized by society, cannot gain the trust of the public, the government and enterprises. Secondly, securities investors' decisions can be seriously affected by accounting fraud. False accounting materials will have a serious impact on the securities market, which will violate the basic rules of the market economy, affect the harmony and stability of the society, increase market volatility, affect the

establishment of enterprise credit mechanism, and reduce the market competitiveness of enterprises.

3. FORMS OF ACCOUNTING FRAUD

3.1. Evading Taxes

Legal loopholes are used by many enterprises to evade taxes. For example, after the payment is made, many enterprises will make accountants change the previous payment stubs into payment stubs of the year as a deductible payment voucher to evade taxes due to problems such as poor cash flow or subjective reluctance to pay [2]. Enterprises have many means of evading taxes, such as keeping the repayment records privately and transferring them. However, the fund, which is recorded as bad debt loss, is not involved in the accounting budget process, and illegal funds are obtained in the expense management.

3.2. Fabricating Business Dealings and Vouchers

Many enterprises, for their own interests, often falsify in accounting budgets, such as fabricating business and vouchers, and even making false statement of expenditure. There are many illegal changes in the accounting budget, such as privately adding names on the payroll and increasing salary amount. Such actions, which belong to corruption, violate laws and regulations. In the month-end fee management of bank deposits, some people in charge of financial affairs will deliberately create the balance difference. This is a relatively hidden way of corruption, which is often undetected. Accounting fraud will be discovered unless there is a second review by financial management of the year.

3.3. False Loss

There is a phenomenon of concealing income in the process of enterprise accounting budget. When purchasing goods, a blue invoice is received. If the enterprise returns the goods for some special reasons, a red invoice will be received. At this time, it is also difficult to be detected if the accountant hides the red invoice, which creates an opportunity for accounting fraud. In the process of bill management, only the blue invoice is recorded, and then, the accountant will find an opportunity to transfer the red invoice to get a huge profit.

4. MAIN REASONS FOR ACCOUNTING FRAUD

4.1. Lax Law Enforcement

The relevant departments are not in charge of the supervision of accounting fraud, and the law enforcement is not strict, which greatly reduces the cost and risks of accounting fraud. In addition, many enterprise managers will ask accountant to make

fraud. Accounting fraud is seemingly an illegal act of accountants, and reflects their bad professional ethics. However, fundamentally speaking, it indirectly reflects the practice and the will of the person in charge of the company instead of the will of the employee.

4.2. Lack of Supervision

In the process of accounting fraud, the lack of supervision is an important reason that cannot be ignored. Supervision mainly includes the following four aspects. The first is accounting supervision. It is hard for accountants, who are employed by the enterprise, to supervise enterprise's financial revenue and expenditure. The second is audit supervision. Many enterprises have incomplete management system, and the internal control system is not perfect as well. In addition, the external auditing unit participates in the improper services of the enterprise for its own benefits, as a result, the role of external audit supervision is weak. The third is social supervision. Audit department, finance and taxation department, etc., whose functions are separate, are independent of each other and unable to make a concerted effort to realize joint supervision of accounting behavior [3]. The fourth is law enforcement supervision. Under the temptation of interest from all sides, the cost of accounting fraud is low, and there are problems such as lax enforcement, all above aspects lead to endless accounting fraud.

4.3. Separation of Two Rights

In fact, capital operators and capital owners, both of whom pursue the maximization of interests, should be organically unified [4]. The separation of capital ownership and capital management, which is referred to as the separation of two rights, is the fundamental cause of accounting fraud. However, there are many problems in the process of maximizing profits. For example, capital owners usually do not fully trust capital operators, and some measures will be taken to supervise the operation of capital, and capital operators will also adopt some anti-supervisory measures to get rid of the control of the capital owner. This has led to the contradiction between the capital owner and the capital operator, in turn, accounting fraud has occurred.

5. THE PREVENTION AND CONTROL OF ACCOUNTING FRAUD

5.1. Improve the Audit System for Accounting Vouchers

Improve the accuracy of accounting information, further standardize the audit system for accounting vouchers, and comply with relevant laws, regulations and guidelines to ensure the authenticity and integrity of the information. Establish and amplify a standardized financial reporting system, and improve relevant laws and regulations such as the Accounting Law, Accounting System and securities regulatory measures. The New Government Accounting System, with its operability being greatly improved, clearly

stipulates the legal basis for accounting transactions, strengthens the punishment for accounting fraud, and further clarifies legal responsibilities. At the same time, the financial reporting system should be constantly improved and standardized to prevent illegal activities.

5.2. Standardize Corporate Transactions and Business Dealings

First of all, change the inventory management approach. Uniformly apply the FIFO method of accounting instead of the previous LIFO to manage inventory. It has a greater impact on enterprises with longer production cycle. Secondly, change accrual of allowance for asset devaluation. In the cost management of enterprises, there should be detailed regulations on maneuvering profits by reversing and other related issues to control the phenomenon of reversing and accrual. Secondly, change the restructuring method. Income from debt restructuring should not be regarded as the operating income of the enterprise, but should be included in the non-operating income. Many small companies, which do not have enough capital turnover capacity, should accurately reflect the company's income in the profit statement.

5.3. Strengthen Enterprise Invoice Management

The listed company needs to provide original vouchers during the audit process. It is necessary to enhance the sense of responsibility of accountants, cultivate a good professional ethics, and allow accountants to strictly follow the technical specifications to ensure the authenticity of accounting information. At the same time, the auditing behavior of CPAs should be constantly regulated to improve their independence, which will prevent financial report fraud, and is the soul of the audit work. In the current securities business in China, accounting firms have realized restructuring and breaking off their relationship with enterprises to ensure its independence as much as possible in the execution of the audit business.

6. CONCLUSION

In summary, with the development of the socialist market economy, market competition has become increasingly fierce. The endless accounting fraud has seriously hindered the stable development of enterprises. Therefore, if enterprises want to occupy a proper place in a highly competitive market, they must actively attack, crack down on accounting fraud, strengthen management of accountants, enhance internal control systems, establish and improve corporate accounting audit systems, and eliminate accounting fraud, so that the enterprise will move forward steadily.

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Baoding City Air Quality Status Analysis Report

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Abstract: The paper first collected the air pollution data of Baoding City in each month of 2018. Based on the in-depth analysis of the data, the overall situation of air quality and pollutant status in Baoding City were elaborated. Analyze the factors affecting the air quality status of Baoding City and analyze the sources of pollutants. Finally, this article discusses the countermeasures to improve the air quality in Baoding City.

Keywords: air quality; pollutant analysis; influencing factors; countermeasures

1. INTRODUCTION

With the development of urbanization, the urban ecosystem environment has been continuously destroyed, leading to more and more serious problems of urban air pollution. The air pollution problem in Baoding City is prominent in various cities across the country. Air pollution has already attracted the attention of the Baoding Municipal Government. The municipal government has also taken active measures, such as restricting vehicles and limiting industrial pollution emissions. In the winter of 2018, the air has improved compared with previous years, but it still does not fundamentally solve the problem of air pollution. Therefore, this paper studies the air pollution situation in Baoding City and analyzes the source of pollutants, which is the premise of effective treatment and control of air pollution. The research results have important practical guiding significance for controlling air pollution in Baoding City.

2. BAODING CITY'S AIR QUALITY STATUS

2.1. Overall Quality of Air Quality

The study area is located in the central part of Hebei Province and Taihang Mountain, and is one of the central cities in the Beijing-Tianjin-Hebei region, between 38°10'-40°00' north latitude and 113°40'-116°20' east longitude. The terrain slopes from the northwest to the southeast, and the landform is divided into two major categories: mountainous areas and plains. It is a warm temperate continental monsoon climate zone. The main climate features are: four distinct seasons, dry and windy springs, hot and rainy summers, high weather in autumn, and cold and dry winters. In 2017, the annual ambient air quality in the main city reached or better than the secondary standard of the Ambient Air Quality Standard (GB3095-2012) was 159 days (including 7 days in the

first level), the compliance rate was 43.8%, severe pollution and The above days are 54 days [1]; in 2018, the annual ambient air quality in the main city is 199 days (including 36 days in the first level), which is better than the secondary standard of the Ambient Air Quality Standard (GB3095-2012). The compliance rate was 54.52%, and the number of severe pollution and the above days was 26 days [2]. It can be seen that the air quality in Baoding City has improved in 2018 compared with last year, but the annual air non-compliance rate is still as high as 45.48%.

2.2. Air Pollutant Quality Concentration Status

The concentration of air pollutants in Baoding City in 2017 and 2018 is as follows: the average annual concentration of fine particulate matter (PM2.5) is 84 $\mu\text{g}/\text{cm}^3$ in 2017, 66 $\mu\text{g}/\text{cm}^3$ in 2018, and the annual average concentration of inhalable particulate matter (PM10) in 2017. It is 135 $\mu\text{g}/\text{cm}^3$, 115 $\mu\text{g}/\text{cm}^3$ in 2018; the annual average concentration of sulfur dioxide (SO₂) is 29 $\mu\text{g}/\text{cm}^3$ in 2017 and 20 $\mu\text{g}/\text{cm}^3$ in 2018; the annual average concentration of nitrogen dioxide (NO₂) is 50 $\mu\text{g}/\text{cm}^3$ in 2017, 2018 The annual value is 44 $\mu\text{g}/\text{cm}^3$; the average 95th percentile of carbon monoxide (CO) for 24 hours is 3.6 mg/m^3 in 2017, 1.0 mg/m^3 in 2018; the 90th of the maximum 8-hour sliding average of ozone (O₃) day. The quantile was 218 $\mu\text{g}/\text{m}^3$ in 2017 and 72 $\mu\text{g}/\text{m}^3$ in 2018. Compared with last year, the concentration of each pollutant showed a downward trend. Although the concentration of each pollutant has decreased, 11 provinces and cities in the province are ranked according to the air quality comprehensive index. The order of air quality is from good to bad, followed by: Zhangjiakou, Chengde, Qinhuangdao, Cangzhou, Langfang, Hengshui, Tangshan, Baoding, Xingtai, Shijiazhuang and Handan. The problem of air pollution is ranked fourth in the province, and the problem is still serious [3].

3. ANALYSIS OF CHANGES IN MASS CONCENTRATION OF ATMOSPHERIC POLLUTANTS

3.1. Change Characteristics

From the weather post-test website <http://www.tianqihoubao.com/aqi/baoding-201808.html>. Obtain the daily concentration data of each pollutant in 2018, and statistically analyze the monthly average of the mass concentration of each pollutant, see Table 1. It can be seen that in addition

to ozone, the mass concentration of the five types of pollutants in July to September is relatively low, starting to rise in October, and the mass concentration from November to February is relatively high. Therefore, there are certain seasonal characteristics in the change of pollutant mass concentration. The Table 1. Monthly average of the mass concentration (mg/m³)

Month	AQI Index	PM _{2.5}	PM ₁₀	SO ₂	NO ₂	CO	O ₃
January	129.32	95.19	144.45	35.94	66.52	1.85	26.58
February	119.04	85.96	128.79	32.46	43.32	1.41	53.21
March	128.77	88.81	152.68	21.00	50.29	1.10	68.61
April	93.65	55.26	117.87	18.13	38.48	0.76	90.32
May	93.42	47.00	103.74	16.48	32.32	0.61	108.81
June	108.13	42.10	85.33	12.43	26.67	0.63	154.57
July	78.90	40.74	61.23	9.52	22.23	0.68	113.39
August	74.59	31.81	54.93	8.89	24.30	0.72	113.48
September	66.17	36.86	70.79	13.00	37.21	0.58	61.10
October	92.87	60.87	114.26	16.19	56.32	0.80	38.71
November	144.87	108.13	175.57	22.77	67.30	1.43	17.93
December	136.28	98.36	165.40	28.96	63.36	1.62	17.96

3.2. Related Analysis

Correlation analysis was performed on the main pollutants in the air (fine particles (PM_{2.5}), respirable particulate matter (PM₁₀), carbon monoxide (CO), nitrogen dioxide (NO₂) and sulfur dioxide (SO₂). Use Formula 1 to calculate the correlation coefficient of two variables (x, y):

$$\text{Corr}(x, y) = \text{Cov}(x, y) / \sigma_x * \sigma_y \quad (1)$$

Where Cov(x, y) is the covariance of two random variables, and σ_x and σ_y are the standard deviations of the random variables, respectively.

The five major pollutants have a significant positive correlation. Therefore, efforts to control one major pollutant can effectively control the content of other pollutants. Among them, PM_{2.5} and PM₁₀ have the strongest positive correlation, and these two pollutants are also the first to be controlled [4].

4. FACTORS AFFECTING THE AIR QUALITY STATUS OF BAODING CITY

4.1. Geographical Location and Meteorological Conditions Exacerbate the Occurrence of Haze

The cities adjacent to Baoding City are extremely foggy cities, such as Shijiazhuang and Xingtai. These cities are mainly developed by various industries. The industrial structure is similar, causing the smog to increase, the air to be evacuated, and the smog to be aggravated.

The effect of rainfall and snowfall on the purification of air is very obvious. The main reason for the good air quality in summer is that there are few sources of pollution such as coal burning, and the concentration of pollutants is low. Second, the purification of pollution by rainfall. In winter, there is less snowfall, more fog, and more windy weather that is not conducive to diffusion. The concentration of pollutants is high, but the snowfall in winter makes the concentration of pollutants decrease. The continuous snowfall makes the air quality improve, and the air quality improves and snowfall. The size of

concentration of pollutants in summer and autumn is low every year. The curve is in the shape of "V". The lowest value is in summer, while the concentration in winter and spring is higher. The curve is inverted "V" and the highest value is in winter [5].

of each pollutant in 2018 (Numerical unit: $\mu\text{g}/\text{m}^3$, CO

the quantity also has a certain relationship.

4.2. Motor Vehicle Exhaust, Industrial Emissions, Construction Pollution

The pollution of particles in the air is the fundamental factor of air pollution. The exhaust gas, industrial emissions and construction pollution of various types of motor vehicles are the main factors that cause the increase of air pollutants in Baoding City. According to incomplete statistics, Baoding City will have nearly 6 million motor vehicles by 2016. In addition, due to the reconstruction and expansion of the city, the city's various construction areas are nearly 200 million square meters. These behaviors have led to the continued development of smog in Baoding [6].

5. SUGGESTIONS AND COUNTERMEASURES

Concentration, dilution and diffusion of pollutants are restricted by meteorological conditions. It is recommended to make full use of the self-purification capacity of the atmosphere, strengthen the construction of non-engineering measures, and play the role of meteorology in air pollution control, while strengthening the management of pollution source engineering measures. Take effective pollution control measures for different weather conditions [7].

The government has strengthened supervision. Adjust energy strategies and adopt clean energy. Vigorously develop water resources, develop nuclear energy in a step-by-step manner, and strive to use clean energy such as solar energy, wind energy and ocean energy. Promoting clean production processes is an important way to achieve cleaner production and reduce air pollution [8].

Increase the intensity of greening, increase the greening intensity in the city, vigorously plant flowers and trees, the suburbs of the city should vigorously plant plants that can resist wind and drought, and gradually form regional green belts to reduce wind and sand.

ACKNOWLEDGEMENT

Fund project: Baoding Science and Technology Plan Project (18ZF083).

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A Research on Fishskin Costumes of Hoche People

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Abstract: Hoche people live in the place where Amur river, Songhua river, and Ussuri river interact. They earn a living on fishing and use processed fishskin products as their daily utensils, so that they are called “Fishskin Tribe”. It is because of their special living condition that they created the technique of making fishskin costume with its ethnic features. And this technique was listed as one of the World Intangible Cultural Heritage. In this article, the author analyzed the historical origin, production technique and procedures of fishskin costume of Hoche people based on the information collection and arrangement on this topic.

Keywords: hoche people; fishskin costume; production techniques

Fishskin Culture plays an important part in Heilongjiang Valley. Although there were many national culture related to fishskin in history, Hoche people, the only ethnic, has always carried on with this culture from Qing dynasty. The traditional production techniques were very complicated. However, women of Hoche were extremely good at making fishskin costume. Before the 1950s, Hoche people usually wore fishskin costume. Nevertheless, owing to the production complexity and the increase of its cost, people got rid of this traditional handicraft gradually. Therefore, it faded away. In May 20, 2006, with the approval of the State Council, the fishskin production techniques were included in the first batch of state-level intangible cultural heritage.

1. THE CULTURAL BACKGROUND OF FISHSKIN COSTUME OF HOCHÉ PEOPLE

Hoche nationality, also called ethnic Nanai, was an ancient ethnic group in Northeast China, whose ancestors can trace back to the period of new opening-up and Sushen culture in Mishan from 6000 to 7000 years ago. They earned a living on fishing and used processed fishskin products as their daily utensils, so that they are called “Fishskin Tribe”. And they lived in the place where Amur river, Songhua river, and Ussuri river interact in a self-sufficient way [1].

The place mentioned above that Hoche people live for generations lies in Heilongjiang Province in Northeast China, in which the lowest temperature is below 40 centigrade in winter. Especially in the area of the three rivers, its ice period will last for nearly half a year in each year. In other words, Hoche people will suffer from the coldness in the frozen winter for

months. From the perspective of geography, Sanjiang Plain is rich in wetland, which provides a great number of resources for Hoche people to fish and hunt. Moreover, there are all sorts of delicacies in the forest, such as agaric, hazelnuts, mellea armillaria sporophore, ferns, roe deers, sika deers, wild boars, pheasants and so on. What's more, the river is full of fish stocks, where has more than 100 kinds of fish, including river belugas, salmons, sturgeons, and so forth, according to some data. The area where Hoche people lived in is abundant in black soil. However, as Hoche people were so in awe of nature and possessed so plenty of fish, plant and animal resource that they didn't develop the agricultural civilization entirely. Instead, they lived mainly from fishing and hunting while supplemented themselves with gathering and farming. In Qing Dynasty, they were incorporated in the League Banner system by Qing government. After that, their lifestyle witnessed a great change and was gradually affected by Manchu culture. Nowadays, they have started farming under the effect of Han culture.

To sum up, the geographical environment that Hoche people live has a significant impact on their national culture, producing and living style [2].

2. RESEARCH ON FISHSKIN COSTUME OF HOCHÉ PEOPLE

2.1. The Origin of Fishskin Costume of Hoche People
As for the records on fishskin costume, there are many of them in ancient documents of China. Among them, *The Classic of Areas Overseas: The East* is the earliest book that kept the records of fishskin costumes. The reference is as followed: To the north lies the kingdom, Great Mystery, People there wore fishskin costumes and ate gulls. Guopu from Jin Dynasty explained in its annotation that fishskin was used to make clothes and gulls was a kind of waterfowl. Based on the documents mentioned above, Hoche people had already made clothes with fishskin from two thousand years ago. The fish forks and bone needles discovered in the new opening-up of Mishan also demonstrated that fishing and fishskin clothes making had a history of thousands of years. In *Heilongjiang Chronicle*, it was written that Hoche people seldom used cotton and silk textiles to make clothes. They wore clothes made by roe deers skin when the weather was cold. In contrast, they made clothes with fishskin when it was warm. Fishskin is soft like cotton as well as thin, but it is very strong. At this point, Hoche people had known the use of

fishskin for a long time.

2.2. The Variety and Features of Fishskin Costumes

Hoche people made all types of traditional fishskin costumes, including fishskin robes, fishskin suits, ect.

2.2.1. Fishskin robes

Hoche people mostly chose big-head fish, grass carp, sturgeon and others as materials to make fishskin costumes. They made similar kinds of cheongsams, which had designs in neckline, cuffs, hemline. Also they stitched some ornamentation at the bottom of the clothes. All of these design made the costumes look simple and unsophisticated, delicate and unrestrained. Besides, the fishskin robes were characterized by protection against cold, portable, waterproofing, and so on, especially in winter when their features could be better demonstrated.

2.2.2. Fishskin leggings

The fishskin leggings in Hoche nation were for men and women, which were harnessed outside of their pants. The ones for men was called 'woyoukeyi' with bevel neckline while those for women was called 'garong' with round neckline. Overall, the fishskin leggings were hyper trophic, primarily used for fishing and labour.

2.3. The Patterns on Fishskin Costumes

The patterns on Hoche people's fishskin costumes were characteristic of its ethnic features, among which their content and origin were worth studying. The content of the patterns was in thousands of postures and various, which included sun, moon, mountains, rivers, flowers, rabbit, fish, worm, deer, tiger, musk deer, bear, roe, wild goose, butterfly and so forth. Also, it contains some abstract patterns like water ripple, geometric patterns, cloud-like patterns, swirl marks as well as raised grain. These art of design had closed related to the environment and belief. It's well-known that Hoche people lived in the deep places into the forest and mountains, near to the rivers in the Northeast of China. Hence, they showed unique worship and belief to the nature.

3. THE PRODUCTION TECHNIQUE OF FISHSKIN COSTUMES

3.1. How to Choose the Materials for Fishskin Costumes

Hoche people were very strict with the materials used to make fishskin costumes. They were bound to select the fish that weighed from more than five kilograms to over ten kilograms. Moreover, the hardness and thickness of the fishskin, the density and size of the fish scales were carefully selected by them. In addition, different sorts of fish were suitable for making various costumes. Skin from salmons and grass carp was fit to make long robe while the one from big-head fish was suit to make pants. River belugas skin can be used to make summer clothes because of its characteristics--waterproof, endurance, anti corrosion. Others were used to make clothes that could be worn in winter.

3.2. The Production Procedures

After choosing the materials, the followed procedures are as bellowed.

Firstly, peel the fishskin. Cut the fish from its head along its spine to the fishtail, then cut it from the bottom of its head along the belly to the fishtail, then peel the skin from the fish head to the fishtail along the fish spine.

Secondly, dry the fishskin in the sun.

Thirdly, get rid of the fish scales and fat.

Fourthly, cooking methods. Hoche nation's ancestors first fold the dry fishskin and put them on the wooden box, then used the wood axe to hit them repeatably in order to make them soft.

Fifthly, tailoring and making fishskin line. Tailor the fishskin costumes in shape and size. Then fold a block fishskin into a pile and cut them into shreds, then sew the tailored fishskin with fish shreds.

Sixth, dye. Dye the sewed fishskin costumes. The dyestuff was extracted from the plant stems and leaves, among which it was mainly red and blue.

3.3. The Craft Classification of Fishskin Costumes

The classification can be divided into five types. They are dying, sticking, taping, sewing, embroidering. First and foremost, use the natural dyestuff to paint the patterns, then stick the tailored fishskin patterns into the clothes, then tape the colourful fishskin shreds on the cuffs, neckline and hemline. What's more, sew the clothes with the chosen patterns. At last, embroider the fishskin patterns that were stuck at first with colourful fish shreds.

4. THE INHERITANCE AND DEVELOPMENT OF FISHSKIN COSTUMES OF HOCHE PEOPLE.

As the ancient nation in China's history, its fishskin costumes is unique from all over the world. However, the production technique of its fishskin costumes is fading away, which is regarded as the wisdom of sages. It is because the old generation has passed away and the technique has long been neglected. In this situation, government are supposed to advocate the fishskin costumes of Hoche people so as to improve people's awareness to protect the intangible cultural heritage. At the same time, more efforts should be made to train people to inherit the production technique of fishskin costumes. Last but not least, it is also significant to ramp up innovation in the types, style, color, and patterns of fishskin costumes.

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Research on Trade Facilitation Based on Binary Marginal Analysis

—Taking China-ASEAN Free Trade Area as an Example

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Abstract: This paper decomposes export growth into intensive margins and expansion margins, and empirically studies the trade facilitation on China-ASEAN export trade growth by using the export trade data of China's hs-6 digit products to ASEAN countries in the United Nations Commodity Trade Database. The influence of the binary margin. Bilateral trade facilitation has a significant positive impact on the marginal and intensive margins, and China's trade facilitation has a greater effect, while importing countries' trade facilitation has no significant impact on the marginal expansion.

Keywords: binary margin; economic growth; trade facilitation

1. INTRODUCTION

With the continuous deepening of global regional economic development, on January 1, 2010, the China-ASEAN Free Trade Area was officially established. As the largest regional economic organization in developing countries, the free trade zone has also entered a new stage of development. Along with the further progress of the construction of China-ASEAN Free Trade Area, bilateral trade has grown steadily and trade liberalization has been continuously improved. 90% of bilateral products have achieved zero tariffs, and the continuous elimination of tariff barriers has accelerated the pace of free trade. At the same time, "inefficient trade" as an "invisible" market access barrier is increasingly concerned by many international organizations, governments and enterprises. The importance of facilitation measures such as port efficiency, customs environment, and domestic regulation to reduce trade costs and improve economic efficiency has become increasingly prominent [1].

2. BINARY MARGINAL CONCEPT DEFINITION
At present, domestic and foreign literatures have many different methods for the decomposition of binary margins, but they can be divided into three categories according to perspective: product level, enterprise level and national level. This paper studies from a product perspective. In the existing literature on the binary margin of export growth at the product level, there is no uniform definition of the binary

marginal definition. Among them, Amurgo-Pacheco and PieroIa (2008) introduce geographical diversity into the dual marginal category, intensive margin refers to the old market of old products, and the margin of expansion is the new market, the old market, the new market and the new product. The sum of the markets.

Based on the method of Amurgo-Pacheco and PieroIa (2008), this paper decomposes the binary margin of export growth at the product level. The data is from UN Comtrade, which covers China-ASEAN during 2002-2015. The 6-digit complete trade data of the HS96 code classification standard exported by 10 countries (Indonesia, Malaysia, Philippines, Singapore, Thailand, Brunei, Vietnam, Cambodia, Laos and Myanmar) has 4976 kinds of export products. First, the product code classification in the data is integrated with the export destination market to analyze the growth of China's overall export product category; secondly, by analyzing the value of export products, the growth of China's exports to ASEAN is analyzed; finally, further analysis and Consider the growth trend of China's export trade to the ASEAN Free Trade Area countries [2].

3. EMPIRICAL MODEL

Gravity model is widely used to analyze trade structure and trade flow. Combined with the literature on the research of export marginal influence factors and the availability of data, the author builds a gravity model:

$$\ln Trade_{ijt} = \alpha + \beta_1 \ln TF_{ij} + \beta_2 \ln TF_i + \beta_3 \ln dist_{ij} + \beta_4 \ln gdpper_{ij} + \varepsilon_{ijt}$$

Where i represents the exporting country, j represents the importing country, and t represents the year. $\beta_1 - \beta_4$ For the parameters to be estimated, ε_{ijt} It is a random error term. Dependent variable $Trade_{ijt}$ Including the intensive margin ($\ln e_{ij}$) And the margin of expansion ($\ln N_{ij}$) The explanatory variables are the importing countries' trade facilitation indicators, China's trade facilitation indicators, the distance between China and the importing countries, and the economic size of the importing countries relative to China.

This paper will use the data from China and the

ASEAN Free Trade Area countries for 2002-2015 for empirical analysis. The data selection and variables are described as follows:

3.1. Intensive Margin $\ln e_{ij}$ and the Margin of Expansion ($\ln N_{ij}$)

This article uses these two as dependent variables. e_{ijt} It indicates that the export value of an old product from the exporting country i (China) to the destination country market j in the t period is the intensive margin. The export value of a new product exported from the exporting country i (China) to the destination country market j in the t period means the margin of expansion of the product [3].

3.2. Trade Facilitation Indicators

Trade facilitation indicators from the Heritage Foundation publication Index of Economic Freedom since 1995, countries and regions covering business freedom, trade freedom, fiscal freedom, government size, currency freedom, investment freedom, financial freedom, intellectual property and the overall score of nine aspects, such as corruption, should be a good measure of the trade facilitation indicators of countries.

3.3. Geographic Distance (Distance)

In this paper, we add the geographic distance variable to the model. This variable refers to the geographical

Table 1. Regression Results of China's Dual Marginal Exports to the 10 ASEAN Countries Intensive Margin

Explanatory variables	B	Standard error	t	To.
(constant)	-46.232	27.684	-1.670	.104
lnTF_ij	2.935	1.375	2.135	.040
lnTF_i	16.506	6.772	2.437	.020
lndist_ij	-.733	1.144	-.641	.526
lndpper_ij	.779	.148	5.266	.000

Table 2. Regression results of China's dual marginal exports to the 10 ASEAN countries

Explanatory variables	B	Standard error	t	To.
(constant)	-64.261	30.851	-2.083	.045
lnTF_ij	3.122	1.532	2.038	.049
lnTF_i	22.507	7.547	2.982	.005
lndist_ij	-1.979	1.275	-1.553	.129
lndpper_ij	.556	.165	3.374	.002

As shown in Table 1, specifically, the ratio of the GDP of the ASEAN countries to the GDP of China has a positive impact on the marginal trade and has a significant impact. This means that the larger the economy of ASEAN countries, the greater the role of China's export products in the intensive margin. Geographical distance and intensive marginal growth are negatively correlated but the impact is not significant. It can be explained that the further the distance between the exporting country and the destination market, the higher the transportation cost, which necessarily affects the export of the product to some extent. .

As can be seen in Table 2, the ratio of GDP in ASEAN countries to GDP in China has a positive and significant impact on the extended trade margin, and the impact is significantly less than the intensive trade margin, so new products entering the export market

variable between China and ASEAN countries. The geographical distance between the two sides can mean the higher the trade cost. Therefore, in theory, the trade cost distance is negative for the binary margin, both for the intensive margin and the extended margin, and the data used is from the CEPII database.

3.4. Relative Economic Scale (gdpper)

In order to better measure the true scale of a country's export market, we use the relative GDP to measure, that is, the ratio of the GDP of the ASEAN countries to China's GDP to measure the size of the economy of the destination or destination country. From the study of the gravitational equation, the variables of economic scale have a positive impact on bilateral trade flows and are significant. China's GDP and GDP data for ASEAN countries come from the World Bank Database.

4. Analysis of Empirical Results

The following table shows the regression results of the model. Table 1 is an estimate of the intensive margin of China's exports to ASEAN countries. Table 2 is an estimate of China's expansion margin for ASEAN countries' exports. Here we can use the regression results to illustrate the effects of each variable in the model.

(new products) Exports to countries with larger market sizes will be less than products that have been exported before (old products). The geographical distance between the two countries still has a negative impact on the margin of expansion and is more negative than the negative impact on the intensive margin. It can be seen that the further the distance, the greater the marginal growth of China's exports, which means that the variable cost of expanding trade is higher than that of intensive trade [4].

4. CONCLUSION

This paper uses the HS-6 digit international trade data to binaryly decompose China's exports to the 10 ASEAN countries, and constructs a trade gravity model to explore the impact of trade facilitation on the binary margin. The study finds that trade facilitation between China and importing countries has a significant positive impact on the marginal and

intensive margins, and the role of China's trade facilitation is greater than that of importing countries. Moreover, in the process of citing trade facilitation indicators, China's trade facilitation level is at a medium level, such as far behind Singapore, Malaysia and other countries, and trade facilitation has been limited in recent years.

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Local Colleges and Universities' Strategies to Develop International Higher Education—Based on the Survey of Cross-cultural Adaptation of International Students in Xi'an

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Abstract: Developing the higher education for international students, as an important way for China's education to spread abroad, is of vital importance to how local colleges and universities promote the internationalization of higher education in the fierce competition at home and abroad. Based on the cross-cultural adaptation of foreign students, this paper discusses and studies the strategies of developing opening up education from the current situation of international student education in Xi'an universities.

Keywords: international students; education; opening up; cross-cultural adaptation

1. INTRODUCTION

The opening-up of education is an important part of China's opening-up. Since the 18th National Congress of the Communist Party of China, China's educational opening-up has entered a historical period characterized by improving quality and increasing efficiency, which has formed a pattern of all-round, multi-level and wide-range educational opening-up, and has made a series of new achievements in training high-level talents, promoting cultural exchanges between China and foreign countries, introducing high-quality educational resources, and serving the construction of "the belt and road initiative". However, with the further development of internationalization of education, local colleges and universities such as Xi'an are also facing many challenges in international higher education, and there are many problems exposed in the fierce international and domestic competition. Therefore, how to develop the education for foreign students, when the educational resources and educational strength of local higher education are relatively lagging behind, is extremely important for local higher education in the process of going abroad [1].

2. THE CURRENT SITUATION OF EDUCATION DEVELOPMENT OF XI'AN OVERSEAS STUDENTS

During the 12th Five-Year Plan period, the opening of

higher education in Shaanxi Province continued to expand, with the introduction of 11 Sino-foreign cooperative education programs in 10 colleges and universities, and the holding of 4 specialized cooperative education programs in 3 higher vocational colleges, with a total enrollment of 33,000 foreign students. In order to seize the strategic opportunity of "The Belt and Road Initiative", many colleges and universities have established intercollegiate cooperative relations with universities in Central Asian countries. They have established institutions such as the School of Central Asian Northwest University, Institute of Silk Road Studies, Northwest University and School of Central Asian Xi'an International Studies University, and have successively built 5 Confucius Institutes and 2 Confucius Classrooms in 3 countries. In April 2017, the Ministry of Education and Shaanxi Province signed a memorandum of international cooperation to carry out the "The Belt and Road Initiative" education campaign. Colleges and universities in the province have unified preparation and coordination of high-quality resources, with the overall goal of serving the construction of "The Belt and Road Initiative" and building a "The Belt and Road Initiative" educational community, holding the priority task of providing personnel support, promoting popular support and realizing common development, vigorously carried out international cooperation and exchanges in education in a wider range, at a higher level and at a deeper level, and comprehensively promoted the accelerated development of international cooperation in the "the belt and road initiative" education campaign.

However, in the process of internationalization of education developing in depth at the local level, there is a contradiction between Xi'an's advantages in higher education resources and the unbalanced and insufficient development of foreign students' education. As a National science and education center, Xi'an has 63 ordinary universities, among which 8 colleges and universities are selected as "double

first-class". There are 1.2 million college students, and the higher educational resources rank fourth in the country. However, the development of education for foreign students is relatively insufficient. In 2016, there are less than 10,000 foreign students studying in Shaanxi, seriously lagging behind Beijing's 77,234, Shanghai's 59,887, Jiangsu's 32,228, Zhejiang's 30,108, Tianjin's 26,564, even behind Heilongjiang, Guangxi, Fujian, Sichuan and other provinces and cities, ranking 15th in the country.

3. THE OPENING-UP PROMOTION STRATEGIES OF EDUCATION

3.1. Studying the Cultural Adaptation of Foreign Students and Improving Their Schooling Experience
Cross-cultural adaptation research began in the United States in the early 20th century. The focus of its research is mainly on the changes of the two cultural patterns caused by the continuous contact between groups of two different cultures. It includes the research of "After individuals transfer from one culture to another heterogeneous culture different from their original life, individuals make a conscious and inclined behavior choice and behavior adjustment based on their cognition and emotional attachment to the two cultures.", namely the Cultural Assessment; at the same time, it also includes the study of "the behavioral changes and adaptation process of individuals after entering heterogeneous cultures from the original familiar mother culture", that is, the study of "an adaptation to other cultures or to foreign cultures", that is, the acculturation. This theory not only studies the short-term adaptation of sojourners to "other cultures", but also studies the cultural adaptation of long-term immigrants. This theory not only studies the short-term adaptation of sojourners to "other cultures", but also investigates the cultural adaptation of long-term immigrants. Foreign students studying in China have to go through a series of adaptation processes. First of all, this is the adaptation of survival, mainly to adapt to the living environment of the country or city abroad, including climate, diet, accommodation, transportation, etc. Then there is cross-cultural communication or adaptation, which involves making friends, communicating with students and teachers from overseas schools, cognition of the mainstream culture of living areas, psychological adjustment of overseas students, etc. Finally, it is to adapt to learning, to adapt to Chinese education system, education management methods and so on. After experiencing these three aspects, foreign students will form an overall impression of China's learning environment, good or bad, and then they will publicize it to their friends and compatriots. If the students adapt to the situation well and feel satisfied, they will form a good attitude and a positive image, and this will persuade more students to study in China; on the contrary, if there is a crisis of adaptation, it will produce emotions and negative images, affecting publicity of Xi'an and the number

of students, which is a cyclical process. Therefore, to understand and master the positive and negative situation of foreign students' cultural adaptation during the period of studying abroad in Shaanxi Province, thus positively strengthening the positive response and timely correcting the negative response, which will play an important role in enhancing the attractiveness and tolerance of local institutions of higher learning to foreign students.

The attitudes and expectations of foreign students studying in China are different from those in the United States, the United Kingdom, Canada and Australia. Since China is not an immigrant country, it is unlikely that overseas students will immigrate to China, and their willingness to be assimilated into Chinese culture is not strong. In the United States, Canada, Australia and other immigrant countries, many overseas students will choose to immigrate to that country after finishing their studies. Therefore, the cultural adaptation of foreign students in China is not a natural process of understanding the unknown environment and then choosing to adapt, but a selective process of understanding with critical consciousness. During the period of study abroad, the negative feedback of foreign students mostly comes from the comparison with their own national values and social customs. In other words, that is, the negative feelings of foreign students about the experience of studying abroad are often due to things that are unacceptable and will not be done in their own culture. Therefore, it is extremely necessary to investigate and understand the psychological understanding of foreign students studying in China. At the same time, it also provides theoretical basis for the cultural adaptability of students studying in non-immigrant countries.

A survey of the cultural adaptability of Xi'an international students shows that the first incentive to attract foreign students to choose China as the destination country for studying abroad is the huge difference between Chinese culture and their own country's culture (88%). Among them, the differences are manifested in land area, language, traditional culture, history, distance from home, etc. Through personal experience of different cultures, foreign students want to challenge and exercise their adaptability. European students realize that there are great cultural differences between China and Europe. Studying in China is a good opportunity to practice their adaptability. In the answer to this question, the words "opportunity", "challenge", "curiosity", "discovery this country", "adaptation", "independence", etc. appear frequently. At the same time, international students believe that learning Chinese is another major reason to motivate them to study in China (about 64%). When referring to the reasons for learning Chinese, about half of the international students mentioned that China's economy has developed rapidly and it is very possible

to deal with Chinese in the future. Some also said that they might work in China in the future, so learning Chinese is beneficial to their future career development. The typical one is like “The current rise of China has made it very clear that people who can speak Chinese and have first-hand experience of living in China are going to have a great advantage in terms of employment”. Moreover, a few of foreign students considered Mandarin was a language spoken by the largest population in the world. Following the language English, the second foreign language they mostly want to learn is Chinese. Others said that they had studied Chinese at Confucius Institute for a period of time before coming to China. They came to China to continue Chinese learning. Among the incentives for studying in China, “adore Chinese culture since childhood” came third (about 44%), so they want to experience and discover Chinese culture by studying abroad. In describing Chinese culture, “passionate”, “intrigued me”, “attractive” and fascinating are high-frequency words.

Among other causes, the relatively low cost of studying in China is also referred to. For example, after comparing Europe, North America, South America and China as foreign education destination, a British student explained why he chose China: other European countries are not far from his home country; South America is not his decision because his Spanish is not good; North America is too expensive to travel and explore. At the same time, continuing to learn English does not add much points to yourself. Some foreign students gave high regards to the universities they chose because the school provides satisfactory programs. For example, many foreign students from France said they benefited from the “Learn Chinese three hours a day” program and the “double degree” program offered by Xi'an International Studies University.

In view of the above favorable factors that attract overseas students to choose China as their study destination, Xi'an local colleges and universities need take efforts to enhance publicity. Meanwhile, it is also worth noting that these favorable factors to attract foreign students are not unique and irreplaceable. Therefore, it is necessary to establish cultural brands, highlight the historical significance of Xi'an's famous ancient capital of China, the starting point of the ancient and modern “Silk Road”, the birthplace of Qin, Han and Tang cultures, and strengthen publicity of rich cultural and educational resources. Besides, it is necessary to actively open Chinese language learning courses, set up experiencing programs of traditional culture, and develop exchange programs of international universities. Finally, in accordance with the national “The Belt and Road Initiative” education action and policies of “China-foreign cultural exchange”, local government and universities can set up local government scholarships or introduce various preferential programs in combination the educational

characteristics of individual universities.

3.2. Improving the Language Serving Competence and Promoting the Internationalization Process

In this survey, after more than half a year and less than one year of studying abroad, the respondents mentioned that the biggest challenge they encountered was language barrier. It is worth noting that about half of the international students clearly pointed out that the local people in Xi'an were poor at English. Only a few college students can use English for simple communication. Some international students uses the word “unbelievable” when talking about this issue. The language barrier made their first experience in Xi'an extremely frustrated. With the low level of Chinese language, they found it was very difficult and a waste of time to find accommodation, register for administration, sign rental contracts, take taxis, etc. About one-tenth of the foreign students think it is difficult to learn Chinese, and only after more than one year of study can they have a simple exchange with the local people. Therefore, the difficulties in communication make students experience more frustration than excitement at the beginning of arriving, and in the answer to this question, “frustration”, “challenge”, “difficult”, “hard” are high-frequency words.

When it comes to the effective communication tool with Xi'an locals, more than half of the foreign students think they use body language and translation software on their mobile phones most often. Less than half of the foreign students said they could have simple communication with the local people after learning Chinese, but because their Chinese level is not high and their pronunciation is inaccurate, it is very possible for the Chinese to misunderstand. Only a few foreign students said that effective communication can be conducted in English.

Some foreign students hold the ideas that Xi'an is not internationalized enough, has few foreigners, is not one of the China's largest cities, and is not as inclusive as Hong Kong, Beijing and Shanghai. There are only less than 5% of the foreign students mentioned Xi'an is with a long and splendid history. When describing their impression on Xi 'an, they prefer the words “beautiful”, “modern”, and “too polluted”.

In view of this, improving the ability of local language services as a solution to avoid the “cross-cultural shock” of international students, it is urgent to resolve. Wang Lifei (2018) suggested that the language service strategy should be incorporated into the national strategy, which has become a strategic and basic support for China to move towards the world, integrate into the world and influence the world. Local governments or institutions may set up special language services. There are a large number of colleges and universities in Xi'an, and they generally have foreign language departments or colleges. Therefore, colleges and universities should combine

their respective professional advantages, speed up the construction of teaching courses in English, with the aim of training international talents to strive to improve the quality of teaching, establish a good reputation and attract more foreign students.

4. CONCLUSION

The 19th National Congress of the CPC has opened a new era and journey for Xi'an to speed up its internationalization and build an international metropolis. Greater Xi'an will aim at building an international metropolis of Asia-Europe cooperation and exchanges, and will strive to build "The Belt and Road Initiative" as a capital of innovation and entrepreneurship, a global capital of hard science and technology leading the development of new economy, a world capital of culture that reflects traditional Chinese culture and modern civilization, a world capital of tourism and fashion, an international capital of ecological wisdom and livability, and an important international gateway hub. This is not only the need to serve the country's major strategy, but also provides historical opportunities and practical requirements for the development of foreign students' education in Xi'an universities. With the development of characteristic education, the building of international education brand, the improvement of language service ability and the promotion of internationalization, the

education and development of foreign students in Xi'an universities will face new changes under the development opportunity of the Silk Road Economic Belt.

ACKNOWLEDGEMENTS

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Research and Practice on Security Performance Improvement of Virtual Cloud Desktop Room

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Abstract: With the popularity of computers, major universities have established their own computer rooms and computer courses. However, only a few universities have set up cloud computing computer rooms, who lack experience in safety performance management and fail to have a high safety index management measures. The improvement of the security performance of the virtual cloud desktop room remains to be studied. This paper aims to study the security performance improvement of the virtual cloud desktop room, and discusses, practices and summarizes the security protection mechanism of infrastructure of cloud computing computer room from four aspects, and gives some suggestions and opinions.

Keywords: virtual cloud desktop; security performance improvement; computer room

1. SECURITY STATUS OF VIRTUAL CLOUD DESKTOP COMPUTER ROOM

At present, only a few universities and enterprises in China have set up cloud computing computer rooms, which are mostly used in scientific research and rarely used in teaching. In cloud computing security technology, various kinds of computer security products and solutions have emerged, and these products and technologies tend to mature. But because virtual cloud desktop computer room has not been popularized, there is not enough experience in all aspects of its construction, and there is no comprehensive safety management. There are still many problems in cloud computing security, including cloud computing infrastructure security, data security in cloud computing environment, cloud computing security operation governance, cloud computing business continuity to ensure the legitimacy of cloud computing and so on [1].

For the virtual computer room, its security mainly refers to the security of cloud computing infrastructure, so the key is how to configure the security protection mechanism of cloud computing infrastructure system to enhance the security performance of the system. To configure the security protection mechanism of cloud computing infrastructure system, we need to improve it from two aspects. One is to use advanced firewall technology and equipment to form a strong protective shield to resist external attacks and improve their own

defensive capabilities. The other is to configure the infrastructure security mechanism by using VM vSphere technology integrated with VMsafe.

2. CONFIGURATION OF SECURITY PROTECTION MECHANISM FOR CLOUD COMPUTING COMPUTER ROOM INFRASTRUCTURE

Cloud computing computer room infrastructure is the basis of the entire virtual cloud desktop computer room. Without the security of infrastructure, the operation of other settings is Water-Moon mirror. The security mechanism of cloud computing computer room infrastructure is divided into host security mechanism, physical security mechanism, virtual security mechanism and network security mechanism. It is more effective and comprehensive to improve the performance of safety protection from these four aspects, and the safety measures in these aspects are also more important [2].

2.1. Physical Security Mechanism

Facing the security protection measures of virtual cloud desktop computer room, physical security protection mechanism should be paid attention to. The development of virtual cloud desktop computer room in China is not yet universal, as long as a few universities and enterprises have. Therefore, we should pay more attention to the physical safety protection measures. The so-called physical security mechanism is to anti-theft, loss prevention, and illegal intrusion in its physical environment. In the face of these major precautions, colleges and universities should establish perfect and advanced precautions. Traditional precautions are no longer suitable for the use of virtual cloud desktop computer room. It should be equipped with more advanced and safer protection measures to improve the physical security protection performance of virtual cloud desktop computer room. In addition, there are certain requirements for the location of the equipment control center in the cloud computing computer room. It is necessary to install perfect protective measures in the relatively safe areas such as the fire and theft-proof areas, and in the vicinity of the corresponding points. And a sound safety management system should be set up and be implemented effectively. The safety performance of the control center should also meet the requirements of SAS70 certification [3].

2.2. Host Security Protection Mechanism

In the cloud computer room, the host is no longer the host of the ordinary computer, but the server that implements the cloud platform deployment. There are two aspects to implement the host security protection mechanism. One is to use enterprise servers with trusted computer technology on the hardware to ensure that the basic hardware of the server is well-equipped and guaranteed. For the choice of servers, a survey and evaluation should be conducted in a relatively authoritative computer technology enterprise and the data results between the enterprises are compared to select a trustworthy enterprise with high security performance, so as to ensure the security of servers and improve the security performance.

On the other hand, the security performance of the host can be improved by prohibiting anonymous user access, prohibiting the authorization key, changing the complexity and strength of the password on the software device. There are many ways to improve the security performance. The above is just a few examples. The virtual environment is versatile. In practice, specific analysis is needed. In the face of the choice of major software devices, it is also necessary to select more authoritative and relatively safe software devices, and have some understanding of the insecure factors in each software, and disable them in time [4].

2.3. Virtual Machine Security Protection Mechanism

Client operating system, like physical system, will encounter security risks when running in virtual machine. The security measures of virtual machine are almost the same as those of physical system such as virus software, disabling unnecessary functions, disabling undisclosed functions, removing redundant hardware devices, setting permissions for unauthorized users in the virtual machine, limiting guest operating system written to host memory, preventing virtual machine users or processes from disconnecting from devices. Virtual machine environment is complex and changeable, and some settings need to be carefully studied. Faced with the limitations of unsafe factors, we should avoid the emergence of security vulnerabilities. Especially for the insertion of mobile hardware devices, we should not use too many different mobile hardware devices to insert, because there are many viruses in mobile hardware devices and high unsafe factors. They should be avoided as much as possible. The security performance can be improved by comprehensive anti-virus before insertion or by using only one mobile hardware device before insertion.

2.4. Network Security Mechanism

In the large environment of cloud computing, the network is mainly in three aspects: data center network, interconnected network across data centers, and cloud user access network. The data center network that is currently being studied. Network

security mainly includes traditional network security and network security for network virtualization.

Network virtualization technology not only improves the security and stability of network services, but also brings new vitality and challenges to cloud computing environment networks. The virtual switch and the virtual firewall need to be correctly configured and managed. The correct configuration of the virtual firewall can be applied to the network virtualization with VMware virtualization technology and the virtualized network environment of VM vSphere technology management department of VMsafe based on the following three situations. One is between the physical machine and the same physical machine, the second is between the virtual machine and the same virtual machine, and the third is between the physical machine and the virtual machine.

That how a system administrator manages the use of the network and how to provide security for each component determines how the virtual firewall is used in the ESXi configuration. In fact, the configuration of the virtual firewall between the virtual machines is not necessary. However, in order to prevent the external host from receiving interference, it can be configured between each virtual machine, but the entire virtual machine receives the protection of the firewall [5].

3. CONCLUSION

The research on the security performance improvement of virtual cloud desktop room is analyzed and studied from four aspects, namely, physical security mechanism, network security mechanism, host security mechanism and virtual security mechanism. In practice, the virtual cloud desktop computer room is comprehensively studied and practiced, from which problems are found, and practical solutions are put forward to solve the problems, and experience is summarized to learn lessons. Faced with the security performance of the virtual cloud desktop room system, security enhancements can be made from two aspects, namely, configuring infrastructure security mechanisms and advanced firewall technologies and devices. In addition, there are many security problems in cloud computer room, such as storage and data security, which need to be further studied.

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Application and Exploration of Experiencing Teaching Method in Biology Teaching in Senior High School

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Abstract: With development and popularization of the new curriculum reform, teachers have thought of how to construct the efficient biology classroom in senior high school. According to efficient classroom, senior high school students should form their own learning cognition and learning ability in biological learning, make good use of original knowledge structure to interpret new knowledge and flexibly apply biological knowledge in various topics of the same type.

Keywords: experiencing; teaching method; senior high school biology; teaching

1. INTRODUCTION

According to the definition of efficient classroom, senior high school biology teachers are supposed to think about methods to encourage students growing biological thinking and learning ability. Therefore, the author believes that teachers can organize biological teaching activities through experiencing teaching method to promote senior high school students changing passive learning of knowledge memory, to actively exploring the meaning of knowledge, actively thinking about application conditions and approaches to biological knowledge. Essentially, experiencing teaching method is to strengthen biological cognition of senior high school students by making use of various teaching methods such as simulation teaching method, experimental practice exploration and situation feeling. Not only does it make students accumulate knowledge, but also gives abilities to students to obtain and apply knowledge, and to enable students understand the meaning of biological knowledge according to their personal experience [1]. Below, the author will analyze the application strategy of experiencing teaching method of senior high school biology teaching by three aspects, which are enhancing students' experience through the construction of situation, implementing students' personal experience through the organization of experiment, and enriching the experience through the expansion of practice.

2. ENHANCING STUDENTS' EXPERIENCE THROUGH THE CONSTRUCTION OF SITUATION

The situation is the simplest and the most feasible way to implement experiencing teaching, and it is also the basic approach for senior high school students to experience generation, application and innovation of biological knowledge. However, in order to give full play to teaching efficiency of biological situation,

teachers need to think seriously about the relationship between biology and real life of senior high school students. Because familiar things and scenes are the most likely to stimulate positive thinking of high school students. Therefore, teachers should properly introduce living resources and use students' life memories and their familiarity with situation to enhance the experience of senior high school students. It is worth noting that the biological situation created by teachers should be kept consistent. Otherwise, senior high school students may lose their interest in experiencing due to the faulted situation, which may cause the experiencing teaching method formalistic [2]. As in the course of "Carbohydrates and Lipids in Cells", the author showed a nutrition information diagram of the human body, showing the nutrition needed for growing a healthy body to students. Senior high school students are in puberty and many students have initiated their awareness of beauty and the pursuit of beauty of their appearance. Some students who were dissatisfied with their body shape would adopt an inappropriate way to lose weight by dieting, which seriously affected their health and their learning state. At the mention of carbohydrates and lipids, some students in that class thought that these nutritional ingredients would make them fat, so they should eat less, even avoid any ingestion. Using the nutrition information diagram of the human body to show the nutrition needed daily, is convenient for students to establish a wholesome concept of life, so that they could find the appropriate lifestyle. In addition, it is closely related to the real life of senior high school students, so it directly introduced students into biological learning situation. Afterwards, the author led senior high school students to explore types and effects of carbohydrates and lipids, and to analyze the effects of different carbohydrates and lipids on maintenance of human health. At the same time, the author also encouraged students to analyze the content of carbohydrates and lipids that they eat regularly and encouraged students to design a correlation table of nutritive food for themselves.

3. IMPLEMENTING STUDENTS' PERSONAL EXPERIENCE THROUGH THE ORGANIZATION OF EXPERIMENT

Biological science is the same as physics and chemistry science, which all take experiment as its basic characteristic. When implementing the experiencing teaching method, teachers should also take the

initiative to increase teaching proportion of biological experiments, so that students can explore biological knowledge and grow the application ability in experiments. In fact, biological experiments have always been the basic content of biology teaching in senior high school, but teachers often organize experimental teaching with the teacher demonstration and verifying of experiments. Senior high school students still only operate the experiment according to the fixed experimental step, which leads to the students' substitution feeling and experience in biological experimental learning are relatively low. In order for senior high school students to have a practical study experience of discovery, innovation and inquiry, teachers should organize experimental teaching activities with exploratory biological experiments, to allow students experiencing the generating and proving of biological knowledge [3].

As in the teaching of "Nucleic Acid, the Carrier of Genetic Information", the author organized biological teaching activities by "observing the distribution of DNA and RNA in cells", so that senior high school students were able to understand the cellular distribution of DNA and RNA. In that experiment, students were required to make their own plant patch. Students were required to use the staining method to observe the distribution of DNA and RNA in plant cells under microscope. For specific experimental procedures, the author encouraged senior high school students to design experiments in groups before class and form a unified conclusion as a group. Afterwards, the students would carry out the specific operation according to the experimental scheme. Through microscopic observation, senior high school students could understand that DNA is generally distributed in the cell nucleus of a eukaryotic cell, while RNA is mainly distributed among the cytoplasm; different dyes have different dyeing effects on DNA and RNA, so students could also replace the dyes to choose the more effective ones for DNA and RNA, etc. Because the design of the experimental method, the operation of the experimental steps, the observation of the experimental phenomenon and the conclusion of the experiment were all designed and operated by the students themselves, and their experience would be very strong. Numerous students agreed that this biological experiment makes them feel like a real scientist, and this feeling was very refreshing to them. Especially, when the experiment was successful, they would arise spontaneously a strong sense of achievement.

4. ENRICHING THE EXPERIENCE THROUGH THE EXPANSION OF PRACTICE

In addition to biological experiments, teachers are supposed to organize more biological practice teaching activities to allow students applying biological knowledge, in order to make the biology literacy of senior high school students get further promotion and development. Under the new curriculum reform, comprehensive practical activity has become the basic

teaching content of biology teaching in senior high school, and teachers must grasp the opportunity of teaching reform to provide high school students with opportunities to apply biological theories and exercise their thinking ability. Therefore, their study ability of discovering and analyzing problems could be developed [4].

The PEP version of the senior high school biology textbook is made up of compulsory sections and optional sections, among which the optional textbook puts forward a number of inquiry topics by different tasks. Teachers could use this part of knowledge to organize students to participate in biological practice. For instance, the author used the theme "Laboratory Culture of Micro-Organisms" to encourage students to investigate common approaches to biological experimental technology to cultivate micro-organisms, and to study the knowledge including concept and preparation of culture medium. Students could take advantage of online resources to collect biological data before class and they would be able to reserve sufficient knowledge for biological practice. Afterwards, senior high school students could then personally utilize the biology laboratory of the school to cultivate micro-organisms, to prepare culture medium and to operate experiments such as autoclaving and plate streaking. In the practice of "Production of Fruit Wine and Fruit Vinegar", the author explained to the students in class teaching about the necessary spawn and experimental principles for producing fruit wine and fruit vinegar, to teach students the conditions and principles of fermentation. Afterwards, students were encouraged to prepare fruit wine and fruit vinegar at home by themselves. In order to improve their practical results, students should regularly observe the fermentation process of fruit wine and vinegar and formulate the experimental phenomenon. In these biological activities, senior high school students could experience the magic and mystery of biological knowledge, so that they could form the correct consciousness of loving science [5].

5. CONCLUSION

In a word, experiencing teaching method is to increase participation of high school students in biology class, and its fundamental purpose is to link theoretical knowledge with our life. Namely, life is educating. The experiencing teaching method coincides with the concept of "student-oriented and teacher-dominated" advocated in the new curriculum reform, which is aimed to return classroom to students and to transform students from the passive acceptance of knowledge into active participation, discussion, and reflection. In this process, the relationship between teachers and students has been purified and improved, and the mutual respect has created a good relationship between teachers and students; the scene construction transforms the boring theory into small tricks of life, and it is lively full of classroom's dynamic; the personal experiment exercises students' practical

ability, as everything must be only done then been understood profoundly. Experiencing teaching involves students into necessary links of teaching, which is of great significance for them to form a good biological literacy. To conclude, teachers should create opportunities for students to experience charms and wonders of biology in person in a variety of approaches, so that senior high school students could really enjoy learning biology.

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Laboratory Open Management Strategy Based on the Perspective of College Students' Innovation and Entrepreneurship Education

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Abstract: As far as the education and training of modern college students is concerned, it has become the focus of modern college students' education to enhance their independent thinking ability, emphasize their innovative ability and encourage them to start their own businesses. As a new educational concept and a model of higher education talent training, college students' innovation and entrepreneurship education can improve college students' innovative consciousness and entrepreneurial ability. The best way to improve the ability of college students to innovate and create is to simulate the risks that may be encountered in starting a business through simulation experiments in the laboratory, and to improve the success rate of college students' entrepreneurship. This paper discusses the laboratory open management strategy based on the perspective of college students' innovation and entrepreneurship education.

Keywords: college students' innovation and entrepreneurship education; horizon; laboratory; open management strategy

1. INTRODUCTION

For university education, talent cultivation is the essential function of the university. Undergraduate education is the foundation and development of higher education. At the undergraduate education work conference, Mr. Chen Baosheng, Minister of Education, put forward that "Adhere to the people-oriented, higher education should return to common sense, return to the point, return to the heart, return to the dream." Based on this university education, a new type of education has been derived, that is, the mode of innovation and entrepreneurship education for college students. By emphasizing the cultivation of college students' innovative and entrepreneurial abilities, they will inject a new force into the society and promote the vigorous development of China's economic market. For the innovation and entrepreneurship education of college students, the most important thing is the application of the laboratory. The purpose of training the innovation and entrepreneurship of college students can be achieved through the simulation application of the laboratory [1].

2. PROBLEMS IN OPEN LABORATORY MANAGEMENT STRATEGIES FROM THE

PERSPECTIVE OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION

At present, there are still many problems to be solved in college students' innovation and entrepreneurship education. This paper summarizes the problems of laboratory management strategies from the perspective of college students' innovation and entrepreneurship education.

2.1. The Schedule of the Laboratory is Too Single
At present, the arrangement of laboratory courses in university education is mainly based on the change of the arrangement time of professional theory courses. All the professional theory courses are completed first, and students are required to conduct experiments when there is time. In this process, the teaching time of experimental courses in universities is limited by the time of theoretical courses. Moreover, in the actual course scheduling process, the experiment is carried out with the degree of the openness of the student's curriculum, resulting in a single mode of course scheduling in the laboratory, and the limitation to students' right.

2.2. The Degree of Freedom of Experimental Items is Low Because the Arrangement of Experimental Items in Experimental Courses is Arranged by Teachers
Every laboratory in the school has a special teacher in charge, who is not only a regular user of the laboratory, but also a subject teaching teacher for undergraduate students. In order to help students better understand the teaching content, teachers often use the instruments in the laboratory to explain with the classroom content. However, this way makes the choice of experimental projects in the hands of teachers, the degree of free choice of experimental projects is low, and it is difficult for students to obtain more knowledge from the laboratory teaching [2].

2.3. The Final Total Score of the Experiment is the Admission Score

In order to better evaluate students' experiments, it is necessary to evaluate students' experimental results. However, as far as the current evaluation model of experimental results is concerned, the experimental results are only the final total results, and neglect the calculation of project results in the process of students' experiment, which leads to a big loophole in the overall performance evaluation system.

2.4. The Laboratory Needs to Make an On-Site Reservation for Open Experiments

In order to ensure the rational application of the laboratory, the school needs to make an advance reservation for the laboratory before the students need to use the laboratory. On the one hand, it ensures that the use time of the laboratory is reasonable; on the other hand, it can guarantee the safety of the laboratory instruments by the way of reservation. However, most of the existing laboratory booking modes are on-site booking open modes. Students need a lot of energy and time to make an appointment. If they are lucky, they can make an appointment to the laboratory early and operate their own experiments in the laboratory. While students who are not lucky may go to the site every time. At the time of the appointment, the laboratory manager is absent, or the laboratory is taken over by others. Therefore, this kind of laboratory needing on-site booking, which is not only unreasonable in system setting, but also restricts the normal development of college students' innovation and entrepreneurship education model [3].

3. LABORATORY OPEN MANAGEMENT STRATEGIES FROM THE PERSPECTIVE OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION

The problems existing in the laboratory open management strategy under the perspective of college students' innovation and entrepreneurship education can be attributed to the problems existing in the experimental teaching management system through the elaboration of the above problems. The purpose of optimizing the experimental teaching management system is achieved by making the scheduling mode more diversified, allowing the experimental project to be freely selected, taking the experimental project scores into credits, and make an open experiment on the internet.

In order to better accomplish the purpose of optimizing the laboratory open management strategy in the field of college students' innovation and entrepreneurship education, the laboratory and practice teaching integrated management system have been optimized and set up. The laboratory and practice teaching integrated management system is divided into three subsystems, namely, the laboratory comprehensive management subsystem, the experimental teaching management subsystem and the laboratory open management subsystem, which solve the problems raised above respectively [4].

The laboratory comprehensive management subsystem mainly includes the description of the laboratory rules and regulations, and the management of basic data and routine business such as laboratory rooms and laboratory projects. Through the comprehensive management subsystem of the laboratory, students can understand the current state of use of the laboratory, and have the idea of the different rules and regulations of different laboratories in

advance, so that students can choose the right laboratory and complete their own innovative experimental content.

The experimental teaching management subsystem mainly includes experimental project scheduling, open course selection, input of experimental results, online preview materials, experimental curriculum schedule, performance query and operation monitoring. It can help students to have more ways to complete the experimental project scheduling work, and by scoring the experimental project scores, students can strengthen their sense of crisis. In addition, it can prompt students to take each experiment seriously, help students better complete the experimental teaching content, and finally complete the training of students' innovation and entrepreneurship education [5].

Laboratory open management subsystem is mainly for opening object management, realizing online reservation of experimental projects, opening application review, and statistics. Students can independently reserve the experimental time, preview the experiment, and complete the registration of the competition experiment through the laboratory open management subsystem. They can also make up for the experiment that has not been completed before the completion of the subsystem. For experimental managers, the subsystem can help them to open management information, open objects and open time, and complete the online audit of appointment applications. For the school management unit, it can manage, monitor and statistics all laboratory information, and help the school management unit to supervise and manage the work.

4. CONCLUSION

The optimization of the experimental teaching management system diversified the class scheduling mode, and are free to choose the experimental project students. The experimental project scores are credited to the credits, and the online appointment is opened, to help students to complete the experimental class and complete the training process of college students' independent innovation ability by innovation and entrepreneurship education.

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Emotional Expression of Color in Oil Painting Art

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Abstract: As we all know, oil painting is a kind of painting art with rich tones. The highly realistic nature of oil painting must be expressed by rich colors. Therefore, color is the soul of oil painting art. The emotional expression in oil painting art mainly depends on oil painting. In oil painting creation, the painter mainly relies on the matching of colors to express the emotion of the painting and the language that the painter hopes to convey through painting. The color matching of a painting is the most direct form of emotional collision and thought exchange between the author of the oil painting and the audience. Oil painters use different color combinations to express their inner thoughts and feelings, and form emotional interactions with viewers through color display. To convey people's emotions is one of the most important functions of art. This paper is a discussion of the emotional expression of color in oil painting art. It mainly introduces the emotional expression of color in modern oil painting art, and some ways of artists using color to express emotions in oil painting.

Keywords: oil painting art; color; emotional expression

1. INTRODUCTION

Color is an important element in our life. In addition to showing the state and beauty of all things in the world, rich colors can also echo the rich emotions of people, making them one of the important means for people to express their inner feelings in life. Color has a very strong artistic expression ability, and even determines people's preferences and emotional trends to a large extent. Different colors can bring different aesthetic experiences. Oil painting is an artistic expression that relies on color to express the inner feelings of the artist. Therefore, the emotional expression and performance of color in oil painting art has a more important position than other forms of artistic creation. With the continuous development of oil painting art, it gradually evolved from the initial service of religious service to being widely used to record the scenery in life and express people's rich inner emotional activities. Especially with the continuous development of modern oil painting art, the artist pays more and more attention to the perfect expression of personal emotional connotation in the process of oil painting creation [1]. Therefore, so they pay more attention to the color movement in oil painting works, and advocate the emotional penetration of color in oil painting creation, so that

color plays a more and more important role in oil painting creation. Emotion is the instinctive performance of human beings. Art works are more likely to resonate with people because they are endowed with emotions. In oil painting art, the use of rich colors gives rich emotions to oil paintings, which makes the role of oil painting art in conveying emotions irreplaceable.

2. IMPORTANT ROLE OF COLOR IN OIL PAINTING CREATION

2.1. Color Is an Important Form of Oil Painting Creation

Oil painting is a rich and colorful artistic form of expression, the creation process of oil painting cannot be separated from the use of color, and color is an important form of expression of oil painting creation. The pigments used in oil paintings are richer in color, and they are brighter and richer in tone than those used in other forms of painting creation. The rich color of pigments promotes the development of oil painting art, enabling artists to convey their inner rich emotions through the works when creating oil paintings. For example, in oil paintings, the use of cool colors is often used to express the creators' inner melancholy and sad emotions, while the warm warm colors are often used to express the enthusiasm of the creator's inner warmth, sunshine and joy, as well as the use of strong color contrast colors to highlight the creator's inner feelings or highlight the contradictions in real life. In the process of appreciating oil paintings, color is the most direct link between the painter and the viewer. The viewer can feel the emotion the painter wants to express through the color displayed in the paintings. The rich and bright oil paintings are more emotional than other forms of artistic expression [2].

2.2. Color Is the Expression of Artistic Language in Oil Painting

With the continuous development of human civilization, people have created a rich language system. But even though our language system is more developed, people's inner feelings are more abundant. In many cases, language cannot fully and appropriately express people's feelings. Moreover, due to differences in language caused by regional differences, civilizations in different regions also affect the inter-emotional communication and way of thinking between people. Therefore, people are keen to constantly find the carrier to express their rich emotions and thoughts. Oil painting is a strong artistic form of expression bred by human civilization in the

process of development. Oil painting is an effective form of artistic expression that can break the regional limitations and language barriers, and it can express the painter's emotions through rich colors. In addition, it can also enable people from different regions, with different language systems and civilized systems to intuitively feel the creator's emotions in the creator's heart through the things and colors in oil painting. The key to the full emotional transmission of a painting is whether the creator succeeds in using color in his works. Through the strong visual impact of color formation, people can deeply understand the rich ideological connotations presented by the creator in his works.

3. EMOTIONAL EXPRESSION OF COLOR IN OIL PAINTING ART

3.1. The Relationship between Color and Emotion in Oil Painting Art

The painter's emotional expression in oil painting creation mainly relies on the use of color. The color and emotion in oil painting are interdependent. The loss of color in oil painting art is like the loss of soul. The rich emotions of oil painting creators must be expressed by the strong color in oil painting. Emotion is a form of subjective reflection of people's different experiences of life and the external environment. It is an external manifestation of one's inner thinking and thought. The painter's creative process of creating oil paintings is the process of bursting and revealing inner emotions. During the oil painting creation process, the painter presents his inner feelings with different color combinations, so that the viewer can resonate with his own thoughts and feelings in a short period of time. Color is an important way of expression of oil painting artists in the process of creation. Color serves the inner emotions that painters want to convey in their works. That is to say, color is the carrier of emotional expression by painters [3].

3.2. The Interpretation of Artistic Emotion by Colors in Oil Paintings

An excellent oil painting should not only vividly express the shape of things, but also have rich emotional connotations. The artist's perception of life and his attitude towards life will be more or less reflected in his own works of art. In order to reflect in

oil paintings, he needs different colors to express his inner rich emotions. Expressing emotions is a reflection of the value of an oil painting, and is also the driving force for artists to create. In the process of creation, the oil paint creator skillfully uses color to express his emotions, and color is the tool and carrier for the creator to interpret his own emotions, and is also the sustenance of the creators' thoughts and feelings. In order to better express emotions through color, creators must fully grasp the relevant knowledge of color application and understand the law of its application. With the continuous development of society, the use of color in oil painting is more diversified, which reflects the diversified changes of people's ideas. The use of diversified colors in oil painting is the expression of the rich thoughts and emotions of the creators [4].

4. CONCLUSION

Oil painting is a kind of painting art with strong forms of expression. The use of color in oil painting is an important way for oil painters to express their inner thoughts and feelings. With the development of oil painting art and the diversification of people's thinking, more attention should be paid to the use of color and emotional expression in oil painting creation. An excellent oil painting must match the emotion of the creator with the color of the work perfectly, so that the work has the function of conveying emotion and thought.

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The Expression of Aesthetic Consensus and Difference in the Animation Art Creation

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Abstract: In the Animation art Creation, attention should be paid to the aesthetic consensus and difference. The consensus is based on the objectivity of human aesthetic activities and follows by some generally accepted aesthetic principles and interests; the aesthetic differences have outstanding artistic individuality and national characteristics. We could create “harmony in diversity” animating works by using both features, and make them as a bridge of emotional communication between aesthetic subject and aesthetic object.

Keywords: animation creation; aesthetic; consensus; difference

1. INTRODUCTION

As one of the most creative and imaginative plastic arts today, animation breaks through the traditional art forms and makes full use of the combination of “form, sound and color”. It has fully display the artistic images by “animating”, and endows these artistic images with life and soul. When we consider animation as an aesthetic object, the successfulness brings resonance among the audience. These animations are usually not abstract, but popular among the public. It contains the most beautiful human emotions, and shows the aesthetic characteristics of our national culture. Aesthetics can be objective and subjective in the activities of human beings. Objectivity in aesthetics decides the common aesthetic standards, meanwhile subjectivity leads to the existence of differential in beauty.

2. FOLLOWS THE PRINCIPLE OF AESTHETIC CONSENSUS

Human beings have some common features in physiological and psychological basis and aesthetic feelings. There is an intuitive similarity in their artistic thinking, which determines the aesthetic similarity in the discipline of art forms. The psychological basis of this similarity is a collective aesthetic representation, and the aesthetic activities of human beings have consensus in a broad sense [1].

This sort of consensus is a relative and communicative consensus. It is across-cultural, open and changing way of aesthetic expression. In the process of animation creation, when the inner experience of the creative subject is externalized into a work of art, it must follow by some certain basic requirements in human emotional activities and aesthetic consciousness.

Will people like the visual images? Does it meet the emotional needs of human beings? Can it meet the

public aesthetic consensus?

To achieve this, it is necessary for the animators to build and reserve knowledge abundantly in everyday life through careful observation, propounding life experience, cultivating acuteness and insight; to feel people's same or different preferences, as well as the common pursuit of emotions and ideals in different cultural backgrounds. In this way animators can choose the accurate animation image, making their characters look real and attractive. Their characters will eventually break national boundaries and be loved by people all over the world.

For example, although the animated film Kung Fu Panda is an American animated film, it is based on the theme of Chinese Kung Fu and the Chinese national treasure Panda. Both elements are known and loved by people around the world [2].

The background sets in ancient China, the film tells the story of a clumsy panda who decides to become a master of martial arts through hard work. The main character Pois referenced from the Chinese national treasure “Panda”, which is very well known by people. Po's character is very cute, kind, simple and well-liked by the audiences. He is fat, clumsy, not flexible, timid, somewhat cowardly, but he has a courageous heart to follow his dream.

Another important role in the film is villains “Snow dragon”. He has greedy ambition and dark nature. In order to make the animation image satisfying the audiences' overall impression of villains, designers add many routine bad figures, such as a handstand eyebrow horoscope, evil look in the eyes of a wicked heart, and so on.

It makes this image very sinister and crafty, and it matches people's impression of evil characters in real life.

Poin the sharp contrast is an internationally recognized cute image, which makes the public's aesthetic emotion backing, getting release. He has gained people's love and empathy. The animation encourages people through panda Po. We will achieve our dreams if we persist in them.

This positive, optimistic and enterprising spirit should be recognized and praised by people everywhere. At the same time, the film also conveys the fine tradition of “respecting teachers and valuing morality” in Chinese traditional culture through Po's mentoring relationship with his master.

The Chinese animated film “Snow Kid” directed by Lin wenxiao shows the beautiful and pure happiness,

delicate and sincere feelings, as well as the noble sentiment of actively helping others, which reflects the moral quality of the true, the good and the beauty. From the above animations with aesthetic value, we can see that the best way to create animation works is to follow some of the aesthetic consensus of human beings. We need to conform to the established ways and methods recognized by the public, and cannot deviate from some traditional aesthetic consciousness in real life [3].

3. USE AESTHETIC DIFFERENCES TO HIGHLIGHT NATIONAL CHARACTERISTICS

In the creation of modern animation, we should follow the principle of aesthetic consensus, but we should also emphasize the uniqueness and diversity of art. Aesthetic activities are influenced not only by the individual differences of the aesthetic subject, but also by the social conditions such as the times, nationalities and classes. Influenced by the same culture, a country or a nation must show some common factors in aesthetic activities and form distinct national characteristics. Many excellent animators will integrate their own national culture and characteristics into their own animation creation. In this way they can constitute the unique aesthetic value of their works, so that the animation works will not fall into the established framework of the secular world, but also achieve the most beautiful realm expected by people. How to create animation works with Chinese characteristics and Chinese animation? This is the question that contemporary Chinese animation creation is thinking positively.

Here we review the early Chinese animation, many of which are worthy of our scrutiny and study, such as Chinese ink animation, paper-cut animation, shadow animation, puppet animation, etc., will be cleverly integrated into the Chinese traditional art. Its distinct personality and ethnic characteristics are acquired a reputation as a Chinese animation.

Among them, the ink and water cartoon “Feelings of Mountains and Waters” is a model of Chinese animation, the whole work is full of traditional Chinese classical aesthetic implications. This animation has no outline, and uses water and ink to render naturally in the picture, making the plane image of ink “move”. Every different scene is a beautiful ink painting. There is no dialogue in the animation, only the rich sound of leaf flute, piano, water, wind and animals to match the

scene. The film integrated the natural thought of Chinese Taoism and the inspiration of Zen Buddhism. It has embodied the aesthetic conception of Chinese traditional landscape painting, which is based on the combination of reality and illusion. Its poetic temperament and remote and delicate picture reached the highest realm of Chinese aesthetic pursuit—the unity of heaven and man.

The animation film “The Legend of Sealed Book”, produced by Shanghai Art Film studio. It inherits the narrative structure tradition of Chinese literature and drama, and is full of Chinese flavor in character modeling, scene design and other aspects.

“The Legend of Sealed Book” fully uses Chinese Gongbi heavy color paintings, Dunhuang murals, opera masks, opera stage costumes, folk New Year paintings and other traditional Chinese artistic characteristics, heavy or light color, which makes a unique content and form. Of course, we cannot completely repeat and write down these paths in today’s animation creation, but we will try to absorb the essence from Chinese traditional culture and art in the animation creation, design novel animation images and moving plots for aesthetic expression. Eventually we could create truly unique animation works.

To sum up, animation art is intuitive and sensibility to the human heart, and it is the most beautiful and good emotion to show. We need follow the animation creation of some human common aesthetic consciousness, aesthetic temperament and interest. The rational knowledge of the artistic creation a rebased on the aesthetic culture of human consensus. It is based on grasping the aesthetic differences, achieve “harmony without uniformity”. Only in this way can we create novel animation images and moving story plots, bringing the audience’s emotions into the animation, and make animation as an artistic bridge between culture communication and emotions.

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Choices of Strategies, Systems and Policy for Innovation and Entrepreneurship in Colleges and Universities to Promote Employment

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Abstract: Under the call of “mass innovation and entrepreneurship”, universities across the country have launched various competitions in the context of innovation and entrepreneurship, such as National College Students Innovation and Entrepreneurship Competition, Internet+, Youth Creation. With the development of these activities, innovation and entrepreneurship activities are in full swing, which further promotes innovation and entrepreneurship in colleges and universities. This paper focuses on the choices of strategies, systems, and policy for innovation and entrepreneurship to drive employment, and discusses topics such as what strategy we should adopt, what system we should choose, and how to implement policies in our domestic innovation and entrepreneurship activities.

Keywords: Innovation and entrepreneurship; Strategy; System; Policy

In the 21st century, while maintaining steady economic growth, our country also consumes millions of graduates' employment every year. In the new century, our country's higher education has entered the stage of popular development, and the level of knowledge quality of social labor force has risen dramatically. The traditional labor-oriented employment posts can no longer meet the arrival of the knowledge age. The whole country is also moving from labor-intensive industries to knowledge-based and intelligent modelling industries. Therefore, in order to satisfy the employment of such a large number of intellectuals, a large number of new high-tech knowledge enterprises need to be consumed, and high-tech enterprises need more high-tech intellectuals or aspiring young people to set up. And the state should be inclined to this aspect when formulating the strategy in this aspect and formulating the system and policies in this aspect [1].

1. STRATEGY OF INNOVATION AND ENTREPRENEURSHIP IN COLLEGES AND UNIVERSITIES TO PROMOTE EMPLOYMENT

The college graduates' entrepreneurship rate is generally low. The big factor is that the students' own entrepreneurial quality is low. They neither understand entrepreneurship, nor know what entrepreneurship is and how to start a business. Therefore, in order to improve the entrepreneurial rate of college students, students must first understand what is

entrepreneurship, how to start a business, and what are the entrepreneurial steps. Thus, the key strategy is to improve college students' innovation and entrepreneurship education to let students understand entrepreneurship, and understand how to evaluate whether they meet the entrepreneurial standards and whether they have entrepreneurial conditions, and how to carry out this strategy.

1.1. It cannot be Separated from Professional Education

Innovative entrepreneurship education is based on general education. Through the professional knowledge of general education courses, the key professionals are trained. Innovative entrepreneurship education is to guide students on how to create and innovate on the basis of professional courses. At present, most universities in China have started the innovation and entrepreneurship course independently, which has led to the separation of entrepreneurship education and professional knowledge. As a result, innovation and entrepreneurship are not linked to the cultivation of professional talents, and the pertinence is not strong. Therefore, innovation and entrepreneurship education should penetrate into the professional curriculum and use the solid professional knowledge to innovate. It has reached the source of water and the root of the wood, so that innovation and entrepreneurship can form a sustainable cycle of green ecology. And, innovation and entrepreneurship education is not an independent subject, but it is slowly integrated into the innovation and entrepreneurship education in the process of imparting professional courses to guide students to develop entrepreneurial awareness, entrepreneurship, entrepreneurial ability and professional knowledge transformation ability [2].

1.2. It should Establish Faculty

The construction of teaching staff is the most important part of innovation and entrepreneurship education. The quality of teaching staff is the key to the success of entrepreneurship education. The domestic innovation and entrepreneurship courses are not well run, which is largely due to the fact that the teaching teachers have never thought about the experience of innovation and entrepreneurship. There are many experiences abroad, for example, in the United States. Colleges and universities in American allow teachers to directly participate in entrepreneurship practice or start companies, to teach

students more real knowledge of entrepreneurship and provide a more authentic environment for entrepreneurship by their own experience gained in practice. Moreover, colleges and universities in America actively employ entrepreneurs as part-time teachers to provide real cases and innovative thinking for their students' innovative entrepreneurship education. For example, Stanford University will invite directors of famous companies to teach innovative entrepreneurship courses for students, while UCLA will invite celebrities from related fields to teach relevant professional knowledge in practical application for students of relevant majors [3]. In Britain and other countries, entrepreneurship courses are offered in the undergraduate education stage. The courses are jointly offered by university teachers and entrepreneurs, including a large number of practical examples. Therefore, we feel that in the construction of teaching staff, we need to train teachers first, or hire senior executives or bosses of enterprises in related fields to teach innovative entrepreneurship courses for our college students.

1.3. System of Innovation and Entrepreneurship in Colleges and Universities to Promote Employment
Colleges and universities are one of the main bodies of innovation and entrepreneurship. They need to improve the students' knowledge and quality of innovation and entrepreneurship as a whole. This requires schools to improve the students' knowledge and quality of innovation and entrepreneurship and professional talents in this field by building a characteristic innovation and entrepreneurship education system. The government should strengthen the introduction of relevant systems, and the protection of innovation and entrepreneurship achievements and related intellectual property rights, to create a social and cultural environment conducive to the sustainable development of innovation and entrepreneurship, and guide high-quality talents to participate in the tide of innovation and entrepreneurship. At the same time, the government should also intensify the training efforts, so that the relevant innovative and entrepreneurship talents continue to flow from generation to generation, with a long history. They should strengthen the key role of market mechanism in innovation and entrepreneurship, improve the systems of transformation of scientific research achievements, integration of production, education and research, school-enterprise cooperation and integration of school and government, to train more innovative talents and build a sustainable green innovation and entrepreneurship system [4].

2. THE POLICY OF INNOVATION AND ENTREPRENEURSHIP IN COLLEGES AND UNIVERSITIES TO PROMOTE EMPLOYMENT

2.1. A Research and Development Fund Should be Set Up

Guided by the government, it will involve local enterprises and related enterprises to set up relevant

research funds, and to improve research funding in relevant fields of universities by guiding the investment of funds by relevant social enterprises. In the past, campus project R&D funds were often not too high, and funds were concentrated in the hands of a small number of instructors, so that projects that could be approved depend on the reputation and prestige of the instructor rather than the value of the project itself. Therefore, the establishment of more funds is more conducive to innovation and entrepreneurship, and is more in line with the concept of "popular innovation, entrepreneurship".

2.2. Regulatory Authorities should be Established
The establishment of the corresponding fund requires the corresponding management and supervision department to improve the relevant management mechanism and the value of the fund. We should establish relevant management departments, supervise the use of the fund, and conduct spot checks on relevant projects from time to time to improve the efficiency of related projects. At present, there are many zombie projects in the innovation and entrepreneurship projects of colleges and universities. After the completion of the application, the project will not be able to stay on the relevant experimental materials until the middle or the completion of the project. Obviously, it is really irresponsible behavior. Therefore, it is necessary to increase the supervision of the project [5].

2.3. System of Project Funding and Interest Should be Improved

In terms of system, it is necessary to improve the relevant project fund distribution system. The operation of a project will definitely get the funds. The fund is equivalent to the blood of the human body for a project. When the blood flows, people can be energetic and the project can have progress. In the current universities, the issue of project funds is also a big problem, which needs to be examined and approved at various levels to provide a variety of bills. Therefore, a project is often carried out by students or teachers through their own pockets to advance the operation, which has largely led to the emergence of zombie projects. At the same time, in the incentive system, there are awards for well-done projects to encourage more projects to learn from excellent projects and encourage more college students to innovate and start businesses.

3. SUMMARY

According to the analysis, entrepreneurship in colleges and universities plays an important role in promoting students' employment. In the actual implementation process, we need to continue to optimize the development of countermeasures in accordance with the actual situation of students.

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Research on Regional Poverty Reduction Effect of Digital Inclusive Finance —Flat Regression Analysis Based on Chinese Provincial Data

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Abstract: Inclusive Finance is committed to providing financial services to low-income groups that are excluded from traditional finance and helping them escape poverty. This paper uses China's 2011-2015 provincial panel data to study the regional poverty alleviation effect of digital inclusive finance, and uses the netizen penetration rate as a tool variable to solve the endogenous problem of the model. The research shows that the development of digital inclusive finance is conducive to curbing poverty in the region; the poverty alleviation effect of digital inclusive finance in western China is the most obvious.

Keywords: digital inclusive finance; regional poverty reduction; netizen penetration rate

1. INTRODUCTION

Inclusive finance first appeared as a solution to financial exclusion. Financial exclusion means that economic entities are excluded by mainstream finance. It is a subset of social exclusion. Residents excluded by finance are often denied and excluded in other aspects, thus further deepening social exclusion in other areas [1]. The most direct purpose of developing inclusive finance is to change the financial exclusion of the traditional financial system. In terms of digital inclusive finance, China's current research is still in its infancy. In July 2016, the Digital Finance Research Center of Peking University published the "Peking University Digital Inclusive Financial Index (2011-2015)" based on the data of Ant Financial, and built the China Digital Inclusive Financial Indicator System for China's digital Inclusive financial research provides data support [1].

2. DATA SOURCES, VARIABLE SELECTION AND DESCRIPTIVE STATISTICS

2.1. Data Source

This paper selects 31 provincial-level regions in China from 2011 to 2015 (Due to data acquisition reasons, Hong Kong, Macao and Taiwan regions are not included). The panel data, the digital inclusive financial data comes from the "Peking University Digital Inclusive Financial Index", which is synthesized by the digital financial service data provided by Ant Financial, which includes three dimensions, covering the provinces and cities in

2011-2015. And three levels of the county. The poverty incidence data is derived from the 2017 China Rural Poverty Monitoring Report. The rest of the data comes from the China Statistical Yearbook and the Wind database for each year.

2.2. Variable Selection and Descriptive Statistics

There are many factors affecting the degree of poverty in the region. Based on the above theoretical analysis, combined with the principle of usability of data, this paper uses the "poverty incidence rate" as the explanatory variable to measure the degree of regional poverty, and the "digital inclusive financial index" as an explanatory variable. Measure the degree of development of regional digital inclusive finance. In the choice of control variables, this paper selects the proportion of urban population, per capita GDP, fiscal expenditure scale, and industrial structure as the control variables according to the theoretical relevance. This paper believes that the model may have endogenous problems, so the regional netizen penetration rate is selected as a tool variable [2].

3. EMPIRICAL TEST

3.1. Model Construction

This paper mainly studies the poverty alleviation effect of inclusive finance, so construct a benchmarking model to investigate the regional poverty alleviation effect of digital inclusive finance. The model formula is:

$$Y_{it} = c + \beta \cdot X_{it} + \gamma \cdot control_{it} + \varepsilon_{it} \quad (1)$$

Y_{it} For the explained incidence of poverty, X_{it} To explain the variable digital inclusive financial index, $control_{it}$ For control variables, β with γ For the coefficient to be estimated, ε_{it} It is a random disturbance item [3].

3.2. Model Results and Analysis

In this paper, the Hausmann test is performed on the model. The test results show that the p value is 0.0001, rejecting the null hypothesis of random effects. Therefore, it is more appropriate to choose a fixed effect model. Table 1 shows the results of fixed-effect regression. The coefficient of the digital inclusive financial index is negative for the incidence of poverty, and the regression (1)~(3) is statistically significant at the level of 1% [4]. The poverty

reduction effect of the digital inclusive financial index is consistent with the theoretical expectation of this paper.

Table 1. Fixed effect regression

	Return (1)	Return (2)	Return (3)	Return (4)	Return (5)
Digital inclusive financial index	-0.0005*** (0.00006)	-0.0005*** (0.00007)	-0.0004*** (0.00007)	-0.0007 (0.00009)	-0.0002 (0.00011)
		3.79e-08 (6.81e-08)	6.50e-08 (6.49e-08)	6.47e-08 (4.04e-08)	-2.45e-08 (6.31e-08)
Per capita GDP			-0.4003 (0.26516)	-0.3098 (0.21324)	-0.3785** (0.17665)
				-1.3728*** (0.35888)	-1.4000*** (0.32098)
Scale of fiscal expenditure					0.3131 (0.18888)
Urban population				-1.3728*** (0.35888)	-1.4000*** (0.32098)
Industrial structure					0.3131 (0.18888)
Constant term	0.1646*** (0.00862)	0.1635*** (0.00845)	0.2661*** (0.06843)	0.9331*** (0.16339)	0.8484*** (0.15100)
R-sq:within	0.62	0.62	0.64	0.70	0.72
N	151	151	151	151	151

Note: *, **, *** respectively indicate that the estimated coefficient is tested by 10%, 5%, and 1%, and the standard error is in parentheses.

4. CONCLUSION

Through empirical results, we find that, overall, the development of digital inclusive finance has a depressing effect on local poverty. The re-inspection results of different regions show that the inhibition effect of digital inclusive finance on poverty is significantly different in different development stages: the poverty alleviation effect of digital inclusive finance in western China is the most obvious, followed by the central region and the eastern region. The estimated coefficient of inclusive finance did not pass the significance test. This may be due to the economic development level of the eastern, central and western regions of China, and the endogenous problem of the model. This paper uses the netizen penetration rate as a tool variable to regress, and the results are still consistent with the expectations of this paper [5].

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Analysis of the Causes and Management of Enterprise Investment Risk

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Abstract: Under the market economy environment, enterprises are becoming more and more competitive. The investment risks faced by enterprises are more diversified and complicated. It is necessary to control and manage the risks of enterprise investment, and minimize the losses caused by risks to achieve enterprises. The goal of maximizing value requires the company to have a sense of risk investment. In this process, the support and supervision of venture capital companies to venture companies is an important factor to ensure the success of venture companies. This paper examines in detail the role and management of venture capital firms in venture companies.

Keywords: venture capital; investment management; risk enterprise

1. INTRODUCTION

The existence of investment risk requires enterprises to strengthen risk control and management before, during and after investment, improve their understanding of the objectivity and uncertainty of risk, master the initiative of venture capital management, and purposefully and consciously pass the plan. Management activities such as organization, implementation, and control deal with risks. Minimize the losses caused by risks and maximize the goal of maximizing corporate value.

2. ANALYSIS OF THE CAUSES OF INVESTMENT RISKS IN ENTERPRISE PROJECTS

Investors need to recognize the investment risk of the fund before investing. The risks can be roughly divided into two categories: the loss risk of the principal and the loss of purchasing power. System risk and non-system risk respectively or together lead to fluctuations in the value of the securities, and investment in securities will result in a loss of principal. Systemic risk refers to the inherent risks of the market as a whole, and it cannot be reduced by diversifying investment. However, decentralized investments can completely eliminate non-systemic risks, which are specific risks associated with a particular investment. Non-systematic risks can be easily eliminated by diversifying investments [1].

2.1. Extensiveness of Investment Risks

In the gold investment market, risks from investment research, market analysis, investment plans, investment decisions, risk control, fund management, account security, and irresistible factors are almost everywhere in the gold investment, so they are

extensive.

2.2. The Objectivity of Investment Risk

The objectivity of investment risk will not disappear because of the subjective will of investors. Investment risk is formed by the role of uncertain factors. These uncertain factors are objective. Individual investors do not control all investment links, and they cannot expect changes in the future factors affecting gold prices. Therefore, investment exists objectively.

2.3. Impact of Investment Risk

Entering the investment market must have a sense of investment risk. Because in the investment market, the benefits and risks are always coexisting. But most people first consider the risk from a negative perspective, and even think that there is a risk of loss. It is precisely because of the negative and negative uncertainties of risk that many people dare not face up and cannot objectively look at and face the investment market, so they are not holding their feet.

2.4. Relativeness and Variability of Investment Risks
The risk of gold investment is relative to the investment type chosen by the investor. The result of investing in gold spot and futures is quite different. The former is less risky but has lower returns; the latter is risky but has high returns. Therefore, the risks cannot be generalized and there is a strong relativity. At the same time, the variability of investment risk is also very strong. As the factors affecting the price of gold are in the process of change, they will affect the profit or loss of investors' funds, and there may be repeated changes in profits and losses. The investment risk will increase or decrease according to the profit and loss of the client's funds, but this risk will not completely disappear [2].

3. INVESTMENT RISK ANALYSIS

Enterprises have various types of investments and there are different forms of investment risks. Now we analyze the relevant factors of project investment risk in corporate capital investment, and find out the main factors that generate investment risk, so as to objectively manage and prevent and control investment risks.

3.1. Analysis of Indirect Risk Factors - Analysis of Investment Environment

The investment environment includes a wide range of topics, including politics, economics, law, cultural education, science and technology at home and abroad. Changes in each of these factors can make investment activities risky. When analyzing environmental risk factors, we should focus on the

following two aspects:

Through the study of the investment environment, enterprises can fully understand the market supply and demand situation, national economic policies, the supply of resources, and the political and economic development trends at home and abroad. Only after understanding these factors can we predict the development form of investment projects. Ensure that the right investment decisions are made.

The investment environment is constantly changing. This is the source of investment risks. Enterprises must adapt to this change and reduce the probability of risk occurrence. This requires policy makers to fully predict the changes in the future investment environment and make the greatest possible profit-seeking. Investment decisions.

3.2. Analysis of Direct Risk Factors

The change of the objective investment environment of enterprises affects the changes of direct risk factors such as sales volume, cost and price, which leads to the uncertainty of investment income and the risk of project investment. On the basis of environmental factor analysis, the combination of qualitative and quantitative direct risk factors is the basic procedure for analyzing project investment risk. The ultimate goal of the analysis is to quantitatively describe the changes of direct risk factors. Sensitivity analysis can be used to understand the extent to which the relevant factors allow changes without affecting the feasibility of the program, to find out the factors that have the greatest impact on the investment benefits, and to reveal the causes and risks, and to improve the reliability of investment analysis and evaluation. Sex and flexibility [3].

3.3. Control and Management of Investment Risks

Investment is inevitably risky, and risk control and management must be strengthened. From the following points, talk about how to control and manage the investment risks of the company:

3.3.1. Analyze the investment environment and determine the scale of investment

Before investing in a company, it should first predict the degree of competition in the invested industry. It should choose an industry investment that does not have an extreme monopoly (such as public utilities) and is not competitive. Secondly, we must predict how much market share and market demand the enterprise can occupy. Only by fully understanding the market situation can we prevent market risks.

3.3.2. Problems in diversification management

Enterprises should pay attention to the dispersion of regions in how to use diversified management methods to diversify investment risks. Through domestic and foreign dispersion, the risk of investing funds in one country and one place is reduced: through regional dispersion, funds are placed in different regions, and the characteristics and advantages of different regions of China are used to reduce investment risks.

4. CONCLUSION

Under the market economy environment, enterprises are becoming more and more competitive. The investment risks faced by enterprises are more diversified and complicated. It is necessary to control and manage the risks of enterprise investment, and minimize the losses caused by risks to achieve the maximum value of enterprises. Goal. Venture capital companies and venture companies work together to build a venture company based on the principle of mutual benefit, and strive to successfully exit and earn high profits.

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On the Triple-ness in “Broken Oath”

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Abstract: Shimazaki Fujimura’s first novel, “Broken Oath” has received attention from the Chinese and Japanese literary circles and critics since its inception. Among them, there have been many different opinions about its creative theme and faction. Therefore, this paper adopts the overall dynamic research method advocated at present, analyzes, demonstrates and classifies the historical ideas and the attribution of the factions, and proposes new viewpoints on the basis of this, namely the triple-ness of the theme of creation and the faction. The triple nature of attribution and the unity is of the above-mentioned creative themes and factions. From this, it is argued that although there are some defects in “Broken Oath”, its creation theme, faction attribution, and creation theme and faction are unified. It is a far-reaching work and lays the history of the first-class writers in Shimazaki Fujimura.

Keywords: “Broken Oath”; Shimazaki Fujimura; creative theme; faction attribution; unity

1. INTRODUCTION

“Broken Oath” is a novel of the novel of Shimazaki Fujimura, a landmark work in the development of modern Japanese literature. Natsume Soseki, a modern Japanese literary master, once highly praised: “As a representative of Meiji’s novels, “Broken Oath” is well deserved.” Such outstanding works have received attention from Chinese and Japanese literary circles and critics. Among them, there have been many different opinions about its creative theme and faction [1].

In foreign countries, on the one hand, “Broken Oath” is a social novel. In addition, headed by Yoshida Seiichi, Nomura Joe, Yamaguchi, and others regarded the theme of “Broken Oath” as “confessional novels.” In China, the understanding of “Broken Oath” is limited to realist novels that reflect social issues. Therefore, on the basis of previous studies, the author proposes the triple nature of the theme of creation, the triple nature of the faction, and the unity of the above-mentioned creation theme and faction [2].

2. THE TRIPLE-NESS IN “BROKEN OATH”

2.1. The Triple Nature of the Creative Theme

2.1.1. Personality

Some Chinese and Japanese scholars believe that the theme of “Broken Oath” is the disclosure of Shimazaki’s feudal parent system and is personal. In this regard, the author carefully read the full text and found that there is a broken relationship between ugly and his father. Father used him as a tool to realize his ideals, and warned that ugly must be concealed. The ugly pine is eager to live like a pig, but every time he

wants to disclose his origins, his father’s proverbs are lingering, making him uneasy. He felt that breaking the ring was a betrayal of his father. Therefore, when he made up his mind to break the ring, he repeatedly said, like sin: “Dad! Please forgive me!” This father-son relationship truly reflects the barbarism of the parental system of the era in which Shimazaki lived. Shimazaki also carried out a long-term ideological struggle against breaking the ring and guarding the ring [3].

2.1.2. Sociality

Most Chinese and Japanese people believe that the theme of “Drug” is a strong criticism of society and social. This view has attracted many supporters. Therefore, the author tries to analyze the social problems in “Broken Oath”. First, Japanese society discriminates against tribal people. The children born to the tribes are discriminated against by school teachers and classmates. Second, it is about corruption and darkness in the political world. In order to achieve political goals, the candidate for the parliament, Gao Lili Saburo, married the rich daughter of the tribal people and assassinated the pig Liantaro. Third, it’s about the backwardness and darkness of educational institutions. The principal pursues the education of the emperor’s authoritarianism, and colludes with the group inspectors to eliminate the ugly and other dissidents. Fourth, the absurdity and hypocrisy of the religious world are presented. The host of the Lianhua Temple has repeatedly provoked women and even raised the idea of raising a woman. Fifth, it is about the exploitation and ruthlessness of the landlord. The landlord rented the rent coldly in the house of Jing. That is, “Broken Oath” has the realism of social criticism [4].

2.1.3. Nationality

In view of the above points, the author believes that the theme of the creation of “Broken Oath” is dissatisfaction with the monarchy of the authoritarian state and has a national character. In the era of the Meiji Restoration, when the Japanese government promoted modernization, it adopted “nationalism”, and the samurai spirit was strengthened. It was manifested in the emperor’s authoritarian educational institutions, the feudal parent system, and the “male and female humble” thinking. Thus, intellectuals such as Shimazaki decided to express their dissatisfaction with the monarchy of the authoritarian state by writing novels. Three of the “Broken Oath” are very obvious. First, it is about the dissatisfaction with the emperor’s authoritarian educational institutions. The president of the conservatives has become an honor in

the local education community. Second, it is about the disclosure of the feudal parent system. There is a broken relationship between Ugly and his father. Third, it is about the complaint against the idea of "male respect for women". The daughter of the wind, Zhibao, was not educated from childhood and was sent to the monastery.

2.2. The Triple Nature of the Faction

2.2.1. Naturalism

Most Japanese writers and critics have always believed that "Broken Oath" is a naturalistic literary work. In this regard, the creation of "Broken Oath" is in full compliance. First, the arrangement for each character is "no ideal, no solution." The ugly ending is to cross the ocean to open up new horizons. Second, it describes the characters of "good, evil, beautiful and ugly". Tsuchiya Silver helps people treat themselves with sincerity, and the principal is eager to smoke. Third, a large number of people describe the psychological activities of the characters, the ugly inner monologue. Moreover, the social environment at the time of the publication of "Broken Oath" is demanding the true birth of Japanese naturalistic literature. Therefore, "Broken Oath" is basically regarded as a naturalistic literary work in Japan.

2.2.2. Realism

In contrast to the Japanese literary world, the Chinese literary world believes that "Broken Oath" is a realist literary work. This was mainly due to the understanding of realist literature in the Chinese literary world at that time. In addition, "Broken Oath" is written by Dostoevsky's "Sin and Punishment", which is the representative of Shimazaki's imitative realism literature. There are many traces of realism. First, it is about a strong criticism of Japanese modern society. Criticize the irrational identity system and parental system. Second, it is about the use of realistic creation methods in the shaping of characters. A vivid dialogue is between the principal and the group inspector. Third, the novel's unexpected ending. The ugly pine is finally going to the United States. This is actually an act of escaping from reality [5].

2.2.3. The contradiction complex between naturalism and realism

With the in-depth study of "Broken Oath" between China and Japan, the third faction attribution was proposed - a contradiction between naturalism and realism. As mentioned above, Shimazaki imitated "Sin and Punishment" to create "Broken Oath", and more is to imitate the structure of "Sin and Punishment", and thus there are many "contradictions" in "Broken Oath". First, the factuality in terms of plot composition is not sufficient. The relationship is between ugly and Zhibao. Second, the shaping of characters is unreasonable. Ugly pine, pig Liantaro, city village lawyers, etc. Third, the critique of society is not thorough, the action of the ugly, contemptuous confessor. This series of "contradictions" led to debates about the attribution of naturalism and

realism. Sure enough, Shimazaki later gave up the direction of the work of "Breaking the Rings".

2.3. The Unity of the Above-Mentioned Creative Theme and Faction

2.3.1. Unification of the theme of creation

The theme of the creation of "Broken Oath" has always been divided into two categories: one is the exposing of the feudal parent system by Shimazaki, which is personal; the second is the strong criticism of society and social. In this regard, this manuscript puts forward a third viewpoint-dissatisfaction with the monarchy of the authoritarian state, and is national. Moreover, this paper considers these three categories to be unified. As Liu Zhenduo said that the theme of "Broken Oath" is to expose and criticize the irrational and barbaric identity system in modern Japanese society, and also is to criticize the corruption and darkness of the emperor's authoritarian educational institutions.

2.3.2. Unification of faction attribution

So far, the factions about the "Broken Oath" can be divided into three categories: naturalism, realism, naturalism and realism. Similarly, the author believes that these three categories are unified. As Professor Seibu Takeshi said that "Broken Oath" is a work that is created on the modernization line of reformism. "Broken Oath" has many "contradictions" that conform to the times. Different people of different eras have different factions about "Broken Oath". The attribution should have different views, and these three categories are also unified.

2.3.3. Unification of the above-mentioned creative themes and factions

Hu Liancheng once said: "The emergence of every kind of literary style, the emergence of every kind of literary trend, cannot be separated from the social and historical background of the time, this should be no doubt." This shows the theme of creation, the belonging of the faction, the social environment. The people are closely related. As mentioned in the foregoing, "Broken Oath" is a work created on the modernization line of reformism. Therefore, the theme of creation has three characteristics, the belonging of the faction has triple-ness, and the theme of creation and unity are unified [6].

3. CONCLUSION

The author adopts the overall dynamic research method advocated at present, and analyzes, demonstrates and classifies the historical ideas and the attribution of the factions, and proposes new ideas on this basis. The theme of the creation of "Breaking the Ring" has three characteristics: First, Shimazaki's disclosure of the feudal parent system is personal; second, it is a strong criticism of society and social. The third is dissatisfaction with the monarchy of the authoritarian state and is national. Moreover, these three categories are unified. The faction of "Broken Oath" also has three characteristics: one is naturalism; the other is realism; the third is the contradiction of

naturalism and realism. Moreover, these three categories are also unified. In addition, the above-mentioned creative theme and unity are unified. Therefore, although there are some defects in “Broken Oath”, its creation theme, faction attribution and creation theme and faction are unified. It is a far-reaching work and has established the historical position of the first-class writers in Shimazaki Fujimura.

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The Study of Differences between Chinese Culture and Western Culture in Gua Sha Treatment from the Perspective of Concept of Face

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Abstract: This thesis analyzes the differences of Chinese and western culture in the film *Gua Sha Treatment* from the perspective of Concept of Face and discusses cultural roots for the difference in Chinese and western culture. It aims to deepen people's concept of face so as to promote intercultural communication.

Keywords: Gua Sha treatment; concept of face

1. INTRODUCTION

Most Westerners who are planning to China for business have almost certainly heard of the Concept of Face, or Miàn zi. China's more traditional society places much importance on Face within society, business, and politics. However it can be difficult for Westerners to understand the specific rules relating to Face in China, as well as the different contexts where it should be used. Therefore, it is very essential for people from different cultures to truly understand concept of Face in different culture thus to get along with each other.

Gua Sha Treatment tells a story that Chinese immigrants struggle to hold onto their American dream after the husband's father comes for a visit from mainland China and gives a simple Chinese Medicine therapy called Gua Sha to his grandson. There are a lot of cultural conflicts in the film.

2. CONCEPT OF FACE IN WESTERN AND CHINESE CULTURE

2.1. Concept of Face in Western Culture

British scholar Penelope Brown and Stephen Levinson have had a systematic discussion of Concept of Face. They defined the Concept of Face as the public self-image that every member wants to claim for himself. This kind of public self-image can be ruined, protected or reinforced through communicating with others. Stephen Levinson and Penelope Brown distinguish two levels of face based on an individual's basic needs as a social being (negative face) and an individual's personal desires (positive face). In order to protect one's own and the addressee's face, one has to take care of both levels. Negative face describes the basic personal rights of an individual, including one's personal freedom as well as freedom of action. One's negative face is a

neglection of all factors which represent a threat towards individual rights. One popular example is the freedom of speech, which includes one's need not to be interrupted by others while speaking. The positive face is defined as the individual desire of a person that one's personality is appreciated by others. Furthermore, this includes the way a person wants to be perceived by his or her social group. One example for positive face is the appreciation of individual achievements. According to this definition, a painter would, for instance, desire other people's appreciation of their paintings. In communication, it is very necessary for us to pay attention to both negative and positive face of others [1].

2.2. Concept of Face in Chinese Culture

In Chinese culture, Face represents a person's reputation and feelings of prestige within multiple spheres, including the workplace, the family, personal friends, and society at large. The concept of Face can be understood more easily by breaking it down into three separate components: the individual view, the community view, and actions. The "individual view" pertains to the amount of prestige individuals feel based on their accomplishments, and the amount of respect they feel they are due based on their position and status, such as in a company or the home. For example, in the modern Chinese economy there are many opportunities to buy status symbols, which help a person gain prestige. And in China's hierarchy-focused society, the respect a person is due is determined first by status relative to another person's, not necessarily by personal achievements. The "community view" pertains to the amount of respect individuals feel necessary to give to someone else based on that person's position or status, such as in a business, the family unit or within a group or friends. For example, status in a Chinese family is divided by very distinct roles; there are even separate terms used to address older and younger cousins, aunts, and uncles. Giving the same amount of respect to older and younger aunts or uncles might be viewed as a serious breach of etiquette.

"Actions" pertains to the various activities that can cause an individual to gain or lose Face. Based upon one's position relative to someone else, several

different actions can be employed to either cause a loss or gain of Face. Also, causing someone to lose Face can reinforce one's own authority and status, or pressure someone toward a desired action, such as quitting their job or fulfilling a promise.

3. THE DIFFERENCES ON SPEECH ACT OF THE FACE BETWEEN CHINESE AND WESTERN CULTURE

Western culture tends to individualistic culture. In individualistic culture, people concern more about maintaining their own face and persons and gain their face through their own effort independent from others, not considering much about how they influence others' face.

Chinese culture tends to collectivistic culture. In collectivistic culture, family, school and workplace are main identity and status. Establishing and maintaining harmonious and stable relationships with members in a group is significant whose process consists of construction of face. The maintenance of mutual and other face draws more interests and importance than maintaining self-face for Chinese people. In China, gaining and losing face is connected closely with issues of social pride, honor, dignity, insult, shame, respect, and prestige.

Dennis hits Paul--- Xu Datong is being honored at the ceremony where Dennis hits Paul, Xu lets Dennis apologize to Paul, but Dennis refuses to do, so Xu is out of his temper and gives Dennis a slap heavily in the front of Paul's father, that is, Xu's boss John Quinlin. Xu disciplines his son in public, and the reason is "I want you (Dennis) to apologize to Paul" "I hit him to show my respect for you (John Quinlin), and to give you face" The reactions of others are really interesting. John says: "It's not a big deal. Kids fight and make up. Let it go." "You shouldn't have hit Dennis... Give me face? What a screwy Chinese logic is that? You have beat your own son to show that you respect for me? "Dad hits you for your own good, because Dad loves you".

Xu Datong's boss didn't give his face in court. In China, people think modesty, respect and concern for each other is the guidance in interpersonal interaction principle, not only attach importance to your self-esteem, but also pay attention to understand and care for others' self-esteem, therefore, emphasis on mutual concerns, rather than the maintenance of personal pride. When the conflicts happens between each other, people will find the problem and blame yourself rather than to blame others and take care of other people's face as far as possible; Westerners are self-centered and personal interest and dignity is inviolable, when individual face received a threat, they find hundreds of plan to maintain their face and make themselves stand in a controlling position.

In the interpersonal communication, Confucian advocates "harmony" and giving others somewhat "BoMian" has become an important means of maintaining interpersonal harmony. And

Confucianism advocated friends' coexistence and co-prosperity between friends, even the friends make an error; he will not point out friends' fault face to face. Appropriate leave others face is a sign of respect for others, also is the interpersonal relationship of lubricant. When deciding to make Xu Datong to the court hearing, Xu invited Kun to do his own defense lawyer, although Kun repeats himself is an intellectual property lawyer, he advice Xu find a counterpart lawyer, but Xu Datong insisted to use Kun as his lawyer, because Kun was his good friend, who know his love for his son, Xu trusted him very much. Kun was unexpectedly at the hearing proved Xu really hit the boy, what made the children welfare homes believe that Xu abuses child. As a result, Xu felt very angry, and says "dao bu tong, bu xiang wei mou". Xu thinks that Kun betrays him and he is not a really true friend.

4. CULTURAL ROOTS OF THE FORMATION OF FACE IN CHINESE AND WESTERN CULTURE

4.1. Cultural Roots of the Formation of Face in Chinese Culture

Firstly, in the past two thousand years of feudal history, agriculture have been the basis of economy in China and people reside at the foot of hills and besides rivers, living a peaceful and harmonious agricultural life. This kind of life stress collectivism and socialization. People care more about others' ideas and reviews.

Secondly, in the past five thousand years, Confucianism has a profound influence on traditional Chinese culture. Confucianism emphasizes benevolence, moderation and harmony between man and nature, which requires people to love the populace extensively and be close to those who are humane. The inheritance of Confucianism giving face is in the form of ritual, because the ritual is a sign of respect, which produces fantastic effect in maintaining and improving Chinese interpersonal relationship. Under the influence of this ideas, people always tend to leave and give face to other people.

4.2. Cultural Roots of the Formation of Face in Western Culture [2]

On the contrary, western culture is influenced by Greek culture, so it advocates democracy and freedom. Besides, many western countries had experienced industrial revolution and renaissance. Industrial revolution changed the mode of production and accelerated social innovation, which speeds the development of people's life. Renaissance propagandizes humanism and stresses the value, rights and power of the man. As a result, western culture upheld independent character and personality. And the theme of western culture is individualism and self-center, so personal preferred lifestyle, ambition, mood and privacy are valued and respected. Individual is able to make any independent choice and responsible for herself or himself unless their behavior has disturbed and isolated others.

5. CONCLUSION

Gua Sha Treatment shows how a person's cultural beliefs are so deeply set within oneself that it is usually impossible to examine why you do most anything, from how you think and talk to whom you love and respect and how you show it. The invisible nature of one's cultural beliefs also makes it difficult to impossible to explain yourself to others when questioned. Da Tong experiences an excruciatingly painful and difficult struggle while trying to protect his son, an ordeal that forces him to examine the validity of some of the most vital things he thought he knew about his identity, his Chinese culture, and the new American world he'd chosen as his home.

From the above analysis, we know that there are many differences in the Concept of Face between Chinese and western culture. This thesis mainly uses the Concept of Face to study on the film *Gua Sha Treatment* and analyzes how different the concept of

Face in Chinese and western culture.

With the increase on international communication, we are exposed to all kinds of speech act of the face. Therefore, it is very necessary for us to know about the difference on the Concept of Face between Chinese and western culture to promote mutual understanding and respect in intercultural communication.

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A Study on the Cultivation of Critical Thinking and Innovative Ability in English Teaching for College Students

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Abstract: English teaching is an important part of basic teaching in China from the first grade of primary school to the graduation of university. However, most of the English education in primary and secondary schools is cope with the college entrance examinations, which largely ignores the cultivation of students' critical thinking and innovative ability. After students enter the university, some colleges and universities set the standard rate of CET-4 and CET-6 as their teaching standard, ignoring students' critical thinking and innovative ability in English learning. The cultivation of students' critical thinking and innovative ability can increase students' interest in English learning, promote the improvement of school teaching quality, and provide a good support and guarantee for students' future life.

Keywords: English education; critical thinking; innovative ability

In the examination-oriented education of the basic education mode in our country, the teacher speaks on the stage by himself, and the students listen and take notes, which leads to the lack of critical thinking and innovation ability of the middle school students. After entering university, learning is the study and research of knowledge in a certain field. Critical thinking and innovative ability are the requirement for in-depth study. At this time, it is necessary to cultivate students' critical thinking and innovative ability in teaching. English teaching is a compulsory course for every college student, so it is an important part of cultivating students' critical thinking and innovative ability [1].

1. IMPORTANCE OF THE CULTIVATION OF CRITICAL THINKING AND INNOVATIVE ABILITY IN ENGLISH TEACHING FOR COLLEGE STUDENTS

1.1. The Cultivation of Critical Thinking Can Promote the Formation of the Spirit of Innovation
Critical thinking is a thinking mode that reflects and questions everyday things and truths. It is different from people's daily inertia thinking. It promotes people's thinking, generates new ideas and new things, promotes the improvement of innovative ability and innovative thinking. New truth and things come into being because people dare to break through the authority and have questions in the correctness of

the truth. They have the ability to think and practice, so they create more authoritative truth and create new things in practice. Therefore, the cultivation of critical thinking can promote the formation of the spirit of innovation. Before high school, students paid attention to the accumulation of basic knowledge, and what they needed was a kind of inertial thinking, and they need to remember and recite most of the time. However, the university is deep in professional knowledge. It needs students to have a critical thinking and to have more insights. English syllabus in university is to develop students' comprehensive ability to use English in listening, speaking, reading and writing, and the goal is the passing rate of CET-6, which makes English teaching dull and boring. The students are also bored with this course, which makes it impossible to cultivate students' critical thinking and inspire students' innovative spirit.

1.2. The Cultivation of Critical Thinking Can Train Students' Self-Learning Ability

Self-study ability is required by every college student. Before high school, almost all the education models were oppressive learning by teachers. Teachers in charge of classes stared at them each day, specified the learning content and learning mode, and stipulated the learning tasks that must be completed every day. Under such a teaching mode, students gradually depend on others, lack of planning for themselves and the formation of critical thinking, and lack self-learning ability. The teaching mode in university is totally different from that before high school. In universities, more attention is paid to the students' self-study ability. In such a teaching mode, teachers only play an on-demand role. Especially in English teaching, students are required to learn by themselves and solve corresponding problems. Cultivating students' critical thinking can encourage them to think independently and learn by themselves. Only by asking questions actively in the process of learning can they learn actively and independently. When students' critical thinking begins to reflect on their own problems, they will mobilize their enthusiasm and begin to learn independently. With the ability of autonomous learning, students can judge the problems objectively and analyze dialectically and continue to be successful [2].

1.3. The Cultivation Of Innovative Ability Can

Improve Students' Learning Enthusiasm.

The basic education of our country is exam-oriented education, which pays attention to the study of basic knowledge and the oppressive mode of students' education, which will cause students' disgust to study. But what we need in the present teaching is to cultivate students' innovative thinking and innovative ability. In the current environment, things change rapidly and things update quickly, but if we allow the old model to continue, the enterprise will not be vigorous, and students will lose enthusiasm for learning. Only by constantly cultivating students' innovative thinking and innovative ability, exploring new things and finding problems in teaching, can students' motivation for learning be stimulated and their enthusiasm for learning be improved. When students' learning enthusiasm is constantly improved, their autonomy will be improved accordingly. They will continue to move forward on the road of learning.

2. MEASURES FOR THE CULTIVATION OF CRITICAL THINKING AND INNOVATION ABILITY IN ENGLISH TEACHING FOR COLLEGE STUDENTS

2.1. To Create a Classroom Atmosphere

In the traditional classroom teaching, the teacher is the center of the class. Teachers teach the knowledge points on the podium by themselves, and the students bury their heads under the podium. There is no atmosphere of communication between teachers and students, and students have not formed their own thinking about the correctness of the teaching content and the textbooks. In such an environment, students gradually formed a habit, and lack self-analysis and self-judgment. They also lack the innovative thinking and critical thinking. One of the major changes that needs to be made at this time is to create a classroom atmosphere, change the teacher-centered class mode, and let the students participate in the classroom, so that teachers and students have the opportunity to have in-depth communication. In the learning and activities, students' critical thinking is stimulated, their innovative ability is cultivated, and their reasonable new ideas and new creations are encouraged and praised to stimulate their enthusiasm. In such a learning atmosphere, they will continue to be infected, gradually form a habit of thinking and communicating, and be courage to innovate. Thus, a habit can be formed, that is, being dare to criticize and being brave in innovation [3].

2.2. To Design the Course

The course in university includes the study of a textbook and the training of listening, and the design of the university is relatively simple. Such a course will last for two years in most colleges, and the single form of the course will result in a decline in students' enthusiasm for learning and their learning initiative,

which will affect the cultivation of students' critical thinking and innovative ability. Language knowledge should not be the only knowledge in English teaching. Through the study of English language, we can not only learn more things, such as the Western religious culture and local customs, but also cultivate many good habits in the process of learning, including the ability to think and innovate. In the course design of the English course or in the course of the teacher's class, the concept of critical thinking can be directly introduced for students to discuss and express their own opinions. Finally, students' critical thinking can be stimulated.

2.3. To Make the After-Class Testing Public

At present, the mid-term and final exam questions in colleges and universities are more written in CET-4 and CET-6. They are rigid in type and style, and the answer is the only one. The purpose of such questions is to test the students' specific learning situation of a knowledge point at this stage, such as recitation of words, memorization of grammar and improvement of listening level, so that teachers can determine the next direction of teaching. Such a teaching mode ignores the improvement and testing of the students' innovative ability and critical thinking. But testing is a good way to test students' specific learning situation and ability of the students. At this time, the setting of test questions should be relatively open, so that students can play critical thinking in answering questions and stimulate their creativity. Such questions can not only have the idea of the specific learning situation of students, but also understand the corresponding abilities of students and stimulate their critical thinking and develop their innovative ability.

3. CONCLUSION

Under the current social background, English teaching classroom is a good place to cultivate students' critical thinking and innovative ability. In such a teaching environment, students will be truly trained to be high-quality talents and to make contribution to the social construction of our country.

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Research on Legal Issues of Defective Establishment of Companies

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Abstract: The defective establishment of a company makes the company not have the ability to withstand risks, and it will cause losses to shareholders and counterparts of the company. To a certain extent, the corporate personality of a company is uncertain due to the defective establishment of the company, which affects the security of market transactions and social and public interests. The new Company Law of China does not clearly stipulate the effectiveness of the defects in the establishment of a company, but the defects of a company are the absence of the essential elements of the establishment of a company, which makes the company not have the ability to withstand risks completely. Based on the analysis of the defects of our company's defective establishment system, this paper puts forward some ideas to remedy and improve the system.

Keywords: flaws in company establishment; corporate personality; effectiveness of flaws

1. SPECIFIC FORMS OF DEFECTIVE ESTABLISHMENT OF COMPANIES

1.1. Defects of Shareholders

There are three main defects: the number of shareholders, the qualification of shareholders and the expression of shareholders' intention. First, the number of people is flawed. Its identification is relatively simple, as long as the number of shareholders or sponsors at the time of company establishment does not comply with the mandatory provisions of the law, it should be identified as the defect of the number of shareholders. Secondly, qualification flaws. It is manifested by the lack of shareholders' civil capacity or the non-conformity of nationality of companies with mandatory provisions on nationality. For the defective qualification of shareholders' civil capacity, the mainstream view is that the initiator of a company must be a person with complete civil capacity. Thirdly, the defect of meaning expression. Its identification is relatively difficult, because it is determined from a subjective point of view, especially for whether there is fraud, coercion and other unreal expression of intention in the process of company establishment [1].

1.2. Defects of investment

Specifically, it includes inadequate investment, false investment, withdrawal of investment and so on. First, insufficient investment. It refers to the transfer formalities of non-monetary property without capital contribution or full capital contribution (movable

property is not delivered, real property is not transferred). Second, the investment is not true. It means that the actual value of non-monetary property is significantly lower than the value specified in the articles of association (false evaluation). Thirdly, to evade investment. It is manifested in the distribution of false profits, false contracts, affiliated transactions and other acts.

1.3. Defects of articles of association

It refers to the state that the articles of association of a company are totally or partially invalid or revocable due to the lack of legal requirements or the violation of procedural requirements. First, the main body of the formulation or amendment of the company's articles of association is not qualified. Subjects are determined by the consent of shareholders and must have full civil capacity. Secondly, the expression of intention of the subject who formulates or amends the articles of association is not true. Typically, they are fraud, coercion and taking advantage of others' danger. Thirdly, the articles of association violate the mandatory provisions of the state. Shareholders cannot make articles of association which are contrary to the compulsory laws and regulations of the state on the grounds of autonomy, otherwise, all or part of the articles of association will be invalid. Fourthly, the articles of association lack the necessary records. Here mainly refers to the lack of absolutely necessary records, and the absolutely necessary records here also conform to other legal mandatory legal norms [2].

2. THE CURRENT SITUATION OF DEFECT SYSTEM OF COMPANY ESTABLISHMENT IN CHINA

Our country belongs to a typical enactment law country, but at present it has not established the provisions of invalidity or revocation of defective company establishment similar to that of continental law system in the company law. Although the new company law implemented in 2014 still does not specify the validity of defective incorporation, it can be inferred from the revised provisions that the attitude towards the validity of defective incorporation is as follows:

(1) The minimum amount of registered capital is no longer limited. The minimum registered capital is to ensure that the company has the basic capital strength and credit capacity. The minimum amount of registered capital is set in order to ensure the stability of the market, to ensure the long-term orderly existence of registered companies and to ensure the

safety of transactions. The amendment of the Company Law abolishes the minimum limit of registered capital, which shows that some mandatory provisions of the Company Law have been reduced, and reflects the increase of respect for autonomy of will in private law [3].

(2) The system of capital payment shall be changed to the system of capital subscription. The paid-in system has long existed in the company law of continental law countries, which is a kind of restriction on the establishment of Companies in the formulating countries. The subscription system mainly exists in Anglo-American legal system countries, which gives enterprises and markets more free space to operate. Although our country is a law-making country, it can also absorb the advantages of Anglo-American law system and adopt capital subscription system, which makes enterprises and markets more flexible and conducive to the development of companies.

(3) The restriction on the proportion of money contribution has been abolished. The previous "Company Law" limited the proportion of money investment, which was in line with the economic situation and the level of science and technology at that time. With the further development of science and technology, intellectual property rights and other advanced personal assets play an increasingly important role in social life, and a certain proportion of money investment restrictions may even become resistance to the development of companies. These amendments to the Company Law of our country show the reduction of administrative intervention and respect for autonomy of the will, and show the willingness to maintain the company's survival.

3. SUGGESTIONS ON THE REMEDY OF DEFECTS IN THE ESTABLISHMENT OF COMPANIES IN CHINA

3.1. Basic Principles: Recognition of the Existence of a Defective Company

Defect establishment company inevitably exists in the development of market economy. Most of the companies in modern society have a large scale, which has a great impact on society and even on the country. If we deny the company's personality if there is a slight defect, it is not conducive to the stability of the transaction, and it will increase the pressure of the administrative and judicial organs too much.

3.2. Establishing the System of Invalidation Declaration: Using Judicial Means to Extinguish Corporate Personality [4]

The system of invalidation is an exception that recognizes the existence of defective companies. It is limited to the violation of mandatory legal provisions or the purpose of company establishment, which violates public order and good customs. The

establishment of invalidation declaration system in our country should be different from that in civil law countries. It should have the following characteristics: Define specific circumstances. The company law clearly stipulates the application of the invalidation declaration system, and the scope should not be too large, otherwise it will set up an effective company system with overhead defects. If there is no provision in the company law, it shall not be regarded as invalidation declaration, and the golden rule of "all laws can be prohibited" in the field of private law shall be respected. It is suggested to relax the restriction on the subject of the company invalidation lawsuit, that is, to allow anyone to bring an invalidation lawsuit to the court, not just to be limited to the company's stakeholders [5].

3.3. Establishing a Defect Correction Mechanism

Defect correction mechanism is the remedy for the defective establishment of a company, so that the defective establishment of a company will not be revoked or declared invalid because of the defect. Defective establishment of a company is different from that of an effective and legally established company after all. If the normal and effective establishment of a company and the defective establishment of a company are treated equally, it is unfair to establish a company legally and effectively, and it will reduce the effectiveness of the legal norms. In the company practice of our country, there are always various situations of company defective establishment, and there are many problems in our company defective establishment system. Therefore, we must face up to the defects of the company defect establishment system in the company law of our country, and perfect the company defect establishment system in our country by combining the legislation of the two legal systems.

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What does The L2 User Concept Contribute to Language Learning?

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Abstract: The L2 user concept emerges in the Second Language Acquisition (SLA) which underlines the link between target language and outside world promoting students to use languages as much as they can for the practical purposes. This concept contributes to the motivation enhancement of language learners in four aspects. Firstly, it motivates students to enjoy the process of second languages acquisition. Secondly, it facilitates L2 learners to be well-rounded. Thirdly, it motivates students to be more preferred in outside world. Fourthly, it promotes personal identity of L2 user. Consequently, this article shows that L2 user concept has brought a great guidance in second language learning.

Keywords: L2 user concept; the second language acquisition

1. INTRODUCTION

The L2 user concept is a conceptual breakthrough in the Second Language Acquisition (SLA) research and its emergence influences on both L2 learning and teaching in different ways. According to Cook [1], the L2 user refers to “the person who knows a second language, at whatever level, considered as a user rather than a learner.” The concept emphasises the link between target language and outside world promoting students to use languages as much as they can for the practical purposes. In addition, the point “at whatever level” is relative to the term “native speaker” indicating reaching native-speakers’ competency and proficiency is not the purpose under the L2 user concept. In this way, the L2 learners are motivated to enjoy the learning process rather than suffering from it with the traditional view of learning. Apart from these, some pedagogical approaches and teaching principles have adjusted more or less on account of the L2 user concept. This essay mainly analyses how the L2 user concept affects student’s motivation of language learning.

2. THE INFLUENCE OF L2 USER’S LANGUAGE LEARNING MOTIVATION

The L2 user concept contributes to the motivation enhancement of language learners in the following four aspects:

(1) Firstly, it motivates students to enjoy the process of second languages acquisition. In the areas of second language acquisition (SLA) and language teaching, reaching the norm of native speaker is usually set by learners as a goal. Likewise, the traditional views of judging a language learner who is

successful or not depends on whether his or her acquires native speakers’ language competence and proficiency, or at least as similar as possible. However, only a small number of the L2 learners can be found that they can achieve this goal [2,3]. Thus it can be seen that reaching this target seems to be impossible for most people so that they endeavor to acquire second languages with considerable pressures, let alone taking pleasure in enjoying the learning process. Unlike the native-centred methodology, the proposed “L2 user” can be regarded as an instructive progress conducting to students’ confidence increase and encouraging them to enjoy being language learners. As Oxford and Shearin claim, a goal can be esteemed as an effective motivator if it is achievable. The L2 user concept frames an attainable goal for the L2 learners which suggests they will be judged by their L2 rather than the norm of native speaker [4]. Specifically, reaching the native-like level relates to the good mastery of local-like pronunciation, accent, the thinking patterns, etc. And some of them, from the personal experience, are hardly achieved by whatever cost and effort. In addition, choosing a proper accent or model to imitate is a big work because there are a number of different accents in the world, and every native speaker as a model has his or her own features. It is impossible and meaningless to spend a great amount of time on the model selection. On the contrary, the concept of L2 user focuses on using language in real-life at whatever level, which, to a great extent, promotes students to use target languages as much as they can even if they are not at the advanced level. Furthermore, the L2 users sometimes can be motivated to do codeswitching to fulfill personal intentions, such as talk about privacy, secret, “highlight particular information” etc.. Codeswitching allows their L1 to assist the exchange of information so as to keep their talks go smoothly as well as fulfill their affective needs. In this case, the L2 users can properly transfer one language to another which brings the senses of achievement to them.

(2) Secondly, the L2 user concept facilitates L2 learners to be well-rounded. The different criterion of the “L2 learner” and the “L2 user” illustrates diverse learning outcomes. The former one requires a person who is learning a language, for instance by means of memorizing lists of vocabularies, for the later use; whereas the latter term highlights the language utilization for the sake of everyday survival. This shows that the “L2 user” is an extended concept

contracted with the “L2 learner” highlighting taking what the learners have learned into practice. Furthermore, the L2 user concept involves in learners’ distinct motivations which link to the relevant teaching goals that will be discussed later. Usually, people learn a second language with different purposes and SLA researchers classified them as two main domain, namely integrative motivation and instrumental motivation. Integrative motivations represent being able to participate in the activities in target languages of other culture groups, while instrumental motivation means “learning the language for an ulterior motive unrelated to its use by native speakers”. Acquiring the second languages under these motives, L2 learners can not only enhance the awareness of cross-cultural interaction and communication, but also fulfill academic goals like passing the exam or career goals. Accordingly, all these experience have promoted L2 learners to be versatile.

In addition, the term “multi-competence” found from previous research closely associates with the L2 user concept and is served as an overall approach of second language learning. The term means a person who has “the knowledge of more than one language in the same mind”. It presents the distinctive feature that L2 users have. When language learners are in the process of acquiring second language, that is to say, they are on the way to the “multi-competence”, which like a direction triggering them to exploit their potential and re-examine their abilities bit by bit. However, native speakers’ proficiency still more or less influences the self-judgment of L2 learners. Thus, “mono-competence”, a relative concept of “multi-competence”, should be mentioned here. This competence belongs to native speaker indicating only one language system in mind. Compared with mono-competent native speakers called monolinguals, L2 users think more flexible and their language awareness as well as the capability of language processing are increased. In a word, L2 users have different way of thinking and they can carry out some uses of language that monolinguals cannot. In a sense, the concept of L2 user perfects language learners in the process of SLA.

(3) Thirdly, the L2 user concept motivates students to be more preferred in outside world. Dated back to the question of why people learn languages, according a survey collected by Bonnet from school children of six countries [5], the option “communication abroad” occupied 94 per cent that is the largest proportion among others. This research matches the L2 user principles reflecting the significance of using languages in real world. Moreover, according to integrative motivation, learning a language is for the purpose of getting involved in the culture of its people. Likewise, Enfield argues that language and culture should be treated as a whole illustrating the close relationship between them [6]. Thus it can be claimed

that cultures’ attraction like impetus pushes L2 learners to step into outside. In a sum, the ultimate destination of learning languages is to apply them to the real life and to get into know the world better. In that event, to some degree, that is the reason why language are considered as the tool of communication. Based on this connotation from the L2 user concept, a growing number of cross-cultural and inter-cultural communication and business activities will happen in the future. However, it is worth to mention that some conflicts are existing in the intercultural interaction because of cultural discrepancy. Thus, developing the social identities and intercultural dimension are helpful for avoiding stereotyping so as to exchange information with people from other social groups better.

(4) Fourthly, Personal identity are improved based on the L2 user concept. “Your speech shows who you are”. The L2 user concept particularly encourages learners to present their own styles focusing on being efficient L2 users rather than imitating native speaker or longing for obtaining their proficiency. For instance, the Japanese syllabus set a goal that is “Japanese with English Abilities” for L2 learners [7]. From the perspective, being a real yourself in the process of interaction and communication, both the language use and the thinking patterns, is quite significant. This is because there is no need to hide your personality or cover your features in order to acquiring new languages. In addition, some features related to the L2 user concept such as integrative and instrumental motivations, internal and external needs, multi-competence and the ability to do codeswitching implicate L2 learners to better understand their needs and capabilities in SLA. As Cook claims, compared to monolinguals, there are certainly cognitive discrepancies in the minds of second language users. At the same time, they have realized that their own features as L2 users which differ from native speakers and monolinguals. Similarly, due to the better understanding of theirs personal identities, L2 users are able to notice their aptitude of language learning because they have got their knacks for learning second languages [8].

3. CONCLUSION

The L2 user concept has brought a great guidance in second language learning and teaching as well as its revolution. It is qualitatively and quantitatively different from other concepts. Firstly, students’ motivation get enhanced from the perspective of the L2 user concept in terms of learning impetus, capability improvement, interpersonal connection and individual perception. Besides, given that the standpoint of the L2 user and their distinctive features, teachers changes their mind of using first language which has been advocated to avoid using in the second language classroom. This cognitional change largely increase the effectiveness of teaching and learning. Generally speaking, the L2 user concept has

influenced SLA ideologically and pedagogically. However, the perspective of assessment and the specific aims of L2 learners are not covered in this essay, it needs further research.

ACKNOWLEDGEMENT

2017 Guangxi Higher Education Undergraduate Teaching Reform Project “The research of implementing the ESP approach in college English teaching among art school students”.

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Research on Mixed Learning Model in the Age of Education Informationization 2.0

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Abstract: In order to thoroughly implement the spirit of the 19th National Congress of the Communist Party of China, accelerate the modernization of education and the construction of a strong country of education, promote the development of educational informationization in the new era, foster a new engine of innovation-driven development, and combine the national “Internet +”, big data, and a new generation of artificial intelligence. Task arrangements such as major strategies and the National Medium- and Long-Term Education Reform and Development Plan (2010-2020), National Education Development 13th Five-Year Plan, Education Ten Year Development Plan (2011-2020) The “Education Informationization “13th Five-Year Plan” and other documents require that the Ministry of Education introduce the “Education Informatization 2.0 Action Plan” in April 2018.

Keywords: education; information; reform

1. INTRODUCTION

With the advent of the educational informationization 2.0 era, information technology is changing the learning style of higher vocational students at an alarming rate. However, with the retreat of the first round of research and practice, people gradually return to rationality. The online learning method has unique advantages such as rich multimedia resources, convenient collaborative communication, and friendly interaction. This kind of improvement will change the cognitive style of the students, and the teaching mode, teaching strategies and roles of the teachers will also change. This kind of change is not only a change of form, but on the basis of analyzing the needs of students, the content of teaching, and the actual teaching environment, making full use of the complementary advantages of online teaching and classroom teaching to improve students' cognitive effects. Blended learning emphasizes applying the right learning techniques at the right time to achieve the best learning goals [1].

2. FOREIGN RESEARCH AND ANALYSIS

At present, the traditional face-to-face learning style in the United States has been replaced by a gradual blended learning model, taking one or two sessions a week from a class in a fixed form for online learning, or allowing students to spend more time online. Some, this learning mode has improved the teaching methods, such as increasing the participation of students; promoting collaborative learning among

students; extending the connotation of classroom learning and enriching teaching resources. Foreign studies on hybrid learning are mainly reflected in the understanding of the concept of mixed learning. Representative views are as follows: First, Harvi Singh and Chris Reed evaluate mixed learning models, and hybrid learning focuses on teaching techniques and individuals. Learning styles are matched at the right time so that time, people, and processes are timely and appropriate in the delivery of educational skills. Second, Margaret Driscoll argues that blended learning encompasses four different concepts: (a). Achieve educational goals by combining or mixing various network technologies. (b). Combining various teaching theories and methods such as behaviorism, constructivism, and cognition, and using teaching techniques to optimize the learning process to produce the best learning outcomes. (c). Combine any teaching technique with face-to-face teacher guidance. (d). Scientifically blend or combine practical work with instructional techniques to align work and learning. Third, Michael Orey is defined by three different perspectives of learners, teachers, and teaching administrators. In the dimension of learners, it refers to choosing from all available teaching techniques to support and help them achieve their intended teaching goals. From the perspective of teachers, it is to organize and distribute all available teaching techniques. In order to achieve the ultimate goal of teaching; from the perspective of the teaching manager, it is to do everything possible to organize and distribute all valuable teaching techniques to achieve the teaching objectives. In short, foreign studies on mixed learning are relatively early, and related theories are relatively mature.

3. DOMESTIC RESEARCH AND ANALYSIS

In China, Professor He Kebei first proposed and advocated the concept of Blended Learning at the 7th Global Chinese Computer Application Conference in 2003, and pointed out in his paper “New Development of Educational Technology Theory from Blended Learning”, mixed learning It is a new concept of “old bottled new wine”, a symbol of the in-depth development of educational technology theory, the construction of information technology and curriculum integration theory, a new development of teaching design theory, and the research of mixed learning theory in China. Development laid the foundation. In addition, many domestic scholars have made further research on hybrid learning. For

example, Professor Li Kedong proposed eight steps of hybrid learning design; Professor Huang Ronghuai studied how to apply the theory of hybrid learning to teaching practice and elaborated The four key links of the hybrid teaching process; Professor Nan Guonong, a well-known expert in education technology in China, integrated the mixed learning ideas into the design of information-based teaching, and strongly advocated the student-centered, teacher-led teaching design method. Further generalization of the views of scholars at home and abroad shows that we can interpret hybrid learning as an effective mix of different learning modes, learning media, learning content and learning environment to further enhance learners' learning resources. Utilization and learning satisfaction ultimately optimize learning outcomes and economic benefits [2].

At present, China's application research on hybrid learning in the classroom teaching of computer application technology in higher vocational colleges has been rapidly developed. According to the current situation, the training objectives of higher vocational education are high-quality workers and middle-level technical talents. The computer application technology of higher vocational colleges should focus on cultivating students' practical ability and professional ability. The teaching content should emphasize self-learning and self-practice. Strengthen cooperation and innovation capabilities. Hybrid learning just provides an appropriate way and means for the realization of this teaching goal.

The research of this subject will be guided by the spirit of the "Education Informatization Ten Year Development Plan (2011-2020)", "Education Informatization "13th Five-Year Plan", "Education Informatization 2.0 Action Plan" and other documents, in accordance with higher vocational education. The basic requirements of the combination of work-study and curriculum reform are employment-oriented. The applicability of the technical professional courses further improves the teaching effect of the course, combines the learning knowledge with the students' thinking ability, innovation ability and self-monitoring ability, so that the students can develop more comprehensively to better meet the requirements of the information society.

Through research, this project plans to make specific research in the following aspects:

Studying the Necessity and Possibility of Implementing Mixed Learning in the Teaching Process of Computer Application Technology Courses
On the basis of the theoretical basis of mixed learning, the teaching process of mixed learning and the application of hybrid learning in business and education, the computer equipment management and debugging course is used as a teaching case to analyze computers. The teaching status quo of applied technology courses, discusses the necessity and possibility of implementing mixed teaching, and

strengthens the three-way linkage between teachers, students and enterprises.

4. STUDY ON THE TEACHING DESIGN PROCESS OF COMPUTER APPLICATION TECHNOLOGY COURSE UNDER THE HYBRID TEACHING MODE

According to the idea of informatization teaching design, the pre-analysis of mixed teaching is firstly carried out from the four aspects of the curriculum syllabus, teaching content, learner characteristics and teacher role and ability change; then from the teaching environment and curriculum supporting mixed learning The changes in teaching methods, the support of teaching resources and the design and organization of teaching activities discuss how to carry out mixed teaching in different aspects of classroom teaching, practical teaching and online learning; and summarize and summarize the mixed teaching evaluation. . Taking the course of Network Equipment Management and Debugging as an example, the teaching process of computer application technology courses is designed, and the methodology of instructional design is expanded.

5. STUDY ON THE CONCEPT OF "IN-LINE AND OFFLINE, VIRTUAL AND PRACTICAL, THEORETICAL AND PRACTICAL" SIX-IN-ONE HYBRID LEARNING DESIGN

At present, in the teaching of computer application technology courses, textbooks, teaching PPT courseware and general online courses are generally used as teaching resources, together with collective computer room practice and intensive exercises to carry out teaching. This traditional teaching method is mainly based on the teacher's classroom teaching in the teaching process. The teaching interaction between the teacher and the student is insufficient, the student's learning initiative, and the student's personality is difficult to play. Therefore, in the process of "network equipment management and debugging" mixed teaching, the project proposes to incorporate the teaching ideas of mixed learning on the basis of the original online course, so that teachers and students can participate in "Network Equipment Management and Commissioning". The development and design of hybrid online courses is based on the six-in-one hybrid learning model design concept of "online and offline, virtual and practical, theoretical and practical". Online learning before class, difficult and difficult to overcome in the class, knowledge expansion after class; pre-class learning pre-learning theory, strengthen the practical operation based on the theory of overcoming difficulties, and expand knowledge and skills after class, that is, strengthen theory and practice In the specific implementation of the class, use Cisco Packet Tracer, self-developed virtual simulation resources, and AR learning resources to learn virtual resources. After students master the operation essentials, they can carry out actual drills in combination with actual training

conditions to enhance the training effect. After-school students can use the Cisco Packet Tracer Mobile mobile version to achieve ubiquitous learning, and can use the computer community open training room to enhance practical drills.

Taking the mixed teaching of “Network Equipment Management and Commissioning” as an example, the “teachers, students, and enterprises” are linked together to realize the interaction between teachers, students and enterprises, and achieve better teaching results.

6. CONCLUSION

The teacher takes the project of the source enterprise-college campus network as the carrier, according to the cognitive learning process of the students, the theoretical knowledge is disordered, and the order is rearranged according to the needs of the project carrier. From easy to difficult, from simple to simple A complex cognitive process, designed 10 projects, each project contains 2-5 sub-projects, each sub-project includes 1-3 tasks, the continuity and permeability of knowledge between the projects, to optimize the teaching content The effect is to enable

students to master knowledge quickly and effectively. In the teaching process, pay attention to the technical guidance and auxiliary teaching of the enterprise, introduce the process evaluation process of the enterprise, and realize the multi-dimensional assessment.

ACKNOWLEDGEMENT

The Informatization Teaching Steering Committee of the Vocational College of the Ministry of Education 2018-2020 Informatization Teaching Research Project (2018LXB0071).

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On Oil Painting Materials and Painting Techniques

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Abstract: For oil painting, in addition to the painting skills of the painter itself, different painting materials are needed to highlight the visual effects of the oil painting.

Keywords: oil painting materials; painting techniques

1. INTRODUCTION

The painting technique of oil painting originated in Europe. In the development history of European oil painting, the development of oil painting can be simply divided into three periods, namely ancient, contemporary and modern. Initially, the materials used in oil paintings were not the unique materials used in modern oil paintings, but the creation of painting using wax or egg gum. After continuous development, the unique oil painting materials were gradually formed. For oil painting, different painting techniques can outline different painting scenes, and different painting materials can stereo the scene and integrate the painter's feelings into the oil painting. This paper discusses oil painting materials and painting techniques briefly.

2. OIL PAINTING MATERIAL

Oil painting, as an artistic form of expression, is named oil painting because of its unique painting materials. Oil painting material, as a material of artistic expression, has a high demand for the characteristics of oil painting material itself. It not only provides a good visual feast for readers, but also helps the painter to complete the display of his inspiration [1].

2.1. The Choice of Painting Materials for Oil Painting
In the initial European oil painting creation process, wood was chosen as oil painting materials, for instance, medieval iconography is painted on the wood with egg colors. With the continuous development of science and technology, modern oil painting materials generally choose linen, cotton and canvas. Linen fibers are long and strong, polyester canvas is flexible and strong and stable, cotton with slightly thicker can also meet the needs of oil painting materials.

2.2. The Choice of Oil Painting Canvas Base Glue
The glue used to make the base of the oil painting canvas is generally made of synthetic glue such as animal glue, vegetable resin latex and white latex. The filler material is generally selected from white powder (also known as chalk powder), Spanish white, Bally white and White clay.

2.3. The Choice of Oil on Canvas Oil

The oil used to make the base of the oil painting canvas is generally used as a medium agent such as turpentine oil, linseed oil, and glazing oil.

2.4. The Choice of Oil Paints Pigment

The pigment used in oil painting is usually prepared by grinding pigment powder and vegetable oil. The color of the pigment thus treated is relatively stable, and the gloss can be maintained for a long period of time. For the current types of oil paints, they can be divided into two categories, namely minerals and chemical synthesis. The pigments of the original oil paintings are generally selected from mineral pigments. Ores are ground into powder by hand, and the painter adjusts the proportion of vegetable oil according to his painting style, and finally draws beautiful works. The advantage of mineral oil paints is that paintings made with mineral oil paints can last for a long time and have less damage to the human body during the painting process. However, the disadvantage is that the cost of painting is too high and the choice of color is less. Chemically synthesized oil paints are emerging technologies that have evolved over the years and have produced more pigments with more color and lower cost than mineral oil paints. However, chemically synthesized oil paints have a certain degree of damage to the human body, and the length of time that can be preserved is not as long as mineral oil paint [2].

3. OIL PAINTING TECHNIQUES

Since the invention of oil painting, it has passed several eras. Different ideas of each era determine different ways of oil painting. Today, oil painting has become a widely popular painting. Later generations are also constantly summarizing the oil painting techniques developed by predecessors, and are constantly innovating the painting techniques on the basis of predecessors'. The traditional techniques of oil painting can be simply divided into eight oil painting techniques: classical painting, direct painting, indirect painting, mixed painting, thick-thin combination painting, Impressionist painting, flash-dot painting, thin painting and light painting. It is a necessary task for students studying traditional oil painting to learn and understand these eight traditional oil painting techniques.

The direct drawing is discussed as an example. Direct drawing can be divided into many types, such as direct drawing of thin painting, direct drawing of thick painting, direct drawing of thick and thin contrast, and direct drawing of brush strokes, direct

drawing without brush strokes, one-time direct drawing, and direct drawing of covering, which belongs to the category of direct drawing. In the early oil paintings of Europe, the emphasis was on sketching on manuscript paper, and then transferring the sketch to the canvas for oil painting. While the direct painting of Rubens emphasizes the step of omitting the sketch, directly in oil painting on the canvas, with the fewest number of times, the most simplified production process, which directly shows the final effect that the artist wants most. The direct drawing method is extremely demanding for the painter's ability to grasp the shape and color and the ability to grasp the direct painting, but the final result of the painting is often the best. By comparing direct painting with indirect painting, the characteristics of direct painting are brighter and richer colors, deeper and freer brushwork, allowing the painter to play freely and have a fresher sense. It is a painting method that directly expresses oil painting materials and achieves both colors [3].

Between 1847 and 1882, oil paintings had a breakthrough development, and the emergence of impressionist oil paintings made a huge change in oil painting techniques. The oil painting writers of impressionist paintings abandoned the calm and rigorous sketching and color steps emphasized by classical oil paintings, and they focus on paintings for painting and practice. For the subject matter that the painter needs to paint, the painter must see it with his own eyes, instead of imagining the imagination. They regard the painting object as a whole, so that the expressive power of the oil painting is greatly enhanced. When impressionists created oil paintings, they were almost directly created on white canvases, making the bright colors more prominent, making the conflict between warm and cool colors more obvious and more direct. In the oil paintings of impressionism, it is rare to see the appearance of black. This is because impressionist painters hope to create more striking colors with brighter color contrasts and overlapping interlaced strokes, so that viewers can understand the intense cold in the contrast of warm colors. As an outstanding representative of the

impressionist painter, Van Gogh's masterpiece "Sunflower" fully reflects the bold application of the impressionist painter's color and the concise and quick brushwork. Impressionist painting not only promotes the innovation and development of art techniques, but also resembles a color revolution in the field of art, providing a new direction and vitality for the use of color [4,5].

4. CONCLUSION

The development of art has always been in progress. With the different living environment, with the continuous advancement of the times, art has been constantly revised. As far as oil painting is concerned, it has been more than 600 years since ancient European painting. With the development of these years, not only oil painting materials have changed, but also painting techniques have changed. From the rigorous beginning to the open up, the creative form of oil painting is constantly changing. People's research on oil painting materials and techniques will become deeper and deeper with the development and evolution of oil painting. The development of oil painting materials and techniques will deeply affect the painting style and genre of oil painting artists at every stage.

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Feminism Consciousness in the Crevice-A Brief Analysis Based on Mrs. Dalloway

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Abstract: Virginia Woolf (1882-1941) is the most significant and greatest female writer in Britain in the field of consciousness in the 20th century. In the novel, Mrs. Dalloway's feminist consciousness is corrupted now and then rebuilt again with a journey of self-quest. The paper tries to dig out the feminist literary theory from Virginia Woolf and explore the feminine images under the influence of male-controlled world. Woolf wants to pass to women's idea that the happiness and individuality is not only belonging to men, but also to women. They can possess the equality of rights by themselves and choose which one they want to be themselves.

Keywords: Mrs. Dalloway; feminism; patriarchy; crevice; independence

1. INTRODUCTION

Mrs. Dalloway is one of representative feminist work and the novel is included on TIME magazine's list of the 100 best English-language novels since 1923. It includes many aspects of fields like politics, philosophy, feminism and sociology, modernism and psychoanalysis, etc. Virginia Woolf intents to convince readers her feminist thoughts by a character of Clarissa Dalloway in the novel.

1.1. An Introduction to Feminism

Feminism has a long history abroad. People describe it as a movement, whose aim is to achieve the equality of women throughout claiming the society terms which based on male and female in every aspects such as economic, social, moral and political aspects. Feminist goal is to help women to realize the rights of their own since they born, instead of looking down male and regarding men's rights as subordinate. The feminist movement can be divided into three waves in the history. The first wave is to improve women's suffrage in the 19th and early 20th centuries. The second movement begins in the 1960s, which spread the idea of liberation. The second movement strives for legal and social equality for women. The third movement begins in the 1990s, which is a continuation and reaction to the second movement. In Mrs. Dalloway Woolf thinks that the patriarchy is the root of women's lower social status and political rights. The rules of society are created by men and all society should serve for men, women must obey to men. Woolf thinks the world is not for men, but also for women [1].

1.2. An Introduction to Mrs. Dalloway

Mrs. Dalloway is a novel written by Virginia Woolf.

The novel is not typical and traditional. The main character, Clarissa Dalloway, an upper-class house wife reminisced the things about her past life, walking through the street of London neighborhood to prepare for the party that she would host in the evening. The nice day reminded her of her youth age. Another character, Septimus, a shell-shocked World War I veteran who saw Evans, his friend and officer, killed in war. Septimus was suffering from psychologically illness. When Dr. Bradshaw, an old psychiatrist, diagnosed him as "a lack of proportion" and attempted to separate he from him wife for a mental institution. He could not accept the diagnosis of the doctor. Finally, he rided the windows and jumped out of the windows to suicide himself. When Clarissa heard of the death of Septimus, she envied the young man's courage and unyielding soul which made her make her decision that the one was impossible to reconcile with life [2].

2. ANALYSIS OF FEMINISM CONSCIOUSNESS IN THE CREVICE

Crevice means a small, narrow crack or space, especially in the surface of rock. In Victorian Age, patriarchy just likes hard rock. It is indestructible and authorized. While feminism just likes narrow crack of the rock. On the one hand, feminist consciousness is so weak that cannot fight against male-centered society. On the other hand, feminism is strong that erodes the patriarchal system. So they face the ambivalence and dilemma which push them to struggle for a road of themselves. The road is full of troubles as well as future.

2.1. Clarissa Dalloway's Identity of Her Own Self

In Mrs. Dalloway, Clarissa Dalloway has many different addressing. Different addressing means and stands for different status and rights. The three main addressing are Clarissa, Mrs. Dalloway and Clarissa Dalloway. In much of her life, she shifts these three addressing all the way. She almost lives with a split life, which always makes her think of her choice and her conditions. In Victorian age, women often maintain their feminism with lesbian relationship. Clarissa is affected by the idea, she loves Sally Seton, her female friend, they always reads Shelley's poems, because both of women think Shelly is representative of freedom. Clarissa looks forward with freedom of pure love and passion. She can feel this passion break through the thin surface, spewing out, with no poor consolation. In the novel, Sally is a women who will take the shower naked and then suddenly run out with

soap, she is a girl who is not afraid of talking about sex and love. Clarissa appreciates this kind of women, but she is not allowed to be a one like that. When she has married, she never stops seeking for the value of life. From this point, Clarissa can be seen as an ambitious woman and she is a real feminism who wants to gain the equal rights and rank of society with man, what she does is her thoughts in her mind, she is becoming the lady which she wants to be. So Clarissa can be seen belonging to herself [3].

2.2. Clarissa Dalloway's Identity of Social World

In the novel, Clarissa is unsatisfied with her life, as an upper-class housewife, she often exams and judges on herself which enable us to understand her inner mind thoroughly. Her life is full of emptiness and meaninglessness, which push her to do things that are against her will. As for Clarissa, having parties are the way to regain the meaning of life and proves the value of her existence. In Miss Kilman's eyes, she is just an ignorant wealthy lady. Under the personality mask, Clarissa's true ego is hided invisibly. As a hostess, she plays a role who flatters the upper-class. Sometimes she questions herself why she has to do this. She is not happy and forgets her own appearance, she feels that it is a stake nailed to the top of the stairs.

In Victorian Age, because women cannot find a right place in the social world, they have to choose the role of wife or mother of society. The social system of patriarchal moral concept stops the development of female body and mind. It requires women to live for their families and not for themselves. Under the influence of the culture, women have no option to choose their desire and needs. They have no identity and value, which is also the illness of Clarissa. She loses the freedom and happiness to be herself [4].

3. WOMEN'S UNYIELDING PERSUIT FOR INDIVIDUALITY

Under the influence of male-centered society, women begin to think of the question of how to change the situation and get rid of this problems. To pursuit their freedom and happiness, what should to do is overcome all difficulties.

In Mrs. Dalloway, Clarissa struggles to strive for her freedom and happy life. Although she has not gotten the good education, she likes reading and thinking. She likes reading Shakespeare's works and Shelly's poems and some memoirs. Because she thinks that Shelly is a rebellious poet who is some as she. She does everything with the calmness and is admired by

other men. To some extent, she is beyond other ladies' narrow judgment. Clarissa has a deep respect for women, so she is a good model for other ladies. She thinks of the conditions of her own self that makes her no longer subject to the upper-class conventions. She also reads Morris's socialist works and passes her thoughts to Clarissa. It shows that Clarissa has a quality which is admired by other women. From this aspect, Woolf wants to express that the majority of women's longing for the freedom and individuality and independence.

In the novel, Woolf also describes that Elizabeth is a lady who lives her life through her effort according to her own thoughts. At the end of the novel, Elizabeth and her father standing with each other in harmony. This is the symbol that women will have their freedom with their effort, they also have the value of life. So women will achieve their own independence through fighting and striving [5].

4. CONCLUSION

Virginia Woolf describes a woman's life in a single day, and the common day is the miniature of the protagonist's whole life. The novel wants to try to describe the difficult situation of the women, but under the influence of patriarchy, they cannot really find real themselves. The paper tries to dig out the feminist literary theory from Virginia Woolf and explore the feminine images under the influence of male-controlled world. Modern people suffer the spiritual illness and identity crisis in 21th century, from Woolf's idea about the harmonious relationship between men and women, it wants to explore a proper connection among people and encourage people to be real self. What's more, Woolf wants to pass to women's idea that the happiness and individuality is not only belonging to men, but also to women.

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Ten-year Construction of China-Africa Economic and Trade Cooperation Zone: Achievements and Reflections

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Abstract: The development of China and Africa is related to the great development of the world and affects the peace of the world. The China-Africa Economic and Trade Cooperation Zone, established by China and Africa for economic and trade cooperation, has achieved the complementarity of resource conditions and economic structure between China and Africa. It is a mutually beneficial and win-win cooperation, which is not only helpful for African countries to get rid of poverty and gradually lead a well-off life, but also conducive to the common prosperity and development of China and Africa. However, in the continuous development, some problems gradually emerged, for example, the similar industrial structure is easy to lead to trade friction; the cooperation field is concentrated in the energy; there are big differences in cognition; it is difficult to turnover the capital and manage the talents. Therefore, the support of national government policies and the strengthening of self-solving capabilities of enterprises in the cooperative areas have become the primary needs for the development of China-Africa economic and trade cooperation.

Keywords: China-Africa economic and trade cooperation zone; China-Africa relations; achievements; reflection

1. INTRODUCTION

Since 2008, China-Africa relations have been developing most closely. The 2008 financial crisis has had a devastating impact on the global economy. At the same time, China-Africa trade cooperation has also been hit hard. However, after the financial crisis, China-Africa economic and trade cooperation has returned to the golden age again. Since 2009, China has begun to focus on deepening diplomatic relations with African countries and conducting trade cooperation. By 2014, the investment has reached 30 billion U.S. dollars. China's investment in Africa has grown from more than 10 countries to more than 50 countries [1]. The investment field has gradually expanded from the original cotton and mining industries to the current energy development, manufacturing, service industries and other fields; the economic and trade park has also changed from the original one to more than 20, and the number of enterprises has increased by several hundred. At the same time, China has also helped Africa build road

networks, railway networks, aviation networks and power grids to break off the hardships of African countries, and help them build a well-off life to improve their independent development capabilities. Africa's investment in China has also gradually increased. Industrial products such as steel, fertilizers and electronic products have become emerging industries in Africa and have gradually entered the Chinese market. Africa's investment in China involves many industries such as crude oil sales, light industrial textiles, and small objects wholesale [2].

2. OPPORTUNITIES OF TEN-YEAR CONSTRUCTION IN CHINA-AFRICA ECONOMIC AND TRADE COOPERATION ZONE

2.1. Good Development Space

In the continuous development of globalization, the uncertainties of social development have greatly increased. Through reform and opening-up and persistence in realizing the great rejuvenation of the Chinese nation, China has made great efforts to develop its economy and diplomacy. After decades of the development, China has become one of the largest economies in the world, influencing the world's economic pattern and becoming an important leader of globalization. China-Africa economic and trade cooperation has a history of nearly 70 years. China has always been striving to promote the development of local economy and the improvement of living environment on the principle of common development and mutual benefit. China is the largest developing country in the world now, and is gradually moving towards developed countries. China's political system, economic development model and cultural content are worth learning from many developing countries. Many African countries have begun to learn about China's economic development model after the establishment of economic and trade cooperation with China and has achieved good results.

Many African countries are poor and backward, and they are mostly in the early stages of industrialization, lacking funds, technology and management experience. The industrial development in China has a long history with its own unique management experience, production technology, complete equipment. At that time, African countries realized that the development of industrialization needed assistance from other countries, and development of

China was an example for them to learn, so they began to cooperate closely with China [3].

2.2. Development Opportunity of “One Belt and One Road”

The “one belt and one road” is an extension of “Silk Road” in ancient China. The ancient Silk Road promoted the sale of Chinese excellent goods such as silk and ceramics to foreign countries. At that time, it arrived in Africa, Europe, and South Asia. Nowadays, Africa is an important destination in the development of “one belt and one road”. The purpose of “one belt and one road” is to promote the common development of all countries in the world and build the community of human beings. Africa is an important member along this line, and is also an important partner who needs to focus on helping to common development.

3. PROBLEMS EXISTING IN THE TEN-YEAR CONSTRUCTION OF CHINA-AFRICA ECONOMIC AND TRADE COOPERATION ZONE

3.1. The Similar Industrial Structure Will Easily Lead to Trade Frictions

China’s main industrial structure is labor-intensive and capital-intensive, while African countries have chosen labor-intensive and capital-intensive industries for their industrial restructuring while learning from China. The two similar things are no longer complementary, and they are the relationship of alternativeness and replacement, which is competitive. The main development industry in Africa is the textile light industry, while the domestic trade products are mainly textiles, which easily leads to trade frictions in the competitive market of the two products.

3.2. The Cooperation Field is Concentrated in the Energy

Africa is a country with abundant energy resources, and the output of energy is an important source of income for African countries. However, most countries in Africa are still in the early stage of industrialization and do not have the technology and capabilities for resource development. At this time, the development of energy in Africa requires the cooperation from other countries, so that the cooperation between Africa and China is mainly concentrated in the energy field.

3.3. There is a Big Difference in Cognition

The investment of Chinese enterprises to Africa belongs to overseas investment. With the support of the “one belt and one road” policy, Chinese enterprises will hold the idea that investment in Africa will have excellent policy support from the Chinese government and the African government. However, the African government management system is relatively backward and its capabilities are limited, some design schemes cannot be effectively implemented. Moreover, Africa is relatively backward and poor, and lacks relative infrastructure [4].

3.4. Competition from Other Country

The development of African economy has gradually become the focus of attention of Western countries. In recent years, China’s economy has developed rapidly and its international status has been continuously improved. With the establishment of trade relations between China and Africa, both sides have made good progress and gradually developed into alliances. As the economic development of Africa is getting better and better, the investment prospects are clear.

4. OPTIMIZATION OF THE CONSTRUCTION OF CHINA-AFRICA ECONOMIC AND TRADE COOPERATION ZONE

4.1. Strengthening Coordination with the Central Governments of African Countries

Most countries in Africa are still in the early stage of industrialization and need to vigorously develop industry. The development of African industry needs the assistance of other countries. At this time, the China-Africa economic and trade cooperation zone is a good development target, but it needs the support of African governments in various policies. For countries with better development in Africa, a management function of the cooperation zone can be built to solve the development of the China-Africa Economic and Trade Cooperation Zone.

4.2. Broadening the Field of Cooperation

Tourism cooperation should be promoted in the cooperation of China with Africa. Tourism is becoming a new growth point of China-Africa service trade. Africa has vast grasslands, vast deserts and tropical rainforests, which can be exploited to the tourism resources. In addition, corresponding tourism projects and service facilities should be built to promote the development of African tourism. Furthermore, aviation cooperation can be set up to encourage airlines to establish cooperative relations and increase direct routes between the two sides, which is conducive to promoting the development of tourism and cargo transportation and increasing related profits. What’s more, environmental protection cooperation should be set up. Environmental protection is a problem that needs to be solved by the whole world. China and most of African countries are developing countries, and they are in the stage of developing industry, which will cause environmental pollution. At this time, relevant policies need to be formulated to strengthen the advanced nature of equipment and protect the environment. The development orientation of China-Africa Economic and Trade Cooperation Zone should be clearly defined, and it can be operated neither entirely by the development mode of Chinese enterprises, nor by the old operation mode of African countries. Thus, they need to learn the operation mode of China and manage it in accordance with the actual situation of African countries. Every place has different resources, market demand and consumption

psychology, so it is necessary to realize territorial management and operation and adopt “one country, one policy” [5].

4.3. Strengthening Entry Enterprises’ Own Capacity-Building

It requires a detailed understanding of the laws and regulations of various countries when Chinese enterprises invest in Africa. The social nature, legal requirements, relevant provisions, preferential policies and government management capabilities of African countries are not the same. Therefore, it is necessary to have a detailed understanding of the specific requirements of the host country and invest in compliance with laws and regulations. Africa is a poor and backward region whose local political and economic development is very different from that of China. It is difficult to judge the political risks of investing in African countries. It is necessary for enterprises stationed in cooperative zones to strengthen their own capacity-building, recognize their own problems, identify possible risks and improve their ability to solve problems.

5. CONCLUSION

China-Africa economic and trade cooperation is a relatively important part of China’s development process in Africa. In the actual development process, it is necessary to combine the actual situation when dealing with the problems existing in development in a timely manner to improve development strategies

and accelerate the pace of development.

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Research on the Influence of Social Capital on the Health of the Elderly—An Empirical Study Based on CFPS2016 Data

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Abstract: This paper uses CFPS data from 2016 to study the impact of social capital on the health status of the elderly based on the three aspects of physical health, mental health and memory. The study found that: first, in general, social capital has a significant impact on the health status of the elderly; second, different types of social capital have different effects on the health of the elderly, and cognitive social capital has physical health and spirit for the elderly. Both health and memory have a significant impact, while structural social capital has only a significant impact on the memory of older people.

Keywords: social capital; the elderly; health

1. INTRODUCTION

At present, China has entered an aging stage, the proportion of the elderly population is rising, and the problem of population aging is becoming more and more serious. The phenomenon of urbanization in China is becoming more and more serious. The traditional family model of the three generations is gradually decreasing, the family size is becoming smaller, and the pace of urban life is accelerating. The time for children to accompany their parents is reduced, and the physical and mental health of parents. Insufficient care and the increase in the probability of illness among older people after retirement have led to an increase in their health.

2. VARIABLE SELECTION AND ASSIGNMENT

2.1. Data Source

The data used in this article is from China Family Panel Studies (CFPS). A total of 36,892 survey data were obtained. After selecting the data that met the conditions of this study and eliminating the relevant missing values, a total of 6631 sample data were obtained [1].

2.2. Variable Measurement

2.2.1. Explained variable

Because the health of the elderly is mainly divided into physical health and mental health, this paper uses this classification standard to measure the health status of the elderly, and self-evaluation health as a proxy variable for physical health. Since memory can reflect the health and mental health of the elderly to a certain extent, it is used as evidence for the first two to obtain more accurate results. The value of memory is: 1 can remember; 2 can remember the majority; 3

can remember half; 4 can only remember a few; 5 can only remember a little.

2.2.2. Explanatory variables

This paper divides social capital into structural social capital and cognitive social capital, and regards the logarithm of neighborhood relationship, trust to neighbors and family person's emotional expenditure as the proxy variable of cognitive social capital, whether it is a member of an organization. The proxy variable of structural social capital. Whether it is an organization member includes: whether it is a party member, whether it is a union member, whether it is a member of a religious belief group, or whether it is a member of the individual labor association. A value of 1 is assigned if the sample is a member of one or more of these organizations, and 0 otherwise [2].

2.2.3. Control variable

Control variables in this paper include personal characteristics (gender, age, education, marital status, income level and lifestyle) and family characteristics (household type, family size, residential congestion, domestic water use, health care expenditure, and total household expenditure). And total household income).

2.3. Modeling the Impact of Social Capital on the Health of the Elderly

This paper mainly discusses the relationship between social capital and the health of the elderly. The dependent variable used is the physical health, mental health and memory of the elderly. These three dependent variables are ordered dependent variables. Based on this, this paper uses the oprobit model. Empirical analysis.

Model 1: $HEA_{icj} = \alpha + \beta SOC_{Cicj} + \theta X_{icj} + prov_j + \mu_{icj}$

Model 2: $MIN_{icj} = \alpha + \beta SOC_{Cicj} + \theta X_{icj} + prov_j + \mu_{icj}$

Model 3: $MEM_{icj} = \alpha + \beta SOC_{Cicj} + \theta X_{icj} + prov_j + \mu_{icj}$

Among them, icj represents the i -th elderly in district c , j province, HEA , MIN , MEM refer to the self-evaluation health, mental health and memory of the elderly, and SOC represents the social capital of the elderly, including cognitive social capital. And structural social capital, while X_{icj} represents the control variables of the personal characteristics and family characteristics of the elderly, $prov_j$ is the dummy variable of the j th province, and μ_{icj} is the error term.

3. DATA DESCRIPTION AND EMPIRICAL ANALYSIS

In this paper, a total of 6631 sample data were obtained. From the age distribution, it was 83.47% for 60-74 years old, 16.12% for 75-89 years old, and 0.41% for over 90 years old. On the whole, the self-evaluation health status and memory of the elderly in rural areas were poor, and mental health was average. The mean values were 2.437, 2.821 and 3.353, respectively. In terms of social capital, most of the elderly feel that the neighborhood is better, but the trust of the neighbors is average, and 77% of the elderly are not members of the organization. The average logarithm of human sentiment expenditure is about 6.988. It can be seen that China is still in a human society and spends more on human sentiment. In general, in social capital, cognitive social capital has a positive impact on the health of the elderly, that is, neighborhood relations and human affection spending have a positive impact on the health of the elderly, and the neighborhood relationship is at the level of % significant. Structural social capital has no significant impact on the health of the elderly, that is, whether the membership of the organization and the trust of the neighbors have no significant impact on the health of the elderly. Analysis of the reasons may be whether participation in an organization reflects the social status and social support of the elderly, and the frequency of participation of the elderly in various organizations after retirement will be significantly reduced, so the impact on the health of the elderly is not significant [3]. When the elderly are accumulating social capital, they will often engage in certain social participation and interaction with others, which can increase their chances of going out, so that the elderly can be encouraged to exercise to a certain extent, and the number of exercises can directly affect the health of the elderly.

In terms of mental health, the relationship between neighborhoods and trust in neighbors in social capital has passed significant tests, and both are significant at the level of 1%, that is, the harmony of neighborhoods and the improvement of trust in neighbors contribute to the elderly. Build a good mental state. The reason is analyzed. On the one hand, when the elderly interact with the neighbors, they get a happy mood, and at the same time they can also get spiritual comfort, which can effectively promote

mental health [4].

In the influence of social capital on the memory of the elderly, the four variables of social capital have passed the significance test, whether it is significant for the members of the organization at the level of 1%. The reason for the analysis may be that participation in an organization requires older people to have better memory, and participation in basic neighbor interactions does not have such high requirements, so participation in an organization has a greater impact on the memory of the elderly [5].

4. CONCLUSIONS AND RECOMMENDATIONS

The conclusions of this paper are as follows. First, social capital has a significant positive impact on various aspects of the physical health of the elderly, especially the neighborhood relationship has the greatest impact on the health of the elderly. Second, but through research, it is also found that cognitive social capital has a significant impact on the physical and mental health of the elderly, but structural social capital has no significant impact on it. Third, both cognitive social capital and structural social capital have a significant positive impact on the memory of older people.

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Research on Evolution of Real Estate Price Based on Vector Autoregression

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Abstract: This paper establishes the var model to predict the impact of real estate policy on commercial housing prices, and obtains the real estate price evolution mechanism based on Vector Autoregressive model. Selecting China's 1990-2016 disposable income, money supply, real estate cumulative investment, urban population, per capita residential area, etc. as data samples, using impulse response to analyze the impact of various variables on real estate prices, the analysis results show: per capita housing area and money supply have the greatest impact on house prices. The housing completion area and the disposable income variable of residents have the least impact on commercial housing prices and tend to be stable. The per capita GDP and urban population have a moderate impact on commodity prices.

Keywords: VAR model; price evolution mechanism; pulse analysis; real estate price

1. INTRODUCTION

On November 23, 2015, the 11th meeting of the China Central Financial and Economic Leading Group put forward the idea of "strengthening the supply-side institutional reform while moderately expanding aggregate demand" and deployed four measures. "Resolving real estate inventory" is an important part of it. The real estate industry is a pillar industry in China, which directly affects, manufacturing, transportation, and service industries, and plays an important role in China's economic growth. The destocking of real estate and the suppression of the real estate bubble are the guiding directions for the healthy development of the real estate industry. The real estate policy controls and constrains the real estate industry around the centrally determined real estate tone. Studying the impact of real estate policies on real estate has great policy guidance significance [1].

2. VAR MODEL CREATION

Table 2. Final results

R-squared	Adj. R-squared	Sum sq. resid	F-statistic	Log likelihood	Akaike AIC	Black SC
0.999	0.996	0.015	359.747	57.349	-3.068	-2.142
0.998	0.990	0.019	139.312	54.507	-2.841	-1.914
0.983	0.931	0.930	19.024	5.675	1.066	1.992
1.000	0.999	0.002	2142.484	79.941	-4.875	-3.949
0.999	0.997	0.022	448.937	52.658	-2.693	-1.766
1.000	0.999	0.004	1942.260	75.152	-4.492	-3.566
1.000	1.000	0.000	6183.416	118.964	-7.997	-7.071
0.989	0.956	0.030	30.071	48.427	-2.354	-1.428
0.999	0.998	0.001	616.223	89.994	-5.680	-4.753

The real estate price is affected by many factors. This paper selects the average price of commercial housing from 2005 to 2016 as a factor reflecting the national real estate price. According to relevant theories and literatures, comprehensive domestic economic situation, this paper selects economic factors, population factors and real estate industry. Three primary indicators such as factors and their secondary indicators, the specific variables are selected as follows:

Table 1. Selected variables

Primary indicator	Secondary indicators
Economic factors	Per capita GDP pgdp
	Resident disposable income inc
	Money supply m1
	Total real estate investment ia
Population factor	Urban population pp
	Per capita housing area ra
Real estate industry factors	Housing completion area ca
	Bank loan interest rate r

Based on the above analysis, the var model established in this paper is: $Y_t = \sum_{i=1}^n A_i Y_{t-i} + \varepsilon$

Among them $Y_t = [HPL, PGDP, INC, M1, IA, PP, RA, CA, R]$, where hpl is the price of the commercial house, this article selects it as the dependent variable, so Y_t Represents the immediate value of the independent and dependent variables, Y_{t-i} Represents the hysteresis value of the variable, a is the coefficient matrix, ε For the random disturbance term, according to the above analysis, this paper uses Eviews to solve it [2].

3. MODEL SOLVING

In this paper, using Eviews for regression analysis, the real-time regression model of real estate price is:

$$Y_t = I + AY_{t-1} + BY_{t-2} + \varepsilon$$

The final results obtained using Eviews are as follows:

The square sum is smaller, the overall fitting effect of the model is better. In addition, we can see that the values of aic and sc are both less than 0, and only one is about 1, which proves that the model entropy is low, the degree of fitting and interpretation of the model. Better [3].

4. PULSE ANALYSIS

Based on the establishment of VAR model, this paper uses impulse response analysis to obtain the main factors affecting house prices. Using Eviews, the corresponding results of the pulse are as follows:

The impulse response of each factor relative to the house price is shown in the figure, where the horizontal axis represents the lag time of the impact, and the vertical axis represents the response function, that is, the actual commercial house price fluctuates with the impulse response, the solid line represents the impulse response function, and the dotted line represents the dotted line. The difference between the positive and the negative is twice the difference of the deviation line. According to the above results, the following conclusions can be drawn:

(1) Ia ra m1 has the biggest impact on house prices, and its impact effect will gradually increase with time. However, when it increases to the maximum value, its impact effect will gradually decrease, and finally it will stabilize, and its impact effect will be greatly affected in the medium term. It can be defined as the main influencing factor, but it can be reduced to 0 in the later stage, which proves that the model established by var is stable.

(2) The impact of pgdp and pp on commodity prices tends to be moderate, and the impact effect first has

stable fluctuations, and then increases to the final trend of 0, but the range of fluctuations and the maximum value are smaller than the impact effects of the above three variables. Therefore, these two factors can be considered as moderate influence factors.

(3) The impact of the ca and inc variables on the price of commercial housing is minimal and tends to be stable, and its impact effect first reaches 0, so it can be considered as the minimum influencing factor.

5. CONCLUSION

This paper establishes the evolution mechanism model of real estate price through var model and analyzes it. The model is based on empirical results rather than pure theoretical derivation. Compared with the direct introduction of real estate game model or real estate evolution model, although the var model is not as concise as the above model in theory support, the var model is based on empirical analysis. It is an objective response to the data and fully reflected.

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The Risk Analysis and Measures of the Main Exhibition Stage

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Abstract: In recent years, the exhibition many of the city economy has become the new economic growth point. However, as the exhibition process, the exhibition itself has a lot of the urgent problem of the inevitable risks. Based on the exhibition project risk identification, risk assessment, risk monitoring are analyzed, focusing on the MICE events that start, implementation, closeout phase of the various risks and proposed strategies to address these risks, hoping for MICE business Project risk management has a guiding role.

Keywords: exhibition project; risk analysis; risk strategy

1. INTRODUCTION

In the current context of the global economy, all countries must be integrated into almost the world economic system, its goods, services, movement of production factors such as increasing the size and form. This set of product display, trade and economic cooperation, conferences, exhibitions will be developed rapidly. large-scale group exhibition project, a high level of consumption, guests stay longer, involving more related industries, and its huge market potential and high returns, so many government departments and exhibition business to join the competitive ranks of the exhibition [1]. Exhibition huge profits generated by the project, potential risks will come with it all. Risk is uncertain. The current exhibition is full of many activities held in the uncertainty factor, which is the exhibition can't avoid the fact that the project organization as a convention planner, can only take the initiative to adopt the relevant preventive management measures to deal with these uncertainties, to help the project proceed smoothly.

2. EXHIBITION OVERVIEW OF A PROJECT RISK MANAGEMENT

Exhibition project risk management is the objectives management activities that exhibition project manager development strategies, and then remove and reduce the risk of harm through the early identification, development strategies. Exhibition project risk has the following features:

2.1. Uncertainty

Exhibition project risks with strong uncertainty, it happened is not inevitable, but the likelihood is great anytime, anywhere. The degree of risk on the impact of the project is uncertain. In different circumstances,

the risk of the project can also change. Changes in the nature of project risks, the project will change the results or even lead to new risks [2].

2.2. Phased

Exhibition project risk is a phased development, each stage has clear boundaries. Exhibition stage of project risks consist of risks of potential stage; occurring stage and consequences of risk occurring. We must identify the various stages of the risk as soon as possible, and take measure to reduce its losses.

2.3. Relative

Exhibition project risk is relatively different in terms of risk management body, a variety of factors consisting of project risk management capacity of the main risk, the project's expected return, the size of the risk factors will impact Exhibition consequences. Therefore, the project risk is relative. The exhibition project risk and benefits are reciprocal for the exhibition. Person in charge of project-related exhibition must bear the associated risks in order to obtain certain amount of revenue [3].

3. THE PROJECT RISK ANALYSIS OF THE MAIN EXHIBITION STAGE

Risk identification should first understand the composition of the project, the nature of the various project components and relationships between the project and the environment. Only a comprehensive and correctly indentify the risks exhibition projects, estimates of risk, evaluation and selection of risk management techniques have practical significance. Therefore, a major exhibition project analysis phases are more important [4].

3.1. Start-up Phase

For exhibition project, project feasibility analysis is a necessary pre-decision-making process, so the proposed project implementation framework needs to conduct a feasibility analysis before we can determine the need for project. Feasibility analysis is to avoid losses from blindly make a decision.

The risk of lacking feasibility analysis lies in: lacking of market demand, feasibility studies lack good understanding of the current market demand, not to determine whether the project is necessary according to business situation; lack of resources feasibility study. Exhibition project requires a lot of resources, such as human resources and government support, and other senior managers, Lack of economic viability: These phenomena may cause losses such as lack of adequate financial support, and lack the

economic feasibility of the project costs and expected benefits [5].

3.2. Implementation Phase

(1) Financial risk: Exhibition project in the financial management in potential risks mainly displays in: Exhibition project cash flow problems themselves, budget overruns. Main sponsors temporary exit caused economic pressure.

(2) Schedule risk: Progress risk mainly displays: Exhibition project work in implementing project started no feasible plan; Leading personnel and implementing personnel work deviation, Project lacks visibility. Its negative effects could lead to various aspects of discontent, Project the more likely fail [6].

(3) Operational risk: Operational risk in exhibition projects mainly in: market momentum is relatively small. Exhibition project itself isn't attractive, the strength of the exhibitors or industry celebrities to participate less, the result of inadequate advertising aspects of the market is smaller than expected; the absence of the major exhibitors: For the exhibition project, the industry's leading exhibition companies participated in very important. Main key exhibitors absence will make project effect the discount and will make other exhibitors mistrust of project products.

(4) Human resources risk: Exhibition project in human resources exist mainly manifested in the potential risks: Staff turnover will give projects have a big impact, The new personnel training and gradually to communicate with existing members, thus making the existing members work productivity, members can't adapt to the work don't transfer project team and influence other members' enthusiasm.

3.3. Closure Phases

If you did not pay much attention to the project ending work, it will make the project cannot normal ended.

(1) No attention staggered results ending: Although exhibition project ending, collect is full of previous work, Job itself skills project ending is very important also, Ending is complex and characteristics of a multitude, if you can't attach importance to finish off achievements, it will not promptly of the project documentation, acceptance and archiving.

(2) No ending work system: Project ending is a trivial work, we must formulate standard ending system. Formulation standardized system to guarantee the project document submitted smoothly, ending up in the continuity of the conference &exhibition projects is very important significance.

4. THE COUNTERMEASURES OF THE RISK IN EXHIBITION PROJECT PHASE

4.1. Financial Risk Strategies

(1) Establishing perfect risk prevention system: Grasping the enterprise internal control system. Constructing to ensure financial risk pre-warning and monitoring system; establishing and standardizing enterprise statement analysis system in financial risks

to improve liquidity analysis and perfect the risk early-warning system [7].

(2) Establish financial warning system: Project must be established, Comprehensive and dynamic financial warning system in the implementation of the project is necessary, the activities of real-time monitoring potential risk will penetrate throughout the whole process of exhibition project implementation.

4.2. Progress Risk Strategies

(1) Implement efficient team, founded in scientific management: It is a necessary choice at the start of a project to build an effective project team. To ensure progress goal realization, It is necessary to enhance the cooperation between each other and spirit in members of the team and to construct team training team knowledge; cultural [8].

(2) Establish a practical project plan: It is a required step to establish a practical project plan to project schedule examinations and assessment, Project according to various plans to make reasonable project about plan worked, and timely feedback parties opinion suggestion, to adjust the parties project.

(3) Develop plans to schedule the main content: Schedule plan is the key work schedule management, other plan is more scientific within the schedule, and plans can be adjusted according to schedule in the implementation process.

4.3. Operational Risk Strategies

(1) Set up a risk management organization: Formulate risk management system applying early warning management methods to prevent various processes link appeared in risk. Through standard risk prevention operation is flow and system, Formulate risk management system may reduce the risk and losses.

(2) Perfect risk management information system: Using of the existing system, we can increase risk management related modules and collect of information for risk events, statistics, trend analysis in order to propose more specific risk response options. According to the changes in the internal and external environment we can track and supervise exhibition project.

(3) Encourage participation in insurance of exhibition project: Modern risk insurance of convention and exhibition activities have been gradually pushed, but the insurance category is also relatively simple. It is another important content and the new task to encourage participation in the risk management of insurance.

4.4. Human Resources Risk Strategies

Human resources in the exhibition project mainly include the following aspects of risk management strategies: we should establish the correct concept of human resources; risk management concepts and ideas to ensure the proper and advanced concepts. Establishing human resources management system is to improve the construction of the system and to protect the integrity of the system, systematic and

continuous. In the specific human resources management activities with actual project, the implementation of adaptive and practical technical approach is to ensure systematic and coordinated the project. Establish a scientific performance appraisal system, and encourage more effective and adequate is based on the scientific evaluation of job performance. Establish a scientific system of performance appraisal to enhance Human resource level [9].

5. CONCLUSION

Exhibition project risk management is an important issue for the exhibition industry. Because it exists in every stage of exhibition, the risk may be constantly changed at the implementation process, the exhibition on the main task of project risk:

With the progress of the project, we can monitor residual risk and identify new risks following the known risks, we must analyze the degree of realization of project objectives exhibition and changes in risk factors. We must look for opportunities to refine the risk response measures to achieve the goal.

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Analysis on Selection of Officials and Peerage System of Yan Regimes of Murong Clan

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Abstract: As Xianbei regime, the official selection system of Yan Regimes of Murong Clan retained its national characteristics and kept pace with the times. All kinds of ways of selecting scholars can be seen in the regimes, which can be characterized by “many kinds of categories and flourishing numbers”. Systems such as nine-grade “Zhongzheng” system, recommendation system, examination to select candidates, peerage granting by military exploit, and official granting by benefiting from ancestors” during Wei Jin period were used intersected in Yan Regimes of Murong Clan. However, due to the lack of strict implementation of customization, there was no rule to follow. The Peerage System of Yan Regimes of Murong Clan adopted the system of “Gong, Hou, Bo, Zi, Nan”, which was greatly affected by the five-grade Peerage System in Jin dynasty, but still maintained its own characteristics, showing the feature of only peerage granting but no fief/appanage.

Keywords: murong zhu yan; the system of selecting officials; the method of selecting officials; the system of ruling

1. INTRODUCTION

Murong Zhuyan is a very special one among the 16 ethnic minority political powers and has its own national system. It is very meaningful to explore the system of selecting officials and the system of stipulations.

2. THE OFFICIAL SELECTION SYSTEM OF YAN REGIMES OF MURONG CLAN

The nine-grade Zhongzheng system was created by Chenqun of the Wei state and not abandoned until Sui Dynasty after establishing the imperial examination system. It had great effect on the whole period of Wei, Jin, Southern and Northern Dynasties. In the process of blending with the Han nationality, Yan Regimes of Murong Clan also learned the nine-grade Zhongzheng system. As recorded in Book of Jin Murongjun Chronicles: “Despite the revolutionary creation of Yan, while for Regulations on the Selection and Appointment of Officials, it still followed the systems of Wei and Jin Dynasties”. And Mr. Tang Changru pointed out that Regulations on the Selection and Appointment of Officials followed from Wei Jin period was just the nine-grade Zhongzheng system. Mr. Zhou Liang also believed that the Yan Regimes of Murong Clan had implemented the nine-grade Zhongzheng system. In addition, there were also Chronicles on the adoption of nine-grade Zhongzheng

system in epitaph. Epitaph of Li Bi recorded that “...the great ancestor was a high official in ancient China, he had great virtue, his fairness in Regulations on the Selection and Appointment of Officials was reputed by the government, and was popular in the Longbu”. Li Bi’s great-grandfather was Li You, who had a high moral character and knew people well. He presided over the Selection and Appointment of Officials of previous Yan. His reputation was spread in the Dragon Department, which was the Dragon City.

During the Yan period, the nine-grade Zhongzheng system was also adopted. As recorded in Book of Jin Murongde Chronicles: “Establishing academic officer to select the descendants of high-ranking officials and second-grade candidates, a total of 200 people as the imperial college students.” The “second-grade candidates” here referred to the second-grade in the nine-grade Zhongzheng system. Murong’s implementation of the nine-grade Zhongzheng system was a study of the Han systems, which can ease the contradictions between Hu and Han nations, speed up ethnic integration, and consolidate the rule [1].

It was also a way for Murong Zhuyan to select talents by examinations. Mu Ronghuang once went to east academy to test students, “the outstanding scholars were selected as personal attendants”. It was to confer official posts on those who were familiar with Confucian classics. Mu Rongxi of Later Yan dynasty also used this method to select officials. “Sheng led hundred colleagues in the east hall to exam their skills, and there were 12 outstanding scholars.” It was also to select excellent candidates for employment. Examination can well reflect the intellectual wisdom of scholars, so it was a good way to select scholars.

The recommendation system had also been adopted by Yan Regimes of Murong Clan, and Murong Jun had deep understanding on the recommendation system. And he once said: “those virtuous officials should be calm and agile and make contributions to the loyal court”. He believed that filial piety and honesty officials were people of high moral character provided by the country. There were counties and prefectures contributing talents to the country in Murong Wei period, Cui Cheng was one of them, “during Murong Wei period, counties and prefectures recommended local virtuous officials to the emperor as officials in charge of compiling national history to compose Chronicles of Yan Dynasties.” This was the practical case of implementation of the

recommendation system. Mu Rongsheng used the examination method to select talents, but also carried out the recommendation system. "He ordered his departments to recommend great civil and military talents. The recommendation system was also implemented in south Yan period, Murong De once climbed the Yingqiu and saw Yan Ying's grave. He was puzzled about the burial etiquette. The answer to his question was scholar Yanmo of Qingzhou. Scholar was the proof that South Yan once carried out the censorship system. Feng Ba once advocated virtue scholars in the period of North Yan dynasty, Hao Yue, Zhang Buicheng, Zhou Diao, Wen Jiande and He Zhuan were all virtue scholars in local counties and counties. To promote them as officials was to follow the recommendation system of the Han Dynasty. During five Yan dynasties period, there were many ways to select candidates, but there was no customization in the end of Yan dynasties. It can be seen that the Yan dynasties were also hovering about the selection of officials. They did not know which way was suitable for their own regime, and they could only use different forms of selection under different circumstances. But it also had the advantage of allowing more talented people to enter government positions, thus expanding the ruling base, and played an important role in easing social contradictions and stabilizing social order [2].

3. THE PEERAGE SYSTEM IN FIVE YAN DYNASTIES

The beginning of Peerage System in former Yan inherited the system of Jin dynasty, the emperor Min of Jin Dynasty once conferred the title of peerage of Murong Kingdom. In the Eastern Jin Dynasty, the emperor Yuan "feuded the peerage of Liaodong County with 10,000 fiefs." During emperor Ming of Jin dynasty, he named Murong Huang as "Chaoxiangong", this was the peerage granting of Jin dynasty to Murong clan, it also prompted Murong clan to learn the system. After Mu Rongjun became emperor, he began to adopt the Peerage System. For the minority leaders who surrendered him, he granted Peerage post to them, and ordered Gaoli Wang Zhao as the military leader of Yingzhou, the General of the Expedition to the East, feudal provincial governor of Yingzhou, and Lelang high-ranking official", and ordered Chanyu He Laitou of Xiongnu as General of Ningxi and Yunzhong county high-ranking official. During the 10th year of Yonghe, Murong Jun granted peerage positions in a wide range. As recorded in

History as a Mirror, Murong Jun granted peerage positions to dozens of people like Mu Rongke, Mu Rongju and Mu Rongchui. At this time, Mu Rongjun had already claimed to be emperor, so he had the power of awarding officials and kings, so he granted peerage positions to dozens of people like Murong Jun, Murong Peng, Mu Rongke, Mu Rongju and Mu Rongchui. Mu Rongde was the Duke of Liang, Mu Rongmo was the Duke of Shi'an and Mu Rongyu was the Duke of Nankang. This measure established the Royal status of the Murong family, so that the outstanding and high-ranking members of the Murong family were separated from the Five-Class Noble System, and the imperial status of the Murong family was embodied by the feudal king. But throughout the former Yan period, there was no fief/appanage to corresponding Peerage System.

4. SUMMARY

In the process of gradually moving towards the state, Xianbei Murong Clan had constructed various political systems. And rulers of Yan dynasties, according to their own national characteristics, had learned the advanced experience of the Han nationality in the construction of the national system and created a set of special political systems. To a certain extent, these political systems adapted to the national characteristics and political demands of Yan dynasties at that time, and promoted its strength. However, the political systems constructed by Yan dynasties had great drawbacks, which restricted the further development of Yan dynasties. Its official selection system had a relationship of inheritance, which was the product of the rulers' learning from the old system of Han and Wei Dynasties. There were many ways to select officials, which not only drew on the talents of all walks of life into the ruling class, but also took into account the differences between the Hu and Han nationalities in the scope of their rule. As for the Peerage System of Yan dynasties of Murong clan, it was also a study of the Peerage System of Han nationality, which reflected the level of Sinicization of Xianbei nationality.

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Research on Weibo Tort Liability

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Abstract: Weibo has also brought new patterns of infringement while changing people's lives. Because of the particularity of microblogging tort liability, it is necessary to analyze each kind of liability subject and each situation in order to accurately identify microblogging tort liability.

Keywords: Weibo infringement; the principle of attribution; subject of responsibility

1. INTRODUCTION

Microblog infringement is the infringement of others' civil rights and interests through microblog, a network tool. Weibo tort is a kind of tort, but the way of tort is different from traditional tort. According to different subjects of microblog tort liability, this paper analyzes whether the subjects of all kinds of microblog tort liability should bear tort liability under different circumstances.

2. LIABILITY OF MICROBLOGGERS FOR VIOLATIONS

Microbloggers have greater autonomy over their own microblogging space. It is through the release of microbloggers to engage in infringement, damage the legal rights of others, and cause losses to others. So microbloggers can not be questioned about their own claims to bear the relevant tort responsibility. At the same time, according to the first paragraph of Article 36 of the Tort Liability Law, "Internet users and network service providers who use the Internet to infringe upon other people's rights and interests shall bear tort liability". Weibo infringement is the use of Internet users to commit infringement on the Internet. In accordance with this requirement, microbloggers should be responsible for their own infringement. In practice, there will be the following problems in the determination of this type of infringement.

First, the question of the identity of infringers is difficult to determine. First, the identity of the infringer was difficult to determine before the real name system was implemented. However, after most Weibo service providers implement the real-name system, the real name Weibo infringement directly identifies its identity and determines the true responsibility. Second, the microblogger said that the content in his microblogging space is not what I sent, such as how to deal with hackers when they were attacked by hackers. The author believes that microbloggers, as the only writers and information defenders of microbloggers, must have certain obligations to them, that is, they have the obligation to request websites to take measures to provide relief when microblogs are attacked.

Second, liability for infringement of comments. When

microbloggers post microblogs and commentators include comments that damage other people's reputation, violate privacy rights, etc., does the microblogger have the obligation to delete the comments? The author believes that microbloggers, as the managers of microblogging space, have the obligation to delete comments that harm the legitimate rights and interests of others. Considering the timeliness and arbitrariness of microblogs and comments, and the possibility of negligence on the part of microbloggers, it is necessary to make a comprehensive judgment in the specific determination of the relevance of comments to the content of microblogs. If microbloggers are required to have a higher duty of caution, it will hinder or even kill the special web platform of microblogging. So microbloggers should only take a lower duty of caution. The obligation to delete exists only when the victim requests the deletion of the comment. The above rules strike a good balance between freedom of expression online and the protection of the legitimate rights and interests of others. First, microbloggers have the right not to be held liable for infringement until they have received a request for relief from the victim. Second, microbloggers do not have to be held liable for infringement of their rights under the circumstances that microbloggers, after receiving a request for infringement relief, consider that the comment is suspected of infringement and take appropriate relief measures according to the request of the requestor. Third, bloggers who have fulfilled their duty of due diligence but still do not find clear signs of abuse in their comments can be exonerated even if the victim has not filed a direct complaint with the microblogger for interim relief. Of course, if the microblogger knows that the comment is a violation of the legitimate rights and interests of others, he should bear tort liability. Summarizing the above rules, microbloggers can use a combination of "administrator care obligations" and "cognition" for commenting on whether they bear tort liability [1].

3. RESPONSIBILITY OF WEIBO TRANSMITTERS

First, Infringement liability for forwarding Weibo. Referring to blog reprinting behavior, does Weibo forwarding behavior belong to infringement? Most microblogging registration agreements include protection clauses for the copyright of others. From the point of view of legal interpretation, according to the provisions of the Copyright Law, only in 12 cases of "reasonable use" can the use of behavior be legally exempted. Since Weibo forwarding is for the public, Weibo posted on the Weibo platform belongs to

published works. Some people think that it is possible to consider the application of the phrase “for personal learning, research or appreciation, use of works already published by others” in reasonable use. First, I think microbloggers can avoid microblogging if they don’t want their work to spread on microblogs. The sharing of microblogs is the biggest feature of this business model. Any microblogger knows or should know that others will forward its content, so it should be considered as a default permission for others to use or forward it. Secondly, microbloggers should respect the copyright of creators. When forwarding someone else’s Weibo, as long as it is for personal learning, research, or appreciation purposes, rather than for profit, and indicating the origin and source of Weibo, it is a reasonable use of legal recognition and will not constitute infringement. However, microblogs that the author had previously stated that they were not allowed to be forwarded are not included, and no one is allowed to forward them without permission. Third, if it is to forward personal privacy, as well as malicious, false and other microblogs that infringe on the legitimate rights and interests of others, it is an illegal act. The author believes that because of the nature of microblogging and the particularity of the business model, if we blindly pursue the rights infringement responsibility of the repeater, the business model of the interactive platform of microblogging will lose its vitality. And most microbloggers want to enhance their influence by retweeting their own microblogs through others [2]. Second, the issue of reprinting infringing microblogs. The author thinks that this method can be used for reference, and that the infringement liability should be determined according to the subjective cognition of microbloggers. If the microblogger is not aware of the authenticity of the reproduced content, then even if the behavior plays an objective role in assisting infringement, it can not be considered that the microblogging publication constitutes infringement, but it should bear the obligation of timely correction and deletion. In this case, the microblogger has the obligation to provide the necessary proof of the relevant facts, such as the source of his reprint. Of course, if reprinting content is obviously insulting or defamatory to the reputation of others and causes obvious damage, reprinting microbloggers and the

original author should bear some responsibility. If the victim can prove that the microblogger knows that the content he or she reprints is untrue, then the microblogger can be held liable for infringement.

4. LIABILITY OF WEIBO SERVICE PROVIDERS FOR INFRINGEMENT

From the point of view of legal interpretation, the determination of tort liability of Weibo service providers in the tort liability law mainly includes two rules. The first is the prompt rule, which means that after receiving the prompt, the Weibo service provider should take the necessary measures in accordance with its prompt. If the microblogging service provider fails to take the necessary measures in time, it constitutes the laissez-faire of the infringement committed by the Internet users and has indirect intentions. It is regarded as a joint infringement with the infringer. The second is that the rule is the knowledge rule. It means that the Weibo service provider knows that Internet users use their networks to commit infringement and does not take necessary measures such as deleting, blocking or disconnecting links, allowing the infringement to be implemented, and that the infringement has caused damage to the infringed person. The microblogging service provider has the indirect intention of laissez-faire, and the microblogging service provider shall bear tort liability. The author believes that the network service provider has a certain obligation of ex post examination. If it fails to fulfill its reasonable obligation of review and is an appropriate act, it allows the occurrence and development of infringement. The behavior has the difficulty and its subjective fault is very obvious. At this time, the principle of fault liability should be applied to allow Weibo service providers to bear certain liability for infringement.

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The Significance of “Development and Promotion of Thinking” to Chinese Literature-Teaching

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Abstract: Under the background of the development of global education, the newly revised curriculum standards of Chinese literature subject clearly point out that the Chinese literature-teaching target should be Chinese Literature Attainment. Among them, “Construction and Application of Language” needs the help of thinking and can promote “Development and Promotion of Thinking”, while “Development and Promotion of Thinking” can make “Construction and Application of Language” more rational with higher quality. Therefore, the author will combine the teaching characteristics of Ning Hongbin, the representative figure of “Thinking School”, and put forward some views on the training pattern of “Development and Promotion of Thinking”.

Keywords: development and promotion of thinking; Chinese literature attainment; training pattern

1. INTRODUCTION

Compared with the previous version, the most obvious change in the general framework of the newly revised Curriculum Standard of Chinese Literature Subject for Senior High Schools in 2017 (hereinafter referred to as Curriculum Standard) is that the content of “Chinese Literature Attainment” is added before the “Curriculum Objective”. According to the understanding of Curriculum Standards, “Chinese Literature Attainment” is equivalent to the guiding light of Chinese teaching at the macro level. It mainly includes “Construction and Application of Language”, “Development and Promotion of Thinking”, “Appreciation and Creation of Aesthetic”, “Heritage and Understanding of Cultural” [1].

Curriculum Standard also points out: “Chinese Literature Attainment is the language knowledge and ability which students accumulate and construct in the active language practice activity, displays in the real language context. It is the comprehensive embodiment of language knowledge and ability, thinking method and quality, the emotion, the attitude and the values that the student obtains in Chinese literature-learning.” Therefore, we can conclude that the four core attainments should be a harmonious and symbiotic relationship based on “Construction and Application of Language”.

2. “DEVELOPMENT AND PROMOTION OF THINKING” IS THE AIM AND MEANS TO

CULTIVATE CHINESE LITERATURE ATTAINMENT

In the system of school education, all subjects are endowed with disciplinary functions and teaching responsibilities. School education is not only to impart knowledge to students, but also to lay a good foundation for their future social life. In traditional teaching, Chinese literature-teaching is often defined as a kind of perceptual teaching and lack of rational thinking, so it is often marginalized by students in practice. This is due to the deliberate pursuit of implicitness and fuzziness of artistic expression in Chinese literature-teaching, thus the exercise of students’ thinking development in the implementation is neglected [2].

We need to realize that Chinese literature-teaching also has thinking, but the thinking training of Chinese literature has particularity. The Curriculum Standard points out that the development and promotion of thinking in Chinese literature subject refers to the development of thinking ability and the improvement of thinking quality acquired by students in the process of Chinese literature-learning. Generally speaking, thinking ability includes such basic thinking ability as comprehension, judgment, inference and imagination. Thinking quality refers to the relatively stable quality of thinking formed by people’s abstraction and accumulation, including logic, profundity, flexibility, agility, criticism, creativity and so on.

Thinking is the indirect and generalized reflection process of human brain to objective things. It is the cognitive activity of judging and reasoning with the help of representation, concept and other elements. In order to achieve such “development and promotion of thinking”, we must rely on certain external platforms and carriers. For the Chinese literature subject, it is through “Construction and Application of Language”. “Construction and Application of Language” needs the help of thinking and can promote “Development and Promotion of Thinking”, while “Development and Promotion of Thinking” can make “Construction and Application of Language” more rational with higher quality.

Lack of “Development and Promotion of Thinking” of “Development and Promotion of Thinking” is a serious problem in current Chinese literature-teaching. Because of neglecting “Development and Promotion

of Thinking”, the “Construction and Application of Language” in Chinese literature-teaching appears rigid and narrow. Some teachers ask questions or organize activities without clear requirements, resulting in students’ statements or so-called discussions with conflicting views. It is difficult for students to justify and their answers even out of the core topic. However, teachers can not correct and guide, they can only let it go. These seemingly exciting teaching activities, in fact, have little effect and couldn’t achieve the goal of training the ability of “Construction and Application of Language” [3].

Therefore, the Chinese literature-teaching must permeate the thinking training of students into the rich and colorful Chinese practice activities and develops the students’ language comprehensive ability. It should be a conscious pursuit of Chinese literature-teaching to construct a classroom activity system whose aim is the development and promotion of thinking.

3. THE TRAINING PATTERN OF “DEVELOPMENT AND PROMOTION OF THINKING”—“ONE METHOD FOR ONE LESSON”

As the representative figure of “thinking school”, the famous Chinese educationist Ning Hongbin advocated that we should carry out thinking training for students through their understanding and using of language. His thoughts has advanced consciousness, which is still of great practical significance in the context of emphasizing the cultivation of students’ Chinese Literature Attainment. Therefore, the author will combine the teaching characteristics related of Ning Hongbin to put forward some views on the training pattern of “Development and Promotion of Thinking”.

3.1. Grasp Main Problem and Pay Attention to Integrity

In order to leave enough space for students to think, teachers should make full use of questions and themes in their teaching process. Such enlightenment can not only train the broadness of the students’ thinking effectively, but also is beneficial to condense the teaching content and improve teaching efficiency.

3.1.1. Skillfully rewrite the title

Teachers can use the title to guide students to perceive the text as a whole and to understand the text from multiple angles. The commonly used methods are “adding title content”, “rewriting title”, “adding subheadings” and so on. For example, in the teaching of Chinese Stone Arch Bridge, Ning Hongbin asked his students to add attributive to the title of the text. This kind of question ingeniously requires students to have a holistic and global view of the text on the basis of grasping the content of the text.

3.1.2. Analyze the theme

Teachers should infiltrate the idea of commanding the whole situation into teaching naturally. For example, in the teaching of Emperor’s New Clothes, Ning

Hongbin asked students to read the text quickly and “use their brains to see if they could sum up the story in one word.” After listening to the teacher’s words, the students thought actively and spoke enthusiastically. Finally, everyone agreed that “cheating” was the most accurate word to summarize the story. In this way, students’ holistic thinking is strengthened by the way of answering the question of summarize the whole text in one word.

Teachers can also skillfully use blackboard-writing to highlight holistic thinking. After the analysis of the theme, the main idea of the text is highlighted by the combination of concise and eye-catching notes on the board. For example, when teaching Hometown, the word “change” can be enlarged several times on the blackboard.

3.1.3. Thinking clearly and emphasis on logic

In fact, the training of abstract thinking in teaching is to train students to form the habit of rigorous thinking, to be logical and comprehensive in analyzing and dealing with problems. Teachers should be clear and concise in designing teaching ideas. They can design the preparation of outline, sub-title and other links to train students abstract thinking.

3.1.4. Get to the point

In the teaching of Chinese literature, especially in the teaching of reading, the analysis of the structure of the article and the arrangement of the author’s writing ideas are essential links. The outline is based on the content of the article, the students sort out the clue of the article, summarize and sort out the ideas of the article. For example, in teaching Scenery Talk, let the students use four words to summarize six pictures of Yan ‘an scenery, closely linked to the central idea “remembrance and praise of the Yan ‘an army and people”, through reading and discussion. The fewer words, the higher the requirement of students’ generalization ability is [4].

Teachers can also advance gradually through the teaching plate. In the teaching process, teachers should aim at different levels of students’ reading, inspire at different levels, provide support for students, carry out different levels of thinking training, and eventually form a different level of thinking as a whole.

3.2. Expand Exploration and Focusing on Creativity

Chinese literature-teaching should not only let students master the critical inheritance of past knowledge, but also cultivate students’ pioneering and innovative spirit so that they can become the talents urgently needed by the future society. Therefore, teachers need to cultivate students’ ability of thinking from multiple perspectives in daily reading teaching, and guide students to change their way of thinking through the design of a series of open questions. It needs to be emphasized that while the answers to every question posed by a teacher in the classroom are important, the process of students’ thinking is also worth paying attention to, for example, whether

students' thinking is divergent, whether the logic is rigorous and so on.

3.3. Draw Inferences about Other Cases from One Instance

The textbook is not only an example, but also a material to guide students thinking. This can be the formulation of subheadings, the selection of material or additional arguments and arguments, or the rewriting or continuation of an ending. The expansion of teaching materials and the generation of classroom can be used to expand the breadth of thinking, optimize thinking quality, sublimate thinking emotion and activate thinking inspiration [5].

For example, when teaching Some People, Ning Hongbin asked the students to change the eight words of "some people" in the poem and say which words they can use to replace them. In this way, students not only need to accurately grasp the content of the text, but also need creative thinking. Another example is as followed, when teaching Necklace, students can be instructed to write a reasonable sequel to the ending of the novel which stops abruptly. Teachers can design such an exercise: After knowing the truth, Mathilde gets back a huge sum of money. What changes will this sudden change bring to her life?

In Chinese literature-teaching, whether reading, writing, oral communication or comprehensive practice, must be integrated into the training of "Development and Promotion of Thinking". Cultivating the development of thinking and

improving the quality of teaching requires teachers to have a rigorous teaching style, precise teaching design content and the teaching link must be meticulous. It is worth noting that the Chinese classroom that attaches great importance to thinking training is not a template-based pasting and copy, but a personalized "tailor-made" design for different students and different texts. Only by "One Method for One Lesson" can the teaching requirements of "Development and Promotion of Thinking" be truly implemented.

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Characteristics of Rural Tourism from the Perspective of Experience Economy

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Abstract: Experience economy is a new economic development tendency after agricultural economy, industrial economy and service economy. Tourism consumption shows new characteristics in experience economy. Rural tourism product coincides with these characteristics, it is necessary to establish a model of agricultural tourism products based on experience economy. It is a model of wide range, strong personality and participation.

Keywords: experience economy; rural tourism

1. INTRODUCTION

Modern consumers have experienced the material satisfaction brought by the agricultural era and the industrial era, so they are not satisfied with the consumption of cloth, food, accommodation and transportation, but pay more attention to spiritual enjoyment [1]. Experience economy is a new economic form adaptive to this tendency, and in the era of experience economy, consumers pursue not only sensual experience, but also emotional experience that the goods may bring to them. Tourism industry is one of the industries that produce service products and have also participatory contents, it has to innovate its management and products, and explore a new tourism product development model against the background of sustainable tourism development in the era of experience economy [2]. Agricultural tourism products face heavy competition by virtue of being replaced, thus they require greater development efforts in the section of “experience”, so as to satisfy modern visitors’ experience needs, and adapt to market needs.

2. TOURISM CONSUMPTION CHARACTERISTICS FROM THE PERSPECTIVE OF EXPERIENCE ECONOMY

2.1. In Terms of Need Structure, Proportion of Emotional Products Increases

Visitors pay attention to quality of product components, and more to products and external emotional needs, because they focus more on the degree of correlation between tourism products and their activities, and favor the emotional products that can meet their psychological needs or improve their self-worth. In the original tourism need structure, visitors pay more attention to quality of scenic spots and areas, and quality of reception services. In the era of experience economy, visitors pay more attention to emotional products.

2.2. In Terms of Consumption Level, Cultural

Products Increase

As cultural products and cultural industry grow popular in daily life, consumption of cultural products increases constantly, and visitors’ needs for cultural experience also increase fast. Because of the improvement of visitors’ cultural quality, both traditional cultures and alien cultures will influence consumers’ tourism consumption concepts and emotions, they are willing to consume such cultural products, and take the initiative to contact products and services related to their preferences. In traditional tourism, more sightseeing tourism products are consumed, but visitors in the era of experience economy show more enthusiasm for cultural products.

2.3. In Terms of Consumption Contents, More Individualized Products Are Made

As visitors get more consumption experience, they have more specific requirements on quality of tourism products, and become unsatisfied with mass sightseeing tourism product, but pay more attention to products that can show their individuality and to their own experience. According to the tourism survey data in recent years, visitors show more interests in folk custom resources than in natural scenery and cultural relics, so they are eager for experiencing exotic atmosphere [3]. Therefore, original group travel has been gradually expanded into various forms, such as characteristic tourism, independent tour and so on, they are all individualized and subjective tourism products.

2.4. In Terms of Value Objective, More Experience Products Are Designed

Modern visitors pay attention to not only what kind of products they will get, but also the means of getting the products, i.e., they attach more importance to process instead of result [4]. For example, visitors pay more to enjoy fishing in the farm, but not the cooked fish at home or in restaurant. Participatory tourism projects become increasingly welcome, sightseeing tourism products change to experience tourism products. For example, survival training, bungee jumping, and outward bound are all favored by visitors.

3. CHARACTERISTICS OF AGRICULTURAL TOURISM PRODUCTS FROM THE PERSPECTIVE OF EXPERIENCE ECONOMY

3.1. Short Cycle, Capable of Meeting More Diversified Needs

Agricultural tourism has a shorter cycle, and most products are produced in a particular season. Tourism

products with shorter cycle can change the product contents fast within a short period, and meet visitors' needs effectively. For example, suburban agricultural scenic areas can host tour activities such as flower appreciation and spring outing, and harvest activities in autumn. In addition, they can plant crops or breed livestock or poultry according to the market needs. Compared with sightseeing tourism products, agricultural tourism products from the perspective of experience perspective increase the re-visit rate greatly for the changeful product contents, which is also a significant target of tourism industry.

Different products are made by considering experience needs of visitors, so there are new products every year and even every season to attract visitors' eyes and increase the locals' income.

3.2. Superior Operability, Strong Participation

Compared with mass sightseeing tourism products, design of agricultural tourism products shows strong participation, meets the consumers' enthusiasm for experiencing. For example, visitors can pick their favorite products, or cook in their own styles. They are not satisfied with pure sightseeing experience any more, but are eager for full contact with tourism attractions [5]. Other projects such as grass skating and tasting local delicacy provide visitors a platform for participating in characteristic activities through simple operation, experiencing lifestyles and working of the locals, and relaxing themselves in this process. Strong participation is the most outstanding character that distinguish agricultural tourism products from mass sightseeing tourism products, and contributes to the realization of visitors' experience psychology. Some visitors are willing to have a close contact with agricultural scenic areas and the local people, experience characteristics and cultures of the scenic areas, and help tourism enterprises to design agricultural tourism products that meet expectations of most visitors.

3.3. Strong Consciousness of Offering Natural and Environment-Friendly Products

With the popularization of such concepts as "green economy", "green marketing", "environment protection", and "sustainable development", most visitors have an appropriate attitude towards tourism environment, which is extremely important for agricultural tourism products. Because all natural resources among the sightseeing tourism products have a long history, it is enough for visitors to follow the visitor behavior rules. But for agricultural tourism products, they are resources vulnerable to visitors' efforts. First, all tourism products meet visitors' needs, otherwise, the products will not be marketable. Second, visitors are invited to participate in cultivation, breeding and picking, so visitors must have the awareness of protecting environment, and act accordingly.

Most visitors have environment protection consciousness, and behave properly in experience, but

have not idea of better means of environment protection, thus it is necessary to guide the environment protection behaviors in the participation, which will enhance cultural experience of the products, facilitate environment protection and sustainable development of the scenic spots, and improve visitors' environment protection awareness and experience.

3.4. Strong Subjectivity, Outstanding Product Individuality

Experience economy requires strong subjectivity and outstanding individuality. Among all mass tourism products, it is hard to realize individuality in both group and individual trips, and only possible to show individuality in transportation mode, accommodation and dining services. However, agricultural tourism products show strong subjectivity and outstanding product individuality.

Some suburban agricultural tourism areas provide such tourism products. Land owners in the suburbs divide land into plots of different sizes, and visitors can "adopt" their own pieces according to actual needs, and cultivate whatever they want in their plots, and can also "adopt" their own poultry, pay the owners for cultivating or feeding. Visitors are free in participating in the cultivation and breeding, and dispose the products as they like. Such an individualized land operation is a typical individualized agricultural tourism product, and it fully shows the subjectivity of agricultural tourism products.

In conclusion, agricultural tourism products have great marketing potentials in the era of experience economy, because they have the outstanding advantage of "changeful resources", and the capacity of meeting various experience needs of different consumers. In the development of agricultural tourism products, needs of experience economy on product should be satisfied, individualized and cultural experience highlighted, product varieties increased, and visitors' needs better met.

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Research on the Negotiate Democracy Practice from Politics Vision in the Internet Age

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Abstract: In recent years, the process of democratization, which is represented by “big data” and “crowds” in the field of technology, is becoming an important force in the process of democratization and is represented by consultation and democracy. Then how to integrate these two forces into a force to promote the modernization of socialist governance is a major issue that has not yet been extensively discussed by academics. Based on the current situation of China, this paper explores the practice mode of network democracy and consultation democracy in the technical space of political science theory from the perspective of Internet age.

Keywords: Internet; political science; negotiation democracy; practice

1. INTRODUCTION

As a new form of political participation, Internet technology on China's political development may also have the potential negative impact cannot be ignored. Network political participation for the relationship between the government and the people, in essence, is an input and output interaction. On the one hand, the people use the Internet to express their own interests to the government demands, and look forward to the government's response; the other hand, the government also to the public output policies, decrees and requirements, to ensure that the public interest can be achieved. When the positive relationship between the two is positive, the political participation of the people is positive and effective. On the other hand, when the negative relationship between the two is negative, it may lead to the disorder of political participation. The core value of the theory of deliberative democracy is to recognize the diversity of interests and guide the consultants to discuss and discuss the major issues of economic and social development and the practical problems involving the vital interests of the masses in an equal and relaxed atmosphere, and deepen their understanding in dialogue and consultation. To eliminate misunderstanding, enhance understanding, cohesion and consensus, so as to achieve the interests of all parties to resolve the interests of social interests of the conflict [1].

How to strengthen the system construction of Chinese society and realize the standardization and scientificization of social governance will be the

current and important political development of the party and the state for a long period of time in the future. In the process of comprehensively promoting the historical and realistic logic of the governance system and the modernization of governance capability, Tasks and objectives, and thus strengthen the practice of modern political governance technology, including the practice of democratic practice has become the current political theory of the top priority. In the course of the development of China's current deliberative democracy, the research and decision-makers' practice in the theoretical circles often lead to serious dislocation: on the one hand, although the vague theory and concept are endless, but in the face of practical governance challenges and solve specific governance problems , On the other hand, although field research-based case studies are constantly enriched, these case studies have limited significance in developing a deliberative democratic practice program that is of universal significance [2].

2. THE RELATIONSHIP OF NETWORK DEMOCRACY AND NEGOTIATE DEMOCRACY

2.1. The Effect of Deliberative Democracy on Network Democracy

First, the process of deliberative democracy will train the participants' rational listening, the ability to rationally analyze and the ability to criticize, which is essential to cultivating the rational spirit of the participants. Secondly, the responsibility of citizens in the process of deliberative democracy will spontaneously guide citizens to pay attention to the public issues in society, and think more about them in a collective rather than individual perspective. Finally, the spirit of inclusion in the atmosphere of consultation, openness, and equal dialogue will be effective if it is used to improve the polarization of groups in the network. Consultation Democracy stresses the use of open dialogue, communication and consultation to make mutual understanding among heterogeneous groups, which makes the groups of interest groups more inclusive and more able to communicate with other groups.

2.2. The Effect of Network Democracy on Deliberative Democracy

First , the cost of online democracy in the cost of participation can effectively overcome the high cost of negotiating democracy, the network space within the organization of the marginal cost of negotiations is

almost zero, easy to popularize the promotion. Secondly, the equality of the participants in the network democracy in the information acquisition can effectively resolve the factual inequality in the process of consultation and democracy. Finally, the broad scope of participation in the network democracy can completely solve the dilemma of negotiating the size of democracy. In theory, as long as the organization is well organized, the participatory subject of the network negotiation platform can be infinitely many citizens, as long as there is rational and public welfare Orientation, can be published through the network anytime, anywhere on the issue of specific public issues, thus affecting the development of public policy [3].

3. THE CONCEPT OF INTERNET POLITICS AND CONSULTATION DEMOCRACY

Based on the discussion of the practice of democratic practice in China, this article is more inclined to define the negotiation of democracy from the perspective of realism, that is, the definition of consultation democracy under the background of the socialist system. Therefore, this paper adopts Liu Xuejun's discussion on socialist consultation The definition of democracy: the negotiation of democracy under the Chinese political system is "all aspects of the Chinese people, through the state organs, the CPPCC organizations, party groups and other channels, on economic and social development of major issues And the general issues related to the vital interests of the masses, the rules and procedures for equality and extensive consultation.

This paper argues that the network technology itself is not an intrinsic part of the concept of democracy. To some extent, the network is only the catalyst and fuel for the development of democracy. It is because the technological innovation caused by the development of the Internet has led to social change. Democratic political system had a significant impact, network democracy was able to appear. As a descriptive concept, in the broad sense, the main body of the network democracy can be individual, group, society, can also be government departments, and even transnational political community, because this article focuses on how to integrate the network into the consultation of democratic system In order to realize the organic combination of consultation democracy and network democracy. Therefore, this article tends to express the network democracy as a citizen with the Internet as the communication medium, relying on the network information technology to realize the political communication, express the interest demands and Political power in the process of interaction, in this process, the citizens to the formation of public opinion, to achieve social consensus, etc. on the political system and government decision-making impact.

4. THE POSSIBILITY OF NETWORK CONSULTATION DEMOCRACY

4.1. Value Concept

In general, the network of the use of the network technology adhering to the "open, involved and free communication" design concept, to decentralized, decentralized, flat organizational structure. There is no center in the network, only the node, which is unique to the new network era, but also its charm. The pursuit of equality between multiple subjects is the core value of the new technology through the network; attention to the full interaction between the network of the main body, it is the main features of new technologies and forms of expression. Habermas, one of the key advocates of Western deliberative democracy, tries to rebuild the communicative rationality by turning rationality from subject-centered to inter-subjectivity, that is, not only based on the subject, but rather Based on the relationship between the subject and the subject, through the equal dialogue and consultation between the subjects to achieve mutual understanding on the basis of consensus. As an important revision and supplement to the traditional representative democracy, the deliberative democracy has emphasized the equal value in the consultation process from beginning to end, paying attention to the equal status of the participants in the process of dialogue and consultation among the subjects. Therefore, in terms of values, the new technology and the negotiation of democracy under the network democracy are highly consistent with the two important values of equality and interactivity [4].

4.2. Operating Mechanism

In the social field, the core issue of the new trend of network democracy, represented by large data, is the multi-center of power and the demands of the subject diversification, the structure network, the process of interaction and the coordination of the way. This requires the social governance structure in the multi-center, responsiveness, synergy and many other aspects of the corresponding adjustments. Internet technology naturally requires social organizations to have good "resilience" and "openness" to make it sufficient to accommodate multiple identities across identity, age, and spatial geography to "express their demands" and actively participate in social governance. At the same time, by stimulating the collective wisdom of the group, let the public opinion and public opinion flow into the public decision-making agenda setting system and institutionalize it, return to the "political democracy" intention to enhance the decision-making democracy. It can be seen that the development of existing network technology urgently requires the revision and substitution of the existing government's governance model, calling for a new public governance model through the establishment of cooperation, consultation, partnership and common goals. And advocate democracy is actively advocating is a people equality, all good for the concept of shared governance, the focus is also a set of "rule of law, good

governance, governance,” three in one of the modern governance model. Therefore, the negotiation of democracy and the new technology of the network has the common goal of pursuing the new governance mode, and thus have the natural mutual benefit in realizing the common target operation mechanism: on the one hand, the new technology provides an effective platform for the advancement and development of the consultation democracy Support; on the other hand, the practice of deliberative democracy for the further application of new technologies, development provides a broad field of research and a wealth of practical topics. In this context, if the application of democracy and the new network technology to the government governance, the two promote each other, the common role, will accelerate the innovation of government governance, and then produce “multiplier” effect.

4.3. Core Elements

In the information society, the core elements of the Internet are undoubtedly the information. Compared with the traditional times, an important feature of the new network era is that the power structure with the core of information will gradually expand into the traditional power structure with the characteristics of material, status and money as the core. Old, top-down traditional information dissemination order, under the impact of new technology will gradually collapse, social, economic and political power balance will be rewritten. Information and communication on the symmetry of information is a necessary condition for the realization of deliberative democracy. Consultative democracy can be regarded as a series of interpersonal processes and results to a certain extent. It needs to be communicated through extensive interpersonal communication.

5. THE PRACTICAL STRATEGY OF NETWORK NEGOTIATION DEMOCRACY

As a new practice, the network is the ideal state of democracy. However, in China, such a huge volume, the internal differences are obvious, all aspects of the complex relationship between countries, any new practice in the form of promotion must be gradual, through local development, improve the theoretical framework, the accumulation of practical experience, and then promote the overall development. Therefore, the new model in the development of path selection, faced with strategic choice: the first to the CPPCC as the main practice, and then in accordance with the provincial and county levels of administrative level from top to bottom level, or to the local CPPCC as the main body , In the grass-roots practice on the basis of bottom-up upgrade. This paper argues that the latter strategy is more desirable, that is, the new model in the practice of the beginning of the promotion, should be the local CPPCC, especially the grass-roots CPPCC as the main force, the focus down, focusing on the grassroots level.

From the reality, with the rapid development of China's social economy, the transformation of government functions, China's social and economic structure, employment patterns, the pattern of interests and distribution of diversification, social management has become more refined, a large number of social public affairs and social management functions Began to sink to the grassroots, followed by many historical, social contradictions and various conflicts of interest began to move down, grassroots is increasingly becoming the intersection of various interests, a variety of social contradictions, social construction Focus point and the support of the ruling point. Therefore, the grass-roots level as a network of democratic practice of the big stage, on the one hand is conducive to assist the grass-roots government to deal with the development of the crisis, problems, improve grass-roots governance capacity, on the other hand, the grassroots face many problems, but also for the new model Carried out to provide a wealth of practical topics, help to help the new model accumulated operational experience, timely self-improvement. From a technical point of view, the grassroots geographical scope is small, the members of the higher homogeneity, specific policy and social issues are more focused, so the data size is relatively small, is conducive to the accurate monitoring of public opinion, but also to avoid a larger scale Data analysis of hardware devices on the high demand [5].

6. CONCLUSION

It is undoubtedly of great practical significance to think about the practice of democratic democracy in the perspective of Internet politics. On the one hand, with the “Internet +” and other national strategies to promote the Internet will undoubtedly get a new round of development in the Divine Land, Internet democracy will also be a new growth space, how the virtual world of network democracy and The negotiation of democracy as an important part of the socialist democratic political system should conform to the development of the times. On the other hand, the negotiation of democracy as an important part of the socialist democratic political system should be followed by the development of the times. The political and political system of the real world is a major practical problem that needs to be solved urgently. Make adjustments. Chinese people have always been “good at the material” tradition. The new technology change in the field of technology as a leveraging of the political system of the democratic system of change lever to the network technology “with” the development of socialism and democracy “body”, by the tangible model of democratic new model “through” The democratic value of the “Tao”, can be out of a completely different from the Western characteristics of China's democratic development of new roads.

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Foreign Exchange Risk and Prevention in International Economic Trade

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Abstract: As China's foreign trade enterprises continue to align with the world market, the foreign exchange risks existing in international economic trade are also increasing, which impacts the development of foreign trade enterprises and inhibits the further development of China's foreign trade enterprises. Nowadays, how to effectively deal with foreign exchange risks has become the most concerned topic of foreign trade enterprises. This paper mainly explores how foreign trade enterprises prevent foreign exchange risks under international economic trade and analyze their preventive measures.

Keywords: foreign exchange risk; international economy; prevention

1. INTRODUCTION

With the deepening economic reforms, Chinese enterprises are also deepening their ties with other countries' markets. Under such a background, while bringing opportunities for development to Chinese enterprises, they are also facing certain challenges. Foreign exchange risk is one of the challenges. At present, there are many foreign exchange risks in China's market, including conversion risks, non-transaction risks and economic risks. The development of these risks hinders the further development of enterprises and affects the overall development of China's economy.

2. REASONS FOR FOREIGN EXCHANGE RISK

2.1. The risk of Redemption

In the world economic and trade market, the currency and settlement methods adopted by various countries are different, so their trading methods are also different. Therefore, in order to speed up the economic development process of various countries, most enterprises adopt the way of local currency accounting and foreign exchange settlement, which is also one of the fundamental reasons for the emergence of foreign exchange risk. If every enterprise can use its own currency for accounting and trading, it can effectively avoid the occurrence of foreign exchange risk. Of course, such a situation is very difficult to achieve, so foreign exchange risk has become one of the risks that foreign trade enterprises must face.

2.2. Risks Arising from Exchange Rate Fluctuations

In the process of development of international economy and trade, the exchange rate of foreign exchange is constantly changing and floating, so it is very easy to cause foreign exchange risk. If the foreign exchange rate remains unchanged in the course of

business operation, the enterprise can effectively avoid the exchange rate risk according to its own actual situation. Of course, in China's actual economic structure, such a situation is unlikely to occur, and the foreign exchange rate will continue to change.

2.3. Diversified Settlement Methods

Under the background of different economic conditions in different countries, the settlement methods are also quite different. Current settlement methods include remittance, letter of credit and credit sale. However, in the process of operation, these settlement methods often take a long time, so the exchange rate changes are inevitable, which also brings unavoidable foreign exchange risk to the enterprise.

2.4. Lack of Certain Adaptability

In the process of development of Chinese enterprises, the corresponding professional talents are relatively scarce, which leads to the poor resilience and anti-risk ability of enterprises, so it is impossible to predict foreign exchange risks in time.

And after the foreign exchange risk occurs, the company can not specify a perfect program to deal with risks because of the scarcity of professional talents, which makes the company's difficulty in dealing with foreign exchange risks, and ultimately fails to do the business.

2.5. Incompleteness of China's Foreign Exchange Market

To a certain extent, China's foreign exchange market development is incomplete, and it cannot constitute a financial market with full meaning. It is only a subsidiary product of China's foreign exchange system, and it serves only the function of exchange currency in the foreign exchange system. Compared with the mature foreign exchange market abroad, there is a big gap [1]. In addition, the development of China's foreign exchange market is far less than that of other countries. Under the background of relatively backward development of the foreign exchange market, there are large restrictions on the prevention of foreign exchange risk in Chinese enterprises, which cannot help enterprises effectively avoid foreign exchange risks.

2.6. Non-Perfect Foreign Exchange Financial Mechanism

Compared with developed countries, China's financial market system is not perfect enough, which makes China's financial services appear backward. And most financial institutions are not perfect for foreign

exchange risk prevention and resolution measures. All of these have led to the failure of enterprises to respond to foreign exchange risks in a timely manner, which directly affects the further development of China's foreign trade enterprises.

3. MEASURES TO PREVENT FOREIGN EXCHANGE RISKS

3.1. Establishing Awareness of Prevention

Awareness of prevention plays an important role in the process of preventing foreign exchange risks, so it is very important for enterprises to establish awareness of prevention. Firstly, enterprises should strengthen their own cultural construction to help employees enhance their awareness of prevention to improve their values. Secondly, enterprises should build corresponding responsibility system, so that employees can cultivate their awareness of risk prevention under the traction of the system. Finally, the enterprise exercises the relevant departments, including their ability to respond to changes and speed of response, to make emergency measures in time when risks arise to effectively reduce the losses of the enterprise.

3.2. Establishing Foreign Exchange Risk Management Mechanism

It is crucial for China's foreign trade enterprises to effectively avoid foreign exchange risks and establish a foreign exchange risk management system. From the perspective of enterprise development, if an enterprise wants to enhance its economic strength in international economic trade, the most important thing is to start from within the company. Scientific and effective management mechanism can ensure the development of the enterprise to a certain extent. First of all, enterprises can learn from the successful cases of other advanced enterprises and link their excellent places with the actual situation of enterprises to establish a sound management mechanism [2]. Besides, when facing the foreign exchange risk, enterprises should carefully analyze each link, and find out the causes of foreign exchange risk, and then formulate corresponding solutions.

3.3. Strengthening Foreign Exchange Risk Management

Internal management is the main role of enterprises in preventing foreign exchange risks. Enterprises are required to strengthen internal management in the process of preventing foreign exchange risks to effectively prevent foreign exchange risks, such as, increasing the scale of foreign currency loans, properly adjusting the balance sheet of money, and correctly selecting the settlement currency. These measures can provide a certain guarantee for enterprises when facing foreign exchange risks to reduce their operational risks and foreign exchange risks.

3.4. Cultivating Outstanding Risk Management Talents

At present, the problem faced by China's foreign trade enterprises is the lack of professional risk management

talents. Therefore, enterprises need to carry out corresponding training for employees to ensure the long-term development of enterprises, such as the establishment of foreign exchange risk resistance training, recruitment of foreign exchange risk awareness of strong staff, and regular staff forecasting mechanism. Only by continuously strengthening the risk management talents of enterprises can we ensure that enterprises can effectively avoid foreign exchange risks in the process of development.

3.5. Adopting Appropriate Settlement and Financing Methods

In international economic trade, the settlement methods of each country are different, and such differences lead to the occurrence of foreign exchange risks. Therefore, when companies use different settlement methods to conduct transactions, they should consider their own circumstances and adopt the most scientific and effective settlement methods to effectively avoid the impact of foreign exchange risk on enterprises. For example, in the course of the transaction, the company can track the receipt and payment of the currency and the exchange rate changes to ensure that the currency is traded before the change occurs, effectively minimizing the impact of foreign exchange risk on the enterprise. In addition, when selecting a financing method, if there is a problem in the financing process, it should be resolved by using the export bill of exchange under the letter of credit. In summary, from the perspective of enterprises, whether it is settlement or financing, they should adopt correct and effective ways to avoid foreign exchange risks.

4. CONCLUSION

With the acceleration of the process of world economic integration, the exchanges between countries are getting closer and closer, and in the process of exchanges, foreign exchange is an indispensable form of education. Therefore, enterprises should make internal regulation to effectively avoid foreign exchange risk, such as formulating appropriate management mechanism, strengthening enterprise management, and learning from advanced enterprises, to effectively enhance their risk-resistant ability and truly realize their sustainable development.

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Exploration on Industrial Upgrading and Training of Innovative and Entrepreneurship-Oriented Technical Talents

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Abstract: Under the background of industrial upgrading, the requirements for talent training are more and more stringent. By analyzing the specific content of industrial upgrading, it can be concluded that the upgrading of service industry requires more innovative and entrepreneurship-oriented technical talents. Therefore, higher vocational colleges need to create targeted training mode of innovative and entrepreneurship-oriented technical talents, which can start with the classroom system, quality evaluation, and entrepreneurship services. This paper mainly discusses the training mode of innovative and entrepreneurship-oriented technical talents under the background of industrial upgrading.

Keywords: innovative and entrepreneurship technical talents; industrial upgrading; training

1. INTRODUCTION

In recent years, industrial upgrading has been an in-depth change in China's economic and social field. The man-made factors have led to changes in the way the economy develops and the industrial upgrading. At present, what the issues that the field of higher education needs to deeply consider is that the qualities the talents need under the background of industrial upgrading and how to cultivate them.

2. ESSENCE OF INNOVATIVE AND ENTREPRENEURSHIP-ORIENTED TECHNICAL TALENTS

Those who possess the characteristics of entrepreneurial quality and innovative ability can be called innovative and entrepreneurship-oriented technical talents. And entrepreneurship-oriented talents can be divided into two parts. One is entrepreneurial talents who create and develop the career through their own efforts to transform the knowledge and technology into social productivity. The other is entrepreneurship-oriented talents from various industries who have entrepreneurial skills and innovative spirit in their own position in the enterprise and can complete their own work. If there is a suitable opportunity, entrepreneurship-oriented talents can easily be transformed into entrepreneurial talents. Therefore, it can be known that what makes entrepreneurship-oriented technical talents be talented. They possess the qualities of having a professional technology and knowledge, which can be skilled and

exquisite in operation. They can solve key technical and technological problems in the work. In addition, they are compound talents with the characteristics of innovative spirit and entrepreneurship consciousness and ability, so that they can timely discovery the entrepreneurial opportunities in life and have the courage to try to start a business.

3. URGENCY OF INNOVATIVE AND ENTREPRENEURSHIP-ORIENTED TECHNICAL TALENTS

If someone wants to know the specific content of industrial upgrading, he/she needs to know enough about the industry. The needs of People's lives determine the emergence, survival and development of industry. Only when there is demand in the social supply chain, the industry will not die out. The gradual escalation of demand leads to the need for existing industries to upgrade to meet the demands. On the contrary, industry will affect the degree of satisfaction of the demand to a certain extent, which largely depends on the supply capacity and level within the industry [1]. The technology and technological innovation capabilities of the industry also affect the supply capability and level within the industry. Therefore, the social needs, together with industrial technological innovation, determine the space for the emergence and development of the industry. Social needs provide a clear direction for the development of the industry, while the speed and capacity of industrial development depend on technology and technological innovation.

The first factor of industrial upgrading is to need the help of technological innovation to make the industry's added value be effectively improved. The second element is to build social demand and consumer market. Talents who can make technological innovation, create and satisfy their needs can ensure the promotion of industrial upgrading. Entrepreneurship-oriented technical talents refer to those who can achieve technological innovation and create social needs. Most graduate students in higher vocational colleges in China are developing towards service industry. According to the latest development situation and new requirements of industrial upgrading, higher vocational colleges should carry out innovative entrepreneurship education, so that students' innovative and

entrepreneurial potentials can be fully tapped and displayed, and some students can become innovative and entrepreneurship-oriented technical talents to meet the needs of development and realize the serve for industry upgrading.

4. TO CREATE AND EXPERIMENT WITH INNOVATIVE AND ENTREPRENEURSHIP-ORIENTED TECHNICAL TALENTS

Suitable talents training mode should be created before cultivating talents. Usually, the talent training mode mainly includes various elements such as the training objectives, training concepts, training mode, and training content [2]. When carrying out entrepreneurship education in higher vocational colleges, it is necessary to change the traditional educational ideas and concepts, scientifically adjust the concepts of running schools and training modes, construct the concepts of entrepreneurship education in line with development and a comprehensive view of talents, and innovate employment-oriented training methods. Schools need to make reasonable adjustments to teaching methods and means to make sure that students' entrepreneurship practice is implemented.

4.1. To Establish Specialized Institutions of Entrepreneurship Training Institute to Ensure the Smooth Progress of Entrepreneurship Education

Employment training institute should be built in the region and entrepreneurship and re-employment training should be carried out [3]. Entrepreneurship Training Institute cooperates with a number of enterprises to set up counterparts according to the needs of enterprises. Entrepreneurship education based on students can integrate the resources of entrepreneurial education inside and outside the school. The entrepreneurship training institute has a variety of talented teachers. In the Institute, the working principle is set as "unified leadership, division of labor and responsibility, unity and cooperation, distinctive features" to create a reasonable and effective organizational and management system to ensure the smooth development of entrepreneurship-oriented technical talent training.

4.2. To Create Talents Training Objectives to Ensure the Direction of Scientific Talent Training

The basis for creating talents training mode is to clarify the goal of talent training. The goal of entrepreneurship training institute is to cultivate technical and skilled talents who are compatible with local economic and social development, capable of good management, work hard, good quality, and entrepreneurial ability and innovation spirit. The goal of talent cultivation is not limited to the study of knowledge and skills. It is also necessary to cultivate students' sense of social responsibility, and to help students establish entrepreneurial awareness and innovation spirit to effectively improve students'

entrepreneurial ability. And each specialty needs to further refine the orientation of talent training objectives according to the needs of local talent market.

4.3. To Set up a Curriculum System That Matches the Training of Talents and Transform the Contents of Talent Cultivation

The display and implementation of talent training goals need to rely on the curriculum system. Therefore, the first thing we need to do is to transform the curriculum system to train students to be innovative and entrepreneurship-oriented technical talents. The object of innovation and entrepreneurship education is all students, so that students can participate in the entire process of talent development. Under the premise of professional education, we should focus on the change of curriculum system, so that the quality of personnel training will be continuously improved. College education should be combined with the actual needs of regional industrial development. And the main content is set to cultivate the abilities, knowledge and qualities needed for entrepreneurship [4]. Higher vocational colleges constantly develop and improve professional education combined with the curriculum system of entrepreneurship education according to the insufficiency of entrepreneurial relevant skills and knowledge in accordance with their own professional curriculum system.

4.4. To Carry out Innovation and Entrepreneurship Practice to Enhance Students' Ability to Innovate and Start a Business

The key link in the cultivation of innovative and entrepreneurship-oriented technical talent is the practical teaching [5]. The Institute has conducted the practice bases of innovation and entrepreneurship education, such as on-campus production and operation sites and on-campus training bases. Each semester regularly organizes students to go to the off-campus training bases to conduct internships and integrate them into the production and operation activities of the training bases. After doing that, students have a certain grasp of the production and operation management procedures and product performance, which can lay a solid foundation for students to design entrepreneurial plans and conduct entrepreneurial practice. In addition, the college can also allow students to conduct surveys on some small enterprises, cooperating with the college [6], to carry out the most basic marketing internships, and to know the market demand, so that students' enthusiasm for entrepreneurship can be obviously stimulated, and then they are full of enthusiasm into the process of entrepreneurship.

4.5. To Create an Innovative and Entrepreneurial Atmosphere to Inspire Entrepreneurship

In the construction of campus culture, the college focuses on the design and layout of the entrepreneurial environment. For example, collecting

some famous phrases to inspire entrepreneurship and success, and posting the pictures of successful entrepreneurs and achievements on the cultural wall to present good results in entrepreneurship education. Team activities, work-study and various competitions are carried out to increase the opportunities of entrepreneurship education in colleges [7]. At the same time, essay contests, social survey activities, speech debates and other competitions can be conducted to let students know more about entrepreneurial knowledge and fully stimulate students' interest in entrepreneurship.

The college invites successful entrepreneurs to tell the stories of their entrepreneurial process, and invites entrepreneurs to talk about the factors that are necessary for successful entrepreneurship, so that students can communicate with successful entrepreneurs in close proximity, and add courage to start their own businesses.

4.6. To Conduct Quality Monitoring and Tracking Services to Evaluate the Performance of Entrepreneurship Education

The evaluation elements should be improved in college entrepreneurship education and a scientific teaching quality monitoring system should be built for entrepreneurship education. Based on the cultivation of entrepreneurial skilled talents, it is necessary to improve the evaluation system of college students. In the school's teaching evaluation criteria, entrepreneurship education content assessment is added, and its proportion in the evaluation criteria system has gradually been increased. The tracking system of students' entrepreneurship information should be set up to collect the feedback information of students' entrepreneurship [8]. And the college constantly improves the teaching of entrepreneurship education according to the feedback.

5. CONCLUSION

The upgrading of industry requires more innovative and entrepreneurship-oriented technical talents. Therefore, in the teaching of higher vocational

colleges, the cultivation of innovative and entrepreneurship-oriented technical talents can be enhanced, and the teaching of entrepreneurship education can be continuously improved, to provide more excellent innovative and entrepreneurship-oriented technical talents for the society.

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Reflective Teaching and Learning Model in Higher Education and Its Enlightenment —Taking University of Sunderland (UK) as an Example

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Abstract: Reflection shows the constant pursuit of human practice and rationality. With the help of action research, college teachers and students constantly rethink their teaching and learning practice, actively explore and solve various problems in study, and unify the “learning to teach” and “learning to learn” to improve the rationality of teaching and learning. Becoming reflective helps students to carry out their studies more successfully; Simultaneously, the reflective teaching model is considered as effective way in promoting the teaching skill.

Keywords: reflection; reflective teaching model; effective way

1. INTRODUCTION

As AC Grayling, Professor of Philosophy in University of London, says “The best thing any education can bequeath is the habit of reflection and questioning.” (AC Grayling, The Guardian: 22/07/00) We reflect quite normally in our life. Reflecting on our own daily or professional practice, thinking about things that have happened, why they happened, whether we handled them well.

This may involve: Scrutinizing an experience and the way you dealt with it; Evaluating a project or experiment and considering how to do it better next time; Reflecting on things you have read and linking theory with reality.

2. THE THEORETICAL BASIS OF THE REFLECTIVE TEACHING MODEL AND ITS CONNOTATION

2.1. Concept of Reflection

Reflection was originally a philosophical category. Regarding the definition of reflection, western philosophers give different views: Locke refers to the spiritual activity of leaving the feeling to form internal experience; Kant puts forward the problem of correctly stipulating the concept of reflection, and believes that reflection constitutes the subjective condition of the cognitive ability in the representation or concept. Spencer Rosa believes that reflection is a relatively advanced way of understanding truth; Atkins and Murphy thinks reflection is concerned with consciously looking at and thinking about our experiences, actions, feelings and responses and then

interpreting or analyzing them in order to learn from them [1]. The well-known educator Dewey defines the reflection in learning as follows: Based on the basis of supporting evidence and the further conclusions it tends to achieve, relentless and careful consideration on any beliefs and assumed forms of knowledge constitutes reflection. This classic definition was later discussed and cited by many scholars as one of the most important theories of reflective research.

According to Dewey’s definition, the following conclusions can be drawn. Reflection is a positive and lasting behavioral activity. Reflection is a critical thinking, and reflection is a behavioral activity based on facts and rationality. Therefore, in theory, reflection has a positive effect on learning.

2.2. David Kolb’s Learning Styles Model and Experiential Learning Theory (ELT)

David Kolb published his learning styles model in 1984. The model gave rise to related terms such as Kolb’s experiential learning theory (ELT), and Kolb’s learning styles inventory (LSI).

Kolb’s learning theory sets out four distinct learning styles (or preferences), which are based on a four-stage learning cycle. (Which might also be interpreted as a ‘training cycle’). In this respect, Kolb’s model is elegant, since it presents both the way to understand individual people’s different learning styles and also an explanation of a cycle of experiential learning that applies to us all [2].

Kolb’s model works on a four-stage cycle: Kolb includes this ‘cycle of learning’ as a central principle his experiential learning theory, typically expressed as four-stage cycle of learning:

- (1) Concrete Experience - (CE)
- (2) Reflective Observation - (RO)
- (3) Abstract Conceptualization - (AC)
- (4) Active Experimentation - (AE)

Kolb says that ideally this process represents a learning cycle or spiral where the learner “touches all the bases”, ie, a cycle of experiencing, reflecting, thinking, and acting. Kolb thinks immediate or concrete experiences lead to observations and reflections. These reflections are then assimilated (absorbed and translated) into abstract concepts with

implications for action, which the person can actively test and experiment with, which in turn enable the creation of new experiences [3].

Kolb explains that different people naturally like a different way of learning. Various factors influence a person's preferred style.

3. CONNOTATION OF REFLECTIVE TEACHING AND LEARNING

Reflection is a purposeful activity in which you analyze experiences, or your own practice/skills/responses, in order to learn and improve.

As for reflective teaching, it refers to the in-depth observation and reflection of teachers through teaching practice. Reflective teaching emphasizes teachers' active observation, thinking and analysis of teaching behaviors, and actively explores students' learning behaviors.

Reflective learning, a kind of method in learning, can be defined as that students dig something meaningful Table 1. The module content

Module 1	Module 2	Module 3
Introduction to Academic Skills Development	How to be creative in your learning?	Presentation Skills
How to learn effectively	Critical Thinking Skills	Seminars, debates, reflectively and critically assess academic material
How to be a reflective learner	Critical writing Skills	Case Study analysis Skills
How to write reflective essays	Reflective academic writing Skills	The Graphical Presentation of data
		Statistical analysis of data
		Group Work Skills
		What is Emotional Intelligence?
		Employability Skills
		Lifelong learning

From the above Table 1t, reflective learning is involved in every phase in the whole process of learning. Compared with other skills which are required to grasp in higher education, the university put emphasis on reflective learning. Besides, reflective skill is formally assessed at the end of each term. The coursework forms 100% of final mark. Reflective essay and reflective journal account for large proportion in final total mark. (Seen from following Table 2).

Table 2.

Assessment Number	Assessment Type	Assessment Name	Overall subject weighting
1	coursework	Reflective Essay	15%
2	E-Learning	Online Portal	20%
3	coursework	Reflective Journal	65%

In addition, the University of Sunderland still require students to cover the following Pre-reading and pre-study activities. The below activities will help students to become familiar with the types of content included in the module. Actually, the activities will prepare students well for their time in study at university [4].

Task 1: Watch a short video on reflective journals:

out from the things they have experienced, such as reading a book, listening a lesson, playing a game, watching a movie and etc. In other simple words, reviewing concrete experiences and then gaining a new awareness from concrete experiences.

3.1. Implementation of the Reflective Teaching and Learning Model at University of Sunderland, UK

3.1.1. Subject guide

In University of Sunderland, before the students enter the further professional study, the school will open a course in every major, that is, "Students Skills Development".

In Subject Guide, it shows that this subject aims to develop our students' ability to organize, manage and practise a range of learning approaches to improve students' performance as self-directed learners in preparation for university, work or for further career development. Students will study this subject for 3 terms.

<https://www.youtube.com/watch?v=4mXU7Bgbx0>
Think about how you might have benefited from a reflective journal for the last academic year

Task 2: Watch the short video clip on 'Reflective Learning' by following this link: Reflective Learning and how to do it: <https://www.youtube.com/watch?v=c2Q2v09i9MU>

Then think about a time that you have engaged in reflective learning at home or at school.

3.1.2. Models of reflection

In University of Sunderland, there are frameworks that students can use to aid their reflective process. Alternatively, students may want to create their own. It needs to be a set of questions about an experience, plus a process by which students apply and learn from their reflection. Here are just two examples of models of reflection in University of Sunderland [5]:

Example 1: Reflection before, during and after a learning process.

Before an experience	During an experience	After an experience
What do you think might happen?	What's happening now, as you make rapid decisions?	What are your insights immediately after, and/or later when you have more emotional distance from the event?
What might be the challenges?	Is it working out as I expected?	In retrospect how did it go?
What do I need to know or do in order to be best prepared for these experiences?	Am I dealing with the challenges well?	What did I particularly value and why?
	Is there anything I should do, say or think to make the experience successful?	Is there anything I would do differently before or during a similar event?
	What am I learning from this?	What have I learnt?

Example 2: How did the students keep a reflective learning journal.

The students in Sunderland University are required to keep a reflective learning journal when a subject ends. Students may want to consider keeping a learning journal, as a form of informal, regular reflection. Below is an example of one way of approaching it.

Example entry in a learning journal

Event	Attended first ever seminar
What did I learn?	Discussing ideas made me realise there are many ways of reading a piece of literature. I was surprised by other people's interpretations, but the ones who convinced me were those who linked their interpretations to specific parts of the text.
What went well?	Made some contributions. They were mainly responses to other people's ideas but I was glad I took part and it made me think more deeply about the novel.
What could I have done better?	Could have been braver in forming own interpretations. Had a preconception that there was a right or wrong way to read the text. In future I want to open my mind more.
Long-term implications	* Now realise that there are many ways of reading a text - and if you can find evidence, you can convince people of your perspective * Useful for essays - putting forward a unique viewpoint is possible as long as you have persuasive reasoning.

4. CHARACTERISTICS OF REFLECTIVE TEACHING AND LEARNING MODE

Based on the whole process of implementation of the reflective teaching and learning model in University of Sunderland, reflective teaching and learning cover the following features:

4.1. Enhancing Competition in Teaching and Learning

The purpose of teachers' reflective teaching is to change the teaching concept, explore the teaching rules, and improve the teaching level. The purpose of students' reflective learning is to deepen their understanding of their own learning, enhance their interest in learning, and form a holistic view of their own development. Many educators believe that the reason why reflection has become a mainstream

teaching and learning method is that it is essentially abandoning bad, and applying reasonable and good aspects to teaching and learning practice. Therefore, reflective teaching and learning is purposeful, and inspiring the practitioners to improve the effect of teaching and learning.

4.2. Systematic Characteristics

Reflective teaching and learning is a systematic project. It goes through the periods of "propose a problem-analyze the problem-solve the problem", which is an indispensable trait of the reflective thinking process.

From the reflective teaching and learning model in the University of Sunderland, the classroom teaching and learning activities or the process of reflecting thinking formation is divided into three periods, the introduction phase, the main phase and the evaluation phase, which require the full participation of teachers. The teacher systematically interprets some reflective knowledge and reflective learning strategies, introduces common reflective strategy ideas to students, reflects learning evaluation, and requires students to complete corresponding rehearsal exercises and introspective reflections and abstract thinking reflections outside the classroom. To sum up, teachers should guide students to learn and give direction to students' learning, in addition to evaluating their own teaching activities.

4.3. Innovative Feature in Teaching

In traditional teaching model, indoctrinated teaching method is used to educate students, resulting in poor initiative. However, reflective teaching is quite different. It is based on solving teaching problems and has strong innovation. Reflection is beyond experience. Teachers try every means to do everything possible to pursue "better" in order to complete teaching tasks, which gives the subject involved in reflective teaching the opportunity to think creatively and solve problems creatively. In addition, reflective teaching is an organic combination of science and humanity, which helps teachers to complete the teaching activities creatively, and is conducive to students to think about problems creatively.

5. ENLIGHTENMENT TO HIGHER EDUCATION IN CHINA

5.1. Reflective Learning Style

Reflective learning is focused on creative and critical thinking. Compared with reflective learning, the examination-oriented education system (EOES) in China mainly aims to eliminate unqualified students through test. Students cannot gain abilities to practically utilize theory underpin from EOES. By contrast, through subjectively thinking and concluding past experiences (or knowledge that has learnt), reflective learning enables students to coin new cognition of themselves and new way of coping with problem, whilst this problem solving skills is genuinely required by organizations or societies.

Virtually, the purpose of learning itself is just to cope with difficulties in reality.

5.2. Improving Students' Reflection Actively

To improve students' awareness of this learning strategy, students have unconsciously used reflective strategies before they receive instruction from teachers, but when they realize that this is an effective learning strategy, they are more active and consciously to use this strategy, and the ability to reflect has been considerably improved. Therefore, systematically introducing reflections to students to turn unconscious reflection into conscious reflection is the teacher's primary task [6].

5.3. Promoting Teacher Self-Training

There are no qualified students without qualified teachers. In order to cultivate the reflective learning ability of students, teacher must form reflective teaching. As educators face new teaching concepts and teaching methods, they should also reflect on their own teaching activities, sum up experience in reflection, explore new teaching methods and means, and try to make students truly become learners with independent learning ability.

6. CONCLUSION

Reflective teaching and learning is very useful and significant. It promotes development of critical thinking, which makes students observe and think more broadly and comprehensively. Meanwhile, it helps students to make sense of and learn from their experiences, leading the way to the future lifelong learning.

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A Discussion on Basic Education before the Age of 12

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Abstract: We all realize that as people grow, they will have to go through three stages of life: family, school, and society. The family is generally the first environment that people come into contact with since childhood. When a child's personality and behavior are not formed, family environment plays a central role to his personality or ways of thinking. Just as Tolstoy, a literary giant said: "Happy families are similar, and unfortunate families have their own misfortunes". Psychology attachment theory also points out that the care of the individual's caregiver in the early stage will determine the individual's working mode of the brain during the interaction of the caregiver. Over time, the schematic representation of the brain will become more solid as age increases, and his behavior, preference and personality are more likely to resemble the caregiver. What is the specific effect of the systematic education received after entering kindergarten and elementary school on the child's personality and ability? Primary school teachers can learn from this article that the childhood experience of the children has certain implications for future teaching methods. All above means that this article explores the positive effects of the study of first educational environment and family on the teaching methods of primary teachers.

Keywords: Background research; Psychoanalysis; Basic education in developed countries; Enlightenment for basic education teacher; Solutions

1. REASONS AND BACKGROUND ANALYSIS

First of all, let me first analyze some examples I have studied to analyze the reasons behind the formation of personality before the age of 12: I used to have a classmate in junior high school who had a very good academic performance. The teacher often praised him for his concentration and good behavior. However, in fact, he has a weird side personality, sometimes likes to find a corner to see the window, stare at the sky outside, talk to the bird, or just study and read. He seldom communicates with others except talking about study. It seems that he is a bit introverted. The teacher didn't care much about that. At that time I was too small to understand that, and didn't care too much, either. Later, when he was in college, he picked up abusing dogs. Many people blamed him for lack of humanity. He was also fined because he damaged the facility at university when he abused dogs. This was unexpected, and many people didn't believe that such a good student would do this kind of thing. Because I

lived close to him and we were neighbors, I have analyzed why he behaved in such way through long-term contact, understanding and later recall. In fact, he just wanted to know how sensitive the dog was to the danger, so he used a lighter to burn the tail of the stray dog outside the school. After the dog was scared, it ran to the school and caused a fire, burning a part of the house and many equipment. I know the story behind him, so I think it is caused by his growing environment. He has a relatively "autistic" childhood. When he was a child, he grew up in a single-parent family. His parents divorced after he was born. His mother had to work, and the grandfather died when he was very young, so he stayed with his grandmother most of the time. Grandma had a gentle personality with few words. She was used to looking outside the window, so he could only look at the outside world by the window, too. He was very lonely, so sometimes he would see the birds and follow them. Talking to the birds, he thought they were friends. Mom always told him to learn well. He felt that he should be a good child and listen to his mother, so he studied hard. His growing environment created a different way of thinking for him. He didn't think too much about other things, but only knew that he had to study hard. After entering the elementary school after kindergarten, the teacher only saw that he had a good time to learn and did not understand his previous experience, so he did not try to change his thinking mode. It has become his "belief" that in the school, if the teacher did not guide him, he would not do it. This may be the reason why his thoughts have become increasingly immature and unable to communicate with others. In addition, when I have the opportunity, I also ask some people who are leaders. What is their growing environment when they were young? The result is that most of their family experiences before going to school can be summarized as follows: Their parents are adept in communicating and are popular among their peers, so their children love to be with others since they were a child. They know how to get along with people and who they will get along with. But most of them say that their academic performance is not good. In fact, they don't really learn and pay few efforts to it. Sometimes they are criticized by teachers for their bad academic performance. They are naughty, though, their parents still pay much attention to the cultivation of their communicative competence, so they grow up more freely [1].

2. REFLECTION ON BASIC EDUCATION IN DEVELOPED COUNTRIES

Although China is paying more and more attention to basic education and enjoys rapid education development, the whole world is also undergoing earth-shaking changes all the time in this era. Here, we must put forward some questions on their basic education and find the answer by looking up the data. What is the basic education in some developed countries? Are the methods and concepts of their basic education worthy of reference in our country? Is their basic education paying attention to or neglecting the family background before the child is 12 years old? Taking the current most developed country America as an example, as early as January 2001, President Bush signed the Education Act "No Child Left Behind". The bill requires schools to be responsible for students with poor grades and emphasizes the establishment of a responsibility system. Teachers should pay attention to giving each student specific rights and dignity, as well as knowing in a timely manner what they think about their thoughts, feelings and needs, including the family which they grow in. In addition, Australia has paid attention to the problems of individual basic education in the past decades. It requires schools to adjust the curriculum design, add the relevant educational content to the background of children's growth, and think more about the feasibility of diversifying the educational method. Take Finland as an example, Finland's ability to stay ahead of international competition is not unrelated to its high quality of basic education. In 2009, Finland enacted the Basic Education Act. In addition to requiring a broad and balanced curriculum and strengthening the education of basic knowledge and skills, it also pays special attention to the development of children's moral ethics, which also combines scientific and humanitarian values, pay attention to the formation of their personality and the reasons behind, as well as put emphasis on individual education. It can be seen from the examples of basic education in the above developed countries that they have extended the concept of basic education to very broad and deep fields, and developed this kind of education into dynamic practical activities, so that teachers can design the teaching method according to the needs of different students. However, these countries do not specifically mention that the basic education of children before the age of 12 needs should be taken seriously and this period of time is a key point in the life of the child. It can be said that the culture of each country may be different, as a result of which their focus will be different, but from its core content, it can be inferred that their attitude towards the basic education of children before and in primary school is very strict and important [2].

3. THE ENLIGHTENMENT TO THE TEACHERS OF BASIC EDUCATION IN CHINA

Now many parents in our country, especially the parents of basic education students, put all the expectations of the children on the teacher, please the teacher to the extent of exaggeration. They remember the teacher's birthday, and send all kinds of expensive gifts and red envelopes on holidays just because they think that as long as they please the teachers, they will be good to their children. In that case, their children will be able to become talented and have a bright future. In fact, this kind of idea is single-sided and narrow, though it is the real thoughts of many parents. However, the teacher can't be affected by this wrong behavior, but should tell the parents in time to correct their mistakes and let them understand parents' personality and abilities are also very crucial to their children. Out of the childhood family environment, teachers' influence can be limited. I hope that parents can offer children a good environment to grow rather than let them grow up in a less sound atmosphere. Teachers can also grasp this opportunity to understand the child's growth background, which is also very helpful to educate a relatively small child. Teachers should not only value their children's academic performance, but also observe the development of other aspects. If there are deviations and psychological problems, they can promptly correct or provide assistance before the child is 12 years old and warm their hearts, which is likely to determine their fate of life. It is a brand new way of education that teachers and parents can take so as to work together to provide sound education and growth environment before they reach the age of 12 [3].

Fourth, establish a file database of family background Nowadays, China is coming into an era of information explosion. The number of people using computer and mobile phone to tackle things is much larger than that of most countries in the world. The information equipment supported by the network provides a lot of convenience for people to handle various things. But the probability of applying it in education is less than many other countries in the world. For example, a survey of the US National Education Data Center about their teachers using information technology in 2009 showed that an average of 80% of teachers use various information devices to access student data and use relevant software to improve the quality of teaching. The average proportion of teachers in Singapore using information equipment in basic education is also as high as 70%, and its application level in teaching ranks fourth in the world. Therefore, the basic education of schools in our country can also establish a database of children's family backgrounds based on the examples of other countries, and share it with the national basic educators on the network, which will enable the relevant teachers of the school to refer to the family environment of the students [4]. In this way, teachers can understand more about the children who are invisibly in need in psychological aspect, and can

also communicate with teachers in other school to get more news and experience. You can also set up relevant psychological courses to make up for the lack of mental health of the children, and update the relevant information regularly according to the changes in the child's performance, so that you can systematically understand whether the try of this new and diversified education would have a practical effect in promoting the child's psychological health and personality development. After the students leave school, the system will automatically delete some private information, such as the name, date of birth, etc., according to their departure status to ensure their personal privacy. You can also work with relevant IT companies to design an APP phone software, so that parents can track their children's mental health in addition to learning at anytime and anywhere. It can also remind their parents frequently to pay attention to concerning the child's psychological development and practical communication skills, which will ensure that

teachers and parents work together to make practical efforts for the children's future.

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A Study of the Geographical Capital and Cultural Capital

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Abstract: Geographical capital is an important form of capital besides economic capital, social capital and cultural capital. People's survival and development is in a certain "space-time" survival and development, people can not be divorced from "time and space". The process of people's labor is actually the process of accumulation of material wealth and spiritual wealth in a certain space and time. People get capital from them, that is, geographical capital. There are three forms of geographical capital.

Keywords: Geographical capital; Cultural capital; Time and space

1. INTRODUCTION

Capital in Marx refers to the value that can bring surplus value. Pierre Bourdieu, a French sociologist, thinks that capital is the resource that produces power, and that capital cannot be confined to the economy sphere. Pierre Bourdieu believes that at a particular moment, the different types and distribution structure of capital reflect the internal structure of the society in time" [1]. And that capital depends on its playing their part of the field, and with how much is the price of expensive into, this transformation is that it the prerequisite that works in the related field, capital could show the three basic forms: (1) the economic capital, capital and can be directly converted into money, it is been institutionalised in the form of property rights; (2) cultural capital, which can be transformed into economic capital under certain conditions, which is institutionalized in the form of the education qualification; (3) social capital, which is made up of social obligations ("contact"), which can also be converted into economic capital under certain conditions, which is institutionalized in the form of some noble title. Education behavior of academic gains, depends on the family investment in advance of the fact that cultural capital, and education qualification in terms of economic and social benefits depends on social capital, and this kind of social capital is inherited, it can be used to support people to get the benefits. The acquisition of cultural capital is always marked by the initial conditions, which are more or less visible in such acquisition (for example, the articulation of a certain class or region) [1]. Bourdieu's theories, in the eyes of Chinese scholars, are not in line with China's reality. For you in China's economic capital, social capital, cultural capital has a

direct effect in the capital of geography, geographical capital is not the same as you, you enjoy the economic capital, social capital, cultural capital how much there is obvious difference. If some residents of urban villages in China, with a certain number of "capital", wait for demolition, a night to become a "billionaire", while the rest of the people, even with the same geographic capital because of the difference of "time", still live below the poverty line, cause this is the geographic differences in capital.

2. THE CONCEPT AND FORM OF GEOGRAPHICAL CAPITAL

People's survival and development is in a certain "space-time" survival and development, people can not be divorced from "time and space". The process of people's labor is actually the process of accumulation of material wealth and spiritual wealth in a certain time and space, and the key is that people obtain capital, which is called geographic capital in this study. Geographical capital is a certain "space-time", people through labor, from a surface of the earth to gain material property and spiritual wealth, and then to create value for people, that is, the so-called geographical capital.

The origin of any capital has branded the geographical capital. People usually divide capital into economic capital, social capital and cultural capital, but the origin of these three kinds of capital is actually geographical capital. British capitalists originated from enclosure movement, and there was no large-scale enclosure movement, gathering a large number of geographical capital, then there was the subsequent British economic capital, there was no later British bourgeois revolution. The purpose of this enclosure movement is to obtain the geographical capital, and then to obtain economic capital.

Especially with the development of modern urbanization, industrialization and agricultural modernization. The value of geographical capital is fully embodied. In order to city development, large-scale government expropriation of farmland, farmland the purpose is to obtain the geographical and capital, in order to obtain economic capital, obtain geographical capital, economic capital is determining conditions, in order to obtain everfount economic capital for the development of the city, at present, some developing countries, urbanization is actually the process of land capitalization the process of

urbanization, is also developing trend is bound to go through.

There are three forms of geographical capital: its own form, that is, people obtain the material and spiritual wealth directly from a certain space through labor, and then get the capital. This is the simplest geographic capital.

Objective form: the capital of mineral resources, energy and so on, as well as the capital acquired by the land itself, including the capital contained in the appendages in space.

Certification Form: that is, a certain space, space appendages rights and their lives above the official certification, enjoy a kind of special capital. In some developing countries, with the development of economy, the population of some cities is too large, which limits the right of foreigners to buy houses in this city. This capital is implicit, but it is also obvious.

3. THE SIGNIFICANCE OF STUDYING GEOGRAPHICAL CAPITAL

First, the research of geographical capital significance lies in the interpretation of human life difference, including mankind enjoy the difference of economic capital and social capital, cultural capital is caused by the geography of capital, capital is due to the geographical differences in the different determinants of economic capital, social capital, cultural capital. Of course, in the same space-time, the differences of economic capital, social capital and cultural capital will bring about some differences to human development.

Second, the rights and interests of people in different time and space are different, which leads to the difference of rights and interests enjoyed by people. There are differences in welfare benefits and cultural capital enjoyed by people in different time and space. Third, due to the difference of time, "causing people to enjoy" geographical "appendage, such as housing and land people's own economic value differences, resulting in differences in people's economic capital.

4. THE PROLIFERATION AND DEVALUATION OF GEOGRAPHICAL CAPITAL

With the development of science and technology, which contains some relatively poor areas in the mining and energy were discovered and developed, or the development of new tourist attractions, a large number of tilt or national policy, into the national policy, investment, resulting in here "geographical capital" greatly and proliferation, also bring to the local residents a lot of benefits, local residents so as to be able to enjoy the benefits of the proliferation of capital geography. With the geographical capital proliferation, causing economic capital, social capital, cultural capital proliferation, a reasoning of geographic capital as its basis, the decisive role, but with the increase of some local geography capital value, then there will be more economic capital, social capital, cultural capital, will attract more people and even people around the world came to settle here.

Here the geographic and cause capital to further rise, when the rise reaches a critical point, it will inhibit the economic capital, social capital and cultural capital growth, so the state and the government must take corresponding measures to suppress the excessive growth of capital geography.

The Influence of Geographic Capital Proliferation and Depreciation.

(1) The influence of geographic capital proliferation. Of course, with the increase of geographical capital, it will attract more people to invest, and greatly promote the increase of local economic capital.

Of course, with the increase of the geographical capital, the cultural capital of the region will be greatly improved, attracting more people to come here, which can further promote the increase of the local economic capital.

Of course, increase the geography of capital, will make its geographical capital capital personnel greatly increased, but it will not inhibit some here "foreign workers" geographical capital cost increase, it will bring the negative effect to the staff of the economic capital, social capital and personnel to the cultural capital to increase investment, to further increase the cost economic capital.

(2) The influence of geographical capital depreciation. The devaluation of the geographical capital, first of all, now the economic capital, with the shrinking of economic capital, a large number of personnel outflow, will promote the further depreciation of geographical capital, social capital, cultural capital further deterioration.

5. THE DIFFERENCE OF GEOGRAPHICAL CAPITAL IS THE DECISIVE FACTOR TO DETERMINE CULTURAL CAPITAL

Bourdieu also believes that in the process of socialization, the different social class, because of living in different physical conditions, resulting in a specific form of lifestyle and attitude will remain, namely survival mentality (Habitus), because the survival mentality is not the same, people on food, clothing and art taste is not the same, which have different cultural capital. Members of the same status group will have the same cultural class taste (including material consumption, appreciation ability and cultural taste, etc.), so as to distinguish with other classes, and decide only social status. Bourdieu is different from the social material wealth that people use, and then leads to people's survival mentality is also different, so that people use the cultural capital is not the same. In fact, people have decided the amount of cultural capital, not in strict accordance with the possession of material wealth to distinguish, some people have a lot of wealth, but he for food, clothing, art is not interested, he can not be said to have the same wealth, cultural capital is the same, determines their cultural capital the first is the amount of determinants of geographical capital, followed by the economic capital, social capital.

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A Study on the Tort of the Third Party

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Abstract: A third party's tort refers to a single tort in which the third party infringes on the civil rights and interests of another person by fault is the whole cause of the damage, and there is no legal causal relationship between the tort-related person and the fact of the damage, but there is a single tort in which the act, the object or the subject are connected. Essentially, it is a separate tort. The real tort is a third party, and the related party does not constitute a tort. The corresponding forms of liability are diverse. In the liability for fault or presumption of fault, the third party's tort usually allocates the third party's liability, except as otherwise stipulated by law. In no-fault liability, except for the clear allocation of the third party's liability by law, the related party should bear the unreal joint and several liability with the third party, and can recover the liability from the third party to achieve the ultimate exemption.

Keywords: third party tort; third party liability; individual tort

Article 28 of China's Tort Liability Law stipulates that "damage is caused by a third party, and the third party shall bear the tort liability." Scholars have different explanations on the specific content of this article. Professor Wang Liming thinks that this article is the "third party cause" under the exemption. Vice-director Wang Shengming of the Legal and Work Committee of the National People's Congress thinks that this article is about the "fault of the third party", and some scholars think that this article stipulates the "act of the third party", but it is limited to the discussion of the defense reasons. Thus, scholars generally discuss the third party tort as a defense or exemption in dealing with tort liability, and the rules of liability assuming for the third party tort are not clear. In judicial practice, there is much more than exemption in dealing with third party infringement. Obviously, the increasingly complex forms of liability for third party infringement can not be covered by the theoretical system of defense. Therefore, Professor Yang Lixin innovatively put forward the concept of "third party tort" based on the docking theory of tort form and tort liability form, which provides a new perspective for understanding tort and tort liability, and is conducive to building a complete theoretical system of third party tort and responsibility-bearing rules, but its arguments are still worth discussing. On this basis, some scholars re-studied the third party's tort, pointing out that the third party's tort is a separate tort, and its corresponding form of liability is not only one of the third party's liability, giving more space for

exploration, but the research is not deep enough. Therefore, based on the previous scholars' research, the author will discuss the third party tort as an independent form of tort, first of all, redefine its legal connotation [1].

1. LEGAL DEFINITION OF THIRD PARTY TORT

The third party's tort refers to the fact that the third party's infringement on the civil rights and interests of others by fault is the whole cause of the damage. There is no legal causal relationship between the infringement party and the result of the damage, but there is a separate tort related to the act, object or subject. The legal characteristics of the third party's tort:

(1) The third party's behavior is the whole cause of the damage. There is no legal causal relationship between the related party and the occurrence of damage. In the third party's tort, all the causes of damage come from the third party. There is a causal relationship between the third party's act and the fact of damage. There is no causal relationship between the person concerned and the damage.

(2) The infringement party is related to the occurrence of damage. The reason why the third party's tort is special is that besides the third party and the victim, there is also a possible subject of liability. In my opinion, it is appropriate to use the concept of "tort related person" to describe the reason why such subjects are involved in the legal relationship of the third party's tort is not their tort, but because there is an act, object or subject relationship between them and the damage.

(3) The third party has fault, and the tort related party does not require fault. In the third party's tort, the tort related party may be fault-free, and the third party may be fault-free [2].

(4) The forms of liability corresponding to the third party's tort are diverse. The complexity of the third party's tort determines that the corresponding liability pattern is not only the third party's liability, but also the case of unreal joint and several liability. For example, environmental pollution by the third party; the case of prepayment liability, such as tort liability in nuclear accident; the law allocates third party liability with compensation liability, such as which stipulates that helping workers suffer third party tort.

2. TYPES OF THIRD PARTY TORTS

According to the different types of association, the third party's tort can be divided into: Firstly, the tort of the third party related to the act. Among the acts of damage caused by the tort of the related third party, there are both the acts of the third party and the acts of the related party. The acts of the related party are

those that directly cause the damage of the infringed party, and the acts of the third party are those that cause the damage with fault.

Second, the object-related third party tort. That is to say, the damage is entirely caused by the infringement of the third party, but there is an object connection between the related party and the damage. Third, the subject-related third party tort. It refers to the relationship between the related person and the damage, which usually shows that there is a certain identity relationship between the related person and the victim. For example, employees and employers.

3. THE ALLOCATION OF LIABILITY FOR THE TORT OF THE THIRD PARTY

Whether liability for fault (including liability for presumption of fault) or liability without fault, there are situations in which the third party's liability is allocated to the infringement of the third party, and there are also cases in which the third party's liability is not allocated. Where the law expressly provides, it shall be in accordance with the law. However, in the absence of legal provisions, how to determine the corresponding forms of liability for the third party's tort is controversial. The author believes that the corresponding forms of liability for the third party's tort are diverse, and we should distinguish between fault liability and non-fault liability to determine the specific allocation rules of liability. In the allocation of responsibility, there is not only a third party's responsibility [3].

In the scope of liability for fault and presumption of fault, the third party's liability for tort is allocated to the third party in principle, except as otherwise stipulated by law. The reason is that in the liability of fault and presumption of fault, the premise of the infringer's liability is fault, and the third party's tort, all the fault of damage comes from the third party, and the third party should bear all the responsibility alone. Of course, for the sake of fully relieving the victim, the law can provide for exceptional circumstances, such as the infringement of product defects caused by the seller [4].

In the liability without fault, the principle of the third party's tort is not to allocate the third party's liability, and the exception is to allocate the third party's liability. If the law clearly stipulates the liability of the third party, the third party shall bear the tort liability. If the law does not stipulate the liability of the third party, the liability of the third party shall not be applied, and the related party shall bear the unreal joint and several liability with the third party. After assuming responsibility, the related party can claim compensation from the third party to achieve the ultimate exemption. This is in line with the principle of no-fault liability to fully relieve victims and achieve the legislative concept of distributive justice. It also conforms to the existing legal provisions [5].

As for the form of liability that the related party

should bear, the author thinks that it is more appropriate to define it as untrue joint and several liability, and it is also the most fair and reasonable to all parties. For the victim, unreal joint and several liability increases the possibility of obtaining compensation; for the related party, assuming unreal joint and several liability is based on the concept of distributive justice of no-fault liability. After the related party assumes responsibility, it can obtain the ultimate exemption through recourse to the third party. As for the third party, he is the root cause of the damage, and ordering them to bear unreal joint and several liability is more conducive to sanctioning the third party than prepayment liability. This is also in line with the current common practice of China's Tort Liability Law [6].

4. CONCLUDING REMARKS

With the increasing modernization of tort law, the third party tort as a defense of tort liability has attracted more and more attention. The expansion of social risk makes the form of tort more complex. Whether the third party tort theory can accurately define tort liability and highlight the corrective justice of tort law is not only the problem to be solved in the allocation of liability for the third party tort, but also the significance of its independence as a form of tort. Distinguishing fault liability from non-fault liability and establishing different principles of allocation of liability can not only fully relieve the rights of victims, consistent with existing legal provisions, but also implement the purpose of tort liability law. At the same time, it has procedural value to clarify the burden of proof that the infringed should bear when asserting their own rights and interests in judicial practice.

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Research on Practical Teaching of Open Education Based on OBE Concept

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Abstract: Practice teaching is a weak link in training applied and skilled talents in the teaching process of open education. Because of the characteristics of learners' on-the-job learning, separation of time and space, and contradiction between work and study, the practice teaching model in traditional teaching environment cannot meet the needs of open education. Therefore, it is urgent to reconstruct the practice teaching system in open education. Based on the OBE education concept, cooperative education concept, whole-person education and other open education concepts, and according to the changes in social and economic conditions, teaching design is endowed with new connotations, a new practical teaching system suitable for open education is formed, and applied research is carried out in engineering specialties, so as to enhance the ability of open education to train applied and skilled talents.

Keywords: outcome-based education; open education; practical teaching

1. PREFACE

Open education focuses on the training of applied and skilled talents. Practice teaching has become the core teaching link of various specialties in open education. Practice teaching in open education is basically consistent with the teaching model of general higher education. It consists of curriculum practice teaching and comprehensive practice teaching. Due to the limited practical conditions and learners' extra-professional learning, the current teaching requirements of practical teaching cannot be effectively implemented, and the experimental items and hours are often simplified and compressed. Practical teaching in open education has become a bottleneck affecting the improvement of teaching quality in open education.

2. ANALYSIS OF THE CURRENT SITUATION OF OPEN EDUCATION PRACTICE

Taking open education learners as an example, learners generally engage in production frontline work. Although they have rich practical experience, they are often single and repetitive empirical skills, lacking professional and comprehensive application ability. In order to improve learners' practical ability, although the instructors also try to constantly adjust the teaching content, change the teaching methods and increase the hours of practical teaching, the

teaching effect is still unsatisfactory. The main reasons are as follows:

- (1) The concept of education is backward and the role and status of practical teaching are not well understood.
- (2) Lack of hierarchy and advancement in practical teaching system.
- (3) Practical teaching project design is divorced from practical application.
- (4) Practical conditions cannot meet the needs of practical teaching.
- (5) The process management and assessment mechanism of practical teaching are not perfect enough.

Therefore, in order to cultivate applied and skilled talents of Engineering Specialty Based on open education, we must abandon the traditional teaching practice model and uphold the open educational idea, such as OBE education idea, cooperative education idea and whole-person education idea, so as to form a new practical teaching system suitable for open education, and give new teaching design in reverse according to the changes of social and economic conditions.

3. NEW CONNOTATION OF OPEN EDUCATION PRACTICE BASED ON OBE

The OBE (Outcome-based Education) Educational concept, also known as result-oriented education, is a kind of educational concept based on learning results or results-oriented [1]. It represents the mainstream direction of education reform in engineering specialty. It clearly focuses on and organizes every link of education so as to enable students to achieve the desired results in the learning process. In the 1980s and early 1990s, OBE education model was widely used in basic education in the United States, Australia and other countries. This education model pays attention to the analysis of students' learning output, reverse design of students' educational structure and related evaluation system, so as to rapidly improve the quality of teaching [2]. In the education system of OBE, educators need to have a clear idea of students' learning outcomes, that is, what students can do after finishing their studies, and to promote and ensure that students achieve these educational goals by designing appropriate educational structures. The output of learners is the motive force of this educational model. Obviously, it is different from the traditional model of

teaching content-driven and educational input. In this sense, OBE is an innovation of the educational model. This operational concept and educational model are of great significance in the training of engineering and applied talents. It also meets the requirements of the training of applied and skilled talents in open education. It is especially suitable for guiding the teaching practice of open education such as engineering [3].

4. DESIGN OF PRACTICAL TEACHING IN OPEN EDUCATION BASED ON OBE MODEL

OBE education model is a process model that aims at students' intended learning outcomes, designs educational system, implements educational programs, evaluates educational effects, and continuously improves the quality of education [4]. In the implementation of OBE engineering education in Colleges and universities, work is carried out from the professional education level and curriculum teaching level of engineering personnel training, and mutual coordination and real-time feedback are achieved. At the level of professional education, guided by students' intended professional training objectives and graduation requirements, we design the professional training program and curriculum system, train students' knowledge, ability and professional quality according to the engineering education program formulated by the specialty, evaluate and analyze the professional learning effect of graduates, and feedback the analysis results to the design of professional objectives. In order to achieve continuous improvement and improve the quality of professional engineering talents training. At the level of curriculum teaching, guided by students' intended learning outcomes, curriculum teaching design is carried out, advanced engineering education teaching methods are implemented, students' curriculum learning effectiveness is evaluated, analyzed and summarized, and teaching quality is continuously improved. Thus, in engineering education, curriculum design is the basis of engineering education, and curriculum design based on the concept of OBE engineering education is the key element to achieve OBE engineering education.

According to the teaching design idea of OBE model (Figure 1) [5], the practical teaching system of open education for engineering specialty is constructed. The overall system is divided into three sub-systems: target system, content system and management system.

4.1. Target System

The objective system of practical teaching refers to the general objective of professional practical teaching, the objective of curriculum practical teaching and the objective of special practical teaching formulated according to the requirements of professional training.

4.2. Content System

The content system of practical teaching refers to the

specific teaching content in various practical teaching links (experiment, practice, training, curriculum design, graduation design, social practice, post practice, etc.). Driven by the goal system, practical teaching takes the cultivation of post vocational ability as its core, and sets up corresponding practical teaching content according to the multi-level ability structure of basic skills, professional skills, comprehensive application ability and post practical ability.

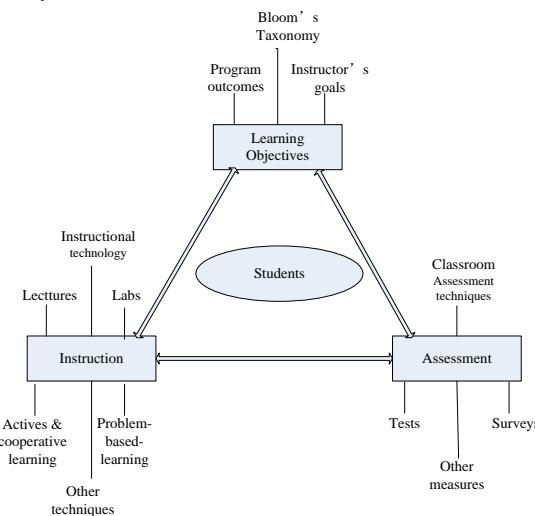


Figure 1. Teaching design of OBE model

4.3. Evaluation System

The evaluation system of practical teaching is a set of complete and scientific evaluation index of practical teaching, which is applied to the comprehensive evaluation of practical teaching conditions, practical teaching management, practical teaching process and practical teaching effect.

5. CONSTRUCTING PATH OF OPEN EDUCATION PRACTICE TEACHING SYSTEM BASED ON OBE CONCEPT

Compared with the traditional practice teaching system, the construction path of OBE-based open education practice teaching system includes five points.

5.1. Focus on Learning Process

Although the concept of OBE is called result-oriented education, it does not mean that it ignores the learning process. On the contrary, the OBE attaches great importance to the learning process. It emphasizes that students' learning process should be controlled to achieve the corresponding learning results, and the logical relationship between the learning process and the learning results should be clearly explained. This also conforms to the PDCA management concept in standardization [6].

5.2. Focus on Learning Outcomes

OBE is called result-oriented education. As its name implies, this concept attaches special importance to learning outcomes [7]. First, the learning outcomes are not limited to achievements. Secondly, the results include comprehensive indicators such as

achievement, attendance rate, ability, employment rate and post-graduate salary, which together reflect the true meaning of the learning outcomes. Thirdly, the achievement and measurement of learning outcomes are not horizontal comparisons, but more vertical comparisons, reflecting the progress made after the completion of a certain process and step.

5.3. Reforming the Learning Model

OBE believes that learner-centered learning should be adopted and cooperative learning model should be advocated in the learning process. In the learner-centered learning model, professional practice teaching should be based on the corresponding platform to ensure the implementation of learner-centered learning model [8].

5.4. Innovative Evaluation Methods

The concept of OBE has a fundamental reform and innovation on the evaluation method, breaking the traditional evaluation system. In OBE, the evaluation is based on the results. The evaluation mechanism of industry mentors is introduced. The industry mentors evaluate the learners' on-the-job practice, the effectiveness of project practice and the performance of practice.

5.5. Emphasis on Continuous Improvement

The most important idea of applying OBE concept to practical teaching is to emphasize continuous improvement. In practice teaching, continuous improvement should be a procedural and institutionalized improvement system, which includes all aspects related to practice teaching, recognizes the current situation of practice teaching, the law of practice teaching, and the problems of practice teaching, and is good at and diligent in summing up experience and shortcomings, and puts forward suggestions for improvement and implementation.

6. CONSTRUCTION MEASURES

In order to guarantee the implementation of construction paths, such as paying attention to learning process, learning achievement, reforming learning model, innovating evaluation method and emphasizing continuous improvement, to construct a three-dimensional and multi-level open practical teaching system, the specific methods include:

(1) Practice teaching content is hierarchical, practice forms and teaching methods are flexible and diversified.

(2) Integrative design of theory teaching and practice teaching.

(3) Combination of virtual and reality in practice model.

(4) Diversified and multi-level design of practical teaching resources.

(5) Practical teaching learning environment supports multi-path and personalized learning.

Through the construction of the practical teaching system of open education based on OBE concept, it adapts to the characteristics of time-space separation and great differences in learning ability of open education learners. According to the objectives of talent training, it takes learners as the center, takes "application and practice" as the main line, pays attention to the improvement of basic vocational quality, post vocational ability and vocational migration ability, and builds a three-dimensional and multi-level opening practical teaching system.

ACKNOWLEDGEMENT

Higher Education Teaching Research and Reform Project "research on practical teaching of open education based on OBE concept" of Guangdong Province, China, in 2017

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Comparison and Contrast of Conditions in the Universities between the UK and China

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Abstract: Overseas study helps students acquire knowledge in a different culture, therefore it has been a popular choice to learn in a comparatively developed nation or learn a specific major in a place with relative advantage. However, some conditions are maybe confusing due to lack of general knowledge of the destination country. To orient the choice, this paper tries to include the students' and parents' main concerns over both China and the UK.

Keywords: overseas study; accommodation; safety; costs; culture shock

Studying in a foreign country has long been a consideration of families from all around the world due to the gap of science and technology or the interest in a certain field. As a developed country, the UK witnessed the first two industrial revolutions and enjoys the ever-increasing number of international students owing to its famous reputation of educational institutes, such as Oxford University, Cambridge University and University of London. Similarly, China, as a fast-growing country, attracts more foreign students on a yearly basis, especially those from countries along the Belt and Road route. The total number of non-UK students studying in the UK in 2016-2017 is 442,375, and 42% of students studying at postgraduate level in the UK are from outside the EU. The number of Chinese students far exceeds any other nationality; almost one third of non-EU students in the UK is from China. This is the only country showing a significant increase in student numbers (14% rise since 2012-2013). While 489,200 international students studied in China's higher educational institutions in 2017, which maintains a consecutive 10% increase year on year. 241,500 students study for a degree, covering 49.38% of the total, an increase of 15.04% year on year. Statistics from both countries suggest that these two countries have their own strengths to appeal foreign students. To adapt oneself to the new environment for the sake of learning, the international student ought to acquaint themselves with some cultural and conventional differences. Therefore, such factors as costs, accommodation, surroundings, safety and values are in the list of general knowledge [1].

Costs vary both in China and the UK according to the specialty and the stage of education. Universities in China's mainland charges around ¥5000 for most majors and ¥10,000 or so for special ones such as fine arts and music in public universities and various

majors in most private colleges as tuition fees. But international students should pay more than native students. It ranges from ¥24,000 to ¥40,000 in Qinghua University, one of the best universities in China, as an undergraduate based on their majors. However, scholarship is approachable since there are around a hundred kinds of scholarship, which may help both the native students and overseas students as well. Learning in the UK involves tuition fees much higher than in China's mainland. Take the School of Oriental and African Studies (SOAS), University of London for example, as is stated on the website, generally it costs £9250 for full-time native learners and £16,907 for full-time international students respectively. Besides, costs on accommodation and food in these two countries are quite different. The rent for a single room is ¥80 and ¥40 for a double room each person in Qinghua University for international students. While in SOAS, the rent for single room in Dinwiddie House is around £45 a day. Additionally, the expense on food is around 10 RMB for lunch or supper and 5 RMB for breakfast in China, and it is around £6 for lunch or supper and £4 for breakfast in the UK. As stated, studying in the UK can be quite expensive compared to China's mainland. (£1 = ¥8.9007, 17 Nov, 2018)

Accommodation in the UK and China's mainland is quite different in terms of supplies or facilities. Chinese students share rooms with their classmates if they can coincidentally occupy the rooms assigned to them. Otherwise, they'll share rooms with the students from other classes. The number of residents can range from two to six generally according to its capacity of accommodation. Most colleges can offer a bathroom with a squatting pan, but there is no hot water for shower in the dorm for the Chinese students. Certainly, the dorms' equipment may differ in China thanks to the investment in living conditions. Therefore, the Chinese students, in a general way, have to take a shower in the separate box-like spaces in the public bathroom on each floor. To meet the international students' requirement, colleges in China's mainland offer a single room or double room with a bathroom with toilet in western style and hot water for shower. While the students' in the UK may stay in the university's property or not depending on their personal quests for short distance with higher rent or long distance with lower rent. Generally, university's properties offer a single room with a bathroom with a toilet and hot water all day long, and

room service is supposed to include the change of the linens every week. Public kitchen with refrigerator, electrical oven, microwave oven, table, chairs and some other cookers is shared by several rooms. The requirement of appropriate mattress may not be concerned by both countries, thus the students ought to learn to adjust their expectations to reality or get their own mattress in the market to avoid insomnia due to the harder-mattress preference in China or softer-mattress affection in the UK. China's dorms are safe except that there are occasional thefts if they forget locking the door, so the management of dorm buildings can be as simple as maintaining the building clean and occasional inspection of high power devices for the sake of safety. Whilst the flats in the UK, according to observation by students, are seriously managed with a group of people working for the maintenance of all the property, and flat card should be handy for opening the gate. Living in private flats other than college's property is common in the UK and rules set by the landlord shall be followed or the tenant may be expelled. As can be seen, living in the dorm without kitchen on campus in China seems more crowded, but it is very convenient for students to focus on studies. Occasionally, some universities in China may be equipped with kitch in the dorm building for overseas students. On the contrary, living in the college's property in the UK is quite similar to home life with comfort, however, it, unfortunately, might still be far from college and some inconveniences caused by the safety concern should be well accepted.

Surroundings help students get involved in social life. The students in China will be confined to the college or university to a certain extent by the gate since the dorm buildings are within the university's range. Surely, they can leave the school anytime from any exit and have a meal or do some shopping without showing their ID before the guard. To link their life to real world, the students have to attend some voluntary work, do some field practice or find a part-time job. Similarly, foreign students can work in China to broaden their horizon and get better understanding of the Chinese culture, whilst, job opportunities can be quite scarce concerning the big population, fierce competition and their lack of skills except English teaching work. However, the UK has a longer history of foreign students than China does in modern times since some universities in the UK enjoy greater popularity in the world and higher international ranking for a long period, which makes the UK more international. Therefore the cities students live in can be quite international with foods from different countries and job opportunities in some service sectors. Then after stepping out of the college building, they are immediately thrown into the real world. So if one is active enough, he/she can observe how the city runs and get immediate experience of social life easily, which can save time to adapt

themselves to the job environment. Certainly, if a student, especially an international student, wants to work for money or/and experience accumulation, the consideration of law should be prioritised for the maximum time of part-time job is set. Breaking the law may lead to disastrous outcome, which can even cause the cease of learning in the UK.

Safety is worldwide topic owing to the students' inexperience and vulnerability. Most Chinese students in China don't worry about their safety so much as those in the UK do, since it is rarely seen that horrible crimes happen to the college students in China. While it does not mean there is absolute safety in China. The Chinese students may also suffer from crimes by acquaintances and premeditated ones from vicious people such as sex assault, robbery, theft, phone-fraud or e-crime. One the contrary, living in the UK can be a bit frightening as a foreigner considering the occasional reports about terrorists' attack and robbery against international students, accordingly, suggestions about the avoidance of lone night walk can be heard frequently, which may be not just an advice but a menace in a way. For some, it might be an illusion on account of news' preference of the frequent dreadful report on international vistors' sufferings, and actually perception of danger is always higher than the reality worldwide. Furthermore, police siren can be heard more frequently at night in London than in most cities in China. Supposing the students could evade latent risky places and situations, both countries can offer a satisfying environment for students.

Besides, some other elements causing culture shock should also be considered. Firstly, in Chinese cities, most people believe that they have 'privacy' when they are surrounded by strangers, which is obviously not true to the British people. Secondly, the local culture of "face", "guanxi" and "invitation to dinner" are unique in China. Thirdly, unlike the UK, toilet paper is not provided in most places in China except on high-speed train or in good hotels and tap water is mostly not drinking water until it is boiled except that from the well in countryside, which is an obvious gap between these two cultures. Finally, people in the UK say sorry and go to pubs more times than any Chinese student can imagine, and KTVs and restaurants are the frequent rendezvous for the Chinese, especially for the young.

When study is taken into account, the way of teaching and learning can be quite different. Students get involved in frequent seminars, discussions and writing assignments in humanities in the UK, especially in postgraduate period, and small class size may be shocking to some new comers from China for they may attend a class with over sixty students frequently. Moreover, plagiarism in the essay writing is treated as enemy against honesty, and its verification is much stricter than the Chinese methods and standards, so students from China shall have a

clear mind and work industriously to avoid disastrous consequences of plagiarism. When it comes to learning in China, there is no doubt that less participation and larger class size as a tradition in China may not be thoroughly changed in a short period, even though the ideal class modes in the world are quite similar to each other. However, classes for foreign students may be adjusted to be similar to international convention in China's universities. Additionally, computers connected to Internet are more frequently used in class in the UK to take notes, search information, download data from library and hand in assignment than in China, and campuses may be much smaller in the UK than those in China.

In a nutshell, living and studying in a foreign country needs conscious cultural awareness so that one can quickly adapt to the new environment. As stated,

quite a few items, such as costs, accommodation, surroundings and safety, should be evaluated in order to understand the cultural differences. There is no utter correctness in culture but unconditional uniqueness, thus respect and practice are the proper methods with absolute appropriateness to deal with daily affairs, even troubles, in intercultural communication. However, choosing a country to study in a culture similar to one's own or quite different is not always an easy decision. So making a sensible choice should be based on one's tolerance of culture shock.

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On Effective Path of College Students' Ideological and Political Education from the Perspective of New Media

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Abstract: New media has the characteristics of timely transmission of information and mass information, and interaction of information dissemination. It not only has changed the way of life, the form of communication and the form of information acquisition of college students to a certain extent, it also has posed great challenges to the development of ideological and political education of college students. In the process of carrying out ideological and political education for college students from the perspective of new media, teachers should actively change their teaching concepts, create a new media platform with credibility and attraction, enrich the content of ideological and political education for college students, and effectively improve the level of ideological and political education of students.

Keywords: new media; college students; ideological and political education

With the rapid development of science and technology in modern society, the application of new media technology in modern people's life is becoming more and more common, so it also puts forward higher requirements for college students' ideological and political education. By making full use of new media to carry out ideological and political education for college students, actively innovating the form of education and enriching the content of ideological and political education, it can not only improve the level of Ideological and political education of college students, but also effectively enhance the ideological and political quality and comprehensive ability of college students. Therefore, an in-depth analysis of the strategies of college students' ideological and political education in the perspective of new media is of great significance to the promotion of the ideological and political education of college students.

1. IMPORTANCE OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF NEW MEDIA

1.1. New Media Technology is Conducive to Providing Educational Platform for Ideological and Political Education of College Students

In the process of developing ideological and political education for college students, teachers can make full use of social media platforms such as QQ and

WeChat to communicate with students and use the Internet to collect a large amount of current political information and topics of interest to students. It will not only fully stimulate students' interest in learning ideological and political, but also encourage students to actively participate in the ideological and political learning process. In addition, it deepens students' understanding of national affairs and effectively expands students' knowledge to maximize the effectiveness of ideological and political education of college students [1].

1.2. New Media can Effectively Improve the Effectiveness of Ideological and Political Education
By developing ideological and political education of college students from the perspective of new media, students can timely understand what happens around the world and enrich the material of ideological and political education of college students, which can effectively break through the space and time limitations of ideological and political education of college students in the past, and effectively enhance the effectiveness of ideological and political education of college students. At the same time, teachers can also make full use of social network platform of the new media to carry out ideological and political education for students at all times and actively disseminate positive and ideological culture and spirit to students to effectively improve the ideological and political level of college students, and guide them to establish a correct world outlook on life and values [2].

2. IDEOLOGICAL AND POLITICAL EDUCATION STRATEGIES OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF NEW MEDIA

2.1. Innovating the Communication Concept of Ideological and Political Education for College Students and Establishing a New Concept of Teaching

The so-called "change is flexible; the general rule is long". In the process of ideological and political education for college students, if teachers still write on the blackboard and students take notes, it will be difficult to arouse students' interest in learning and seriously affect the ideological and political education level of college students. Therefore, in the process of ideological and political education of college students from the perspective of new media, teachers should actively innovate the way of

information dissemination, change their communication ideas, and dialectically look at the impact of new media technology on the mode and content of communication. By making full use of the media technology, we can transmit socialist core values on blog, WeChat and school websites, guide students to train self-cultivation, and correct the bad habits of students in time, so that students can truly become good young people who meet the needs of the new era [3].

2.2. Utilizing New Media Skillfully to Carry out Diversified Teaching to Fully Stimulate Students' Interest in Learning

Usually, the speed of students learning information from social media is much faster than that of teachers and professors. Therefore, in the process of ideological and political education for college students, teachers should make full use of the new media platform, timely understand students' thoughts, and closely combine students' interests and hobbies. First of all, teachers should fully recognize the importance of new media technology, innovate the way of ideological and political education, and fully stimulate students' interest in learning. Secondly, teachers should make full use of social media platforms such as blog and WeChat to strengthen ideological and political education. For example, class groups can be established for students to communicate with each other to timely understand the problems of students in thinking, correct students' mistake in a timely manner, and effectively improve the ideological and political level of students. In addition, teachers should make full use of the new media platform to organize college students to participate in ideological and political education cultural activities, create a good ideological and political education atmosphere to effectively mobilize students' interest in learning to maximize the quality of ideological and political education of college students.

2.3. Paying Attention to the Return of Education to Its True Nature and Implement Humanistic Care

The purpose of education is to serve as a subject of education for teaching activities and educated people. The impact of education on educated people is an important criterion for measuring the level of education. Therefore, in the process of ideological and political education of college students under the perspective of new media, it is necessary to rationally adjust the content of ideological and political education according to the actual situation, strictly follow the law of physical and mental health development of college students, and actively innovate the traditional ideological and political education concept. Because of the educational content of modern educational mediators, it mainly means that modern educators use reasonable activities and means to guide students to establish standardized ideological and moral qualities.

However, in the traditional ideological and political education process, most teachers focus on the dominant position of the educator, and ignore the attention of the educated. Especially in the case of inconvenient information exchange in the past, it is easy to lead students have low emotions and even become addicted to the virtual world. The information in the network environment presents a variety of phenomena, which also poses a greater challenge to college students' outlook on life, world and values. Therefore, in the process of ideological and political education of college students under the perspective of new media, ideological and political education workers need to closely grasp the pace of development of the times, comprehensively implement humanistic care, and carry out diversified educational activities to effectively fill the gap in the hearts of the audience under the increasingly prosperous information technology in the perspective of new media. At the same time, it is necessary to fully implement the concept of humanistic care in the process of the ideological and political work of college students, and always adhere to the healthy growth of college students as their own responsibility to fully stimulate the independent spirit of students, strengthen the educational concept of the educated, actively carry out effective exchanges with students, and fully understand their daily learning and living conditions. Furthermore, it is a necessary to actively communicate with students, gradually establish a good relationship of "teacher-friends" with students, comprehensively analyze the current physical and mental development of college students, and promptly propose solutions to problems existing in the process of physical and mental development of students to effectively improve the comprehensive quality of students and promote students to form healthy personality.

2.4. Innovating the Traditional Mode of Ideological and Political Education to Guide the Integration of New Media Technology into Campus Life

By the way of infiltrating the content of ideological and political education into the rich and colorful campus activities, strengthening the guidance of students plays an important role in improving the level of ideological and political education of college students. However, in the past, campus activities carried out by colleges and universities were very monotonous and rigid, lacking enough attraction, and it is difficult to really mobilize students' learning enthusiasm, thus it is difficult to truly meet the spiritual needs of college students under the perspective of new media. Through investigation and analysis, most college students need to innovate campus cultural life. They hope to add interaction on blog and voting on WeChat to all kinds of sports activities, to create a good platform for college students to fully express themselves, enhance the fairness and transparency of all kinds of competitions,

so that college students can deeply feel the campus without leaving home. The charm of cultural life can effectively enhance the cohesion of college students, stimulate their enthusiasm and vitality, and strengthen their sense of belonging and identity to campus culture. Therefore, in view of this situation, in the process of carrying out ideological and political education for college students, we need to deeply understand the spiritual demands of college students, try our best to adopt the way that college students like to carry out campus cultural life, to effectively mobilize the enthusiasm of college students to participate in the activities. And we should actively create a shared and participatory campus cultural atmosphere to create a broad platform for college students' ideological and political education.

In short, under the perspective of new media, it poses a greater challenge to the ideological and political education of college students. Therefore, as an ideological and political education worker of college students, it is necessary to make full use of new media technologies, collect rich educational resources actively, expand the channels of ideological and political education effectively, and enhance mutual trust between teachers and students, to effectively

improve the level of ideological and political education among college students, and to guide college students to gradually establish correct view on life, world and values, and promote the growth of college students [4].

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Research on the Teaching Reform Model of Applied Economics in the Age of Big Data

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Abstract: With the continuous development of modern information technology, the cumulative amount of data continues to expand, and the biggest feature of modern information technology is the huge amount of data. As a major industry for cultivating talents, education has ushered in new developments in the current era of big data, but it has also ushered in new challenges. This paper studies the reform of the teaching model of applied economics in the era of big data.

Keywords: Era of big data; applied economics; teaching reform

1. INTRODUCTION

With the continuous development of computer technology and network technology, the application of modern computer and network technology has been popularized in various fields of modern production and life. However, with the increasing number of computer and network technology applications and the number of people, the amount of data is also increasing. This is the so-called big data era. In the era of big data, all walks of life have developed newly and faced new challenges. For the teaching of applied economics, although it belongs to one of the education industry, it still encounters its own development opportunities in the complex era of big data. At the same time, in the process of teaching reform, it will inevitably encounter many new problems, which this article discusses.

2. OVERVIEW OF THE ERA OF BIG DATA

With the continuous development of computer network technology and modern information technology, the era of big data arises at the historic moment. Compared with the application of traditional computer network technology and information technology, the advantage of big data technology lies in its high efficiency, high speed and high accuracy. In the era of big data, the biggest characteristic is the huge amount of data. Technicians manage large data comprehensively through platform management, and collect, analyze and process the data content in general, and then complete the classification of information and extract useful information to help enterprises or platforms develop better. In the era of big data, there are new developments in various industries. For the teaching of applied economics, there are more and more new changes in the teaching mode of applied economics by combining with big data system, and these changes are mixed. In order to

better complete the teaching reform of applied economics in the era of big data, it is necessary to further analyze the teaching mode to reform the defects and help the teaching of applied economics develop better.

3. PROBLEMS FACED BY APPLIED ECONOMICS TEACHING IN THE ERA OF BIG DATA

3.1. The Teaching Content of Applied Economics Should Be Changed

In the traditional teaching process of applied economics, the research content of applied economics is to analyze and summarize the economic events and business management cases encountered in China's national production field through economic management theory and research methods to help future enterprises or provide a theoretical basis for national economic development. However, in the era of big data, all production areas have undergone major changes. The traditional business model is no longer suitable for this era, and in order to keep pace with the changes of the times, the teaching content of applied economics should also be changed according to different business models of enterprises [1].

3.2. The Teaching Model of Applied Economics Needs to Be Changed

Applied economics is a key professional course in the current colleges of economics and management. In the traditional classroom of applied economics, teachers are the leaders of the classroom, and they teach students the basic theoretical knowledge of applied economics in the classroom, and provide relevant economic cases for the course content of this lesson, and analyze with the students. In such a teaching process, the students are passive in the classroom teaching, the acceptance of knowledge is passive, and the analysis of economic cases is passive, which affects the students' interest in learning, so that the efficiency of classroom teaching of applied economics can not be guaranteed.

3.3. The Student's Mind Is Imprisoned and Lack of Personalization

Examination-oriented education is the main mode of education in our country. It is implemented from primary school to junior middle school, then from junior middle school to senior high school, and even university. Under the exam-oriented education mode, students' basic theoretical knowledge is solid, but their thinking is also imprisoned. In the classroom, students only listen to the teacher's teaching content

blindly and lack the process of thinking about the teaching content, which results in the limitation of students' individuality and creativity, and loses the significance of education itself [2].

4. REFORM AND DEVELOPMENT STRATEGIES OF APPLIED ECONOMICS IN THE AGE OF BIG DATA

4.1. To Reform the Teaching Content of Applied Economics

The era of big data provides a lot of information for the modern education system and a lot of real and reliable cases for the teaching of applied economics. As far as the teaching content of applied economics is concerned, we should keep up with the characteristics of the times and select typical cases of modern enterprise management and development mode for analysis. In addition, teachers can also compare modern business model with traditional business model to summarize different points and analyze the impact of different points to help students better understand the modern business model. What's more, through the application of computer technology, we can design games related to simulated business categories, and arrange students to design specific parameters of the game to see the final development results. With the application of this teaching mode, not only students' interest in learning can be improved, but also the frontier of the teaching content of applied economics can be enhanced, and help students understand the new trend of modern enterprise development mode.

4.2. To Return the Initiative of Classroom Teaching to Students

For classroom teaching, the most important component is the students. Therefore, for the classroom teaching of applied economics, the proportion of students in classroom teaching should be improved. In the classroom teaching of applied economics, the teacher firstly teaches the theoretical courses to help students understand the relevant theoretical knowledge. Then, the teacher puts forward the case first, and together with the students, the key points in the case process are analyzed.

After that, the students will make a speech about the relevant cases in the teaching of this lesson, and then the teacher and the students will discuss the case content. In addition, in order to improve the participation of students in the classroom, for some courses with simple theoretical knowledge, teachers can arrange students to carry out classroom design and lectures, exchange the identity of teachers and students, and cultivate students' divergent thinking.

Furthermore, teachers can also learn about the students' interest, and then carry out instructional design for the points of interest to the students in the future teaching to help the teachers to better complete the classroom teaching work [3].

5. CONCLUSION

The rapid development of Internet technology has brought about different degrees of development for all walks of life, and has a tremendous impact on the education industry. For the traditional teaching of applied economics, the limitations of teaching content and teaching mode result in students' poor interest in learning. And the efficiency of classroom teaching is low, and students' ability of independent thinking and creativity is also limited. By combining the characteristics of big data system, the reform of the traditional teaching classroom has helped the application of economics teaching to have a new development. Students can better understand the modern business model through the reform of teaching content, and teachers help students simulate the problems encountered in the actual business model through the computer technology and applied economics teaching derived games, so that students' thinking has been liberated. In addition, the improvement of the students' initiative in the teaching classroom also raises the students' interest in self-learning, strengthens the teaching effect of applied economics education, and promotes the comprehensive development of students.

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Risk Analysis of Accounting Professionals in the Age of Artificial Intelligence

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Abstract: Under the background of the rapid development of science and technology in the industrial structure, the new normal of the Chinese economy, the birth of big data and the globalization of the “One Belt and One Road” policy, many technological sciences and artificial intelligence that affect human society have emerged. This undoubtedly has a tremendous impact on this article through the analysis of the relevant concepts and status quo, whether artificial intelligence can completely replace the accounting staff? In the era of artificial intelligence, where should finance personnel go? And other issues were discussed in order to allow the traditional financial staff can challenge the opportunity to successfully complete the transition.

Keywords: artificial intelligence; finance staff; transformation

1. INTRODUCTION

1.1. Artificial Intelligence

Artificial intelligence is a new technical science that includes research, development, and methods, theories, techniques, and applications for simulating, extending, and extending human intelligence. As a branch of computer science, artificial intelligence aims to understand the essence of intelligence and produce a new kind of intelligent machine that can make human-like reactions. Language recognition, image recognition, natural language processing, robotics, and expert systems all fall under the category of artificial intelligence. With the gradual development of artificial intelligence theory and technology, the application scope of artificial intelligence is gradually expanding. Generally speaking, one of the main purposes of artificial intelligence is to let the machine complete some work that needs human beings to complete. It is worth noting that artificial intelligence is not entirely human intelligence, and artificial intelligence does not have some basic characteristics of human beings, such as emotions. Artificial intelligence can think like a human being, so it may exceed human intelligence in a certain period of time in the future. And the most important point is that the excellence of artificial intelligence depends to a large extent on the level of its creators.

1.2. The Difference between Traditional Financial Personnel and Artificial Intelligence in Terms of Work Content

From the perspective of ordinary financial work, a large part of people's daily work content is to use various methods of modern information technology to summarize the data information of daily business activities of the enterprise. In this kind of work, human beings play a decisive factor and work efficiency is low. It is prone to errors. At the present stage, artificial intelligence still needs the power of human beings in information entry. However, after data information is entered, artificial intelligence is far more efficient and accurate in processing data information than humans. Data can be carried out within its artificial intelligence. Automated analysis and processing, in turn, can make some predictions and plans from the data analysis results [1].

1.3. The Application of Artificial Intelligence in the Financial Field at This Stage

First, intelligent document identification, bill verification, certification deduction, etc. At present, the relevant technology in China has a very mature practice. Artificial intelligence can automatically identify the ticket. After the identification is completed, the key segment on the ticket is automatically locked to check whether the key information matches the stored information. The artificial intelligence cloud product is directly connected to the tax system. After the document is scanned, the artificial intelligence will automatically call the program, verify the authenticity of the ticket, and automatically deduct the authentication. The whole process takes less than five seconds. Second, smart accounting. When the socialized connection status is reached, the financial reimbursement work can be carried out intelligently. The artificial intelligence can not only reduce the repetitive operations in the reimbursement process according to the prescribed procedures, but also automatically complete the voucher production, automatic checkout and closing, and intelligent inquiry reporting. And it can also rely on its deep learning ability to automatically expand the identification of fields and business features, and expand the scope of work. Any regular financial work will be replaced and completed by artificial intelligence. Third, human-computer interaction. Human-computer interaction, including language interaction, is also one of the important development directions of future artificial intelligence

finance. These functional developments of artificial intelligence will accompany the financial cloud and shared service products in a single way, and the enterprise can be used without cost and cost [2].

2. THE IMPACT OF ARTIFICIAL INTELLIGENCE ON FINANCIAL PERSONNEL

2.1. Financial Staff Concept

Lack of the overall situation and relatively narrow thinking is the problem of most financial personnel. The focus on financial data is limited to the back-end financial data of financial results and profitability. In the context of artificial intelligence, in addition to the need to pay attention to traditional financial data, it is also necessary to focus on the use and mining of non-financial data such as customers and transaction information, and then cultivate macro-awareness to understand the operational activities of enterprises in an all-round way. The real reason for the problem at the business level is to achieve a seamless connection between the front and back data, which in turn provides strong data support for the senior management of the enterprise for decision making. In addition, the problem of communication and cooperation between financial personnel and other business departments should be solved in the context of artificial intelligence. The financial personnel of the enterprise should strengthen cooperation awareness, strengthen cooperation with other business departments, and improve collection. The efficiency of information, the integration and integration of decentralized and isolated front-end data, and the acquisition of high-value information in a large amount of low-value-density front-end data [3].

2.2. Financial Personnel's Knowledge

The implementation of artificial intelligence makes the financial field urgently need a large number of compound financial talents, which urges the financial personnel of the enterprise to master the mathematics and computer technology related to artificial intelligence, big data, etc. on the basis of mastering the professional financial knowledge. Knowledge in statistics and other fields, the financial field is forced to need a combination of financial talent. However, most of the traditional financial personnel are currently not involved in knowledge other than finance, and there is a great lack of understanding of new information technologies, and it is difficult to adapt to changes in the current situation.

2.3. Financial Staff Comprehensive Ability

The era of artificial intelligence has extremely high requirements for the comprehensive ability of financial personnel. Most of these traditional financial officers are dedicated to the field of finance. The application of artificial intelligence requires financial personnel not only to have professional financial ability, but also to have data mining ability. A comprehensive range of capabilities, such as data analysis capabilities, data identification, enterprise

management capabilities, data collection and integration capabilities, and innovation capabilities.

3. TRANSFORMATION OF TRADITIONAL FINANCIAL PERSONNEL IN THE CONTEXT OF ARTIFICIAL INTELLIGENCE

As a new type of service, artificial intelligence is one of the most notable features in the financial field. It is the centralization of basic accounting functions, which directly leads to the need for traditional financial personnel only one-third of the previous financial accounting. Although the personnel have been liberated from the cumbersome business, the transformation of their functions has become inevitable. Here we can divide the transformation of traditional financial personnel into three directions, namely, financial business personnel, business finance personnel and senior financial decision-makers on the artificial intelligence side [4].

3.1. Financial Intelligence Staff at the Artificial Intelligence Side

These financial business personnel generally include three categories: the most basic operators, technical maintenance personnel, and responsible operations managers. The so-called basic operators can be called direct producers of artificial intelligence. The basic operators need to do the job of entering the data according to the established process, and there is no special requirement in terms of technical and knowledge structure. Technical maintenance personnel are core employees. They need to comprehensively manage the artificial intelligence system and provide support for the whole process, such as system development, definition of accounting procedures, and subsequent maintenance. They are an extremely important part of artificial intelligence implementation, so this type of personnel transformation requirements is very high. Operational management personnel as the main management and leader need to be responsible for the safe operation of the entire artificial intelligence system. Such employees need a lot of management experience, not only to master the skills of financial accounting, but also to understand the basic management concepts.

3.2. Business Finance Staff

Business finance personnel are people who promote the integration of finance and business in actual production. In the context of artificial intelligence, in order to better play the role of artificial intelligence, enterprises need a large number of traditional financial personnel to transform into business finance, and actively integrate into procurement, logistics, processing, sales, after-sales and research and development, effectively solve the problem of separation of business and finance, use professional financial knowledge to promote the scientific decision-making of business, and create new value for every step of the operation of the enterprise. Such financial personnel are the backbone of the enterprise

and will be the direction of transformation of most traditional financial people [5].

3.3. Senior Financial Decision Maker

Artificial intelligence services include information technology, service management, organization management, quality management, performance management and other management tools. This management model provides a new way for the transformation of traditional financial personnel, that is, to become the core member of the company's corporate finance director, chief accountant and financial management team. Such personnel generally need to have a wealth of financial accounting knowledge. A large number of work experience in financial accounting, able to make strategic planning decisions, can participate in the decision-making of the enterprise, and support the strategic planning of the enterprise to create more value for the enterprise. This transformation path has extremely high requirements for the financial staff's knowledge structure and related quality, so it is a transformation path suitable for a small number of financial personnel, and also a good opportunity for the

outstanding financial personnel of traditional financial personnel to stand out.

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Research on Junior High School Biology Teaching Practice Based on Meaningful Reception Learning Theory and Successful Intelligence Theory

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Abstract: The reform of the basic education curriculum requires changes in the current state of teaching, such as passive learning, mechanical training and rote verbal learning. Junior high school biology teaching is no exception. Teachers should guide students to develop their learning ability to adapt to their psychological development features at this stage. Each subject needs to be supported by theory. Relevant analysis on the junior high school biology teaching theory, which has a profound impact on junior high school biology teaching, is carried on to inspire the teaching work.

Keywords: junior high school biology; teaching; theory; junior high school student; teacher

1. MEANINGFUL RECEPTION LEARNING THEORY

Ausubel's meaningful reception learning theory outlines the process and mechanism, learning outcomes, learning conditions and motivations, learning categories, assimilation learning styles, basic principles of teaching, and first organizer strategy of meaningful reception learning.

1.1. Process and Mechanism of Meaningful Reception Learning

Ausubel proposed that the process of acquiring knowledge for junior high school students is a psychological course, in which students need profound understanding of knowledge. Assimilation theory is appropriate to explore this psychological process. Ausubel advocates that the learning process is a top-down assimilation process. Junior high school students can learn new knowledge if, in their cognitive structure, there are appropriate ideas and related knowledge, as well as substantial and non-human association between old and new knowledge, which can make students' cognition structure develop continuously. They will be able to clarify the logical relationship between new things, and to actively discover problems. Only when they begin to explore how this problem occurs and develops can it be called meaningful learning. Specifically, meaningful reception learning is the interaction process between new knowledge and relevant old ideas in students' cognitive structure. A

more appropriate and efficient cognitive structure is formed for junior high school students to understand new knowledge. After being revised and improved, old knowledge has also changed, as a result, new meaning is generated [1].

1.2. Assimilation Theory

There are three different learning modes in the assimilation theory, namely, the superordinate learning mode, the subordinate learning mode, and the combinational learning mode. In the study of biology teaching in junior high school, students have already had their own understanding of a certain knowledge point through the study of textbooks. The concepts in their minds are slightly different. At this time, through teacher's explanation and generalization, a more streamlined concept that encompasses all previous ideas has finally formed. The process is known as the superordinate learning mode. The subordinate learning mode is just the opposite. After learning new knowledge, students will review old knowledge. At this time, they will find that the previous difficult learning process has become simple. The problems that were not understood before are solved. There is affiliation between new and old knowledge. The learning mode in which new and old knowledge are mutually promoted is called a subordinate learning mode. The final combinational learning mode means that new and old knowledge, which are two completely independent units without affiliation, should be learned carefully and absorbed diligently. In the process of junior high school biology learning, these three modes are adopted alternately and deepened gradually [2].

When acquiring new knowledge, students should find an assimilation point in the existing cognitive structure, which has a solid effect on new knowledge. Then, according to the subordinate learning, the superordinate learning and the combinational learning, the new knowledge is placed appropriately in the cognitive structure to create connection with old knowledge. New and old knowledge are continuously finely divided. Finally, new knowledge is linked with other related knowledge to integrate into the structure of old knowledge. A systematic and integrated knowledge system is formed to help apply new

knowledge. Just like an entertainment program, it is a good show as long as it can entertain the public. There is no need to consider whether it has spiritual content. Therefore, from the overall analysis, junior high school students are ignorant of the study of biological knowledge, and they are not aware of the importance of biology to life, and are disapproval of the subject from the heart. Most junior high school students believe that the lack of activities in biology class is a factor that has a great impact on their own learning. A few students believe that the boring teaching method of teachers is another important factor. Teachers prefer to following books without careful explanation, which is not conducive to the cultivation of students' interest in learning [3].

1.3. Contents Related to Meaningful Reception Learning Theory

There is strong logic in the knowledge structure of biology. The logic of junior middle school biology textbooks in China is very strong. The general logic level is from shallow to deep, from individual to group, from simple to complex. Students must have a tendency to meaningful learning. The so-called meaningful learning is relative to the mechanical learning. It means that new knowledge and relevant ideas in the learner's cognitive structure are built to be substantial and non-human association in the process of acquiring knowledge. Meaningful reception learning is a special type of learning that depends on growth and learning, as well as the interaction between them. Students are influenced by the living environment and individual learning attitudes, and teachers should learn to identify learning effects of students. In meaningful learning, students are required to love study, and to learn biological knowledge with their own curiosity, so that the junior high school biology class will not appear boring. For junior high school students, there are many theoretical knowledge in biology class. How to effectively guide students to learn independently and stimulate their interest in learning are key and difficult points in teaching process.

2. SUCCESSFUL INTELLIGENCE THEORY

Professor Sternberg proposed a teaching method named Triarchic Instruction and Assessment (TIA) based on the successful intelligence theory. TIA aims to help junior high school students develop analytical intelligence, creative intelligence and practical intelligence in order to lay a successful path for them. One of the goals of the TIA is to make students feel confident that "I can learn in other ways" instead of "I can't learn", and teachers can say with certainty that "I can use other methods to teach." instead of "I can't teach it." Successful intelligence teaching is very cleverly applied to junior high school biology teaching. It enables students to exert subjective initiative to discover, explore and solve problems, grasp learning methods, become self-disciplined and self-reliant, learn to think, and solve real-life

problems. Junior high school biology teachers are required to avoid the inertia thinking of "focusing only on scores" in the teaching process. They should not only care about the level of academic achievement, but also pay attention to whether students have exerted subjective initiative in the learning process and properly applied creative and practical intelligence.

Teachers should learn to evaluate students' biological learning from multiple perspectives. The original intention of successful intelligence teaching is not to focus only on the improvement of students' examination results. Teachers also need to avoid focusing only on scores in the teaching process. Junior high school biology teaching needs to focus on creativity. Different teaching methods present various contents. Students' biological learning status should be evaluated from all aspects instead of a single one. In successful intelligence teaching, subject of evaluation should be diversified. Teachers are the main body for assessing students' biological learning, but not the only subject. Students should be allowed to evaluate each other, or parents can also assess their children's learning. Other teachers can participate in the assessment too, which allows students to discover their strengths and weaknesses. This can not only cultivate students' self-confidence in biological learning, but also recognize themselves from different aspects in order to find out their shortcomings in time, and take targeted measures to improve themselves [4,5].

3. CONCLUSION

In the study of junior high school biology teaching theory, whether it is meaningful reception learning theory or successful intelligence teaching theory, the ultimate goal is to let students master meaningful and valuable biological knowledge through these scientific theories, and discover the joy of learning during the learning process, so that they will love learning and be able to learn. The meaningful reception learning theory mainly requires teachers to innovate teaching methods, and requires students to exert subjective initiative, and accept new knowledge psychologically in order to learn solidly and flexibly. When evaluating the teaching quality of biology teachers, the most important thing is to check whether students have produced meaningful learning during the teaching process. TIA points out that in the process of learning and teaching, both students and teachers need to overcome their own psychological barriers and learn from each other in a timely manner. Developing students' successful intelligence and paying attention to personalized education is of great benefit to tapping their potential and improving their overall quality.

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Study on Cost Allocation of Urban Joint Distribution Based on Shared Logistics

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Abstract: In recent years, the feverish Internet shopping craze can realize billions of transaction volume in a moment, which brings great opportunities and challenges for logistics distribution. At the same time, under the application background of Shared logistics and the strong support of national policies for joint distribution, joint distribution is an inevitable trend of logistics distribution. Cost allocation is one of the main factors to guarantee the stability of joint distribution among enterprises. This paper compared and analyzed the existing cost allocation methods of alliance by constructing the index system of influencing factors, and constructed the AHP-raiffa cost allocation model by combining AHP method. Then, three express delivery enterprises in xiaozhai road, yanta district, xi'an city are taken as examples to determine the benefit and weight generated by the apportionment project calculation of joint distribution, and then calculate the result of revenue apportionment in a fair and reasonable way, which has certain reference value for the cost apportionment among express delivery joint distribution enterprises.

Keywords: cost sharing model; joint distribution; shared logistics; distribution alliance; the AHP method

1. INTRODUCTION

1.1. The Express Delivery Industry Continues to Grow at a High Speed

In recent years, under the support of the Internet, the network shopping with the advantages of economical and practical, quick step by step to win the favour of broad consumer, network shopping mode is gradually change the public's traditional consumption patterns, release the potential of internal demand, to respond to the our country the major policies of the reform on the supply side and stimulate the economic development in our country. Since the 13th five-year plan, China's express delivery industry has maintained rapid growth, with an average annual growth rate of 10 billion pieces [1]. show in Figure 1. In 2018, China's express delivery service enterprises completed 50.71 billion pieces of business, with a year-on-year growth of 26.6%. In the past five years, China's express delivery business volume and revenue have maintained rapid growth, with an annual growth rate of over 20%. The annual online retail sales supported by express delivery have reached nearly 6.9 trillion yuan, accounting for over 19% of the total retail sales of consumer goods. Express delivery has become a

representative of the new economy and an important driving force for economic development.

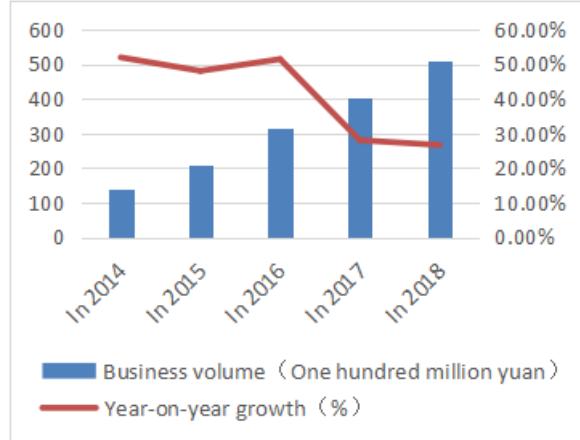


Figure 1. National express business revenue and its growth from 2014 to 2018

1.2. The Difficulties in Terminal Distribution

For express delivery enterprises, although China's express delivery market has been growing at a high speed in the past decade, the cost of express logistics remains high, and express delivery enterprises are under great pressure of operating costs. Transportation is the core link of express business, and the transportation cost is mainly composed of human cost, operation cost and management cost, among which human cost accounts for the largest proportion. Take sf express as an example, human cost accounts for up to 45% of the total cost of the company. At the same time, domestic express products are highly homogeneous and the price is transparent. The fierce price war has led to the continuous decline of the unit price of express delivery. China's express delivery industry has presented a situation of "micro profit and no profit". According to statistics from the state post bureau, the price of express delivery services in China has been on a downward trend from 2010 to 2018. From 2011 to 2018, the average price of domestic express services dropped from 20.64 yuan per package to 11.9 yuan per package

2. RELATED THEORETICAL BASIS

As early as the 1990s, China began to conduct relevant research on joint distribution. Domestic scholars studied the modes and strategies of joint distribution from multiple perspectives.

Fan Xuemei [2] (2013) verified the effectiveness of joint distribution. Based on the calculation and analysis of the input-output frequency of the seven

representative urban distribution modes, an efficiency evaluation index was established and considered that joint distribution was one of the relatively effective modes. Based on the theory of scale economy, Wang Chuanlei [3] (2017) established the urban green, low-carbon and intelligent hybrid joint distribution model. Zhao Yanping [4] (2011) took small and medium-sized manufacturing enterprises as an example, determined the proportion of their income according to the input of each enterprise, established a variety of models to calculate the benefit distribution of alliance members, and finally obtained that Shapley value method was more reasonable. Guo Fangfang [5] (2018) constructed an evaluation model of interest distribution based on AHP-entropy weight method, and verified that the model was an ideal method to solve the problem of interest distribution through cases.

3. BASED ON AHP-RAIFFA COST ALLOCATION MODEL CONSTRUCTION

Analytic hierarchy process (AHP) can quantify the qualitative problems and ensure the relative fairness of interest distribution by considering multiple factors. Raiffa solution was proposed by Howard Raiffa, a professor at Harvard University, in 1957. Raiffa solution is used to solve the problem of interest distribution in cooperative games, and component allocation is carried out on the basis of interest distribution. On the basis of absorbing Shapley value method, Raiffa solution also takes into account the upper and lower limits of distribution, and this method only needs to know the situation of (n+1) alliances, so it is easy to collect information, which makes up for the limitations of Shapley value method in practical application and has good applicability. Combining AHP and Raiffa solution to solve the benefit distribution problem of joint distribution alliance can not only take into account the advantages of AHP multi-factor analysis, but also use Raiffa solution to correct the shortcomings of AHP weight determination subjectivity. For the express joint distribution alliance in this paper, the profit of the alliance refers to the saving of the total cost after the implementation of joint distribution. First, the profit is distributed, and then the independent distribution cost is deducted from the distributed benefit, that is, the final Shared cost of participating in the joint distribution alliance, that is:

$$y_i = c_i - x_i \quad (i=1, 2, \dots, n)$$

Among them:

y_i : the cost that express delivery enterprise I needs to share after participating in joint distribution

c_i : the cost of express delivery enterprise I before participating in the joint delivery, i.e., the separate delivery

x_i : the profit Shared by express delivery enterprise I through participating in joint distribution

Finally, Raiffa solution's cost allocation scheme is obtained through mathematical model as follows:

$$y_i = c_i - \frac{B}{n} - \frac{2n-3}{2(n-1)} \left[\frac{1}{n} \sum_{i=1}^n b_i - b_i \right]$$

Among them:

B: the profit of express delivery enterprises when they join the alliance

b_i : excluding express delivery enterprise I, the earnings of the remaining (n-1) enterprises when they form an alliance

Based on Raiffa solution model, this paper added 4 impact factors, including express delivery volume, personalized service cost, resource input and risk factor, and combined AHP method to build a multi-impact factor cost allocation model based on ahp-raiffa solution, so as to obtain the final cost allocation value [6]:

$$\begin{aligned} y_i' &= y_i - (\lambda_1 \Delta \xi_i + \lambda_2 \Delta \omega_i + \lambda_3 \Delta r_i + \lambda_4 \Delta z_i) B \\ &= c_i - x_i - (\lambda_1 \Delta \xi_i + \lambda_2 \Delta \omega_i + \lambda_3 \Delta r_i + \lambda_4 \Delta z_i) B \end{aligned}$$

4. CASE ANALYSIS

4.1. Example Background

Taking three express delivery enterprises in xiaozhai road sub-district, yanta district, xi 'an city as an example, the cost changes before and after the establishment of the joint distribution center of three express delivery outlets were calculated to estimate the economic benefits. The data were all derived from the actual data based on the project survey.

4.2. Quantitative Analysis of the Benefits of Joint Distribution

The benefits of joint distribution in express cities are mainly reflected in cost saving compared with independent distribution. Taking three express delivery enterprises in xiaozhai road sub-district, yanta district, xi 'an city as examples, this paper compares the economic benefits before and after the establishment of regional joint distribution center in this region, including changes in site operation fees, transportation costs, labor costs and opportunity costs, and roughly estimates the benefits of joint distribution.

After investigation and calculation, the total cost of the three Courier companies selected in this paper changes to 2.25 million yuan after joint distribution, indicating that the cost savings of 2.25 million yuan after joint distribution of the three Courier companies is economic benefits.

4.3. Cost Sharing Calculation Based on AHP-Raiffa Model

Step 1: revenue calculation (Unit: ten thousand yuan)

$$\begin{aligned} x_1 &= \frac{B}{n} + \frac{2n-3}{2(n-1)} \left[\frac{1}{n} \sum_{i=1}^n b_i - b_1 \right] = \\ &\frac{225}{3} + \frac{3}{4} \times \left[\frac{1}{3} (80 + 79 + 76) - 76 \right] = 76.75 \end{aligned}$$

The same can be $x_2 = 74.5$, $x_3 = 73.75$.

Step 2: Initial apportionment cost calculation show in

Table 1.

Table 1. Initial cost allocation results

Courier companies	Individual distribution cost	Initial revenue distribution	Initial cost sharing
A	144	76.75	67.25
B	156	74.5	81.5
C	175	73.75	101.25

Step 3: determine the weight and coefficient of the influencing factors

The enterprise express delivery volume, enterprise personalized service cost, enterprise input resource value and enterprise risk are set as the first, second, third and fourth influencing factors respectively. According to the scoring results of experts, the evaluation matrix is established. The normalized vector is calculated and then tested for consistency.

$$Q = (\lambda_1, \lambda_2, \lambda_3, \lambda_4) \\ = (0.314033, 0.314033, 0.206393, 0.165541)$$

Step 4: determine the final cost allocation show in Table 2.

Table 2. Comparison of cost allocation before and after the establishment of the alliance (unit: ten thousand yuan)

Enterprise	Individual cost	Co-delivery cost	Cost savings	Save the proportion
A	144	76.16	67.84	47.11%
B	156	86.18	69.82	44.76%
C	175	87.66	73.75	42.14%
Total	475	250	225	47.37%

5. CONCLUSION

As can be seen from the case analysis of the fourth part, the total cost of the alliance has been greatly reduced after the implementation of joint distribution. After the establishment of the alliance, the distribution cost was saved 2.25 million yuan, saving 47.37%. After the establishment of joint distribution alliance, the distribution cost of each enterprise is

significantly lower than that of individual distribution. Before and after the improvement of AHP-raiffa solution, the cost allocation amount of each enterprise is different, and the final cost allocation amount is directly related to the contribution rate. Make the final allocation result more scientific and reasonable, more easily accepted by the express enterprises, so as to maintain the stable development of the joint distribution alliance.

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Critical literature Review of Business English Teacher's Professional Development in China

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Abstract: The issue of foreign language teacher professional development has become a hot spot in current academia. As the backbone force of business English talents cultivation, business English teacher's (hereafter referred to as BE teacher) professionalism and competence have a large impact on overall quality of national business English education, the effectiveness of pedagogical reform. Therefore, it is of great importance to study BE teacher's professional development and explore paths their professional development paths. Based on 455 literatures issued on BE teacher's professional development published between 2001 and 2018, the thesis conducts a critical literature review of those published literature from following perspectives: research discipline distribution, research focuses and current research limitations. Research results show that these eighteen years saw an increasing trend of literatures. Although research focuses are extensive, the overall quality of literatures are unsatisfactory, research discipline distribution is uneven. In addition, non-empirical research accounts for a large number of the total.

Keywords: business English; teacher professional development; literature review; criticalness

1. INTRODUCTION

Business English (BE) teaching in China emerged over a half century ago. In the 1970s, the rapid economic development and China's opening and reform policy gave impetus to the increase of foreign trade volume, which contributes to the popularity of BE. After the entry in WTO, the unprecedented expansion in economic activities on the international scale placed China in a global arena, more and more business English personnel were needed for cross-cultural contacts in economic and trade collaboration. The holding of 2008 Beijing Olympic Games, 2010 Shanghai World Expo and 2014 APEC CEO summit showed the keen and heavy demand for high-quality BE men. As a result, there was an increasing number of people pouring into river of BE learning.

Up to 2010, Business English major has become the top 10 hottest majors for five consecutive years in undergraduate and graduate enrollment. In 2006, more than 127,000 Chinese people took BEC exam (Cambridge Business English Certificate) in China, and the figure kept going up with a percentage of 30% per year. However, the huge demand of BE personnel

and the scarcity of quality full-time BE teacher formed a sharp contrast. According to the statistical data given by Chinese Ministry of Education in 2009, the full-time BE teacher at all levels were no more than 500,000, among which only 40 % are qualified BE teacher who could combine business knowledge and experience with their foreign language ability. Besides, the make-up of BE faculty in some universities and the quality of structure were unsatisfactory, BE teacher's professional development was nearly neglected by both teacher themselves and university management. Even though, studies of applied linguistics on pre-service teacher education, on-the-job teacher training and on educational psychology had a relatively long history, they all targeted to EFL (English as a Foreign Language) teaching and EFL teacher rather than BE teacher. Consequently, those studies was insufficient to guide and to promote BE teacher's professional development [1].

2. RESEARCH RATIONALES

The rationales of this study lie in two aspects. Firstly, the crucial role of BE teacher in BE teaching in China. Robinson (1991:184) emphasized, "At all levels and types of educational enterprise, teachers are critical". In BE teaching process, teachers are important agents and guiders who not only impart business and commercial knowledge to students, but also train language ability. Their intentions, beliefs, attitudes, actions, knowledge frameworks, individual experience all greatly influence teaching quality and BE personnel development. Therefore, BE teacher's professional development and high-quality teaching staff construction should be given enough attention. Secondly, the indispensability of language teacher professional development and the shortage of research on BE teacher education are evident. "Language Teacher Professional Development" is one of the most popular concepts in the field of contemporary teacher education, which is closely connected with governments' teacher management, universities' teaching reform and with teachers' self-improvement. By contrast, the research on BE teacher's professional development is unfavorable both in quantity and quality. The research of ESP (English for specific purposes) teacher development started in western countries as early as in 1980s, while in China, the earliest paper on the topic of ESP teachers' development was published at the late of 20th century. As an indispensable branch of ESP, the domestic

research on BE teacher's professional development is extremely scanty. Therefore, there is a lot of significance and possibility for the study of BE teacher's professional development by method of critical literature review [2].

3. RESEARCH DESIGN

3.1. Research Questions

There are two questions for this research project.

(1) What is the research status quo of BE teacher's professional development between 2001 and 2018?

(2) What are issues identified of BE teacher's professional development research in the 18 years?

3.2. Sampling

As presented in the previous chapter, the purposes of this research are to investigate current research status of BE teacher's professional development in China, to analyze its development course and to forecast its future development trend. The thesis expects to conduct a critical analysis of some literatures issued on BE teacher's professional development from different perspectives. After confirming purposes and expectations of the study, other indispensable parts of research design is going to be presented elaborately as follows [3].

3.2.1. Sources of samples

Three Periodical Full-text Databases: CNKI, VIP and Wan Fang are three major sources of samples. At first, by using the method of keywords searching, a total number of 732 samples were selected.

3.2.2. Data selection criteria

After the preliminary literature retrievals, this study sets up four data selection criteria and conducts a second selection of those 732 samples.

(1) Parallel publication should be avoided. In this study, literatures that repeatedly published in two or more periodical full-text databases should be marked for the prevention of double counting.

(2) The starting and ending times of samples should be determined. This study expects to collect literatures published from January 1, 2001 to December 31, 2018. Therefore, literatures that published beyond that scope of time will be rejected.

(3) Some meeting minutes and report recordings without new findings should be eliminated for the reason that most of those minutes and recordings are summarizations of other scholars' findings and they serve no academic use [4].

4. FINDINGS AND DISCUSSIONS

4.1. Discipline Distribution

From 2001 to 2018, domestic researches on BE teacher's professional development are mainly published in comprehensive college journals, pedagogical journals and linguistic journals (see Figure 1). 146 theses coming from comprehensive college periodicals occupy nearly one third of the total, 22 higher than the number of theses published in pedagogical journals. Some pedagogical periodicals like Education and Career, Education research, Curriculum, Teaching Material and Method are relatively more popular publications favored by scholars than other kinds. For example, there are altogether 41 theses published in pedagogical key journals, among which 27 theses come from three kinds of journals mentioned above. Theses in linguistic journals rank the third with the figure of 91. Foreign Language World and Foreign Languages in China are two popular journals, with the number of 13 and 8 theses published in them respectively. 27 theses come from economic journals like China Business & Trade and International Business Research. 19 theses are found in comprehensive social science journals. 2 theses are published in comprehensive cultural journals and 2 theses come from journals of information science and philology.

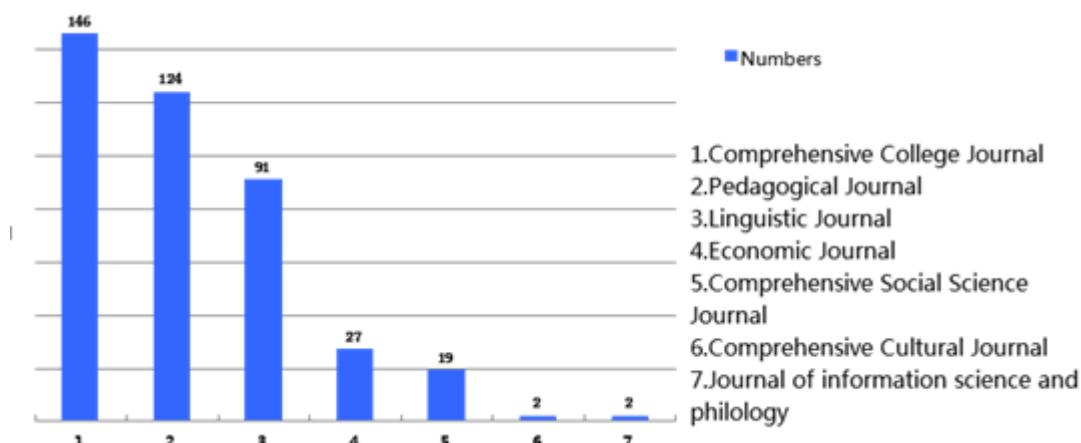


Figure 1. Research Discipline Distribution

The Figure 1 shows that there are three main characteristics of research discipline distribution. Firstly, the interdisciplinary feature of BE teacher's research is obvious. Researches are not limited to be found in linguistic journals, they also are published in economic periodicals, pedagogical periodicals as well

as social science journals. This fully embodies the interdisciplinary nature of BE.

Secondly, scholars in pedagogy field give greater importance to BE teacher's professional development than scholars in linguistic field. According to the data shown by the graph, the number of research in

pedagogical journals is 33 more than the number of research in linguistic journals. Researchers in economic and pedagogical fields pay special attention to BE teacher's growth and development. This is due to the fact that more quality BE talents are required for the booming of domestic economy, and BE teachers shoulder the task of interdisciplinary talents foster. Thus, the professional development of BE teachers positively influences BE talents' behavioral competencies and abilities to work smoothly in international business areas. This explains why scholars in those two areas concern this issue greatly.

Table 1. Divided researched literatures into nine categories

Number	Research Focus	Quantity	Percentage (%)
1	Modes of BE teacher's professional development	29	6.4%
2	Paths of BE teacher's professional development	104	22.8%
3	Professional Qualities of BE Teachers and their Sustainable Development	61	13.4%
4	Constraints of BE teacher's professional development	31	6.8%
5	Strategies of BE teacher's professional development	52	11.4%
6	Guarantee Platform of BE teacher's professional development	5	1.1%
7	The Research of BE teacher's professional development from different perspectives	53	11.6%
8	The Current Situation Study of BE Teacher's Professional Development	80	17.6%
9	Theory and Connotation Exploration of BE teacher's professional development	36	7.9%

Based on detailed analysis in table, research focuses are far more comprehensive. Qualification standards of BE teacher, specialized standard of BE teacher's education and unified evaluation criteria of BE teacher's professional development are all gaps that no literature in these eighteen years touch [5].

5. CONCLUSION

After the critical literature review of BE teacher's professional development, two research questions can be answered. The answer to the first research question "what is the research status quo of BE teacher's professional development during the period from 2001 to 2018" has been answered. After summarizing the characteristics of research discipline distribution, we studied that literatures of BE teacher's professional development are widely but unevenly distributed. Except in linguistic journals, researches are also published in pedagogical, economic journals, comprehensive college journals as well as in social science journals and so on. The number of literatures comes from comprehensive college journals or pedagogical journals all exceed that of literatures from linguistic journals. We studied ten research focuses with great efforts and acknowledged that path of BE teacher's professional development and the current situation study of BE teacher's professional development are two focuses with more attentions. For the second research question "what are issues of BE teacher's professional development research identified in the 18 years", two issues were identified from literatures:

Compared with scholars in those areas, scholars in linguistic area are relatively lacking to recognize the significance of BE teacher' growth.

Thirdly, some other disciplines begin to keep eyes on this issue but their research achievements are insufficient, which indicates an uneven discipline distribution of the research on the topic of BE teacher' professional development.

4.2. Research Focuses Distribution

For the convenience of research focus analysis, this study divided researched literatures into nine categories (See Table 1).

(1) Research focuses of current studies are incomprehensive.

(2) The quality of research method and the quantity of empirical research are unfavorable.

This study has its own limitations. Firstly, it only studied the published year, the source, the discipline, the research method and the research focus of literatures but failed to study the authors of literatures. However, the professional title of author, the age of author and the work unit of author all have a large impact on research status analysis, which is worthwhile to be considered [6].

To put in a nutshell, we should do literature review at a more comprehensive and meticulous level.

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Under Federal Law and the “Last-In-Time Rule” Can a Self-Executing Treaty That Conflicts with an Earlier Federal Statute Supersede That Statute?

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Abstract: This paper is taking about the “last-in-time rule” for the application of treaties in the United States. In 1829, the U.S Supreme Court ruled in the “Foster v. Nielsen case” that a treaty would become “the law of the United States” and therefore be equivalent to the legislation of the legislature in US courts. The treaty must not require any legislature. The assistance of the terms can be applied by itself. That is, in the case of a treaty that is automatically enforced, it is equivalent to the legislation of the federal legislature.

Keywords: Last-In-Time Rule; Self-Executing treaties; supremacy clause; latter must control

1. INTRODUCTION

When it comes to the application of “last-in-time rule”, the notion that “a treaty (at least a self-executing treaty) is equivalent to the statute of a federal legislature” is an important prerequisite for applying the last-in-time rule. Although there is no direct question of who is the priority between the treaty and domestic law, the court opinion of the case is also important for the resolution of this issue. The “later-in-time rule” also known as the “last-in-time rule”, is a development of the U.S court in judicial practice. A rule that resolves conflicts between federal statutes and treaties. It refers to the fact that the treaty has the same status in the United States as federal law (mainly statute law) in accordance with the provisions of U.S const.art.VI, when the treaty conflicts with federal law, it has a priority [1].

2. WHAT TYPE OF TREATY CAN BE APPLIED?

Before all, not all the treaties can be applied in practice, here wo only focus on self-executing treaties. Firstly, we should talk about the definition of “self-executing” and “non-self-executing.” I describe it in a simply way: self-executing treaties can be applied as a domestic law by the U.S courts without the congressional proceedings while the non-self-executing cannot be directly used, if the congress does not pass the treaties, any court in U.S will not apply it. In 1829, Foster v. Neison the U.S Supreme Court held the view that “A treaty is, in its nature, a contract, not a legislative act. But, under the constitution of the United States, it is to be regarded,

in certain cases, as equivalent to an act of the legislature and a treaty is equivalent to an act of the legislature, where it operates without the aid of a legislative provision.” The Court said: “In the United States a different principle is established. Our constitution declares a treaty to be the law of the land. It is, consequently, to be regarded in courts of justice as equivalent to an act of the legislature, whenever it operates of itself without the aid of any legislative provision.” After this case, according to the “Supremacy Clause”, the court confirmed that self-executing treaties are as equal as the U.S statutes. However, the Court did not issue opinion about the priority of the self-executing treaty and U.S laws when they encounter a conflict against each other, which kept an important problem for the future court holdings [2].

3. THE INITIAL APPLICATION OF “LAST-IN-TIME RULE”

The first case applied a “Last-in-time Rule” was the Taylor v. Merton, which was judged by the Massachusetts Circuit Court of Appeal in 1855. In the case, the plaintiff filed a lawsuit against the defendant for a statute passed by the United States Congress, claiming that the law imposed a tariff on imported hemp fiber that violated certain treaty obligations. The Court hold the view that the treaty in the case was self-executing and faced the problem of direct conflict between the legislative intension of the Congress and the treaty. Although the case agreed with the US Supreme Court’s opinion in the Foster case that “the treaty is part of domestic law”, it does not fully adopt the idea that “the treaty is equal to the legislation of the federal legislature”, but rather that the U.S Constitution, there is no provision that addresses the issue of treaty and federal law as a priority. Finally, the Massachusetts Circuit Court of Appeals ruled that Congressional legislation took precedence over treaty provisions and would therefore continue to impose a \$40 per ton tariff on hemp fiber from Russia. The case affirmed that the U.S Congress had the power to abolish the domestic validity of the treaty, thus affirming that the later developed federal law took precedence over the treaty, and therefore the case was recognized as the origin of

the “Last-in-time rule”. But the judgement of the case also had some shortcomings, firstly, the court did not discuss about the procedure of the parties’ negotiation in the treaty, and the validity of cancelling the treaty with the other party’s consent. The court only stressed that the congress has the right to cancel the treaty by itself based on the power of sovereignty without other parties’ consent. Secondly, the court only stated that the federal law can has the priority over later treaty, but never talked about whether a treaty can overturn a federal statute [3].

4. DISCUSSION OF “LAST-IN-TIME RULE”

Here we choose three typical cases to discuss about the Last-in-time Rule in U.S, in the late 19th century, the U.S Supreme Court heard a series of cases and formally elaborated the last-in-time. These cases include the “head money case” in 1884, the “Whitney v. Robertson case” in 1888, and the “Chinese exclusion case” in 1889.

In 1884, “Edye v. Robertson” known as the head money case. In 1882, the United States passed a statute law that imposed a “head tax” of 50 cents per person on foreigners who entered the United States. The plaintiff filed a litigation and believed that the statute violated the earlier treaty with European countries such as Belgium. In this case, the U.S Supreme Court emphasized the differences in constitutional procedures between congressional statutes and treaties. The Senate, the House of Representatives, and the President (on behalf of the executive) all participated in congressional legislation, and only the Senate and the President participated in the conclusion of the treaty. Congressional legislation is more democratic than the conclusion of treaties in procedure. If the statutes and the treaty are different, the statutes in which all three agencies are involved should be given priority. According to this opinion, when federal statutes and treaties conflict, federal statutes take precedence over treaties, regardless of time, Therefore, the “head money case” is often used as the basis for the view that the federal statute and the treaty are not equal, but the federal statute takes priority over the treaty.

In 1888, in Whitney v. Robertson, the U.S Supreme court analysis the relationship between congressional statute and treaties according to the “Supremacy Clause”: According to the Constitution, a treaty is on the same position as a Congressional statute and stands similar obligations. The US Constitution claims that the treaty and Congressional legislation are the highest laws of the country, and there is no provision for the treaty and Congressional legislation to give priority. In the case of statutes and treaty conflicts, “It was passed after the treaty with the Dominican republic, and, if there be any conflict between the stipulations of the treaty and the requirements of the law, the latter must control”.

The typical significance of the Whitney is that it is the first time the U.S Supreme Court has officially stated

the phrase “the latter must control” to define the Last-in-time rule. In previous cases, including the head money case, the U.S Supreme Court only established that the treaty was inevitably modified or abolished by the latter federal statutes, but did not clarify whether the treaty concluded latter can take precedence over the previous federal statute [4].

However, in Whitney, the court opinion is different from that in Taylor which emphasis on the sovereignty federal statute can overturn the treaty when dealing with the contradiction between federal statutes and treaties. Moreover, unlike the Edye the Court advocates that the procedure of congressional legislation is more democratic than the conclusion of the treaty, which may result in the federal statute always taking precedence over the treaty even after the treaty is concluded, but based on “latter must control” The “neutral” rule of priority is given so that subsequent treaties can also take precedence over previous statutes. In the establishment of the rule of “latter must control”, the condition that “the relevant provisions are self-executing” is attached. According to this condition, not all subsequent treaties are concluded, but only the latter “self-executing” treaty can take priority over the previous statute. It can be said that the Whitney, marks the formal formation of the “Last-in-time Rule” for the United States to deal with conflicts between federal statutes and treaties.

Although the Last-in-time rule was affirmed, the application in the future is not as positive as its expectation. An important issue involved in the “Chinese exclusion case” in 1889 was the conflict between the latter federal law and the previous treaty with the Chinese Qing government. The U.S Supreme Court once again cited the supremacy clause, arguing that the treaty would not have a higher legal effect than the legislation of the Congress. The conflict between federal statutes and treaties would not invalidate the statute. In the end, the U.S Supreme Court ruled that the 1888 federal statute took precedence and decided that the plaintiff lost the case. In the case of applying the last-in-time rule, the “Chinese exclusion case” was the most criticized. As everyone knows, “good faith observance of the treaty” is a long-established principle in international law. After the two countries conclude a treaty, the treaty cannot be violated only by one side unless a new agreement is reached through friendly negotiations. In the “ Chinese exclusion case”, the US Congress has passed laws that prohibit Chinese workers from entering the United States in the context of domestic interests, in the context of prior knowledge of the conflict between relevant laws and treaties, and the U.S Supreme Court has also approved this method. This opens up a bad precedent for the application of the last-in-time rule: the U.S. government and Congress can make relevant laws to overturn the treaty without consulting and obtaining consent from other parties in the treaty [5].

5. CONCLUSION

The last-in-time rule is a long-established rule by the U.S courts that resolves conflicts between federal statutes and treaties through a large amount of cases. As far as its function is concerned, the last-in-time rule is the “last barrier” to keep the treaty out of the U.S domestic laws. Concluding from the results of the relevant cases, the phenomenon of “federal statutes take priority over treaties” is presented. Although the last-in-time rule is more criticized, it cannot be abandoned. However, it will be used more. In other words, according to all the precedents, we can make a conclusion that under federal law and the “Last-in-Time Rule,” a self-executing treaty that conflicts with an earlier federal statute can supersede statute, but when it comes to real applications, most self-executing treaties cannot supersede the federal statute, on the contrary, most treaties are overturned by the federal statute.

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Discussion on Application of Psychological Consultation in College Students' Mental Health Education

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Abstract: In recent years, the state has attached great importance to the mental health education of college students. There are also special courses on the mental health education of college students in colleges and universities. Psychological counseling has been applied to college students' mental health education, which can effectively promote the effect of college students' health education. This paper mainly analyses the problems existing in the mental health education of contemporary college students, and combines the psychological counseling methods to improve the educational countermeasures.

Keywords: mental health education; psychological consultation; college students

1. INTRODUCTION

The social and economic level has been continuously improved, and the level of social productivity has also been improved. In the aspect of education, more and more attention has been paid to the psychological health education of college students, which has become one of the important links of most college education. At present, there are still some problems in college students' mental health education. It is necessary to start from health education and focus on the implementation of psychological counseling methods, which is conducive to the smooth development of mental health education, the effective improvement of the quality of mental health education for college students, and the psychological counseling in mental health education. It is of great significance to analyze the application of psychological consultation in mental health education.

2. CURRENT SITUATION OF MENTAL HEALTH EDUCATION FOR COLLEGE STUDENTS

In recent years, people pay more and more attention to mental health. There are also courses of mental health education in colleges and universities in our country, such as elective courses of mental health, which provide mental health education to students. Some colleges and universities even provide mental health education to students in their freshmen year. It can be seen that the mental health education has attracted much attention. However, mental health education is still in the stage of popularization, and there are some shortcomings. First of all, without

targeted mental health education, many college mental health education courses are more formal, mainly for theoretical teaching mode. The atmosphere in the classroom is relatively dull, and the limitations of improving college students' mental health are relatively high. Besides, teachers of mental health education can not really understand the psychological states of students, and there is less communication with students. Students with psychological problems cannot fundamentally solve the problem [1].

3. APPLICATION OF PSYCHOLOGICAL CONSULTATION TO COLLEGE STUDENTS' MENTAL HEALTH EDUCATION

3.1. Paying Attention to the Practical Application of Psychological Consultation When Conducting Mental Health Education

When implementing mental health education, we can carry out psychological counseling activities in batches, establish and improve the psychological counseling platform, and obtain the dynamic state of college students' psychological development in a timely and effective manner. In mental health education, it is necessary to do a good job of interaction when combining psychological counseling activities. For example, the discussion of mental health problems guided by psychological teachers can make students feel the scientific content of mental health education personally. The effectiveness of the promotion of college students' psychological has a positive effect, which is conducive to maintaining their own mental health. Psychological counseling is mainly to achieve health education in face-to-face communication with college students, which is the most direct and effective channel for students' mental health education. College students have not yet entered the society, they have no deep understanding of their mental health, so that college students and psychological counselors jointly carry out various distressing discussions, which can achieve in-depth communication and open up the depression in their hearts. Therefore, it is effective to apply psychological counseling into mental health education, and is worth promoting [2].

3.2. Effectively Obtaining Dynamic Information about Mental Health of College Students When Implementing Psychological Consultation

Generally speaking, psychological quality of college students is not fully mature, so it is necessary to carry out mental health education. College students are just in the stage of learning cultural knowledge in the basic teaching stage. In addition to carrying out mental health education in their daily learning life, it is completely inadequate. It is necessary to strengthen psychological counseling measures in college students' mental health education. The goal of college students' mental health education is to improve their mental health literacy. Therefore, some methods of testing can be adopted in psychological counseling, such as how to bear the psychological capacity of college students in the face of emergencies. When confronted with unexpected events, it can be seen whether their psychological quality has passed. When the students' psychological quality is relatively good, they will be calm and have a strong will. Therefore, in mental health education, it is possible to combine psychological counseling in a timely manner, attach importance to the cultivation of college students' psychological quality, adopt psychological counseling method. Only by timely understanding of the dynamic information of college students' mental health can we play a guiding role in the actual mental health teaching, take pertinent measures, and effectively enhance the psychological education measures of college students and their psychological endurance ability, exercise their psychological quality in the process of education. It can be helpful for future study and work, or help them prepare for psychological quality ahead of time [3].

3.3. Effectively Carrying out Psychological Counseling Activities, and Paying More Attention to Listening to College Students' Feedback on Mental Health Education

For the strengthening measures of mental health education, it is necessary to combine the interactive measures of psychological counseling while strengthening. For example, students can feedback their understanding of mental health education through a variety of mental health education activities, similar to speech contests. When preparing for the speech content, they can search for a large number of relevant information. Through this process, students can visibly enhance their own depth understanding of mental health education. The fragmented understanding of mental health of college students in the past can also be achieved through this channel. In the mental health education of college students, the implementation of psychological counseling can be achieved only by the psychological teachers' frequent propaganda and preaching. It is also necessary to understand the situation of college students' understanding of mental health education, so that they can actively participate in the psychological counseling platform. Teachers can effectively grasp the psychological dynamics of students, aiming at some problems. It is of great significance to

understand the content of mental health education that is wrong or not, and adopt pertinent guidance and corrective measures. This method can effectively enhance the interaction between teachers and students, and also can activate the communication environment at that time. It is conducive to enhancing the enthusiasm and creativity of college students for mental health education. It can also effectively carry out psychological counseling activities in college students' mental health education and achieve the desired results [4].

3.4. Strengthening the Construction of Campus Culture Can Help to Apply Psychological Counseling in College Students' Mental Health Education

For college students, the environment plays a very important role. In the implementation of psychological counseling for students' mental health education, we can strengthen the measures of campus culture construction. We can actively carry out some campus cultural activities related to mental health education. While students participate in activities, they also unconsciously accept mental health education. In the campus cultural activities, we can also combine with psychological consultation, such as performing activities related to psychological consultation and psychological health evaluation micro-films. In the process of entertainment, students can be deeply guided to study psychological health and colleges can train talents beneficial to social physical and mental health [5].

4. CONCLUSION

Psychological consultation plays a vital role in the mental health education of university students. The purpose of psychological consultation is to understand the students' psychological state, so as to effectively carry out the next mental health education. Therefore, we can integrate all kinds of activities, platforms and psychological consultation into the implementation of psychological counseling through a series of mental health education and campus cultural activities, and invisibly achieve in-depth communication with students, from which we can timely and effectively understand the psychological state of students to help guide students to learn mental health knowledge, to cultivate comprehensive talents with positive and optimistic mentality, and to give full play to the real role of psychological counseling.

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Deep Integration Path of Physical Medicine for Promotion of Elderly Health under the Concept of Healthy China

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Abstract: At present, the aging of the modern society has become a problem. With the introduction of the concept of healthy China, the feasibility of the deep integration of elderly health indicators and physical medicine has received great attention. The main implementation of the medical and health integration system promoted by the elderly health is still a major problem. To realize this approach, it is necessary to integrate the health care of the elderly under the concept of healthy China, to make the life safety of the elderly reach the health level and continuously be promoted. Today, the integration of physical health and health care promoted by the concept of healthy China is only a preliminary integration. In order to achieve deep integration, we should also solve the problems of social concepts, the flow of funds and national policies, and improve the medical treatment and the purpose of physical exercise under the concept of healthy China.

Keywords: concept of healthy China; elderly health; medical integration

1. INTRODUCTION

Healthy China is a brand-new idea of governing the country that emerges at the historic moment in today's society. The development of the integration of healthy China and medical integration of healthy in the elderly is one of the ideas of governing the country. Although this idea is not closely related to the level of economic development of the country, the national spirit such as the prosperity of the nation, the prosperity of the country and the people-oriented is the important guarantee of the concept of healthy China. As the content of the concept of healthy China, medical field is not the only content, but it is the main content of the concept of healthy China. Therefore, under the strategy of healthy country, it is necessary to integrate the sports and medical means of health promotion for the elderly. Driven by the concept of sports plus medical treatment, it has a far-reaching impact. National sports enhance their physical fitness, which greatly improves the physical function of the elderly and creates a great opportunity for the cause of sports for the elderly.

2. MAJOR STRATEGIES FOR ELDERLY HEALTH UNDER THE CONCEPT OF HEALTHY CHINA

2.1. Risk and Management of Elderly Health

Health is an inevitable requirement for promoting the

all-round development of a person. Among them, the health of the elderly group is also a part of the party and the state attaches great importance to. It is indispensable to promote the construction of concept of healthy China and to promote that of the health of the elderly [1]. The development of the health of the elderly should be put in the first place. We should pay attention to the health of the elderly group and make some correct physical exercises, to effectively delay the decline of the human organ function of the elderly group. The wrong method of healthy life of the elderly and that of physical exercise will bring irreversible health risks. According to a large number of studies, correct physical exercise, healthy diet and regular medical device testing is beneficial to the healthy development of the elderly group. It will also reduce the health risks of the elderly and improve the overall health. Firstly, we should launch the services of public sports facilities, pay attention to the use of the elderly groups, and improve the public facilities with better use in practice; secondly, we should vigorously support the combination of sports and medical care, freely carry out the basic physical examination of urban and rural elderly groups, and encourage the elderly population to actively participate in physical exercise.

2.2. Formulating a Health-oriented Pension Model for the Elderly

At the present stage, the total number of the elderly population of more than 200 million in China can only bring about health crisis in the future. According to the Report of Large and Medium-sized Cities on Chinese Employees' Pension Reserve Index in 2017, the number of elderly people in China has increased seriously with the increase of age. The problems that have never been encountered, such as the imperfection of the insurance system for the elderly, the burden of the national old-age security, and the pressure of the construction of the old-age system, will be more difficult with the gradual deepening of the aging of the population [2]. In view of the old-age pension problem of the elderly group, we must first improve the system as soon as possible, further accelerate the reform of service for the elderly, and introduce corresponding and appropriate retirement insurance and old-age insurance for the elderly group, to achieve the goal of ensuring the old-age pension for the elderly. In addition, we should strengthen the

awareness of the elderly community on their own health, make our effort to let the elderly groups understand the importance of pension insurance to themselves to drive the group's purchase of pension insurance, and steadily increase the old-age pension reserve.

2.3. Cultivating the Correct Fitness Way of the Elderly Group

The health of the elderly group is inseparable from the correct physical exercise. By doing well in physical exercise, it gradually develops into healthy sports. A good healthy lifestyle is closely related to long-term adherence to physical exercise. A healthy diet and healthy physical exercise are implemented to alleviate the decline in bodily functions in response to factors affecting the behavioral health of the elderly. In this respect, the sports departments of major regions should encourage the elderly groups to exercise, to develop a good lifestyle, and actively organize healthy sports activities for the elderly. As an elderly group, it has more adequate physical exercise opportunities compared with young and middle-aged children. However, a large amount of data indicates that there are not too many people involved in physical exercise in the elderly group at present, and the overall data is low. Therefore, it is necessary for major government departments to promote the fitness of the elderly group. Reasonable and correct physical exercise is an indispensable part of effectively improving the health of the elderly.

3. IMPORTANCE OF DEEP MEDICAL INTEGRATION IN THE ELDERLY

3.1. Physical Integration of Health Promotion for the Elderly Is an Important Guarantee for the Health of the Elderly

The deep integration of physical exercise and medical treatment is an effective guarantee to promote the health of the elderly under the concept of healthy China [3]. A large number of research data show that the proportion of the elderly who often take physical exercises is less than 10%. The reason for this is that, on one hand, the physical quality of the elderly has not supported their physical exercise, and a small number of the elderly are afraid of being looked down upon by others because of their good face. On the other hand, there are a small number of elderly people who think that proper physical exercise is not necessary. In addition, some fitness clubs give up providing targeted physical exercise guidance for the elderly group for fear of the life danger that the elderly can not bear in the process of fitness. Necessary physical exercise is the necessary guarantee for the health of the elderly. But under the necessary physical exercise, advanced medical devices are essential for the physical function of the elderly and the prevention of diseases. The detection of this aspect is essential to promote the deep integration of physical medicine. Old people are forced to exercise by themselves and lack medical

facilities, resulting in their own health can not be effectively guaranteed.

3.2. Organizational Obstacles Affect the Deep Medical Integration under the Concept of Healthy China

At the current stage, a large number of elderly people do not often take physical exercise because of lack of organization and management. The establishment of fitness guidance sites will greatly reduce the obstacles for the elderly to improve their physical fitness through their own physical exercise. At present, the lack of professionals who understand the combination of health physical exercise and medical examination in China is also the fundamental reason why the health of the elderly can not be guaranteed.

4. STRATEGIES FOR THE MEDICAL INTEGRATION UNDER THE CONCEPT OF HEALTHY CHINA

4.1. To Integrate Resources between Industries and Improve the Relevant Systems of Sports Medical Institutions

In the process of "physical medicine integration" for the health promotion of the elderly, it is necessary that sports and medical departments work closely together. In order to ensure the extensive development of the "physical medicine integration", we must break the barriers between sports and medical care from the institutional level, and formulate relevant policies to encourage and strengthen cooperation between them. The community should coordinate the relationship among the health departments, the community organization, and the sports departments, integrate resources such as community site facilities, medical equipment and funding. In addition, the community should play a role in liaison with grassroots organizations to timely acquire the needs of the elderly in the community. The enthusiasm of the department to participate in community building is conducive to removing the institutional and conceptual barriers for the "physical medicine integration" of the city.

4.2. To Strengthen the Propaganda and Education of Health Promotion for the Elderly and the Cultivation of Professional Talents

We should strengthen the propaganda and education of health promotion for the elderly under the concept of healthy China and train professional talents for the understanding of health physicians for the elderly. To make the health promotion for the elderly integrate in depth, we should first reduce the embarrassment of outdoor exercise among the elderly and respect the behavior of physical exercise for the elderly. For medical personnel, we should strengthen their awareness of the importance of physical exercise in the health of the elderly group. We should establish the necessary understanding of the combination of sports medicine and vigorously cultivate the relative talents of the deep integration path of physical education for the promotion of the elderly with

various forms.

4.3. To Develop Physical Medicine Techniques for Elderly Health Rapidly

Planning Outline of “Health China 2030” proposes that sports and medical integration is the technical core to solve the fitness of the elderly, and expanding sports science is the key to the health service field. Therefore, it is necessary to vigorously develop and industrialize physical medicine technologies related to elderly health. In terms of technical research, it is necessary to start the cooperation of physical medicine from a comprehensive specialist hospital. In view of the common diseases of the elderly, which need some physical exercise to repair, we should start with the improvement of physical health through physical exercise. The deep integration of physical medicine technology is helpful to the overall improvement of the health of the elderly.

4.4. To Perfect the Combination of Community Sports and Medical Treatment, and Establish Sports Medical Research Center in Community Hospitals

We should improve the integration of community sports and medical treatment. And it is recommended to set up special research departments, such as establishing sports medical research centers in hospitals, to further deepen the development and cooperation of physical medicine integration, and establishing demonstration sites of physical medicine integration. The sports medical research center can jointly promote the further development of sports medical cooperation research with medical colleges and sports colleges. It can develop sports medical cooperation in a wider range of fields. Sports medical service centers should be established in hospitals to better serve the great majority of the people, especially to serve the elderly.

5. CONCLUSION

One of the key factors to improve the healthy living standards of the whole people is scientific and reasonable physical exercise. Especially for the elderly, it is the basis for ensuring their physical

fitness. According to the physical fitness of the elderly and the risk factors existing in their health, sports and medicine are combined to find the universal problems affecting their health. We should strive to strengthen their health and find substantive countermeasures, in order to put health policies in place, to promote their physical functions, to improve their overall quality of life, and thus to prolong their life span.

ACKNOWLEDGEMENT

Fund program: Key Research Base Project of Sports and Health Innovation Research Center of Zigong Philosophy and Social Science: Analysis of the Implementation Path of the Deep Integration of Sports and Medicine for Elderly from the Perspective of Health China 2030 (YDJKY18-02).

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The Representation of Patriotism in the Early Eighteenth-Century's Shakespeare Adaptation: *King Henry the Fifth* (1723) by Aaron Hill

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Abstract: In this essay, a close reading on Hill's Henry V Tragedy with the reference to Shakespeare's Henry V will be conducted from the cultural and historical perspective to examine the literary value of Hill's play in relation to history and the historical context of the time.

Keywords: Shakespeare; henry the fifth; comparative reading; adaptation

1. INTRODUCTION

King Henry V is the most perfect Shakespeare King among all his history plays. Ambitious, confident, modest, brave and caring for his people, Kingship is performed to the utmost in Shakespeare's Henry V. However, in Aaron Hill's adaptation, King Henry the Fifth: or, the conquest of France by the English. A tragedy (1723), as many critics like Marshall, Marsden, and Gerrard observe, the emphasis of the play has been shifted to the representation of women. Indeed, with the increased popularity of actress after the reopening of theatre in London in 1660, female characters were in great demand in the 18th century. And according to Gerrard, Aaron Hill (1685-1750), as an influential figure in literary London, like many others, was trying to put his hands at stage management and theatre licensing. (Gerrard 2) In the preface of Henry V Tragedy, Hill not only admits his borrowing from Shakespeare but also points out his unwillingness to follow the drama fashion of the time: 'I should be sorry, to have mistaken, so unseasonably, the taste of fashionable...Theatre might have taught many writers, but dull one as I am.' (Henry V Tragedy, Preface) It could be understood as, to some extent, this play was comparatively free from the commercial pressure and perform itself as a cultural and historical products. I argue that the adaptation of Shakespeare's history play is an act of drawing on Shakespeare's literary influence as a national poet and cultural symbol in British history to represent and resonate the patriotism among the nation, serving as a tool of identity formation. I ask, why was the adaptation written and what historical message it conveys through its construction of patriotism [1].

2. THE REPRESENTATION OF PATRIOTISM: CHARACTERISATION

Note that according to Marsden, 18th century

witnesses the beginning of 'Shakespeare industry'; there were numbers of adaptations circulating on the market; Shakespeare's works were tailored to fit into the trend regarding theatrical effect and popular dramatic types. (Marsden 3) In this regard, Hill was not an exception for the designed amatory plots in Henry V Tragedy is an obvious theme threading through the play. But as Marshall and Gerrard assert in their studies on 18th century's Shakespeare adaptations that Hill's interest was more cultural and political, rather than domestic. (Marshall 21 & Gerrard 153-154) These perspectives also explain why Hill's adaptation has changed the subplot but not the main plot (the historical fact of the military success over Frenchmen), and the innovative characterization in which kingship is not the center of the play as it was in Henry V, but parallel with other elements to construct patriotism with the help of Shakespeare's historical influence. Here I examine the modified characterisation of Henry V Tragedy in comparison to that of Shakespeare's to explore the representation of patriotism in Hill's play.

Hill has titled this adaptation with a generic mark of 'tragedy' in the printed version, but the play does not strictly follow the generic convention of Shakespeare. To be more specific, Hill's play is a 'her-tragedy' based on the characterisation of one of the heroines Harriet, a vengeful mistress who eventually sacrificed for her former lover Henry. It is a tragedy regarding Harriet's sacrificial and unfulfilled love. Likewise, Dugas terms this type of tragedy as a 'neoclassically inspired pathetic tragedy'. (Dugas 185) But to Hill, tragedy means more than the death of a heroine: 'a revival of tragedy had an unmistakably political dimension: there was no other genre, so well to able to serve the Wise, and National, Views, of a Great, and Able, Politian'. (Hill, as cited in Gerrard 153) For this reason, the tragedy of Harriet was also designed to serve a political purpose of representing patriotism. For instance, in Act IV of Henry V Tragedy, unlike most of Shakespeare's heroines to whom cross-dressing is a mechanism to gain a female agency to act and speak for the self, Harriet's cross-dressing functions differently. Marshall interprets it as a symbolic act of women oppressing their femininity in order to get into the male-dominated sphere (Marshall

67-68). But this is not enough to explain Harriet's action because the cross-dressing only gets her an access to the English camp but not a discourse power; rather, the self-representation exists with or without the male disguise. When Exeter catches Harriet in confusion, Henry interrogates: 'Who art Thou? Say-to whom thou dost belong? /Silent? ... Come farther this way --- if thou shun'st the Light, /' (Henry V Tragedy, 4.1.p38) When Harriet in disguise, she remains silent, it is after King Henry reveals her female identity she gets to speak her lines. Hill's deployment of cross-dressing moves away from Shakespeare's style. In other words, it is not necessarily a symbol of female agency, then what is the meaning of this cross-dressing plot? Seemingly Hill alludes to Shakespeare's classic technique as a form of representing women, but note that in this scene, Hill's Harriet is played by an actress in male costume. Such performance creates a double-consciousness for 18th century's audiences to see a hermaphrodite character delivering speeches on the stage. With such an awareness, the audiences of 18th century saw Harriet, an actress in male costume addressing to Henry as a king first then as a former lover: 'High Heaven will reach Thee, Tyrant! tho' I cannot;/Since thy still-fortunate Deceits protect Thee;/Since perjur'd Love does not alone upbraid Thee,'/. (Henry V Tragedy 4.1.p40) Therefore firstly the priority of national concerns is grounded in the sense of patriotism, and secondly the representation of patriotism through Harriet does not merely display what Marshall terms as 'patriotic woman' but also a degenderized and national sense of patriotism. Her death is an indispensable component of the patriotism construction [2].

King Henry V in Shakespeare's play is a key figure in English military successes, delivering eloquent speeches to raise patriotic emotion among English soldiers and English proud; he is a representative of patriotism. As a Shakespearean king was well known to both 16th century's and 18th century's audiences, the character King Henry V to some extent has its own historical influence as a patriotic metaphor. But it is obvious that Hill's Henry is not of a perfect kingly image, he still gets to say most of his famous lines, but some of them are spoken by Catherine, which are lines as Hill states in the preface, recognisable to the audiences. In this sense, King Henry V functions equally important as Catherine in the role of triggering patriotism by articulating those inspiring lines imprinted in the 18th century's theatre goers. Therefore, Hill's Henry is simply a king rather than a representation of kingship, functioning equally important as female characters as one of the components of patriotism construction rather than the commander of it. Hill's treatment of Henry is a humanization of the character, combining the figures of Hal the villainous Prince and Henry V the perfect King to present a patriot Henry despite his moral

degeneration. In Henry V tragedy, morality is not contradictory to patriotism, which is a key to solve most of the conflicts in the play. The significance of patriotism can be shown by the interaction between Henry and Harriet. When Harriet is accusing Henry of his abandonment, she emphasizes its immorality by comparing the King to creatures: 'Has not the Man, I doted on, destroy'd me? ...Has he not left me, like a common creature, /And paid me, like a prostitute? /' (Henry V Tragedy 1, 1, p10) Even though she is so determined to revenge herself, Harriet still fails her intended mission; instead, her attitude towards Henry has changed after being lectured by Henry's patriotic speech in the English camp: 'But Kings must have no Wishes for Themselves/We are our People's Properties! Our cares/Must rise above our passions!' (Henry V Tragedy 4.1. p41) Marshall interprets this line from a domestic perspective, claiming that the female charter here is used to present the ideal kingship. (Marshall 95) But it is questionable whether the audiences of the time would agree with this reading for Hill's Henry is not a role model as Shakespeare's Henry V, his old history (wooing Harriet) does have influence on his present, thus it is possible that the audiences would see it as a tricky and hypocritical excuse of the King trying to shun his responsibility. Correspondently, Burns supports that even though the character sacrifice voluntarily, but indeed the situation echoes the death of Falstaff in Shakespeare's play. Thus the stabbing is both pathetic and patriotic. (Burns 294-295) However, Harriet's reaction tells us something about the significance of patriotism in this play. Her anger disappears immediately with the appearance of patriotic talk, implying that both parties (Harriet and Henry) are aware of the importance of the national concerns and thus it is an acceptable excuse. Therefore patriotism is a defining feature of kingship without which the king is just an unforgivable normal 'creature'. While Shakespeare's Henry defines patriotism through kingship, Hill's Henry defines kingship through patriotism, implying the focus of history play shifted to prioritise national interest rather than aristocratic culture [3].

3. CONCLUSION

In conclusion, pathos, as Burns and Marsden demonstrate, was one of the most popular dramatic devices used by 18th century's drama. (Burns 297-298; Marsden 30) And it is also the basic tone of Hill's Henry V Tragedy in which the personal passion of English characters, including the French princess Catherine who is the future Queen of England, work together contributing to create a patriotic image of the English and fulfil the authorial intention of promoting patriotism. The representation is realised through firstly, the historical influence of Shakespeare and his plays as a national cultural symbol; and secondly the combination of such influence with the 18th century's historical moments by tailoring Shakespeare's works

multi-dimensionally. This essay has explored one of the aspects through Hill's characterisation in his Shakespeare adaptation. Hill re-distributed the main characters' part and increased a new female character, Harriet, to balance the greatness of Shakespeare's Henry. In Henry V Tragedy, female characters share equal significance as Henry in advertising patriotism, while the French characters were kept without significant changes as negative figure in sharp contrast to the patriotic English, contributing to the identity formation of Englishness; this function is similar to the portrayal of Irish wilderness and English civility in Shakespeare's Henry V [4].

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The Application of Fuzzy Comprehensive Evaluation in Colleges and Universities Choosing Young Teacher

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Abstract: This paper puts forward that the fuzziness problem from colleges and universities judge the young teacher to come accepting an offer of employment in nowadays, applied fuzzy comprehensive evaluation in fuzzy mathematical to judging the process, established comprehensive evaluation model in colleges and universities choosing young teacher, giving two stage fuzzy comprehensive evaluation model and listing example to verify for getting especially impartial and directly effect.

Keywords: fuzzy comprehensive evaluation model; colleges and universities choosing teacher

1. INTRODUCTION

Nowadays, the work of teachers in Colleges and universities has become an ideal job for many students after graduation. According to the relevant survey, 60% of the graduates expect to be able to work in Colleges and universities, and 80% of the doctoral students want to stay in Colleges and universities. This has formed a major hotspot in the recruitment of colleges and universities. More and more colleges and universities are stricter and stricter on the requirements of new graduates. In the numerous applications submitted, more qualified candidates are screened out for further lectures. The process of the trial lecture is a process of examining the comprehensive qualities of the candidates, which includes classroom teaching, foreign language ability and basic qualities, and each factor contains many sub-factors. Therefore, there are many vague and multi-index difficulties in evaluating the candidates. This paper attempts to use the method of fuzzy comprehensive evaluation in fuzzy mathematics to evaluate the selection of young teachers in Colleges and universities, hoping to be helpful to the recruitment of colleges and universities.

2. ESTABLISHMENT OF MULTI-LEVEL FUZZY COMPREHENSIVE EVALUATION MODEL

It is well known that only the human brain can evaluate an index, and no machine can evaluate an index. For example, today's heavy rain or light rain, if the computer simply judges, can only give a computer rainfall index value, exceeding this index value is heavy rain, otherwise it is light rain. This kind of judgment is obviously inaccurate, because the critical

point of the index value can not be called heavy rain or light rain, and many things are not so absolute. However, the human brain judges heavy rain and light rain not according to the stored rainfall value in advance like a machine, but by making a kind of vague judgement, forming a kind of vague concept, which is the place where the computer will never reach the human brain. Fuzzy mathematics is a kind of science which is based on the thinking mode of human brain and is suitable for human production and life practice. Among them, the comprehensive fuzzy evaluation plays an important role in the actual production and life [1].

For any transaction, the criteria for evaluating its quality are usually multi-factors. We can not only consider the quality of the transaction unilaterally, but also the judgment result of the transaction is multi-level. We can not use the simple word "good or bad" to make a conclusion for the evaluation result of the transaction. For example, to evaluate whether a garment is suitable for mass production, we usually need to examine the public's acceptance of its fabric, style, price, durability and other indicators. In the singer competition, we can not only consider the artistic level but also ignore the cultural quality of the singer. Therefore, when examining the feasibility of a transaction, we need to evaluate its multiple indicators, that is, comprehensive decision-making. Fuzzy comprehensive evaluation is based on comprehensive decision-making mathematical tools, and it is a systematic analysis method that uses the principle of fuzzy mathematics to analyze and evaluate things with "fuzziness". It is a kind of analysis and evaluation method which combines fixing and quantifying mainly with fuzzy reasoning and unifies accuracy and inaccuracy. Because of its unique advantages in dealing with complex system problems which are difficult to be described by precise mathematical methods, this method has been widely used in many disciplines in recent years [2].

For the multi-level model of fuzzy comprehensive evaluation, we can start from the lowest level model, and gradually proceed to the highest level of evaluation. This paper mainly uses the two-level model to illustrate the fuzzy comprehensive evaluation of the selection of young teachers in Colleges and universities.

3. FUZZY COMPREHENSIVE EVALUATION OF THE SELECTION OF YOUNG TEACHERS IN COLLEGES AND UNIVERSITIES

There are many factors that affect the selection of young teachers in Colleges and universities. Based on the premise that all candidates have passed the initial examination (that is, the resume submitted has been approved), this paper illustrates the fuzzy comprehensive evaluation in the course of the examination and interview. In the process of interviewing candidates, the reviewers will examine the candidates from three aspects: classroom teaching, foreign language ability and basic quality. There are many sub-factors in these three factors. The application of two-level fuzzy comprehensive

$$X = \{x_1: \text{classroom teaching}, x_2: \text{Foreign language ability}, x_3: \text{basic quality}\}$$

Since classroom teaching, foreign language competence and basic quality are the comprehensive manifestations of many indicators, each indicator

$$\begin{aligned} x_1 &= \left\{ \begin{array}{l} x_{11}: \text{Language Expressive Ability}, x_{12}: \text{Professional Basic Level}, \\ x_{13}: \text{Ways and means of lecturing} \end{array} \right\} \\ x_2 &= \{x_{21}: \text{Speaking ability}, x_{22}: \text{expression capability in writing}\} \\ x_3 &= \{x_{31}: \text{Ideological quality}, x_{32}: \text{Lecture Behavior}\} \end{aligned}$$

3.2. Establishing a Collection of Comments

$$Y = \{\text{Excellent, Good, General, Poor, Very Poor}\}$$

Table 1. Expert scoring table

Factor	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9	Expert 10
X1	0.45	0.4	0.35	0.25	0.45	0.65	0.35	0.3	0.35	0.45
X2	0.3	0.25	0.35	0.35	0.25	0.25	0.20	0.35	0.45	0.25
X3	0.25	0.35	0.3	0.4	0.3	0.1	0.45	0.35	0.20	0.30

The weights are determined according to the average scores of 10 experts in a university (see Table 1). The weight of factor set X is obtained $A = (0.4, 0.3, 0.3)$.

By the same method, the weight of the sub-factor set is obtained as follows:

$$\text{Weight of subset } x_1: A_1 = (0.3, 0.5, 0.2)$$

$$\text{Weight of subset } x_2: A_2 = (0.6, 0.4)$$

Table 2. The Subordination Degree of Evaluation Factors to Comments

Evaluation Index Factor	<i>classroom teaching</i> X ₁			<i>Foreign language ability</i> X ₂		<i>basic quality</i> X ₃		
	Sub factor	X ₁₁	X ₁₂	X ₁₃	X ₂₁	X ₂₂	X ₃₁	X ₃₂
Questionnaire survey results of 20 experts	Excellent	16	4	0	2	4	8	6
	Good	4	12	4	14	12	10	8
	General	0	4	12	4	4	2	6
	Poor	0	0	4	0	0	0	0
	Very Poor	0	0	0	0	0	0	0
General evaluation (subordination of each factor to comment K)	Excellent	0.8	0.2	0	0.1	0.2	0.4	0.3
	Good	0.2	0.6	0.2	0.7	0.6	0.5	0.4
	General	0	0.2	0.6	0.2	0.2	0.1	0.3
	Poor	0	0	0.2	0.	0	0	0
	Very Poor	0	0	0	0	0	0	0

The membership matrix of sub-comments obtained from Table 2 is as follows:

$$\begin{aligned} R_1 &= \begin{bmatrix} 0.8 & 0.2 & 0 & 0 & 0 \\ 0.2 & 0.6 & 0.2 & 0 & 0 \\ 0 & 0.2 & 0.6 & 0.2 & 0 \\ 0.1 & 0.7 & 0.2 & 0 & 0 \\ 0.2 & 0.6 & 0.2 & 0 & 0 \end{bmatrix} \\ \sim & \\ R_2 &= \begin{bmatrix} 0.4 & 0.5 & 0.1 & 0 & 0 \\ 0.3 & 0.4 & 0.3 & 0 & 0 \end{bmatrix} \\ \sim & \end{aligned}$$

By using operator M (\bullet, \times), we get: $\tilde{B}_1 = A_1 \circ \tilde{R}_1 = (0.34, 0.4, 0.22, 0.04, 0)$

In the same way, we get: $\tilde{B}_2 = (0.14, 0.66, 0.2, 0, 0)$; $\tilde{B}_3 = (0.15, 0.65, 0.2, 0, 0)$; So, the total single factor evaluation matrix is

$$\tilde{R} = \begin{bmatrix} \tilde{B}_1 \\ \tilde{B}_2 \\ \tilde{B}_3 \end{bmatrix} = \begin{bmatrix} 0.34 & 0.4 & 0.22 & 0.04 & 0 \\ 0.14 & 0.66 & 0.2 & 0 & 0 \\ 0.15 & 0.65 & 0.2 & 0 & 0 \end{bmatrix}$$

Do second-level comprehensive evaluation, get:

$$B = A \circ \tilde{R} = (0.223, 0.553, 0.208, 0.016, 0)$$

3.5. Quantify the Results

In order to better and more intuitively show whether this person is in the scope of admission, you can quantify the commentary set. For the commentary set Y, if the percentage system is introduced, then $V = (100, 80, 70, 60, 50) T$, the total score of the person is: $T = B \times V = (0.223, 0.553, 0.208, 0.016, 0) \times (100, 80, 70, 60, 50) T = 82.06$

If more than 80 points are required to be hired, the person can be hired, otherwise he can not be hired [2].

4. CONCLUSION

The selection of young teachers in Colleges and universities is a multi-factor evaluation process and a

more complex social system. It is reasonable and feasible to use the method of fuzzy comprehensive evaluation to select candidates for teachers in Colleges and universities. The evaluation method proposed in this paper is expected to be helpful to the current university recruiters, so that candidates can get a fair and fair evaluation results. In addition, this method can not only help the selection of young teachers in Colleges and universities, but also evaluate various social work, staff and students. It can also be applied to decision-making science. It can be said that it is a widely used method that only sets the object to be evaluated as the selected scheme.

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A Study of Intercultural English Teaching

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Abstract: Intercultural English teaching should mainly include the following aspects, that is, what is taught in cross-cultural English teaching, how teachers teach and how students learn. Knowledge theory of intercultural communicative competence is the main content of English intercultural teaching. English cross-cultural teaching should be designed to develop cross-cultural English teaching, and apply the principles of educational psychology, such as motivation mechanism, Maslow's hierarchy of needs theory, motivation factors, interest factors, emotional factors and the principle of brain memory to cultivate students' ability to explore knowledge actively. Only in this way, effective teaching of teachers and effective learning of students can be achieved.

Keywords: effective cross-cultural English teaching; process cross-cultural teaching; cross-cultural action research teaching

1. INTRODUCTION

The teaching of intercultural English should be taught based on the theory of intercultural communication (mainly the knowledge of intercultural communicative competence). The content of cross-cultural English teaching should include theoretical knowledge of cross-cultural communicative competence, how teachers teach and how students learn. The author holds that English cross-cultural teaching should be designed to develop cross-cultural English teaching, and apply the principles of educational psychology, such as motivation mechanism, Maslow's hierarchy of needs theory, motivation factors, interest factors, emotional factors and the principle of brain memory to cultivate students' ability to explore knowledge actively. Only in this way, effective teaching of teachers and effective learning of students can be achieved.

2. THE THEORY OF CROSS-CULTURAL (MAINLY REFERRING TO THE THEORY OF INTERCULTURAL COMMUNICATION ABILITY)

Spencer-Oatey and Franklin define intercultural communicative competence as "the ability of communicators of different cultural backgrounds to perform effective and appropriate verbal or non-verbal communicative acts and to deal with psychological problems and communicative consequences arising from communicative acts". Ting-Toome believes that intercultural communicative competence is a method of integrating theory with practice so that communicators can use intercultural knowledge sensitively and consciously [1].

There are many models for the components and

relationships of intercultural communication skills. The following structural models are worth paying attention to:

(1) Chen's four-dimensional intercultural communication ability model of personal characteristics, communication skills, psychological adjustment and cultural awareness [1].

In 1989, Chen summarized a four-dimensional intercultural communication ability model based on the literature survey. Four dimensions refer to personal characteristics, communication skills, psychological adjustment and cultural awareness, and each dimension contains different sub-elements. Personal characteristics mean the personality of the communicator, including self-disclosure, self-awareness and social calmness. Communication skills refer to the verbal and non-verbal behaviors that communicators use for effective communication, including information transfer skills, social skills, behavioral flexibility, and interactive management. Psychological adjustment refers to the ability of communicators to adapt to a new cultural environment, including the ability to cope with setbacks, stress, alienation, and warmth. Cultural awareness refers to the ability of communicators to understand cultural diversity and overcome national cultural centralism, including social values, social customs, social norms and social systems.

(2) Byram's four-dimensional intercultural communication ability model of attitude, knowledge, skill and consciousness [2].

Byram's intercultural communication ability model has a wide range of influences in the field of intercultural communication research. Byram pointed out that cross-cultural competence consists of five elements, namely, attitude, knowledge, interpretation or association skills, discovery or interaction skills, and critical cultural awareness. Attitudes are curious and open-minded, which is not anxious to make a negative judgment on his culture, but is eager to make positive judgments about his culture. Knowledge is the understanding of the general process of his own cultural social groups, others' cultural social groups, society and personal interaction. Interpretation/Relevance skills refer to the ability to interpret symbols and events of other cultures in the light of their own relevant cultural experiences; Discovery/Interaction skills refer to the ability to interpret symbols and events of other cultures, and the ability to acquire new knowledge of a culture and apply it comprehensively to practical communication; critical cultural awareness refers to the ability to judge the culture, the viewpoints and

events of his culture and country from a multicultural perspective based on criteria. Cross-cultural communication skills are formed on the basis of cross-cultural competence. Intercultural competence plays a role in intercultural competence combined with language ability, social language ability and textual ability [2].

3. ENGLISH CROSS-CULTURAL TEACHING

3.1. Developing Intercultural English Teaching Design

The goal of intercultural English teaching refers to the direction and expected results of the implementation of intercultural English teaching activities, which is the starting point and final destination of English teaching activities. The objectives of cross-cultural English learning have the function of direction, motivation, cohesion, criteria for decision-making and assessment. The objectives can be divided into short, medium and long goals, that is, intercultural English class goal, intercultural English unit goal, intercultural English term goal and school year goal. Cross-cultural English teaching plan is a cross-cultural English teaching program formulated according to the goal of cross-cultural English teaching. The decision-making of cross-cultural English teaching is to select the best one from all kinds of cross-cultural English teaching schemes, which is also the core of cross-cultural English teaching. The decision-making of cross-cultural English teaching runs through the whole teaching activities, and it is the key to the success or failure of cross-cultural English teaching. The implementation, evaluation, reflection and control of cross-cultural English teaching are the important links and necessary means of effective cross-cultural English teaching, and the guarantee of the realization of the plan and its objectives.

3.2. Cross-Cultural Teaching

3.2.1. Process intercultural teaching

Procedural culture teaching emphasizes the systematic and dynamic nature of teaching. Zhang Hongling introduced the teaching concept of Kramsch in foreign countries. Process culture teaching has the characteristics of allowing students to explore actively and reflect on various cultural phenomena. The author calls process culture teaching as process cross-cultural teaching.

Huang Wenhong proposed a procedural culture teaching model centered on exploring Chinese and Western cultures, which includes the following four links. The first one is to describe Chinese and Western cultures. Students should be encouraged to combine Chinese experience with textbook knowledge to compare Chinese and Western cultures and propose research hypotheses. The second one is to conduct cultural studies. Students should conduct

cultural studies by reading texts and dialogues to verify research hypotheses. The third one is to write a learning log. Students write a learning log regularly with the purpose of integrating information and constructing meaning. The last one is to have reflection on the culture. Students summarize the research process on the basis of peer review and teacher review, and reflect on Chinese and Western culture. Process-based cross-cultural teaching allows students to explore actively, and has the ability to motivate students to explore knowledge [3].

3.2.2. Intercultural action research teaching

Action research is roughly divided into three steps, namely, planning, action, and reflection. Ferrance proposes five major steps in action research: discovering problems, collecting and classifying data, interpreting data, acting on data and reflecting on it. Teaching action research requires teachers to play the role of researchers, use the classroom as a laboratory, and constantly discover problems in teaching, to seek effective solutions and improve teaching quality. The author applies action research to cross-cultural teaching, which is called intercultural action research teaching. Intercultural action research teaching should identify problems and solve problems like scientists.

4. CONCLUSION

The most critical, basic, and fundamental is the study of the theoretical part of the knowledge of intercultural communicative competence. The knowledge theory part of communicative competence is the main content of English cross-cultural teaching. English cross-cultural teaching should be designed to develop cross-cultural English teaching, and apply the principles of educational psychology, such as motivation mechanism, Maslow's hierarchy of needs theory, motivation factors, interest factors, emotional factors and the principle of brain memory to cultivate students' ability to explore knowledge actively. Only in this way, effective teaching of teachers and effective learning of students can be achieved.

ACKNOWLEDGEMENT

This paper is part of the research results of the Xqj1607 project supported by the Scientific Research Fund of Xi'an University of Technology.

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Intellectual Property in Saudi Arabia

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Abstract: This paper focuses on the topic of Intellectual property in Saudi Arabia taking special focus on the various factors that affect intellectual property, trademarks, and laws of Saudi Arabia. The paper portrays the fact that Intellectual Property receives attention in the Saudi government focusing on the way in which it influences the country both positively and negatively, as well as, encouraging fair competition, and in the production of innovative products in Saudi Arabia.

Keywords: intellectual property; Saudi Arabia; property law; science and technology and trademark

1. INTRODUCTION

Intellectual Property forms one of the systems in the Saudi government to have undergone so much progressive change and radical processes over the years. The most important factor about Intellectual Property in Saudi Arabia is the policies that apply to the innovation and technology, and trademarks, which are all integral to the long-term vision of the National Science Technology and Innovation vision in the country [1].

2. LITERATURE REVIEW

This paper will use a variety of sources to obtain information, ranging from journals, working papers and government websites, among other websites dealing with intellectual property in Saudi Arabia. This paper will take a special focus on the Trademark Law in relation to Intellectual Property in Saudi Arabia, as well as, the implementation of the regulations to apply these laws [2].

As Preliminary study of intellectual productivity in public universities of Saudi Arabia argue, there were three governments responsible for the enforcement of IP and the issues regarding copyrights and trademarks. The article also observes that the IP patents covered by the three governments included patents, as well as, other specific details of the IP regulations. As David Price observes in his article, Intellectual Property Protection in the Arab Gulf States, one of these regulations required that the Arabian Gulf Cooperation Council protects the IP rights. He also addressed the unique and universal dynamics among the member states. This analysis was done in regard to the compliance of the member states of the World Trade Organization. Price 2007 also highlights the changes and trends that took place in IP regulations in Saudi Arabia [3].

In another study, the issue of intellectual property in public universities in Saudi Arabia was covered. This article provided information on the use of intellectual

property in digital libraries in Saudi Arabian Universities. This article showed that there was consistent regard for intellectual property in the past fourteen years in Saudi Arabia with the exception of two years when it was not highly regarded. Still, the intellectual property enforcement in Saudi Arabia faced a number of challenges as observed by First, the complex structure of the law makes has led to the development of a complicated society, as well as, more sophisticated technology making the law even more complex. This is also because the fundamentals of copyright law are comparatively easy to understand, and therefore individuals can stimulate creativity on ways to counter the law [4].

The International Intellectual Property Alliance (2004) further observes that despite the long history of the practice of intellectual property law, some Saudi Arabian banks, alongside other reputable businesses have been accused of employing pirated software. As a matter of fact, Saudi Arabia only started reacting to the pressure from Europe and the United States on the Gulf Cooperation Council which impacted Saudi Arabia causing the government to make strides in improving the understanding of intellectual property, (Institute of Export, 2015). This is what led the Saudi Arabian

Ministry of Information to enact the License Certification Program that required businesses to prove that they only used legal software in obtaining and keeping business licenses. The enactment of the intellectual property law enforcement also led to the improvement of three key areas that were highlighted in the IIPA. These were transparency, legislation and deterrence. The enforcement of intellectual property law also enabled the Saudi government to put businesses on an equal footing by promoting legitimate software sales, and reducing the financial edge of companies over those that chose to use pirated software (Aljabre, 2012) [5].

Among the IP regulations in Saudi Arabia is the copyright enforcement which was instigated by the lack of transparency in the Saudi Enforcement System from the raid to the final result. This saw the Ministry of Information and Interior carry out raids on retail establishments, warehouses, distributors and duplication labs in 2003. These raids made some developments in wiping out the day-to-day piratical operations, thus resulting in such operations moving underground (Talal Abu-Ghazaleh Organization, 2015). Despite the retreat of piratical operations, the raids are carried out on small-time retail operations and thus fail to uncover the main sources of piracy in the country. In

addition, over the years, even the largest of warehouses still failed to accomplish much because of the absent of deterrent penalties, as well as, the lack of transparency in the Saudi Arabian enforcement system, Info-Prod Research (Middle East Ltd, 1999) [6].

The improvements that were brought about by the enforcement of intellectual property laws in Saudi Arabia provided even greater transparency in the Saudi's government enforcement system. This prompted the government to carry out more raids especially in compounds that engaged in unauthorized distribution of pay television services. It was also established that much of the pirated materials got into the country through the borders, and thus, the Saudi authorities were prompted to make greater strides in their efforts to intercept pirate imports by enforcing a more robust customs enforcement programs. Through the reports submitted to the Saudi authorities it was established that most of the pirated materials in the entertainment software industry and most of the pirated factory-produced PC games were shipped into the country from Syria, Pakistan and Russia (Intellectual Property Rights Organizations in the Kingdom, 2015) [7].

3. CONCLUSION

The IP laws in Saudi Arabia have been under constant revision and updating to make sure that there are effective legal framework to encourage creativity and innovation, as well as, enforce new IP laws. The enforcement of intellectual property laws led to the formulation of stringent rules in software used by businesses in Saudi Arabia, as well as, the up scaling of copyright laws. This helped scale down the rate of piracy in the country though it did not wipe off piracy completely. As much as the enforcement of intellectual property laws had and still has great benefits in Saudi Arabia, the laws led to the development of complicated societies increasing the competence of piracy in the country. This was because piracy raids were carried out on small scale thus prompting larger businesses to seek complex way of avoiding the authorities. There are still some large businesses including banks that have been reported to use pirated software even with the

enforcement of stringent intellectual property laws [8].

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The Influence of Aviation Economy on the High Quality Construction of the Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract: The aviation economy is characterized by high added value, high technology and high timeliness. It is an indispensable economic form for the comprehensive development of the Guangdong-Hong Kong-Macao Greater Bay Area. Based on the analysis of the interaction mechanism between the aviation economy and the bay area economy, this paper proposes the significance of developing the aviation economy in the Guangdong-Hong Kong-Macao Greater Bay Area, that will include optimizing regional industrial structure, increasing economic openness and enhancing regional competitiveness. Sorting out existing resources in the Bay Area from the perspective of aviation economic development, proposing countermeasures to promote the construction of a world-class bay area.

Keywords: aviation economy; airport group; resource elements; airport economy; open

1. INTRODUCTION

In 2018, with the official opening of the Guangzhou-Hong Kong High-speed Railway and the Hong Kong-Zhuhai-Macao Bridge, the construction of the Guangdong-Hong Kong-Macao Greater Bay Area has entered a stage of rapid development. Of course, in recent years, there has been a lot of research on the Guangdong-Hong Kong-Macao Greater Bay Area. Zhang Rixin and Gu Zhuotong [1] (2017) have reviewed the domestic scholars' review of the relevant researches on the Guangdong-Hong Kong-Macao Greater Bay Area, and proposed that there are still some deficiencies in the current research, such as the research level is mainly based on the macro level, the research perspective is relatively simple, and so on. Chen Mingbao [2] (2018) in his article through the analysis of the literature research on the Guangdong-Hong Kong-Macao Greater Bay Area in recent years, pointed out that has not been involved in the impact of the port on the bay area economy, and the theoretical system is insufficient. Therefore, he proposed the impact of the Marine economy on the construction of the Guangdong-Hong Kong-Macao Greater Bay Area from three aspects: factor mobility, resource integration and open cooperation. Qi Chenglin and Pan Dandan [3] (2018)

pointed out that we should attach great importance to the optimization and upgrading of the industrial structure in the Guangdong-Hong Kong-Macao Greater Bay Area, make clear the development orientation of each city in the area.

Based on the perspective of aviation economic development, this paper will analyze its impact on the high-quality development of the Guangdong-Hong Kong-Macao Greater Bay Area. Through the construction of a high-level world-class airport group, the Guangdong-Hong Kong-Macao Greater Bay Area will continue to participate in the global division of labor and cooperation.

2. THE MECHANISM OF AVIATION ECONOMY AND BAY AREA ECONOMY

2.1. Aviation Economy

John Kasarda (1991), an American scholar known as the "first person in the global aviation economy", pointed out in his "fifth wave theory" that airport is the fifth shock wave of regional economic development after the seaports, rivers, railways and highways [4]. With the development of knowledge economy and globalization, the airport has transformed from a single transportation function into a powerful aviation economic zone with continuous integration and development with the aviation industry, thus promoting the rise of new global transportation hubs and economic centers [5]. There is no unified regulation on the aviation economy in China. However, in the evolution of the aviation economy, different concepts such as the airport economy has emerged. However what it emphasizes is the concept on dimensional geography position, and aviation economy is a kind of economic form that forms from industrial activities [6].

2.2. Bay Area Economy

The bay area economy is a coastal economy in the process of regional economic development. The earliest bay area economy in the world originated from Britain, which is also the result of expanding international trade in the period of industrial revolution. The most typical characteristic of the bay area economy is that it is highly innovative, open, international and livable. At present, the world's most influential world-class bay areas include the New York Bay Area, the San Francisco Bay Area, and the

Tokyo Bay Area. They all have a highly open industrial structure, first-class resource allocation capabilities, strong agglomeration spillover functions, and developed international communication network. They have become an important source of growth for the development of the world economy and a leader in leading technological change [7].

2.3. Mechanism of Action

Due to the unique characteristics of the aviation economy, by taking advantage of the carrier function of the airport as the core aviation resources, taking the high-tech industries, emerging industries and modern service industries as the guide, accelerating the circulation of global resource elements and improve the flow level of the area. Make it better participate in the global division of labor system into the global industrial chain and value chain, promote the economic development of the bay area.

3. THE SIGNIFICANCE OF DEVELOPING AVIATION ECONOMY IN THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

3.1. Optimize Regional Industrial Structure

The Guangdong-Hong Kong-Macao Greater Bay Area has a solid economic foundation and it has formed a layout represented by Hong Kong and Macao developed service industries, other nine cities' developed advanced manufacturing industries, emerging industries and modern service industries. Focusing on the construction goal of the world-class airport group, the airport will be used as a carrier to bring together the global high-end resource elements, continuously integrating into the global aviation industry chain, upgrading the regional industrial structure. Give full play to the existing basic advantages of the aviation industry, promote the change of primary product processing services to high-tech, high value-added products.

3.2. Increase Economic Openness

Hong Kong and Macao have a diverse and open cultural exchange atmosphere. The other nine cities are also the most outward-oriented economic regions in the mainland, which play an important role in accelerating the construction of a new open economic system nationwide. By making full use of its unique geographical advantages and aviation resources, it will promote the construction of the airport group in bay area with its broad international accessibility and timeliness of rapid response; Vigorously developing an export-oriented economy and promoting the implementation of the national "going out" strategy of foreign trade, comprehensively improving the regional economic openness.

3.3. Enhance Regional Competitiveness

Shenzhen has been an important capital of scientific and technological innovation in China, and Guangzhou is also the most powerful science and education place in South China. By establishing a modern logistics service system supported by air

transportation, the manufacturing industry with low industrial level, low value and insufficient competitiveness is eliminated; establishing a modern service industry system with aviation services as the guarantee to enrich and improve the aviation service industry, creating a world-class bay area with aviation characteristics.

4. THE FOUNDATION FOR THE DEVELOPMENT OF AVIATION ECONOMY IN THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

4.1. Resource Ability

The airport is an important carrier and core for the development of the aviation economy, and it is also an important starting point for further expanding the economic openness of the Guangdong-Hong Kong-Macao Greater Bay Area. At present, the major airports in the area have opened intensive international routes to meet more market demand. Among them, the passenger throughput of the main airports in 2017 reached 200 million, and the cargo and mail throughput has exceeded 8 million metric tonnes. The abundant air transportation resources provide an excellent foundation for the development of aviation economy in the Guangdong-Hong Kong-Macao Greater Bay Area.

Data Source: "Viewing Civil Aviation from Statistics"; ACI.

4.2. Industry Clusters

As an important international financial center, shipping center and trade center, Hong Kong has formed an industrial agglomeration area focusing on aviation logistics, aviation finance and aviation leasing in the development of aviation economy. Macao is a famous international tourism destination in cultural exchanges. The tourism and leisure industry is highly competitive; Guangzhou and Shenzhen, as the science and technology innovation centers in South China, gathering a large number of knowledge and technology-intensive industries; other areas are equipped with equipment manufacturing, electronic processing, agricultural product processing, manufacturing outsourcing and general aviation industries. These industrial patterns provide good industrial support for the development of aviation economy in the Guangdong-Hong Kong-Macao Greater Bay Area.

4.3. Aviation Economic Openness

As the frontier of reform and opening up in the mainland, its openness is beyond doubt. The development of the three free trade areas of Qianhai Shenzhen, Nansha Guangzhou and Hengqin Zhuhai have continuously promoted their integration into global economic cooperation. Due to historical reasons, the high degree of autonomy in the Hong Kong and Macao region has made the market play a very good role. The market mechanism is used to allocate and pool the world's high-quality resources to form a business environment with high openness,

convenient investment and free trade. The major airports in the area will not open new international routes and waypoints, help the flow of global resources, and provide important aviation openness guarantee for building a world-class bay area.

5. COUNTERMEASURES

5.1. Airport Group Construction

Accelerating the implementation of the national strategic tasks of adjusting the industrial structure and transforming the economic development mode. By continuously strengthening the functional positioning of Hong Kong's international aviation hub, focus on promoting the international hub of wide deep airport capacity, timely construction of several regional airports and navigation airport. Forming a world-class airport group with complementary regions and efficient coordination, laying a solid foundation for aviation economic development.

5.2. Airport Economic Development

The main airports in the area have formed a large airport economic zone, which guides the steady growth of each airport economic zone from the perspective of unified development planning in the bay area. The airport economy includes the impact of air transport activities on the regional economy. On the basis of ensuring air transport activities, it focuses on the development of high airport-oriented business activities and promotes aviation economic development from a space perspective [8].

5.3. Coordinated Development

As the representatives of their respective independent economies, Guangdong, Hong Kong and Macao are in the environment of two systems and three currencies, which leads to great differences in the management system. Therefore, the relevant competent authorities should appropriately deregulate and seek the coordinated development of government

guidance and market allocation of resources.

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Application Research of Robust Fusion Kalman Filter Technology in Anti-Rolling Water Tank

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Abstract: The ship's anti-rolling control system can not only greatly improve the stability of the ship, but also facilitate the smooth operation of all the ships. Combined with the anti-rolling double tank system, the random wave generated at sea is simulated. A robust fusion Kalman filter technique based on multi-sensor data fusion and uncertain systems. The simulation results show that the robust fusion Kalman filter technology improves the accuracy of the control system to a certain extent, and also enhances the anti-rolling control performance of the anti-rolling tank.

Keywords: kalman filter; multi-sensor; robust; anti-rolling tank

1. INTRODUCTION

During the course of sea navigation operations, due to external conditions such as wind and waves on the ocean and undercurrent of the sea, a series of complicated rocking movements will occur [1]. This rocking motion is a typical nonlinear motion [2]. The torque generated by it will cause the deformation of the hull to a certain extent, and will also reduce the smooth performance of the ship [3]. Among them, the rolling motion is the most influential to the ship. Therefore, studying the ship anti-rolling control system and designing the anti-shake device with good performance is of great significance to improve the stability of the ship itself [4].

The traditional method of anti-rolling is to input the measured value of the angle sensor into the control system to adjust the attitude of the ship. Although it has certain effects, the action period is long [5]. Aiming at the shortcomings of single sensor's poor rolling performance, a random ocean wave model and ship rolling motion model are established. The Kalman filtering method is combined with robust control and combined with multi-sensor information fusion technology to design a control system for anti-rolling tank. And use Matlab software for simulation analysis.

2. ROBUST FUSION KALMAN FILTER

2.1. Multi-Sensor Information Fusion Algorithm

Considering an information fusion system composed of a plurality of sensors. The distributed data is collected by the sensor to improve the fault tolerance of the system. From the theory of information fusion estimation, the more accurate the information obtained when the system is fused, the higher the accuracy of

the estimation [7]. Therefore, the system studied in this paper uses multiple sensors to measure hull motion attitude information, including pressure sensors, liquid level sensors, displacement sensors, and angle and angular velocity sensors, as well as gyroscopes with inertial navigation for more intuitive Detect whether there is a tendency to roll during the course of the ship's navigation. As shown in Figure 1:

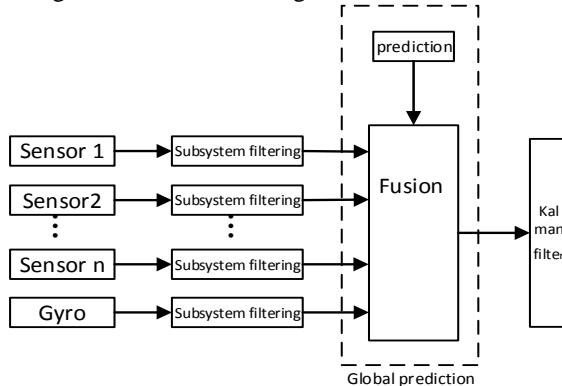


Figure 1. Multi-sensor information fusion system composition

Assume that at the k moment, the system has obtained the following relevant information:

- (1) State estimated value of the overall system $\hat{x}_{k|k-1}$ and prediction error covariance matrix $P_{k|k-1}$;
- (2) State predictive value of the subsystem $\hat{x}_{i,k|k-1}$ and prediction error covariance matrix $P_{i,k|k-1}$;
- (3) State estimate of the subsystem $\hat{x}_{i,k|k}$ and estimated error covariance matrix $P_{i,k|k}$;
- (4) Subsystem i failure factor $M_{i,k}$.

Full information state fusion estimation and estimation error covariance matrix:

$$\begin{aligned} \hat{x}_{i,k|k} &= P_{k|k}^{-1} \hat{x}_{i,k|k-1} \\ &+ P_{k|k}^{-1} \sum_{i=1}^n M_{i,k} \times \left[P_{k|k-1}^{-1} \hat{x}_{i,k|k-1} - P_{i,k|k-1}^{-1} \hat{x}_{i,k|k-1} \right], \end{aligned} \quad (1)$$

$$P_{k|k}^{-1} = P_{k|k-1}^{-1} + \sum_{i=1}^n M_{i,k} \times \left[P_{i,k|k}^{-1} - P_{i,k|k-1}^{-1} \right], \quad (2)$$

2.2. Kalman Filter Principle

For discrete domain linear systems [8]:

$$\begin{aligned} x(k) &= Ax(k-1) + B(u(k) + w(k)) \\ y_v(k) &= Cx(k) + v(k) \end{aligned} \quad (3)$$

Among them, $\omega(t)$ is process noise signal; $v(k)$ is measuring noise signal.

The discrete Kalman filter inverse algorithm is:

$$M_n(k) = \frac{P(k)C^T}{CP(k)C^T + R}; \quad (4)$$

$$P(k) = AP(k-1)A^T + BQB^T; \quad (5)$$

$$P(k) = (I_n - M_n(k)C)P(k); \quad (6)$$

$$x(k) = Ax(k-1) + M_n(k)(y_v(k) - CAx(k-1)) \quad (7)$$

$$y_e(k) = Cx(k); \quad (8)$$

3. MODELING

3.1. Random Wave Model

When ships sail on the sea, the impact of ocean surges is more [9], and the interference is random. The interference force and the moment generated by the waves are time-varying, so they cannot be directly replaced by regular waves. A large number of experiments have shown that the ocean wave can be approximated by a plurality of regular waves that are independent of each other, with random amplitude and random phase [9]. Hypothesis each harmonic has a same direction of advancement, and the mathematical model of the wave at a certain point is as shown in the following equation:

$$\xi(t) = \sum_{i=1}^{\infty} \xi_i = \sum_{i=1}^{\infty} \xi_{ai} \cos(\omega_i t - \varepsilon_i) \quad (8)$$

Among them: $\xi(t)$ is the height of the wave surface deviates from the hydrostatic surface; ξ_{ai} is the amplitude of the i and its unit is regular wave; ε_i is the initial phase of the i constituent wave. Take random variables $(0, 2\pi)$ with uniform distribution on them. The equal energy method is used to simulate the waves

[10]. According to the equal energy method, the energy of the irregular wave is equal to the sum of the regular wave energy of the element [6]. Equalize the frequency interval of the energy distribution of the wave spectrum $S_\xi(\omega)$ to M part. Superimpose the M cosine fluctuations to obtain the wave front of the ocean wave, as shown in the following equation:

$$\xi(t) = \sum_{i=1}^M \sqrt{2S_\xi(\hat{\omega}_i)} \Delta\omega_i \cos(\tilde{\omega}_i t + \varepsilon_i) \quad (9)$$

Among them, $\tilde{\omega}_i$ is the frequency of the i and its unit is regular wave, is randomly selected frequencies in the i interval.

Use International Towing Tank Conference single parameter spectrum [11] simulate random waves. The simulation obtains the wave inclination of the random wind wave, as shown in Figure 2:

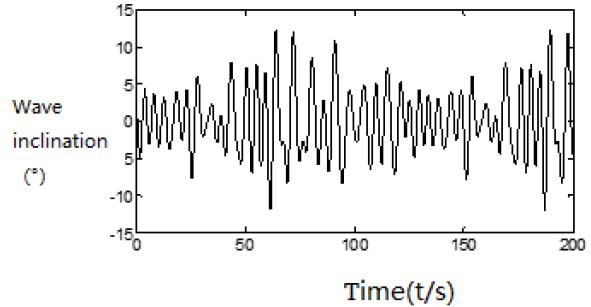


Figure 2. Random wave inclination

3.2. Anti-Rolling Tank

Based on the double water tank, this paper designs a control system for the anti-rolling tank for the controllable anti-rolling tank. The control system converts the disturbance torque into an electric signal, and uses a one-way motor to control the electromagnetic valve to realize the flow of the water inside the water tank, and generates a torque against the rolling motion by the gravity difference of the water tank to achieve the purpose of the swaying purpose. As shown in Figure 3.

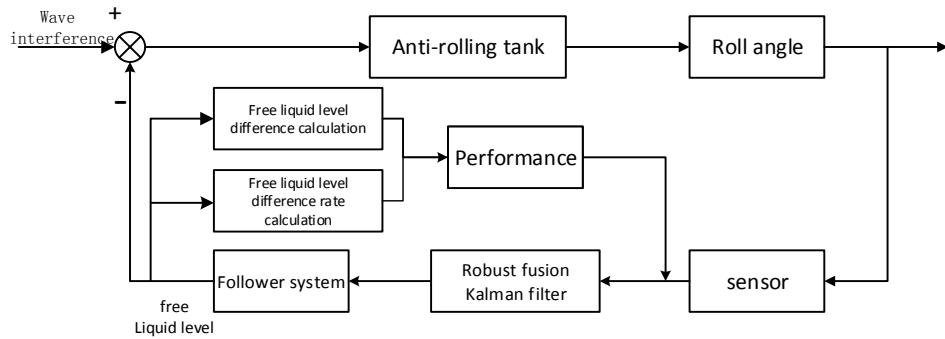


Figure 3. Schematic diagram of the anti-rolling tank controller

3.3. Simulation Analysis

In order to verify the anti-rolling performance of the system, this paper uses Matlab software to simulate the system. When the ship is subjected to roll motion, the simulation results of the roll angle are shown in Figure 4. It can be seen from Figure 4 that compared with the

classical PID control system, the robust fusion Kalman filter technique has better anti-rolling effect.

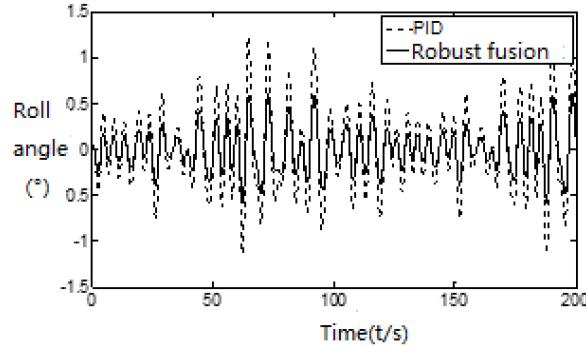


Figure 4. Roll angle curve

4. CONCLUSION

The main reason for the ship's roll is the force such as waves and sea breeze. The ship's anti-rolling system is conducive to improving the stability and safety of the ship's navigation. In this paper, a Kalman filter technique, joint robust control and multi-sensor information fusion technology are used to design a dual-tank control system based on robust fusion Kalman filter. The simulation of the anti-rolling system is carried out by Matlab simulation software. The research draws the following conclusions: It utilizes a variety of sensors to distribute the collected information, which improves the system fault tolerance and enhances the anti-rolling performance.

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Research on the Property Law of Unilateral Dispositions of Condominium by Husband and Wife

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Abstract: With the rapid development of society and the prosperity of market economy, the real estate transaction market is increasingly active, judicial practice also more and more matrimonial property disposition disputes. The people of our country are deeply affected by the traditional concept of husband and wife, and after marriage, the stability of trust and emotion based on mutual trust is often separated from each other. It is also because of this emotional trust and the stability of the maintenance of marital relations, when the marriage broke, or in the disposition of the property of husband and wife involved in the third party, often lead to property disputes. This article through the summary husband and wife common property and the disposition exercise, then from the "marriage law" and "property law" two basic civil law comparison analysis husband and wife sides or one side in the disposition joint common real estate when the disposition property ownership status determination; The nature of the behavior of a total house without permission by one of the spouses; The disposition process involves whether the third party can obtain the house ownership or other anticipatory rights; Third, when the third party, the value of the protection of the value of the protection of the value of the rights and interests of hidden common people, such as a few typical issues, the establishment, dissolution, and marital rights and obligations and property rights and property recognition, punishment and protection, in our legal system not only the "marriage law" as the basis, more "property law" escort.

Keywords: matrimonial real estate; unauthorized disposal; anonymous co-owners; bona fide acquisition

As a big country with traditional civilization, China attaches great importance to the inheritance of family culture. And what has always maintained the development of family culture is the survival of marriage. The happy continuation of a marriage often founds the birth of a happy family. A harmonious and healthy society will emerge only when a happy family is added up. Therefore, family is the cornerstone of social development, and marriage is the soul of family continuity [1].

1. OVERVIEW OF THE JOINT PROPERTY OF HUSBAND AND WIFE.

In the legal system of our country, the establishment

and dissolution of marriage between husband and wife, the recognition, disposition and protection of rights, obligations and property between husband and wife are not only based on the Marriage Law, but also protected by the Property Law. As a basic civil law to recognize, utilize and protect property, the implementation of Property Law has a positive impact on family property relations. The object of this article is the real estate shared by husband and wife, which is an important part of family property and plays a very important role in maintaining the survival and stability of the family.

With the rapid development of society and the prosperity of market economy, the real estate market is becoming more and more active. In judicial practice, there are more and more cases of disposition of real estate shared by husband and wife. Our people are deeply influenced by the traditional idea of the integration of husband and wife. They often have no distinction between each other and trust each other in property after marriage [2]. Because of emotional needs and the consideration of maintaining the stability of marriage, disputes often arise when marriage breaks down or when the disposition of the joint property of husband and wife involves a third party. Especially, when dealing with the common property, which has great economic benefits and important status, such as housing, the disputes involved, especially on the three core issues of the identification, disposition and division of the common property between husband and wife, are very typical and of great practical significance.

2. THE KEY ISSUES INVOLVED IN THE UNAUTHORIZED DISPOSITION OF THE PROPERTY RIGHT OF A JOINT HOUSE BY THE HUSBAND AND WIFE.

2.1. Analysis of the Situation Involving a Third Party When a Spouse Arbitrarily Disposes of the House

Analysis of the situation of the third party involved in the unauthorized disposition of housing by one spouse:

When one spouse disposes of the problem of joint housing without authorization involving a third person, it should first determine whether the third person is "good faith". Generally speaking, when a third person unilaterally disposes of a common house without malice and pays reasonable consideration, the mental state of housing registration based on trust is

“good faith”. The acts of the state registration authority are those guaranteed by the state’s reputation. According to objective criteria, as long as the third party in the transaction trusts registration reasonably, its goodwill is presumed; unless there is evidence that the third party knows that there is objection registration in the register, the third party in the transaction should be recognized as goodwill. The interests of the third party are actually the mapping of market economic order. To sum up, the third party involved at this time should be in the “good faith” state of disposing of the joint house of husband and wife according to superficial phenomena and trusting that the party who disposes of the joint house of husband and wife has the right to dispose of it but has no right to dispose of it [3]. A bona fide third party is protected by law because it trusts the credibility of real estate registration to register and trade houses. The system of bona fide acquisition itself is based on unauthorized disposition. If we insist on the presumption of the correctness of registration right, the situation of “acquisition from the unauthorized person” of real right will occur. However, the unilateral and unauthorized disposition of the joint housing actually damages the spouse’s right to dispose of the joint property of the husband and wife. Based on the special personal relationship between the spouse, the spouse whose right is damaged can not get compensation for the damage in marriage. At present, in judicial practice, the only remedy that can protect the spouse’s rights is to claim damages from the party who disposes of the joint property without authorization when divorcing.

If the bona fide third party does not register the house, the relevant provisions of bona fide acquisition in the Property Law can not be applied. In this case, according to the principle of relativity of the contract, the contract concluded between the husband and wife who have no right to dispose and the third party in the transaction is valid. In order to ensure the expected interests, the contract of house sale should be made effective against the illegal interference of others. However, because the change of real right is independent and unreasonable, it is not directly constrained by the meaning of creditor’s rights, which means that the contract is a valid contract, and the ownership of the house can not be obtained only because the house is not registered. The spouse who disposes of the joint housing without authorization shall bear the responsibility of returning the original amount of the paid price to the bona fide third party and the liability of compensation for breach of contract for the actual economic losses suffered by the third party due to the increase of the housing market price. The amount of compensation should be compensated from the personal property of the husband and wife who disposed of the house without authorization. Payment: If the couple divorces, the amount of compensation shall be used as the personal

debts of the spouse who disposes of the joint property without authorization [4].

When a spouse disposes of a shared house without authorization, it involves a third person as a “malicious” third person, that is, there is evidence to prove that the third person is still buying and selling houses with the unauthorized disposition party when he or she clearly knows that there is objection registration in the housing register, or that the third party in the transaction knows that the husband and wife’s behavior of selling houses is unauthorized and unauthorized disposition [5]. In this case, no matter whether the third party pays the price or registers the house, it can not be guaranteed by law to acquire the ownership of real estate, and the contract of sale signed at this time is also invalid.

The malicious collusion of the third party in the transaction is also “malicious”, that is, the third person colludes with the spouse who disposes of the common house without authorization to acquire the ownership of the house. This happens mostly in families where the marriage breaks down but the relationship between husband and wife is still maintained. One spouse colludes with the third person maliciously, transfers the house to the third person’s name without authorization, depletes the joint property of the spouse and infringes on the legitimate property rights and interests of the other spouse. At this time, no matter whether the third party registers the house or not, the house sale contract is invalid because of malicious collusion, and the ownership of the joint house between husband and wife will not be transferred from the beginning [6].

2.2. A Comparative Analysis of the Protection of the Rights and Interests of the Bona Fide Third Party and the Hidden Co-Owner

A comparative analysis of the protection of the rights and interests of bona fide third party and anonymous co-owner: In real life, it is common for couples to register a common house under the name of their husband or wife based on their emotional trust. This also happens to lay a serious hidden danger for one spouse to dispose of the common house without authorization and damage the legitimate property rights and interests of the other spouse. China’s Marriage Law follows the concept of husband and wife community, basically implements the system of husband and wife’s common property, affirms and protects the common housing rights of anonymous co-owners not disclosed in the register, while China’s Property Law upholds the principle of trust in the real estate register to protect the safety of market transactions, and protects the goodness of trust registration and housing transactions. Third party. The difference of legislative concepts between Marriage Law and Property Law leads to the phenomenon of unauthorized disposal of houses by one spouse in judicial practice, and the balanced protection of the interests of bona fide third party and anonymous

co-owners in husband and wife has gradually become the focus of attention [7].

The author believes that the relevant provisions in Property Law and Marriage Law should be integrated and coordinated. Firstly, the unauthorized disposition of the joint housing by one spouse should be defined as the property right behavior adjusted by the Property Law of China. However, due to the special personal attributes of the joint property of the spouse, it should be strictly different from the general property, that is, the property can be disposed of only with the consent of the anonymous co-owner. Therefore, the unauthorized disposition of a joint house by one spouse is essentially an unauthorized disposition. Only by clarifying the nature of the act can we further plan the rules for dealing with the act. According to the judicial interpretation of China's Marriage Law, when one spouse arbitrarily disposes of a common house and a bona fide third party for business transactions, and the third party pays a reasonable consideration and has registered the property rights of the house in accordance with the law, the bona fide third party obtains the ownership of the house to ensure the safety of the market transactions; while the spouse who suffers damage can only file a claim for compensation in divorce, and the compensation shall be made by the spouse and wife. The party who disposes of the joint property without authorization shall compensate and compensate his spouse with his own personal property. On the contrary, if there is no bona fide third party or no bona fide third party, we should always bear in mind the protection of the "de facto real right" of the common property of husband and wife [8].

As we all know, in today's society, housing is often the cornerstone of a marriage or a family. It bears the basic right of survival of the marriage and family.

Therefore, in order to better protect the legal property rights and interests of anonymous co-owners, respect and protect human rights, it is necessary to strictly restrict the trading of third parties, even the bona fide third party, to restrict the conditions for them to obtain the unauthorized disposition of the house by one of the spouses. Only in this way can we reduce the damage to the anonymous co-owner of the couple's joint real estate. Only when the marriage and family are stable can there be security of market transactions. On the basis of respecting and guaranteeing human rights, we can explore the significance of protecting the security of market transactions.

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Euphemism in Western Society

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Abstract: In modern western society, speaking gently, implicitly, humorously is regarded as the symbol of civilization and politeness. This article can help readers understand the language habits and social life of the western society by introducing several kinds of euphemism which are popular in western society. However, excessive use of euphemism will hinder the normal interpersonal communication. To grasp the proper methods of euphemism will promote interpersonal communication.

Keywords: euphemism; main types; overuse; proper method

1. INTRODUCTION

Euphemism is a generally innocuous word or expression used in situations one may find offensive or suggest something unpleasant. Some euphemisms are intended to amuse, while some bland, inoffensive, and even misleading terms are used when the users want to dissimulate or downplay. Euphemisms are used for dissimulation, to refer to taboo topics (such as disability, sex, excretion, and death) in a polite way, and to mask profanity. In a specific context, people tend to use gentle, pleasant euphemisms instead of rude, harsh, uncomfortable words. They are often used to avoid or hide some harsh social reality, or in order to prevent “hurt”, and sound politely, especially in expressing somebody or something indecent, impurity, intimidating, or nasty. Take expressions of “death” in English as examples, there are dozens of expressions existing, such as pass away, breathe one’s last, join the great majority, pay the debt of nature, be with god, go to glory, go to a better world, sleep the final sleep, cross the Great Divide, climb the golden staircase and so on.

2. LITERATURE REVIEW

H.W. Fowler said, “It is a mild or vague or periphrastic expression as a substitution for blunt precision or disagreeable truth” [1]. Neaman & Silver have ever pointed out in their Kind words: A thesaurus of Euphemisms, “Euphemizing is generally defined as substituting an inoffensive or pleasant term for a more explicit, offensive one, thereby veneering the truth by using kind words” [2]. As early as in the Victorian Times, euphemism was very popular. People pretended to be prude and genteel, always to beat around the bush to talk, otherwise, it would be disrespectful. For example, people would use soiled linen, unpleasant odor, and assault when they factually want to talk about dirty clothes, nasty smell, and rape.

3. MAIN TYPES OF EUPHEMISM

3.1. The Official Euphemism

The American governmental agencies bring together various officialese, officials prevail to use bureaucratese, Pentagoneze, State-Departmentese, gobbledegook and urbababble. British officials are creating new euphemisms, and forbidding using some specific words in parliament. Members of the parliaments cannot show their disloyalty or disrespect towards officials in their speaking. In these official English, euphemisms are abound, some words become the tools of the politicians to cover-up, to deceive voters, and to get the public opinions. For example, government officials would use economic adjustment rather than economic crisis to describe a variety of social problems. Serious unemployment is called under-utilization or human resources underdevelopment by officials to comfort the people who are suffering from it. Poor people live below the poverty line, is called the underprivileged. The following example is the self-statement of a poor man who satirizes official euphemism: I used to think I was poor. Then they told me I wasn’t poor, I was needy. They told me it was self-defeating to think myself as needy, I was culturally deprived. Then they told me deprived was a bad image, I was underprivileged. Then they told me underprivileged was overused, I was disadvantaged. I still don’t have a dime, but I have a great vocabulary [3]. In short, politics often becomes a game playing with euphemism, just as George Orwell [4] said in his Politics and the English Language: In our time, political speech and writing are largely the defense of the indefensible. Things like the continuance of British rules in India, the purges and deportations of Russian, the dropping of the atomic bombs in Japan, can indeed be defended, but only by arguments which are too brutal for most people to face, and which do not square with the professed aims of political parties. Thus political language has to consist largely of euphemism, question begging, and sheer cloudy vagueness. Defenseless villages are bombarded from the air, the inhabitants driven out into the countryside, the cattle machine-gunned, the huts set on fire with incendiary bullets: this is called pacification. Millions of peasants are robbed of their farms and sent trudging along the roads with no more than they can carry, this is called transfer of population or rectification of frontiers. People are imprisoned for years without trial, or shot in the back of the neck, or sent to die of scurvy in Arctic lumber camps, this is called elimination of unreliable elements. Such phraseology is needed if one wants to name things

without calling up mental pictures of them.

3.2. Occupational Euphemism

In present British and American society, people often create some up-lifting words or impressive titles to make up or improve the social status of some careers. When you were given a name card on which was printed "meat technologist", you may feel you have met a VIP, in fact, he is just a butcher. Los Angeles has passed a resolution to ask the public not to call the policeman "cop", but adopt a more respectable call, law enforcement officer. Most people who use such euphemisms have an interesting psychology, the nicer of the name, the nobler its identity is [3].

3.3. School Euphemism

In avoid to harm the self-esteem of students and their parents, teachers often use euphemisms. Therefore stupid students are called "subnormal" or "special children". A primary school in New York had compiled a booklet as guide of the school to report the students' performances at school for their parents. There are a lot of harsh expressions should be avoid in daily teaching mentioning in this book, and better be replaced by some euphemisms, such as "show difficulty in distinguishing between imaginary and factual material" instead of "lie", and "need help in learning to adhere to rules and standards of fair play" instead of "cheat", the following table provide more suggestions given by the headmaster [3].

Table 1. Harsh Expressions & Euphemism

Harsh Expression (Avoid)	Euphemism (Use)
Lie	Show difficulty in distinguishing between imaginary and factual material
Cheat	Need help in learning to adhere to rules and standards of fair play
Steal	Need help in learning to respect the property rights of others
A bully	Have qualities of leadership but need help in learning to use them democratically

3.4. Object Euphemism

Nowadays, new euphemisms constantly appear in the western society, the popular trend almost throughout all walks of life and all kinds of food. Wide variety of euphemisms just like word games, which is dazzling, and also reflect the culture and customs of western society, such as: color minority = Negro; memory garden = cemetery; in the altogether = naked; willowy = slender; redirected flight = hijack; industrial action = strike; facial dew = sweat; golden years = old age [3].

4. THE OVERUSE OF EUPHEMISM

Euphemism can help people avoid many embarrassing situations, reduce unnecessary friction, and adjust interpersonal relationships, but too much use of euphemisms give a person the impression of affectation. Many euphemisms are also used to covering the facts and cheating the public, which influence people's direct exchange of ideas, and thus

caused the deep concern of western linguistics. Such indirectness may seem amusing, but people also use some sinister euphemisms to mask realities which should not be concealed. The CIA, for instance, substitutes the vague phrase "terminate with extreme prejudice" for the ugly word "murder". The Pentagon refers to weapons designed to kill people as "antipersonnel implements". Instead of "bombing", the Air Force speaks it as "protective reaction strikes". Such transparent attempts to make killing human beings sound inoffensive are dangerously misleading [5].

5. PROPER METHODS OF EUPHEMISM

5.1. Phonetic Methods

Some words are vulgar, indecent, difficult to speak out, and even embarrassed to hear. While using some phonetic methods can make up the vulgar words, and achieve the goal of politeness. Such as: abbreviated method (ladies' = ladies' room), first letter combination method (BM = bowel movement), Inverse method (burglary = rob), Overlapping method (pee-pee = piss), Synthesis (gezunda = goes under the bed), and so on.

5.2. Lexical Methods

5.2.1. Fuzzy words

The word is only a symbol, the word itself doesn't equal to it refers to. However, in people's thinking processes, people used to regard them as the same things. For example, death is only expressed "a symbol of death", but speaking death directly is not polite. Then, people use different kinds of fuzzy words to express the concept of death. The hospital is the place where death often occurs. But doctors and nurses also avoid the word "death". If there is a patient dying, they would say, he is no longer with us, or he has been out of pain. And "it" or "the thing" can be used to replace almost anything people don't want to speak out.

5.2.2. Up-lifting words

Because of the social prejudice, some jobs are regarded as "humble" occupations. Considering negative politeness, people would like to use some sweet-sounding titles to reduce the negative evaluation and leave negative face for the listeners. For example, the word "engineer", generally refers to the educated people. Therefore, garbage collector is called sanitation engineer (Public Health Engineer), foot black is called footwear engineer (footwear Maintenance Engineer). Physician is a kind of respectable occupation. Therefore, people called the cobbler "shoetarian", locksmith is known as "locktrician", and soda seller becomes "fizzician". Besides these, chimney consultant, moving funds consultant, and funeral consultant are all up-lifting words. While using up-lifting words may cause fuzzy semantics, it can shorten the distance between human communications. That is why new up-lifting words continuously appear.

5.2.3. The change of personal pronoun

By changing personal pronouns can help the language become indirect, gentle, tactful, and thus contribute to maintain the listener's negative face. For example: If I were you, I should get the car serviced.

In fact, the essence of "I should" is "you should". But using "you should" will damage the listener's negative face. Another example:

Let's get on with the work.

Actually, "s" in let's here is you. But if we say "You get on with the work" would have the meaning of commanding the listener, and it will damage the listener's negative face.

A doctor asked a patient, "How do we feel today?" The doctor replaced "you" with "we" could maintain their both positive faces, and the patients would feel warm after hearing such kind of greetings.

5.2.4. Using intimacy words

In order to shorten the distance of communicators, the speaker often choose to use some intimacy words which can show their close relationship. Chinese like speaking "we" to regard the listener as one of their families. There are mate, honey, son, love (love and honey are often used for women) in English. "Here we are, love!" This is the favorite expression of a school bus driver who speaks to the girl sitting beside him when he arrives at school. President Kennedy called his large audience "My fellow citizens" at the beginning of his inaugural address, which put himself in the same position with the ordinary people, and successfully shortened the communication distance with the listeners, which played a positive role of politeness.

5.3. Grammatical Methods

American linguist Dwight Bolinger once pointed out, "Euphemism is not restricted to the lexicon, there are grammatical ways of toning something down without actually changing the content of the message."

5.3.1. Use tense and aspect

Tense expresses the differences of time, and the aspect expresses what state the act or process in at a time. Past tense is often used to express politeness.

For example:

Did you want to see me?

I wondered if you could help us.

The past tense here doesn't mean the past time, but the tentative attitude of the speaker. This is the special usage to show your politeness by using tense, which is called "Attitudinal Past" by Quirk [6]. This expression put the present desire or request to the past, thus producing a time distance, which could leave some room for the listeners to refuse your request, thus achieve the purpose of negative politeness.

5.3.2. Use different sentence patterns

Negative sentences can be divided into partial negation and complete negation. In order to reduce the negative degrees, people often use partial negation instead of complete negation in language communication so as to achieve the goal of politeness.

For example:

I don't like Chinese food very much.

I don't like Chinese food.

The former is partial negation, and obviously much more modest than the latter in tone.

Transferred negation also has the function of expressing polite language. For example, "I don't think he is a good teacher" will be more polite than "I think he is not a good teacher".

If-clause can be used to express politeness is known to all, especially in the request or suggestions of the speaker. For example: If you were to move your chair a bit to the right, we could all sit down.

According to Leech's "Politeness Principle", by using a if-clause, helping behavior becomes a hypothetical behavior. Therefore, theoretically, the listener will not undertake any obligation if he agrees to help. Let the listener does not undertake any obligation is in line with the politeness principle of "trying to reduce the loss of others".

5.4. Pragmatic Method

Pragmatics is the study of the application of language. To use language correctly and appropriately is an art. In pragmatics, politely express words which are hidden threat to face can help the language communication achieve the desired effect. As Leech said: "If you are rude to your neighbors, channels of communication will be interrupted, and he will not lend you the lawn mower again" [7].

At the dinner table, if you said "Pass me the salt." It is less polite, because the pragmatic meaning of imperative sentence is command. Just convert it into a question sentence "Can you pass me the salt" will become much more polite. Please look at the following dialogue between A and B.

A: Geoff has just borrowed your car.

B: Well, I like that.

B's discourse is polite to Geoff, but is obviously not true, the true meaning of B's words is not polite to Geoff. Here, B takes advantage of the "irony principle" [7] to express the real meaning of the impoliteness in a polite language form.

6. CONCLUSION

In recent decades, English euphemism is more and more popular, its using scope has spread to many areas, involving almost all aspects of the modern social life, from birth, death, sex, love, old, weak, sick, disabled, poverty, money, sin, appearance, occupation, race, various taboos and privacy, to business, advertisement, education, politics, economy, diplomacy, war and other topics which are subtle and difficult to say, many of them with strong color of social culture. Euphemisms are playful, quite interesting, let people Simmer with laughter, which is a big characteristic, and it is hard to find the corresponding expressions in Chinese. Learning and mastering the correct ways of using English euphemism, can not only help people better understand western language and culture, but

effectively promote the communication and cooperation with international friends as well.

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Exploration of Internet of Things Professional English Teaching Reform Based on Engineering Education Professional Certification

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Abstract: According to the requirements of professional certification of Engineering education, there are still some problems in the level of English education for Internet of Things in China, and the students educated do not meet the needs. This is mainly related to the current mode of English training for Internet of Things majors in Higher Education in China, as well as to some educational forms in China since then. Internet of Things (IOT) professional English education needs to consider students' learning habits in cross-cultural context, the corresponding educational resources of colleges and universities, the methods of teachers teaching students to learn English, the setting of higher education courses and so on. Starting from the problems of Internet of Things professional English Education under the background of engineering education professional certification, this paper explores the reform measures of Internet of Things professional English education, hoping to help the Internet of Things professional English education meet the standards of engineering education professional certification as soon as possible.

Keywords: engineering education; professional certification; Internet of things; professional English education

1. INTRODUCTION

The meaning of engineering education professional certification refers to a special certification for higher education institutions that meet the requirements of professional certification institutions. This certification only aims at engineering professional education in higher education institutions [1,2]. The certification is made up of professional societies, professional professions, trade associations or experts in the field. The purpose of the certification is to ensure that the relevant engineers and technicians entering the industry conform to the quality of education and escort the development of the industry. According to the standard of engineering education professional certification for Internet of Things professional English education, the most important content of this major is the students' learning of professional English. In addition, students of Internet of Things professional English education should also

have the following abilities. Students must have a certain international awareness and be able to communicate with each other without obstacles in any cultural background. Students must be able to express themselves clearly enough to accomplish tasks such as reports, statements and drafts independently. In addition, students of this major need to have the ability to communicate and explain complex engineering problems to the public and industry peers. According to the requirement of professional certification of Engineering education, this paper expounds the problems of professional English education of Internet of Things in China, puts forward the reform measures to make our graduates meet the requirements of professional English education of Internet of Things, and makes suggestions for our educational cause.

2. PROBLEMS OF ENGLISH EDUCATION FOR INTERNET OF THINGS IN CHINA

The specialty of Internet of Things (IOT) engineering is a comprehensive specialty which integrates communication, electronics, computer and other specialties. It originated from abroad and has developed well since it was introduced into China. However, due to the limitations of new equipment, industry standards and related technologies, the specialty of Internet of Things needs to learn more from the mature experience of foreign countries. Because foreign product instructions, academic papers, content statements and so on are all expressed in English, it poses a great challenge to the English proficiency of students majoring in this field. At the beginning of learning, students need to understand all kinds of documents in the shortest time and the greatest extent, and then apply them to practice. Secondly, after the students of this major step out of the campus and enter the post, they need to overcome the pressure of cross-cultural background and use English proficiently to ensure barrier-free English communication and writing. Therefore, under the background of engineering education professional certification, Internet of Things professional English education is a problem that must be paid attention to. In the short term, students are proficient in English in order to complete their studies smoothly. In the long

run, students' proficiency in English is to have a certain professional competitiveness and improve the speed of development of the industry. Comparing with the requirements of engineering education professional certification, there are still many problems in the process of Internet of Things professional English education in China, which can be roughly divided into the following points [3].

2.1. The Objectives of the Course are not Clear

Engineering education professional certification has special certification standards, not only for the whole profession, but also for each course. However, in the process of Internet of Things professional English education in China, many colleges and universities have not set clear training objectives, which leads to students' lack of nervousness in the process of school learning, no planning for the future, and no positive attitude towards learning [4]. Therefore, the training syllabus of Internet of Things professional English education in China needs to be revised as soon as possible.

2.2. The Theory of Course is More Important than Practice

For the professional requirements of Engineering education, students' theoretical learning is of course very necessary. However, this does not mean that schools can give up practical teaching in the course of curriculum arrangement. For the students majoring in Internet of Things, the courses of System Modeling and Simulation and Internet of Things Location Technology are compulsory courses. In fact, the theoretical nature of these courses is very strong, if students do not combine practice, it is difficult to understand. Therefore, when setting up courses of engineering education specialty, colleges and universities should pay more attention to the combination of theory and practice to improve students' practical operation ability [5].

2.3. The Proportion of Computer Courses is too High

For the English education of Internet of Things, students should not only master the knowledge of Internet of Things, but also learn English well. However, when setting up courses, many colleges and universities focus on science and technology majors such as computers, ignoring the characteristics of English as a linguistic discipline. This requires schools to reduce the proportion of computer courses when setting courses, and make adjustments according to the requirements of professional certification of Engineering education.

2.4. Lack of Cultivation of Comprehensive Practical Ability

According to the training objectives of major universities for Internet of Things professional English education students, many practical courses are specific to the practice of a theoretical course. Instead of combining multiple subjects to train students' comprehensive abilities. This leads many students to solve some simple problems, but when

many problems occur at the same time, they are helpless. This requires that later schools pay attention to the combination of multiple disciplines when setting up practical courses.

2.5. Unbalanced English Learning Ability of Students

In the process of learning English, the students of online professional English education have different learning effects because of their different methods, motivations, energies and goals. As for the trend of popularization, English majors in Chinese universities are generally good at translation and reading, but poor in writing and listening and speaking. This is because they attach great importance to the memory of grammar and vocabulary in the process of learning English, while there are few opportunities for oral expression. Different students have different learning habits and abilities, so their acceptance of the same subject will vary greatly.

2.6. Single Teaching Method

In the teaching process of Internet of Things (IOT) specialty English education, which is certified by engineering education specialty, like the common teaching methods in China, teachers give priority to teaching and students take charge of listening and recording. The communication between teachers and students is mainly based on questions, and there are few forms of self-inquiry and cooperation. These teaching methods are difficult to improve students' English communication ability, and may even cause students to be tired of learning. It is precisely because of the singleness of teaching methods that many students of Internet of Things major English education have great problems in their external communication. They can't realize the pleasure of learning, which is not conducive to their professional growth at all.

3. TRAINING REQUIREMENTS OF INTERNET OF THINGS PROFESSIONAL ENGLISH TEACHING WITH ENGINEERING EDUCATION PROFESSIONAL CERTIFICATION

The training requirements of Internet of Things professional English teaching for engineering education professional certification refer to the professional achievements and professional abilities that students of corresponding specialties can achieve within five years after graduation. Every major university's Internet of Things engineering specialty should strive to cultivate talents for building an innovative city and a new generation of information technology industry. Target talents must be very familiar with the architecture of the Internet of Things, skilled in the use of professional technology to solve the problems of the Internet of Things project. They have professional knowledge at all levels of mass storage, wireless transmission, perception acquisition, intelligent processing of the Internet of Things information, good professional quality, fast learning of new knowledge, and a certain spirit of innovation, which is in line with the requirements of the new era.

Compound high-tech talents. Students of corresponding majors can choose management support, technology research and development, planning and design, implementation, operation and maintenance to develop after graduation. Enterprises must provide opportunities for Internet of Things professionals to study independently and further their studies. Employees also have the obligation to seek development and improve their business.

For students majoring in Internet of Things, the specific training objectives are as follows. (1) Professional knowledge: students master large data processing, object-oriented software design, embedded systems(As shown in Figure 1), moderate calculus, sensors, University physics, radio frequency identification(As shown in Figure 2), discrete mathematics, network security, linear algebra, basic knowledge of natural sciences, wireless network communication. (2) Developing solutions: Students can design feasible solutions in line with the environment, culture, safety, health, society and law according to the needs of users of related products, software and hardware support and the situation of the Internet of Things system, so as not to let users suffer losses due to the problems of the Internet of Things. The whole design process should also reflect a certain sense of innovation, not copy. (3) Problem analysis: In the process of Internet of Things or work design, accurate and effective analysis can be carried out according to the types of problems that arise, and the possibility of solving problems after using the mastered engineering knowledge can be predicted. (4) Modern tools: In a rapidly developing society, no industry is unchanged. The same is true for Internet of Things English teaching. Students should constantly learn new modern tools and learn to use big data, mobile Internet and Internet of Things to analyze complex problems. Different analysis tools can be used for different problems to improve the efficiency of solving them.

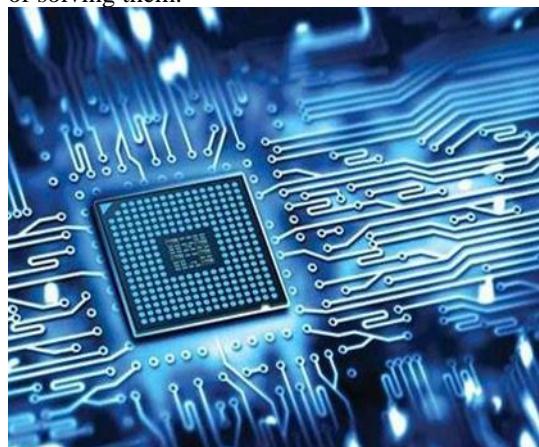


Figure 1. Embedded system

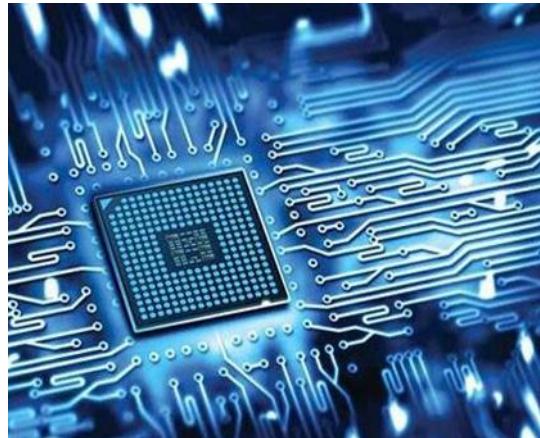


Figure 2. Radio frequency identification

4. REFORM MEASURES OF INTERNET OF THINGS PROFESSIONAL ENGLISH EDUCATION

4.1. Teacher Construction

Teachers are the guides of students' learning. Strengthening the construction of teachers is the first measure to improve the effect of Internet of Things professional English education. In choosing and training excellent teachers, schools should first strictly comply with professional requirements, and secondly organize more teachers for further study. First of all, teachers should dare to say that if they have enough charm to attract students, students will love learning English. Schools should provide English teachers with opportunities to communicate and communicate with local people in English-speaking countries so as to form a good teaching environment.

4.2. Increasing Evaluation Dimension

In the past, in the way of assessment of Internet of Things professional English education, schools generally take the form of examination papers as answers. English is a language subject after all, so if students are required to write in the form of examination papers, they will give priority to writing while ignoring the importance of oral expression. Therefore, schools can increase the form of assessment of English communication. This also requires students to attach importance to oral English expression and application ability, rather than writing. However, the recitation of English words cannot be relaxed, and proper written assessment also has a

certain role.

4.3. Innovative Teaching Methods

Because traditional Chinese classrooms are mainly taught by teachers, it is necessary to innovate teaching methods under the background of professional certification of Engineering education. In the process of teaching, teachers can try their best to reduce their teaching time, cultivate students' willingness to communicate, improve students' ability to use English, and increase students' interest in learning English. Teachers can use project-driven method to divide the class into several project groups, rewarding and evaluating the students in order to accomplish the task. Tasks can be the design of the Internet of Things system, or the competition of English words, as long as it is helpful to improve the enthusiasm of students to learn. In addition, teachers can also add other types of competition forms, so that students have more views on the form of learning, broaden their horizons.

4.4. Resetting Teaching Contents

In the past, all the textbooks of Internet of Things professional English education are English articles which have little relationship with Internet of Things. This content can be replaced by English articles which mainly focus on product description, design documents, patent standards, technical materials, Internet of Things project, so that students can learn the knowledge of Internet of Things as well as English. Specific articles can include: IOT system design report, English resume and interview, English e-mail translation and writing, English abstract translation and writing, technical information, patent standards, report writing, group discussion, product description reading and translation, defense process and explanation, etc. Regardless of the type of articles, for the students of Internet of Things professional English education, they must always remember to learn professional vocabulary and improve their professional ability.

4. CONCLUSION

This paper is based on the professional certification of Engineering education. This paper not only analyses the current situation and problems of the professional English education of the Internet of Things in detail, but also points out the differences between the professional English education of the Internet of Things and the professional certification conditions of Engineering education, which points out the ideas for the future of the professional English education of the Internet of Things in China. Among the many measures proposed in this paper, most of them are easy to implement and the effect is remarkable. Therefore, it is hoped that through the reform of Internet of Things professional English education, Chinese students of relevant majors can make great breakthroughs in Internet of Things engineering issues, and also can communicate and communicate without barriers in cross-cultural context.

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Research on Heat Dissipation of High Power LED Chip Package

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Abstract: Based on the analysis of the current situation and existing problems of high power LED chip heat dissipation technology, the heat dissipation mechanism and encapsulation technology of LED are described in detail in this paper. This paper provides some basis for solving the heat dissipation problem of high power LED chip, improving the optical performance and service life of LED.

Keywords: high power LED; heat dissipation; chip package

1. INTRODUCTION

In recent years, with the support of global energy conservation and emission reduction policies, LED lighting has been rapidly developed. LED light source has the advantages of energy saving, high efficiency, long life, small size, no pollution and so on, so it is called "green lighting source". The application of LED light source in general lighting is an inevitable trend in the future [1].

At present, most of the white LED light in the market is 50 lm/W. The single LED device has also leapt from the first few milliwatts to 1-5 kW, and has quickly occupied the market with green environmental characteristics, in automobile lamps, high-speed street lamps, and decorative neon lights [2,3]. The mobile phone flash lamp has been widely used in many fields. LED is made from semiconductor such as phosphide (GaP), phosphorous arsenide (GaAsP), silicon carbide (SiC), etc. [4,5]. Under the external electric field, the electron and the hole have radiation recombination. Some of the electrical power is converted into light energy, but only some of them are converted into light energy, and more of them are converted into heat energy [6,7]. At present, a white LED chip, only 10-20% of the electricity converted to light energy, most of the conversion to heat [8].

Therefore, improving the heat dissipation ability of LED is one of the difficult problems faced by high-power LED.

2. THE PRESENT SITUATION OF LED CHIP PACKAGING

In the field of LED packaging, large international enterprises monopolize advanced packaging technology, typical representatives of the United States, Cree, Lumileds, Japan, Nichia, Toyoda Gosei, Germany, Osram and so on [8-10]. Cree, with more

than 3000 international patents, has achieved outstanding results in the field of nitriding and silicon carbide. Global green light, Blu-ray market is almost occupied by Japanese Nichia, Toyoda Gosei and other companies, its advanced packaging technology and materials make Japanese LED output steady to the second place in the world, at the same time, the output value ranks first in the world, reaching 30% market share.

In recent years the Chinese government has proposed to transform Chinese manufacturing into Chinese creation, to transform enterprises from labor-intensive to technology-intensive, and to vigorously develop science and technology undertakings [11,12]. With regard to LED green energy, the Chinese government has issued many policies to support it. The LED chip manufacturers in mainland China have already been highly competitive. For example, Sanan Optoelectronics, Huachan Optoelectronics and other companies, a major breakthrough has been made in the packaging process and chip technology of LED.

3. HEAT DISSIPATION MECHANISM OF HIGH POWER LED

When electrons and holes are combined, only 10% to 20% of LED's electrical energy is converted into light energy. 80% to 90% of energy is released in the form of heat in the PN junction [13,14]. Therefore, it is necessary to solve the problem of heat dissipation in the wide application of high power LED. Table 1 shows the relationship between temperature and LED lifetime. It can be seen from the table that the life of LED decreases obviously with the increase of temperature. If the temperature exceeds 150°C, LED will be damaged.

Table 1. Relationship between temperature and Life of High Power LED

Temperature (°C)	Life length (h)	Temperature (°C)
25	234000	65
30	191000	70
35	157000	75
40	129000	80
45	107000	85
50	90000	90
55	75000	95
60	64000	100
54000	105	17100
46000	110	15400
39000	115	13300

34000	120	11700
29500	125	10500
25700	130	9300
22300	140	7500
19500	150	6000

3.1. Heat Transfer of LED

The heat of LED comes from the PN junction, which emits heat from the PN junction to the epitaxial layer, to the packaging substrate, the shell and the air [15]. There are three heat transfer modes for LED: conduction, convection and radiation. The process of heat transfer from the heat source of the chip is called heat conduction. The good thermal conductivity of metals is due to the thermal movement of molecules, atoms and electrons inside the metal, which transfers heat from the high temperature region to the low temperature region. Gas heat conduction is related to molecular motion, gas molecules transmit heat through irregular thermal motion, and the exothermic mode of insulator is lattice vibration. From the point of view of material, LED is made of semiconductor material, which is between insulator and metal, so LED can conduct heat either by carrier or by lattice vibration. By comparing the thermal conductivity of two kinds of heat conduction modes, it can be seen that the lattice heat conduction occupies the main position, so we should adopt the material with high thermal conductivity. Table 2 is the thermal conductivity of the materials commonly used in LED.

Table 2 Heat conductivity of commonly used material for LED

Material	Heat conductivity (W/mK)
yellow metal	109
fine copper	398
fine aluminium	236
silicon	148
air	0.3
epoxy resin	0.4
glass	0.7
gold	315
magnesium	156
tin	67

Since there is no infrared light in the spectrum emitted by the high-power LED, while the temperature of the semiconductor is at 200 degrees Celsius, the effect of the radiation heat radiation on the semiconductor is small. In order to improve the heat dissipation efficiency of the chip, the material with high thermal conductivity must be used, and the convection heat dissipation can be improved as much as possible.

3.2. Thermal Resistance

Thermal resistance is the resistance to which heat passes through an object. The thermal resistance is determined by the properties of the material itself. The thermal resistance is inversely proportional to the cross section of the material and is directly proportional to the thermal conductivity. The thermal resistance is calculated by the ratio of heat transfer

PD per unit time and the temperature difference ΔT between the two ends of the object. The mathematical expression of the thermal resistance is as follows:

$$R_\theta = \Delta T / P_D \quad (1)$$

R_θ is the thermal resistance, the unit is $^{\circ}\text{C}/\text{W}$. It can be seen from the formula that the greater the thermal resistance, the worse the heat dissipation capacity. It is an important link to study the heat dissipation of LED chip by selecting thermal resistance material to reduce the temperature of LED chip.

4. INVERTED CHIP STRUCTURE

In order to avoid the problem of the electrode squeezing out of the light-emitting surface, the LED package has a flip-chip structure. The structure of the LED is inverted, so that the light emitted by the chip is directly out of the other side of the electrode.

In view of the heat dissipation difference existing in traditional formal LED, the uneven distribution of transparent electrode current, the surface electrode pad and lead blocking, and the reliability problems caused by gold wire, J. Wierer et al encapsulated metallized convex points upside down on the substrate in 1998. Research and development of high power inverted blue chip. The test results show that the inverted LED chip has larger luminescent area and better electrical properties than the full-mounted chip under the same conditions. In the current range of 200-1000mA, the forward voltage is lower and the power conversion efficiency can be higher.

5. CONCLUSION

LED has the advantages of energy saving, environmental protection, long life, good color rendering and fast response speed. It has been widely used in various fields such as indication, display, decoration, backlight and lighting. However, due to the low efficiency of optoelectronic conversion, the current LED causes a large amount of energy to be converted into heat energy, thus causing a serious heat dissipation problem. The luminous efficiency decreases and the reliability decreases due to temperature rise. Chip life reduction has become one of the key bottlenecks to the development of LED.

The high-power LED's excellent characteristics make it a potential market and will become the mainstream of the lighting industry. In order to solve the problem of heat dissipation of high power LED, the performance parameter and heat transfer process mechanism of LED are analyzed in combination with the current research situation at home and abroad. PN junction temperature is an important factor affecting the normal operation of high power LED. The heat dissipation of LED can be optimized by adopting chip structure inversion, power type veneer packaging, high thermal conductivity medium of MCPCB, and new thin film ceramic substrate, etc.

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Research on the Communication Mechanism of Counselors in College Crisis Management

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Abstract: This paper analyzes the problems existing in the communication mechanism of counselors in the three stages of college crisis management, preparation, response and recovery, and on this basis, explores the improvement measures of counselors in the communication mechanism. College counselors are a scientific coping process that integrates role positioning, quality ability and working mechanism in dealing with crisis events in colleges and universities. Counselors can fully play their role in the handling of crisis events through good communication mechanisms.

Keywords: counselor; crisis management; communication

1. INTRODUCTION

The occurrence of crisis events in colleges and universities is uncertain, whether it is a crisis event with students as the main body or other college crisis events caused by non-student subjects. Of course, as a college counselor, an effective communication mechanism is established through good communication with the student groups. To achieve effective prevention, response and recovery of the crisis events of the university students, and at the same time, through communication, students can improve their ability to cope with and respond to crisis events and achieve effective management of crisis events [1].

2. COMMUNICATION IN THE PREPARATION STAGE OF COLLEGE CRISIS EVENTS

In the pre-crisis phase, the effective communication mechanism of college counselors directly affects the effective prevention of crisis events. However, there are certain problems in the actual communication mechanism that restrict the handling of crisis events at this stage [2]. The main problem is that the counselor can not take care of all the students in the process of communication, and the lack of self-cultivation can not prevent the occurrence of crisis events in a timely and effective manner. In the actual exchange process with some college counselors, on the one hand, due to their own energy constraints and the lack of human resources allocation, some students with problems can not get timely and effective attention, miss the best opportunity to deal with crisis events; On the other hand, the college counselor group's lack of relevant knowledge and ability to deal with crisis events and related psychological problems has led to counselors

not being comprehensive enough to prevent college students from social crisis events. The daily communication method is relatively simple. In this stage, the counselor's single communication method can not form effective communication with students in a timely and effective manner, and achieve the purpose of prevention. In the process of communication with college students, counselors often only adopt simple teaching methods, instilling the knowledge and ability of transmitting college students' crisis awareness and coping with crisis events.

For the increasing number of mental health problems and problem behaviors among college students, students must pay enough attention to them. This group of groups can easily become the subject of crisis in college students. Counselors attach importance to this group and strengthen communication. They must also guard against the offside of their roles. In many cases, college counselors cannot effectively replace the role of professional psychologists. Only relying on professional psychologists can help psychological problems in a timely and effective manner. College students deal with psychological problems in a timely manner. The offside caused psychological problems could not be solved correctly, which aggravated the seriousness of the problem. Therefore, college counselors should correctly position their communication roles, and dislocation and offside are not conducive to problem solving and effective prevention of crisis events. With the development of information technology, communication channels and channels are increasingly diversified. As college counselors, they should adapt to the development situation and establish effective channels for information acquisition and communication. Today's college students have a very high usage rate of the Internet and have penetrated into all aspects of students' life and learning. Therefore, effective communication needs to be established in a variety of communication channels. Through new communication channels such as QQ space, WeChat friends group, Weibo, etc., counselors can timely and effectively understand the ideological and psychological state of college students. On the other hand, through these tools, they can also communicate with college students in a timely manner. Effectively help students solve conflicts in life and study, and

resolve negative emotions in a timely manner. At the same time, counselors also organize and participate in student group activities through frequent in-house dormitory, strengthen communication with students, and draw closer to students. Once students discover and have problems, they can understand and solve problems for the first time.

First, the role of class cadres in the communication mechanism should be exerted. The class cadres are deeply involved in the student group. They have the advantages that the counselors do not have in the collection of information and the discovery of problems. The counselors strengthen the effective communication with the student cadres and can prevent the crisis. Of course, as mentioned above, this communication also has the problem of crisis awareness and lack of literacy of the student cadres. Therefore, it is necessary to strengthen the crisis awareness and ability of the student cadres and the prevention of crisis events. The role of communication mechanisms. Secondly, the establishment of the prevention communication mechanism is not only reflected in the communication with the students, but also needs to establish cooperation with university leaders, ordinary teachers, other staff of the university and parents of students. Through effective cooperation with school leaders, general teachers, parents and other groups, the counselors can fully understand and master the students' state of mind in all aspects, and strengthen and pay attention to and solve some key students and key issues in a timely and effective manner. On the other hand, through communication with relevant leaders and experts, it is possible to conduct directional and scientific communication on the prevention of crisis events [3]. Just as for students with serious psychological problems, they must strengthen communication with psychologists and promote scientific and effective solutions to problems.

3. COMMUNICATION IN THE REACTION STAGE OF COLLEGE CRISIS EVENTS

Counselors have insufficient communication skills in the communication after the crisis. In the actual research process of the subject, many counselors and teachers showed insufficient response to their own response to the crisis, which is inconsistent with the role and status of the first responder. Moreover, after the crisis, the counselor plays an important communication role, shoulders the role of uploading and releasing communication, and needs to cooperate with other departments to control the impact of crisis events in a timely and effective manner. However, many counselors said that although they have a certain understanding of the crisis management mechanism, in the face of such emergency emergencies, they are rigidly obeying the instructions of relevant leaders, and have insufficient ability to deal with incidents and effectively appease students.

Insufficient communication between the subjects and insufficient communication with parents. After the crisis, many counselors can't inform the parents about the relevant events in time. Parents often get relevant information through students and other channels, resulting in parents' knowledge of crisis events, and the second fermentation of crisis events. Many parents even present the panic sentiment caused confusion in public opinion. Incorrect role location during the handling of crisis events. Counselors play multiple roles in the handling of crisis events, and communicators play an important role. However, in the process of communication and handling of actual crisis events, counselors have deficiencies in their roles and responsibilities, such as absence and offside. Improve the communication knowledge and ability of college counselors to improve the communication knowledge and ability of college counselors. In the face of the lack of ability of college counselors in the process of dealing with actual crisis events, as well as the role and possible serious consequences, whether as a counselor or a college, the counselor should be promoted to communicate knowledge and ability in the event of a crisis. On the one hand, the counselor should strengthen the knowledge and communication of knowledge and skills, and fully recognize the importance of his communication skills. On the other hand, relevant departments of colleges and universities should strengthen the training of counselors' knowledge and ability to organize relevant crisis events. The practical exercises of the communication mechanism form a more accurate and clear understanding of their roles and responsibilities, thereby improving their ability to communicate in the handling of crisis events, improving the handling of events and effectively pacifying students' initiatives. In the process of communication mechanism, the communication between the main body of the communication mechanism is very important. The effective information communication channel directly affects the degree of crisis resolution and the result of the treatment. After the crisis, the effective communication of relevant information in a timely manner guarantees the right to know for students, parents and related personnel, and also helps to correctly guide public opinion, establish a positive image of the school, and effectively eliminate the adverse effects caused by false information. Many colleges and universities Counselors take cover-ups in the process of processing, often resulting in false publicity of false information. In the actual communication process, we should pay attention to effective communication with parents and establish an effective communication mechanism between schools, counselors and parents. This mechanism can not only effectively realize the correct communication of information in the event of a crisis. This effectively promotes the resolution of crisis events. At the same time, for counselors, it in turn prompts and asks

counselors to establish daily communication mechanisms with parents. Facing the continuous development of information technology, we can use WeChat, QQ and other channels to establish a daily information exchange and communication mechanism to disclose solutions to the crisis and related progress. After the crisis, the role of asylum seekers, outsiders and professionals is inconsistent with the role of the first responder. For the counselor who is the first responder after the crisis, the principle of seeking truth from facts should be adhered to. Abandon the psychology of shelter and inaction, clearly position the responsibilities of the students, treat the students correctly with a positive attitude, treat the school, and accurately position their own professional literacy. For the problem of insufficient handling ability, the problems in communication Seek help in time. When counselors deal with the news media, blocking messages and false announcements are not conducive to the handling of crisis events. Counselors should pay attention to the news media in a timely manner, release information in a timely manner, and avoid the attitude of outsiders. In the communication mechanism of crisis events, the spokesperson system is an important communication mechanism. The Ministry of Education also requires universities to establish a press release system, and timely communication and communication between counselors and spokespersons to promote the control of crisis events.

4. COMMUNICATION IN THE RECOVERY PHASE OF COLLEGE CRISIS EVENTS

The recovery phase of a crisis event is easily overlooked for incident handling. However, effective communication under the counselor's perspective at this stage can help to consolidate the consequences of the incident and minimize the negative impact of the incident. At this stage, the counselor plays the role of appeasement and summary, and there are problems of insufficient attention and insufficient reflection. On this basis, the counselor is the main body, making full use of multiple channels and multiple ways, strengthening attention and timely reflection, and consolidating the outcome of crisis events [4].

College counselors are not paying enough attention in the aftermath of college crisis events. Through interviews with college counselors, many counselors are not paying enough attention to college students, especially the parties after the event subsides, especially for the psychological negative impact and harm caused by crisis events. The counselors lack follow-up for the subjects that need to be focused on. Communication understanding mechanism. College counselors are not reflecting enough in the aftermath of college crisis. Reflections on crisis events need to strengthen communication with relevant leaders and parents, and there are many ways to strengthen communication with students, parents, and relevant leaders. After the actual crisis management is over,

few counselors will seize the relevant opportunities to strengthen the theme education, and cannot reflect and summarize the problems existing in the communication process.

College counselors enhance their thinking and understanding, and pay attention to communication mechanisms. The communication mechanism runs through the whole process of dealing with crisis events in colleges and universities. Although the effective communication before and during the crisis often has a direct impact on the prevention and control of the event, the effective communication after the event and the establishment of the common mechanism are for the prevention of crisis events. It is of great value to deteriorate again. Second, college counselors should strengthen reflection and strengthen communication with relevant subjects of crisis events. Take a variety of communication channels and methods, give full play to the subjective status of the counselor, as a pacifier and a reflective person, reflect on the problems existing in the communication mechanism during the event processing process, and have a positive impact on the prevention and control of crisis events in the future.

5. SUMMARY

Crisis management of college students is a basic responsibility of college counselors. Only by continuously improving the quality of counselors can we effectively manage crisis events. This paper puts forward some effective measures for the research on the communication mechanism of counselors in crisis management, which has a good effect on the management of college students' crisis events.

ACKNOWLEDGMENTS

This topic is the 2018 project of Guangdong University of Science and Technology, "Research on the status quo and countermeasures of college students' crisis management under the harmonious vision" and the research results of the Guangdong Provincial Department of Education's 2018 key platform and scientific research project "Current situation and countermeasures of college students' crisis management under harmonious vision".

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Analysis of Supply and Demand in Rural Financial Market of China

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Abstract: In recent decades, the country has obviously increased the development of rural financial markets, and has issued a series of policies and guidelines to promote the development of rural financial markets. By collecting data, the author briefly analyses the demand and supply situation of rural financial market in China. It is found that the demand for rural finance is huge and the supply is seriously insufficient. In the future, the support of rural finance will be strengthened to stimulate the demand for financial services of rural residents.

Keywords: rural financial market; supply and demand current situation

The pilot reform of rural credit cooperatives was launched in 2003, which foreshadows a new round of rural financial reform. After 2014, the state issued a series of financial preferential policies for agriculture, and made further deployments to improve the rural financial service system and financial support for the development of agriculture, rural areas and farmers in the new period. After more than ten years of development, the rural financial market has greatly improved. At present, the research on rural finance mainly focuses on the problems existing in rural financial institutions, supply-side reform, innovative development strategies, rural financial risks, the role of rural financial development, etc. [1-6]. The supply and demand situation of rural financial market has not been studied yet.

1 THE DEMAND OF RURAL FINANCIAL MARKET

1.1. Analysis of the Demand of Rural Financial Market from the Per Capital Income Consumption of Residents

The data caliber of urban and rural residents' income and expenditure survey in 2013 has changed. In order to be comparable, the author collects the data of urban and rural residents' income and expenditure in 2013 and later years with the same statistical caliber. Through the collation and analysis of the data, Figures 1 and 2 are obtained, from which we can see that: with the improvement of people's income level, it is found that in recent years, the per capita disposable income and consumption expenditure of urban and rural residents in China have been stable. The rising trend shows that both urban and rural residents have the financial basis to enter the financial market, and the gap between urban and rural residents

in income and expenditure is gradually narrowing, rural finance has the potential market space for rapid development.

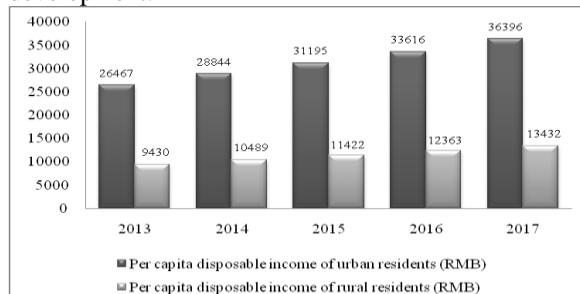


Figure 1. Per capita disposable income of urban and rural residents in China

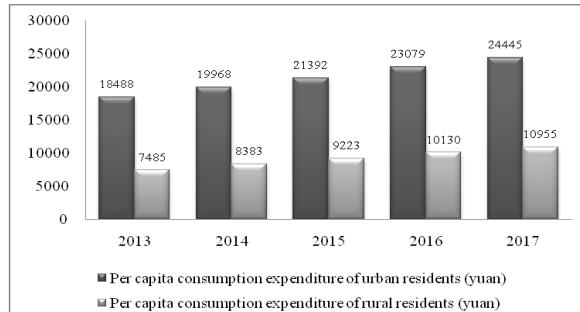


Figure 2. Per capita consumption expenditure of urban and rural residents in China

Table 1. Per capita income and expenditure of urban and rural residents (%)

Index	2014	2015	2016	2017
Per capita disposable income of urban residents	9	8.2	7.8	8.3
Per capita disposable income of rural residents	11.2	8.9	8.2	8.6
Per capita consumption expenditure of urban resident	8	7.1	7.9	5.9
Per capita consumption expenditure of rural residents	12	10	9.8	6.8

Looking at the same growth rate of income and consumption in Table 1, the per capita disposable income and consumption expenditure of urban and rural residents are on the downward trend as a whole, but from the vertical comparison between urban and rural areas, the growth rate of per capita disposable income and consumption expenditure of rural residents in the same year is faster than that of urban residents, and the growth of rural consumption is obviously accelerated. In recent years, the burden of

farmers has gradually reduced, and the agricultural sector has witnessed a decline. The potential of village consumer market is gradually released, which also shows that the development potential of rural financial market is greater than that of urban financial market.

From the data of residents' income and expenditure, it can be inferred that the savings income of rural residents is also increasing year by year, and the savings demand of rural residents is also increasing. The strong demand for savings-related financial products is also the reason for the rapid development of rural financial markets.

1.2. Analysis of the Demand of Rural Financial Market from the Perspective of Agricultural-Related Loans

Collect the data of agriculture-related loans from 2008 to 2017, and get Figure 3 and Table 2 through collation and analysis. The author finds that the absolute value of local and foreign currency loans in rural areas (counties and below) is increasing year by year, and the value of farmers' loans balance is also increasing year by year. From the growth of the same year, the growth rate is decreasing, but it is in a positive growth state. The speed of rural loans is increasing year by year compared with the previous year. The absolute value of the amount of funds is rising. The phenomena of these data and data fully show that the demand for rural loans is huge and the demand for rural loans is far from being met. The development of rural financial market is conducive to better meet the diversified demand for rural loans.

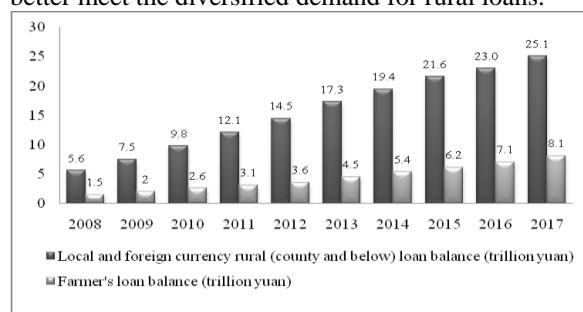


Figure 3. Agricultural loans 2008-2017

Table 2. Growth of agricultural-related loans over the same period of last year (%)

Index	2013	2014	2015	2016	2017
Local and Foreign Currency Rural Loan Balance	19	12	11	6	9
Farmer's Loan Balance	25	19	15	15	14

1.3. On the Demand of Rural Financial Market in Other Aspects

By the end of 2015, 356 million Internet banks and 276 million mobile banks had been opened in rural areas. In 2017, non-bank Payment institutions provided 14.1782 billion online payment services to rural areas, of which 12.273 billion were paid on the Internet and 12.9509 billion were paid on mobile. Rural residents are more and more able to accept and

like the financial products developed by the Internet and mobile phones. The convenience, speediness and security brought by the products are deeply attracted to them. It is particularly important to develop rural Internet finance, innovate Internet financial products and better adapt to rural financial market.

Major diseases are no longer far away from us. Many rural residents suffer from major diseases and have no money to see a doctor. Therefore, it is urgent to spread life insurance knowledge in rural areas, and the demand of rural residents to buy insurance should be stimulated.

2. THE SUPPLY SITUATION OF RURAL FINANCIAL MARKET

Through years of sustained efforts, China is forming a multi-level, wide coverage and moderately competitive rural financial service system composed of banking financial institutions, non-banking financial institutions and other micro-financial organizations. Agricultural-related banks mainly include Agricultural Bank of China, Agricultural Development Bank of China, Rural Commercial Bank and Rural Cooperative Bank. Agricultural non-bank institutions mainly include rural credit cooperatives and agricultural insurance companies. Other microfinance organizations mainly include microfinance companies, mutual funds cooperatives and so on.

By the end of 2016, there were 127,700 banking networks in rural areas. There are 1.39 bank outlets per 10,000 people, 57.75 County bank outlets, 3.98 Township bank outlets and 0.23 village bank outlets. Judging from these per capita data, the supply of our agricultural-related banking financial institutions is seriously inadequate.

In 2014, there were only 45,000 business outlets of agricultural non-bank institutions in rural areas, and the per capita index was even lower. Other micro-financial organizations lack the support of financial policy, follow-up their own shortcomings and other disadvantage, the agricultural business outlets are lower.

With the deviation of national policy, the number of agricultural financial institutions is increasing year by year, but the supply of rural financial products is still far less than the demand of rural residents for financial products.

3. EPILOGUE

As of June 2018, the Internet penetration rate in rural areas of China was 36.5%, and the scale of Internet users reached 211 million. In 2016, the Internet penetration rate in rural areas was 33.1%, and the Internet penetration rate in rural areas was increasing. Although it is still far below the urban Internet penetration rate, the rural Internet penetration has improved considerably in recent years. From 2011 to June 2018, the number of rural Internet users has increased from 136 million to 211 million, and the Internet penetration rate has also increased from

20.7% to 36.5%. In terms of growth, the rural areas have always been above the urban areas. More and more rural residents, especially the younger generation, begin to contact and rely on new products and technologies of the Internet, and their lifestyles and consumption patterns are gradually changing. The demand potential of rural financial market is huge, the supply of rural finance is seriously insufficient, and the imbalance between supply and demand is serious. In addition, the promotion of rural Internet penetration rate and the steady progress of infrastructure construction will inevitably result in vigorous development of rural financial market in the future.

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How to Transform the Underachievers in College English Teaching

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Abstract: In College English teaching, many students have difficulties in learning English. They are called underachievers. English underachievers are those who fail to meet the basic requirements for their grades in English learning. How to cultivate and transform underachievers in English teaching is discussed in this paper, and some countermeasures are put forward.

Keywords: college English teaching; underachievers; countermeasures

1. INTRODUCTION

Because students' individual intelligence, learning motivation, emotion and perseverance are different, everyone's harvest is also varied under the guidance of the same teacher. The existence of underachievers in college English teaching is a common phenomenon. How to rekindle their enthusiasm for learning English and help them get rid of the status of underachievers as soon as possible is an urgent problem for every college English teacher.

2. REASONS FOR BACKWARDNESS OF UNDERACHIEVERS

There are many reasons why underachievers are poor in English. Generally speaking, very few students are affected by low intelligence, and most of them are caused by non-intelligence factors. It is summarized as follows:

(1) Low level of achievement motivation and aspiration. They lack confidence in their studies and are always in a backward and negative state. There are few pleasant experiences of success in learning. Therefore, a lower level of achievement motivation has been formed.

(2) Less interest in English. Most underachievers are curious and novel when they first learn English. However, with the increase of contents and difficulties, their interest in English gradually declines. When they encounter difficulties, they will back down or even get bored and give up learning English.

(3) Lack of self-confidence in English learning. Some students feel themselves inferior, and think that they are not born to learn foreign languages. They are afraid of making mistakes, are unwilling to talk with others in a foreign language and ask more questions. Others feel that teachers and classmates despise themselves anyway, thus they are indifferent, do not strive for progress, and adopt a negative attitude towards English learning.

(4) Poor foundation of English knowledge. Underachievers possibly have slow reaction, poor

academic performance, fewer opportunities to be praised and more opportunities to be criticized. Gradually, their sense of self-efficacy decreases, resulting in tension, worry and anxiety, which will inevitably affect the improvement of academic performance.

(5) Adverse attributional tendencies. Underachievers often attribute their failure to external uncontrollable factors such as ability, luck, task difficulty, etc. They assume that no matter how hard they try, they can hardly get rid of the current situation. Over a long period of time, they are easy to fall into the state of helplessness.

In view of the reasons for the existence of underachievers, and in order to help them change their backward state, the author believes that we should first start with changing the mentality of underachievers, harmonize emotions and lay the psychological foundation of students. Besides, we ought to stimulate and cultivate their enthusiasm and initiative for learning, thoroughly change their negative attitude towards learning, finally help them regain self-esteem and build up self-confidence.

3. THE COUNTERMEASURES OF CULTIVATING AND TRANSFORMING THE UNDERACHIEVERS

3.1. Cultivating Students' Emotions and Stimulating Their Enthusiasm in Learning English

Emotion is people's attitude and experience about whether objective things meet their own needs. Emotion plays a dynamic role in people's cognitive activities. Therefore, positive emotion is the internal driving force of human cognition and activity, while negative emotion is the resistance of cognition and activity. Only with great enthusiasm can students be encouraged to study hard.

3.1.1. Paying attention to understanding students

Teachers must have a clear understanding of each student's actual situation, especially the details of students who have difficulties in learning English. Teachers can observe students' classroom performance, their homework completion and their extracurricular activities. Teachers can also have a talk with the parents and classmates to learn about students' English learning experience and its changing process, students' attitudes, interests and learning habits towards English learning, and students' attitudes in their daily life. After learning about the underachievers, teachers can take corresponding measures for them.

3.1.2. Using emotion to influence students

In 1968, American psychologists Rosenthal and Jacobson conducted a famous experiment called the Rosenthal Effect. The experiment showed that “a person’s prediction for another’ wisdom achievement will determine the students’ wisdom achievement. Whether students’ learning progresses or not is sometimes related to the expectation and affirmation given by teachers to students. Hence, teachers should give more care, encouragement and praise to the underachievers. When the underachievers achieve good results, teachers should praise them in front of the whole class. This will make them feel a sense of satisfaction and achievement psychologically, and make them more confident. When they make mistakes, teachers should be considerate for the students, be kind and euphemistic in pointing out mistakes, and affirm their achievements and progress more, so as to reduce the psychological burden of students. Students are often encouraged to say ‘Trust yourself, try your best, never give up’ and so on, so that they can always feel the teacher’s expectations about them.

3.1.3. Setting appropriate objectives and teaching students based on their aptitude

The underachievers always feel dumb in the face of many failures and can’t catch up with others in any effort. As for the psychology of the underachievers, we should guide them based on the situation. According to the different levels of the underachievers, we should reduce the requirements in classroom questioning, homework assignment, and peacetime testing. For example, when reciting texts and sentence patterns, it is enough to allow individual underachiever to read, so that they can learn something from each other and enhance their self-confidence. In addition, when the underachievers make progress, teachers should praise them in time, not blame them when they say or do something wrong, understand their difficulties, teach them and help them tirelessly, so that they can repay their teachers diligently and exert their fighting spirit.

Therefore, cultivating students’ positive emotional attitudes is a major task of English teaching, and it is particularly important to cultivate the emotional attitudes of underachievers. Emotion is a kind of power, which can stimulate students’ thirst for knowledge and catalyze their psychology. In order to transform the underachievers, we should first inspire them. Teachers should be emotional and rational to them, letting them realize the teachers’ kindness and sincere love for them, and regard teachers as bosom friends. Only when teachers understand the psychology of underachievers, make friends with them, arouse students’ sympathy with sincere love and help them to progress, can they stimulate the underachievers’ enthusiasm and passion for learning.

3.2. Adopting Scientific Teaching Methods to Stimulate Students’ Potential Interest in Learning

Learning interest is a kind of conscious tendency that strives to understand the world and desires to acquire

knowledge of culture and science. Just as Einstein mentioned, “For everything, love is the best teacher”. Classroom teaching is one of the important places for teachers to stimulate students’ interest in learning and improve students’ participation. After the interest in English learning comes into being, students’ learning attitude and methods will be gradually improved, and then they will have a strong desire to participate. The main role that students play in the process of classroom teaching, in turn, promotes the improvement of teachers’ classroom teaching quality. Therefore, teachers should adopt some effective teaching methods to stimulate students’ potential interest in learning.

3.2.1. Improvement of teaching methods

According to Comenius, “If students are unwilling to learn, it is not the fault of others, but the fault of teachers, because they do not know how to make students accept knowledge, or do not do so at all.” He believed that “the teaching method should alleviate the suffering of students, so that students do not have any obstacles in their homework or delay their progress.” For this reason, teachers should not give up the receptive learning methods which are useful and effective for English learners with learning difficulties in the curriculum reform.

3.2.2. Diversification of teaching methods

First of all, in teaching, teachers should combine the actual contents of the textbook, and use demonstration, teaching, questioning and other means to mobilize students’ enthusiasm and initiative in learning. Secondly, teachers can create suspense for students to think after class, through which students can better consolidate the knowledge they have learned. Consequently, at the end of each class, students should be given some suspense questions to think about. Finally, teachers should set up various activities in the classroom, such as arranging oral practice before class: singing English songs, reading English short poems, etc., to prepare students for the transition to a new class; or ingeniously setting up some classroom games, for the role of games in college English teaching cannot be ignored, it can also stimulate students’ enthusiasm for learning, make them produce high achievement and high communication needs, and also can promote the growth of students’ sense of satisfaction and make the backward students enjoy the pleasure of learning.

3.2.3. Correct use of formative assessment

The famous psychologist Gagne said, “The differences between students are as different as fingerprints.” Teachers should give appropriate evaluation in the process of teaching according to the difficulty of students’ participation and completion of classroom tasks, as well as the actual basis of students. In this process, teachers must respect students’ rationality and emotions, and never praise or criticize them at will, because praise or criticism from the outside is too strict or too lenient or capricious, which

can easily lead to students' wrong self-consciousness. Teachers should adopt correct ways to correct errors and use expectant evaluation more often. For example, teachers can ask other students to help, or through the emphasis of tone, inspire and induce students to correct their own mistakes, which can protect students' self-esteem, cultivate students' spirit of mutual assistance, and more importantly, attempt to protect the learning enthusiasm of underachievers.

3.2.4. Reduction for teaching difficulty and creation for success

Because of their poor learning foundation, the underachievers encounter more difficulties in the learning process, which objectively affects their learning initiative. Psychological research shows that achievement need is a basic need of human beings. The underachievers will be depressed by their poor grades. This does not mean that they have no desire to succeed. In fact, they need more successful experience than other students. In view of this situation, we should adopt the method of reducing the difficulty of teaching to create the opportunity of success for the underachievers.

4. CONCLUSION

As Sukhomlinski put it, "Transforming underachievers is the hardest job for a teacher". Underachievers have doubts about their learning

ability and find it difficult to cope with classroom learning tasks; they are emotionally discouraged and self-abandoned, resulting in high anxiety or other evasive behavior. English learning is a relatively hard job. Without motivational factors such as interest in English, curiosity and curiosity, students cannot achieve ideal results. Therefore, educators should adopt flexible teaching methods to eliminate the anxiety of underachievers, improve their achievement motivation level, cultivate their interest in learning English, make them feel that English is a kind of enjoyment, and ultimately produce a strong motivation to learn.

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A Study on the Course Setting of College English Follow-up Teaching

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Abstract: The research on the curriculum design of College English follow-up teaching is based on the real language curriculum, which really considers the problems that students encounter in the process of learning college English. Combining qualitative and quantitative methods, this paper makes a deep exploration of the follow-up teaching courses of College English, which is of great reference value to the actual college English teaching. There are some problems in the follow-up course system of College English in China. Based on the outline of College English teaching promulgated by the Ministry of Education, this paper puts forward a series of suggestions to construct the follow-up course of College English, hoping to make some contribution to the follow-up course of College English teaching.

Keywords: college English; follow-up teaching; course setting; syllabus; qualitative

1. INTRODUCTION

The formulation of the follow-up course of College English by the Ministry of Education in China is mainly divided into the stage of basic education and the stage of application improvement. Students must study in sequence according to the learning tasks of each stage. After completing the basic stage of learning, students need to take part in the College English Level Examination. Only when the level reaches CET-4 or CET-6, can they continue to accept the qualification of professional English teaching [1]. However, many English majors encounter more or less problems in the process of learning because of the setting of follow-up courses and the current situation of education. Based on these practical reasons, this paper makes a special study on the setting of follow-up courses in College English teaching in China, with a view to promoting the learning effect.

2. OVERVIEW

Researchers in the field of foreign language studies have mainly explored and analyzed the follow-up courses of College English from both empirical and theoretical perspectives. Empirical research mainly aims at the content of teaching materials, curriculum setting, teachers' status, management mode and teaching form in the process of College English follow-up teaching, and points out the problems in the current college English follow-up teaching curriculum through the actual survey data. Huang Bing, Hu

Jinhuan and Zhang Ling are the most authoritative experts in this field. The theoretical research mainly focuses on the principles, feasibility, necessity and method conception in the follow-up course of College English teaching. The representative research mainly comes from Han Ping, Zhu Wanzhong and Yang Zhizhong.

In the actual process of College English teaching, many students are still unable to grasp the learning skills after nearly two years of learning, especially the expression and practical operation of spoken English. This shows that these students' language ability has not been improved because of this college English course. The most real problem reflected in this situation is that there is a "disconnection" in College English curriculum. There is no unification between theory and practice, and the school curriculum may even be unreasonable. Therefore, it can be said that the senior college English curriculum in our country is still at the basic stage, and there is still a lot of room for improvement. This problem is worthy of our careful exploration and reflection.

3. DATA SURVEY AND ANALYSIS OF COLLEGE ENGLISH FOLLOW-UP TEACHING COURSES

In the process of formal research on the establishment of College English follow-up teaching courses, it is necessary for us to fully understand the current situation of College English follow-up teaching courses through data, to clarify the gap between reality and ideal, and to put forward reasonable suggestions. Accurately speaking, College English follow-up teaching curriculum refers to the arrangement and establishment of specific teaching process in Colleges and universities according to the characteristics of College English. The curriculum includes the content and structure of the curriculum. The content of the curriculum refers to the knowledge content of the subject that students should learn in the whole process of receiving education. The curriculum structure refers to the interrelationship and logical connection between various learning contents. In the following section, the author makes a real understanding of the current situation of the follow-up courses of College English in China through questionnaires and collecting and analyzing the data of the non-English major undergraduates and their six teachers in the second year of 2008 in East China University of Technology, and then expresses his own views on the follow-up courses of College English.

3.1. Data Survey

The data analysis in this paper mainly refers to the learning needs analysis framework of Waters and Hutchinson to design the questionnaire, which mainly includes the following aspects: (1) students' understanding and evaluation of current English learning; (2) students' understanding and evaluation of follow-up English learning; (3) students' planning and setting of follow-up majors. Each questionnaire topic is multi-choice, you can choose one or more options. And the author set up an open answer area under each topic, and the respondents can supplement the text to explain their views. As mentioned earlier, the follow-up course of College English teaching must require students to pass the basic learning stage of advanced English or professional English, and obtain certain certification qualifications, which is the basic guarantee of the follow-up advanced course learning. Therefore, all the students who participated in this questionnaire passed the CET-4 and were sophomores of non-English majors in East China University of Technology in 2008 [2]. These students are selected by random sampling, and are not affected by human factors. The whole extraction process is completed by computer. The selected students were given questionnaires by teachers in an environment that met the requirements of the questionnaires. A total of 300 questionnaires were distributed, and 279 valid questionnaires were collected.

3.2. Statistics and Analysis of Results

3.2.1. Students' understanding and evaluation of current English learning

About the students' understanding and evaluation of English learning, the results of the questionnaire show that 89.2% of the students are not satisfied with the current English level. Although they have passed CET-4 or CET-6, they still hope to have the opportunity to further study. All the six teachers who participated in the questionnaire interviews believed that the current level of College English majors is far from meeting the requirements of the society. As for the purpose of English learning, 74% of the students think that English learning at the basic stage is mainly for the smooth passing of the English grade examination. 93.4% of the students chose to cultivate their English application skills as the main choice on the issue of the guiding role of English teaching and learning. Many students feel that the main purpose of College English is to pass the exam smoothly. Although this idea is biased, there are some traces to follow. After all, 98.6% of the teachers interviewed believed that their teaching was mainly test-oriented. It can be seen from this that English education in Colleges and universities in China is all for examinations and neglects the cultivation of students' abilities.

3.2.2. Students' understanding and evaluation of follow-up English learning

Table 1. Contents of English Elective Courses for

Grade 134

Course Content	Number	Ratio
Training related to TOFEL, GRE and other English examinations	192	52.5%
Related to the improvement of cultural literacy	145	39.6%
Basic English Skills Training	28	7.9%

Nearly 52.5% of the non-English majors in Grade 2008 of East China University of Technology chose to train on TOFEL, GRE and other English tests when they faced the choice of English elective courses for Grade 3 and 4 [3]. It can be seen from this that various examinations about English in China account for a very large proportion in the process of students' learning. 39.6% of the students chose courses related to the improvement of cultural literacy, which shows that they do not feel that cultural literacy is not important at all. It is also important to understand the cultural background of the language they are learning. However, only 7.9% of the students choose basic English skills training (Table 1). This shows that only a few students realize that learning English is for communication and communication, ignoring the real value of language.

3.2.3. Students' planning and setting of follow-up majors

For English majors, after mastering the basic English learning foundation, the follow-up learning content is worth pondering and deliberating. College English follow-up teaching curriculum can be divided into three categories in form: cultural literacy, professional use and language skills. Because school education is divided into specific courses, the questionnaire is chosen in the form of specific course names.

Through data statistics, the following conclusions can be drawn for the follow-up courses of cultural literacy. 36.5% of the students chose the course of British and American Festival culture, 24.5% chose the history of Western civilization, 69.9% chose the appreciation of English movies, 20.6% chose the appreciation of English poetry, 23.4% chose the general situation of British and American, 60.3% chose the social etiquette of English-speaking countries, and 22.3% chose English and American literature. Language is the carrier of culture. To learn a language well, we must learn and understand the culture and background of the corresponding country. From the data, we can find that the most popular cultural literacy course for students is English film appreciation, which may also be related to personal interests and hobbies. Watching movies is a form of relaxation. Combining English learning may have a very good effect. Secondly, the popular cultural literacy course for students is social etiquette in English-speaking countries. If we have a thorough understanding of social etiquette in a country, we can better integrate into the society. The proportion of other courses is not more than 50%. It can be seen that they do not arouse much interest of students and should be carefully chosen in the actual

course of setting up.

According to the statistics, the following conclusions can be drawn for the follow-up courses of professional use. 58.5% of the students chose specialized English monographs and academic papers, 36.9% chose specialized English for economics and trade, and 25.5% chose English popular science books. Through these data, we can know that more than half of the students choose English monographs and academic papers related to their major, and the students are more attracted by their strong specialty. About 30% of the students who choose economic and trade English and popular science books are interested in some students. No matter how students choose, in the course of offering courses for professional purposes, schools must pay attention to the cultivation of students' logical thinking ability and language and English ability, so as to achieve the purpose of professional training.

According to the statistics, the following conclusions can be drawn for the follow-up courses of language skills. 86.8% of the students chose listening and speaking ability, 32.3% chose translation ability, and 27.6% and 18.8% chose writing ability and reading ability. In statistics and interviews with teachers, teachers agree that the most deficient thing for English majors is their writing ability. This shows that teachers feel that the improvement of comprehensive ability is the key point that students should pay attention to, and cannot be biased to a certain aspect of training. In practice, few colleges and universities offer language knowledge courses, so most students' skills are weak and need to be improved urgently. A large proportion of students choose to improve their translation ability mainly because of the obvious trend of globalization. In their work, translation ability will play an increasingly important role. Therefore, in the process of curriculum development, schools must fully take into account the needs of students for curriculum and practical work.

4. SUGGESTIONS ON THE SETTING UP OF FOLLOW-UP COURSES IN COLLEGE ENGLISH

4.1. Improving the Evaluation Mechanism

Ju is not only able to be tested by a test paper, so schools should pay attention to the way and content of evaluation when evaluating students' comprehensive ability. The author thinks that when the school tests the students' abilities, it combines formative evaluation with summative evaluation. In addition, the school should mainly take formative evaluation, supplemented by summative evaluation. Formative assessment mainly requires teachers to pay attention to oral questions, unit quizzes and other forms of communication between teachers and students in the normal teaching process, so as to minimize large-scale tests. Nevertheless, large-scale examinations are needed to test the overall performance at the end of each semester [4]. Schools must rationally improve the evaluation mechanism

and make certain contributions to the follow-up curriculum of College English.

4.2. Strengthen the Construction of Teachers

As a qualified college English teacher, in addition to professional English knowledge, teachers should also have a certain understanding of the cultural background and political construction of English-speaking countries, which are the guarantee for the smooth development of College English curriculum. Therefore, it is necessary for schools to train college English teachers with reasonable professional skills and cultural literacy. The training content can be divided into teaching mode, cultural knowledge, teaching theory, teaching means and so on. It fundamentally guarantees the rationality of teachers' educational behavior and helps students grow and progress.

4.3. Rationally Setting up Courses

In the course of curriculum setting, schools must make clear the goal of curriculum setting - to meet students' learning needs. Schools must strictly follow the latest demand theory and curriculum theory, make it clear that the follow-up elective courses of College English can be modularized, and then set up courses. On the content of specific courses, we should select and set the course content according to the three categories mentioned above: cultural literacy, professional use and language skills. Cultural literacy courses should be based on students' interests, mainly through English film appreciation, social etiquette and other courses in English-speaking countries. English monograph reading and academic papers, as well as English for economic and trade majors, should be the main courses for professional purposes, respecting students' wishes and ensuring the teaching content at the same time. In the course of setting up language skills courses, teachers should not only set up courses that teachers think students need to improve their listening and speaking abilities, but also set up translation abilities which are highly demanded by the society [5]. These aspects of curriculum are not independent of each other, but mutual penetration and interdependence.

4.4. Attaching Importance to Relevant Policies

Attaching importance to relevant policies is directed at the school leadership. Schools must fully recognize the importance of the follow-up curriculum of College English teaching. To ensure the smooth implementation of appeals, and to form an effective assessment system, fully considering the relationship between students, teachers, courses and so on, to do a good job of coordination. The ideological unity of leaders and teachers is the key link to ensure the follow-up curriculum of College English teaching.

5. CONCLUDING

This paper makes a statistical analysis of the curriculum settings of Follow-up College English teaching for non-English major sophomores of East China University of Technology in the form of

questionnaires, and puts forward reasonable and effective suggestions on the curriculum settings of Follow-up College English teaching according to the results of the data analysis. The reasonable setting of follow-up courses in College English teaching can not only improve the competitiveness of colleges and universities in the process of enrollment, but also strengthen the comprehensive ability of non-English majors to use English and enhance their competitiveness in society.

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Exploration on the Application of Calligraphy Teaching in the Development of Chinese Word Recognition in Primary Schools

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Abstract: Primary education is not only the starting point for students to receive systematic education, but also an important stage for students to cultivate hobby and inspire creativity. Primary education is very important for students' future growth and learning, as well as the cornerstone of future systematic education, which should be highly concerned. In the traditional education model in China, parents and teachers only focus on students' cultural education, but neglect the cultivation of students' personal hobby and pay little attention to calligraphy teaching which is not related to exam scores, this phenomenon is especially severe in small and medium-sized cities. Current situations have seriously hindered the promotion and inheritance of our brilliant Chinese calligraphy culture. This paper will discuss the application of calligraphy teaching in primary school's Chinese word recognition teaching.

Keywords: primary school calligraphy teaching; significance; methodology analysis

1. INTRODUCTION

Calligraphy teaching significantly impact students' future development. When primary school students begin to receive education, they are basically a blank sheet of paper, with full of curiosity about all kinds of new things, but without clear and specific hobby; either know their own talent and potential. Thus, school teachers should guide the students and introduce calligraphy into daily learning. The classes should be taught patiently, and let students gradually explore the mystery and fun of calligraphy so that they can find their hobbies [1].

2. THE SIGNIFICANCE OF CALLIGRAPHY TEACHING IN PRIMARY SCHOOLS

2.1. Benefit to a Better Primary School Education

Although primary education is very basic, it plays a cornerstone role and cannot be ignored. At present, there are many problems in primary school education. In some regions, schools pay too much attention to the scores of subjects, but neglect the cultivation of students' hobby. Academic achievements are important, but they are not the only consideration. Teachers should emphasize more on students' all-round development, especially strengthen ethic education, and cultivate students' hobby and enrich their after-school life. Calligraphy teaching will not

only add some color to the dull curriculum, but also improve students' endurance and self-cultivation in learning [2].

2.2. A Way to Inherit Chinese Culture

Calligraphy carries brilliant elements of Chinese history and culture. Like poetry and traditional opera, it is an important carrier to inherit Chinese culture [3]. From ancient times till now, the evolution of Chinese calligraphy culture has developed with seal scripts, regular scripts, standard scripts, cursive scripts etc. Some of these calligraphy styles look formal and some casual, which reflect the mood of calligraphers and cultural atmosphere in different times, provides important information for us to study the economic and cultural of different dynasties [4]. However, with the rapid development of China's economy and the deepening of globalization, Chinese traditional culture is being neglected and impacted by foreign cultures. Fast-paced lifestyle also makes traditional calligraphy been gradually forgotten. Therefore, in order to promote synergistic development of China's economy and culture, and to inherit traditional culture, it is imperative to introduce calligraphy teaching into primary education [5].

3. PROBLEMS IN CALLIGRAPHY TEACHING IN PRIMARY SCHOOLS IN CHINA

3.1. Lack of Calligraphy Teachers in Primary Schools
Teachers are the guides of students' calligraphy learning in primary schools. The quality of teachers is directly related to the effect of primary school students' calligraphy teaching. Without good teachers, students' interest in calligraphy learning will be reduced, or even be misled. Currently, the teaching of calligraphy in primary schools in China is facing this problem. The quality of primary school teachers is relatively low, and the number of calligraphy teachers is very limited. Especially in relatively backward regions, there are basically no professional calligraphy teachers. Most teachers only know some basic knowledge of calligraphy and not able to neither attract students' hobby nor do they teach high-quality knowledge of calligraphy [6].

3.2. Utilitarianism Education Affects Primary School Calligraphy Teaching

With the deepening of reform and opening up, China's economy has made a qualitative leap, and people are increasingly pursuing efficiency, that is

focusing on speed and results. Utilitarianism prevails in the society, and people are becoming more and more impetuous. It is difficult to calmly and deeply understand and learn calligraphy. Some people even advocate that calligraphy is useless and wastes time [7]. They do not understand the aesthetic feeling and great cultural value of calligraphy and not realize the benefits of calligraphy learning in their future development. These incorrect perceptions have seriously hindered the inheritance and development of Chinese calligraphy culture, and also made the educational more utilitarian, which seriously affect the educational model in primary schools. Only the scores of courses related to the entrance exam of higher education are emphasized, but the teaching of calligraphy is seriously neglected [8].

3.3. Lack of Attention on the Importance of Calligraphy

The lack of calligraphy teaching in primary education is basically due to people's cognitive deviation. Educational institutions such as primary schools, as well as teachers and parents, no one pay enough attention to calligraphy teaching or realize the importance of it. In ancient times, since the creation of calligraphy as a form of culture expression, writers and poets used calligraphy to communicate with each other frequently. It can also be seen that calligraphy is an indispensable part of interpersonal communication from existing calligraphy copies. Moreover, calligraphy was an important item in examinations in ancient times and with high degree of importance. That is the reason why the ancient calligraphy culture could flourish through history. Comparing with contemporary times, calligraphy is no longer a necessary knowledge and skill for students, but a dispensable hobby. Lack of attention from parents and teachers has caused the decline of Chinese calligraphy culture [9].

4. THE APPLICATION OF CALLIGRAPHY TEACHING IN THE DEVELOPMENT OF CHINESE WORD RECOGNITION IN PRIMARY SCHOOLS

4.1. To Inspire Students' Interest in Calligraphy

4.1.1. To demonstrate masterpieces in the class
Chinese civilization is extensive and profound, and Chinese calligraphy has a long history. Numerous famous calligraphy works have been collected from ancient times to the present. These masterpieces are precious and worth of learning. For example, Ouyang Xun's famous standard script "Jiu Cheng Gong Li Quan Ming" was beautiful and dignified, official script from Eastern Han Dynasty "Cao Quan Bei" was antique, Wang Xizhi's famous masterpiece 'Lan Pavilion' was smooth and marvelous, and Sun Guoting's work "Shu Pu" was brilliant. Calligraphy teachers could make full use of modern education technology, and even combine with multimedia animations. Teachers could also use music and audio explanations to give students artistic enjoyment of

calligraphy teaching. At the same time, through calligraphy teachers' voice explanations, they can improve the professionalism of calligraphy teaching and inspire students' enthusiasm for learning and to enrich students' knowledge of calligraphy. In addition, when explaining the culture of calligraphy, we should not only explain the writing methods of calligraphy, but also let students understand the economic and cultural background at that time, as well as the mood of the calligrapher to understand the cultural connotation of the calligraphy collection, and make students realize that learning calligraphy should gradually step deeper.

4.1.2. To explain the stories behind calligraphy collections

Each calligraphy work contains touching historical stories, which needs teachers to guide students to explore step by step. Introductions about the calligraphers should be included when studying calligraphy works to explore the stories behind them. For example, Su Shi's famous "Han Shi Tie" was almost destroyed when the Union Arms of England and France burned the Yuanming Yuan Garden, leaving burnt marks underneath it, and then the collection was transported to the Taipei Palace Museum after several twists and turns. The collection "Han Shi Tie" is not only a calligraphy work representing Su Shi's calligraphy style but also a historical reflection that witnessed the famous event of burning Yuanming Yuan Garden in Chinese history. It is also an inspiration for us to remember history and develop forward in a harmonious contemporary era. What is more worth mentioning about this collection is that it was also a collective work created by many famous ancient calligraphers, and with great collection value. When teachers explain calligraphy works, the stories behind these collections will enhance our deeper understanding of the works, as well as inspire students' hobby in calligraphy and even give them an understanding of life.

4.1.3. To combine calligraphy copy with creation

To learn any knowledge, it is far from enough to just pour in information. We need outputs on the basis of understanding; it also applies to calligraphy learning. When students have certain understanding of calligraphy works, teachers should also guide students to try copying the works, let students choose their favorite works or fragments to imitate, and try to explain their understanding of the content of the works after copying. Students will be encouraged to think actively and inspire their desire for creation. Moreover, many well-known idioms in modern times are derived from famous ancient context. By copying the ancient works, students could understand the origin of these idioms, and to strengthen the memory and improve the ability to apply them. This will also improve students' language proficiency and assist them in the study of Chinese language. Finally, the calligraphy works created by students could be

exhibited in the classrooms so that they can learn from each other.

4.2. To Use Diversified Teaching Methods

4.2.1. To integrating the origin and structure of Chinese characters

Calligraphy itself is a type of Chinese character, which should be integrated into the explanation of the origin and structure of Chinese characters when teaching the knowledge of calligraphy. Everything has its origin, so does calligraphy. Because the knowledge ability of primary school students is relatively basic, teachers could start with simple inscriptions on bones and base on pictographs to let students understand the origin of Chinese character structure and clarify the actual meaning of each Chinese character structure in their subconscious. With the combination of paintings, Chinese characters could be more vividly displayed in front of students and to improve their acceptance of Chinese characters.

4.2.2. To introduce the evolution of Chinese characters

Over the past five thousand years of civilization, Chinese characters have evolved and developed with many different fonts including vivid bone inscriptions, bronze inscriptions, small seal inscriptions, slender standard scripts, fair regular scripts, and flowing cursive scripts. Each type of calligraphy has its own characteristics and unique style. Teachers could introduce the evolution process of Chinese characters in calligraphy teaching. By presenting the classical works of different calligraphers, students may understand the characteristics of different fonts, to understand the reasons behind the evolution of Chinese characters, and to feel the mood and artistic charm of different calligraphy masters. Through illustrating the creation process of bone inscriptions, students could understand Chinese characters and their sources, which will improve students' perception of calligraphy art and aesthetic ability as well as cultural appreciation ability.

4.2.3. To use mini-course teaching

The development of modern science and technology provides more possibilities for traditional teaching methods. Teachers could make use of mini-class teaching when presenting calligraphy knowledge. The main characteristic of mini-class is brief and precise, so the focus is prominent. Video clips will enrich the display form of calligraphy content, improving students' enthusiasm for learning, and to attract their attention. More importantly, calligraphy itself is a very complex art; and the acceptance ability of primary school students is limited. It is difficult for students to master it completely only in one class. Mini-class could avoid this drawback and let students repeat their lessons. Students could also study the

lessons in a targeted way, concentrating on difficult parts and study repeatedly to finally achieve effective learning results.

4.2.4. To have proper competition

Modern times are full of competition, and children themselves have the characteristics of self-expression and self-prominence. Teachers may use this characteristic to inspire students' motivation to learn calligraphy. The calligraphy competitions could be held on campus and combined with other traditional Chinese cultural elements, such as introducing traditional couplets, so that students can create couplets for the Spring Festival, and write them down in the form of calligraphy in the competition.

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Research on Computer Hardware Course Group Based on Resource Sharing and Collaborative Innovation

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Abstract: Based on the construction of the course group of computer hardware major, this paper aims to vigorously promote the in-depth cooperation among different computer hardware courses teams, majors and brother colleges, and is committed to sharing high-quality resources and explore collaborative innovation teaching reform mode adapted to different needs, so as to create an environment and atmosphere conducive to course group collaborative innovation and cultivate engineering innovation talents in the field of computer.

Keywords: sharing; collaborative innovation; course group; Internet plus; promoting scientific research to teaching

1. INTRODUCTION

Many years of teaching practice have proved that it is difficult for students to participate in the training of comprehensive and systematic practical ability in the process of learning because of the dispersion and low coupling among the hardware courses of computer specialty. Most of the courses are independent, even if the curriculum takes into account the relevance before and after the curriculum, but the teacher in teaching is completely independent, non-interference, which results it difficult for students to concatenate knowledge and form a knowledge chain, let alone integrate it. The project team built an independent course into a course group, so as to cultivate students' engineering innovation ability and enable them to experience the connection between courses in the learning process, and truly connect the isolated knowledge to cultivate students' systematic practical ability [1].

The project team built a core course group from Principles of Computer Composition, Microcomputer Principle and Application, to Principle and Application of MCU, centering on the provincial excellent course "Microcomputer Principle and Application". The course teaching teams are committed to collaborative innovation, clear up the course relationship, define the training objectives of the course group and uniformly write and implement the course syllabus. Innovative teaching methods and teaching content can effectively avoid the teaching content of repeat-ability and guarantee continuity of

the course teaching contents, and actively promote the course group of network teaching resources, integrate the scientific research achievements into the theory and practice teaching of the course, carry out the "Doctrine of knowing and doing" and construct the demonstration blueprint of the hardware direction course group of the computer specialty [2].

2. THE CONSTRUCTION PROCESS OF HARDWARE COURSE GROUP FOR COMPUTER SPECIALTY

Based on the talent cultivation goal of computer major, to establish the core course group of hardware direction of computer major, discuss the teaching reform methods of course group, strengthen resource sharing, vigorously explore collaborative innovation and pay attention to industry-university-research collaboration to cultivate engineering innovation talents in computer field [3].

2.1. Integration of Teaching Team and Collaborative Innovation to Construct Integrated Course Group

The project team actively invited the college's hardware course teaching team and continuously organized teaching seminars to conduct in-depth research on the hardware courses of computer specialty, so as to change the situation of the previous courses fighting alone from the perspective of the training objectives of the specialty. It is agreed that the curriculum in course group should be related, integrated and complementary in capacity-building and knowledge points to promote the integrity of each curriculum. At the same time, due to the limitation of the characteristics of specialized courses, too many courses composed of course group are not conducive to the coordination of courses, so the number of courses in course group shall three courses. Therefore, the project team built a compute professional hardware direction of course group, including "Principles of Computer Composition", "Microcomputer Principle and Application" and "Principle and Application of MCU". The training objectives of the above three courses are summarized into the training objectives of the course group, namely, to enable students to master the composition, working principle and comprehensive application of computers. It took resource sharing, collaborative innovation, promoting scientific research to teaching

as the means, with microcomputer hardware technology as the main line (one main line), highlighting the combination of hardware and software, theory and practice (two combinations), “teaching students in accordance with their aptitude” can be carried out on the basis of basic concepts, principles and basic skills [4].

The project team schedules and designs the theoretical and practical teaching of the “Principles of Computer Composition”, “Microcomputer Principle and Application” and “Principle and Application of MCU”. Each course should serve the training objective of course group, reschedule the time, schedule and content of the course to link up with the rest curriculum of the course group, weakens the independence of the curriculum and strengthens the coupling between the courses. First of all, the project team set up Principles of Computer Composition to help students understand how computers work, then set up a Microcomputer Principle and Application to explain the concrete implementation of the composition of the computer. Finally, the project team offers a Principle and Application of MCU course. MCU is a kind of microcomputer, which belongs to low-level computer, has limited resources and interfaces, but it is a kind of computer which is commonly used in industrial control. The general theory of Microcomputer Principle and Application course is explained, and MCU is an example in this theory system, teachers should focus on the application programming of single-chip microcomputer to cultivate students’ ability of engineering innovation.

2.2. Promoting Scientific Research to teaching to Create a 3D Course Group

2.2.1. Integrate scientific research results & optimize teaching contents

To reform and innovate the theoretical and practical teaching contents of each course and to encourage teachers to introduce their new knowledge and achievements into the classroom and to form a class teaching content with high theoretical level, strong practicability and students’ interest, which is not only greatly enriches the theoretical teaching content of teachers, but also promotes the teaching content to be closer to the reality and the frontier of science and technology so as to improve the effect of classroom teaching. In the process of teaching, teachers can discuss with students over their own scientific research topics and utilize inquiry learning method to guide students to explore actively and stimulate their interest in learning. Furthermore, teachers shall adopt the interactive theoretical teaching of scientific research to stimulate the students’ desire for knowledge, and then promote the reform of the experimental curriculum system and the integration and optimization of the experimental contents, especially the introduction of scientific research cases into the various links of practical teaching to

strengthen the cultivation of knowledge, ability and quality of students, especially the cultivation of innovative thinking ability.

2.2.2. Integrated management of educational materials, Case engineering, Manual of the appendix

According to the training goal of computer major in local engineering colleges, the project team constantly integrates the scientific research achievements and emphasizes the practicality and integration of the teaching materials when compiling the supporting teaching materials of course group. The *Principle and Application of MCU* also integrates theoretical teaching, experimental guidance and curriculum design guidance into one, this form is the first in China and this book stresses the organic unity of theory and practice, tracks the latest development of microcomputer principle and absorbs many years of teaching reform and research results. While analyzing the basic principles, it closely follows the advanced technology of modern high-grade microcomputer and integrates theoretical teaching, experimental guidance and curriculum design guidance. In addition to integrating experimental guidance and theoretical teaching, *Principles of Computer Composition* also focus on grasping the principle of theoretical adequacy and case-based teaching and integrating theoretical teaching and experimental guidance into one.

2.2.3. Based on the scientific research platform to develop the diversified mode of education

The project team takes the key Laboratory of Enterprise informatization and Internet of things Measurement and Control Technology as the second classroom to carry out theory, experiment and practice teaching to construct students’ independent learning platform inside and outside class. It is convenient to understand and master the principle and regular explanation by teaching with the concrete engineering case and the instrument and equipment, which is also helpful for the students to master and accumulate the practical experience. At the same time, according to the internal relationship between various competition projects and course group, the project team establishes a professional curriculum system driven by competition projects in the form of course group. The competition project is used as a comprehensive practical project to drive curriculum teaching to realize that the scientific research platform is open to students’ scientific and technological competition activities, scientific research assistants, interest groups, special lectures and other extracurricular scientific and technological innovation activities, and provide corresponding venues. Instrument training use, financial support, etc. Based on the scientific research platform, it provides material and technical support for the development of innovative activities, creates a good atmosphere and stimulates students’ enthusiasm, which is conducive to the cultivation of innovative talents.

2.3. Perfect Resource Sharing, and Build Course Group Learning Platform of “Internet Plus”

2.3.1. Further improve the sharing Resources of course group

One of the crucial significance of course group sharing resource construction is to provide high-quality curriculum teaching resources for teachers, students and social learners in colleges and universities. Therefore, the project team has improved the sharing resources of the course group, including reflecting the teaching ideas, teaching contents, teaching methods and teaching process of the course, and increased the sharing resources of teaching, such as exercises and test questions. The clarity of the curriculum helps students and social learners understand why to learn, while the course group's theoretical and practical teaching content help them comprehend what to learn.

2.3.2. Building “Internet plus” course group website to build a good autonomous learning support system for students

According to the teaching idea and service consciousness of “student-centered, all-for-learner”, the project team reformed the course group website in an all-round manner to improve the level of curriculum learning support service system.

Strengthening the effectiveness of learning forums: Under the current network era, forum is a good learning platform for autonomous learners. The project team arranges the lecturer to host the forum for a certain amount of time to help autonomous learners get the right answers, guidance or advice. After accumulated for a certain period of time, a valid question and answer database is formed to assist follow-up learners to get quick answers.

Pay attention to the practicality of expanding the content of Migration: “Apply what one has learned” should be the pursuit of all learners, and the expansion and transfer of knowledge towards the practical direction can stimulate learners' interest in inquiry, especially for autonomous learners, including problem collection, reproduction of practical fields, simulation resources, etc. Course group also provides some case studies in the field of curriculum application for autonomous learners to research and analyze and realize the extension and transfer of knowledge to practical use.

2.4. Strengthening School Enterprise Cooperation to Build the Teaching Team of Double-Position Course Group

We should promote the training mechanism of the double-position teachers team, the long-term incentive mechanism and the construction of the “double-position” teaching team in the form of enterprise placement, industry-university-research collaboration, team support, and so on, constantly improve their teaching ability and operational skills, and promote the specialization and skill of teachers. Moreover, to adopt the policy of “go out, please come

in”, we will send excellent young teachers to enterprises to study and train to help young teachers to master the development trend of their specialty and industry frontier, and update the engineering knowledge of professional teachers, enrich the engineering practice experience and further enhance the engineering practice ability; On the other hand, to invite and absorb senior engineers from the enterprise to the school part-time teaching and guide the experiment and curriculum design.

3. CHARACTERISTICS OF COURSE GROUP CONSTRUCTION

3.1. Strong Pertinence

Due to the decentralization of hardware courses for computer majors, as well as the low coupling, it is difficult for students to carry out training for systematic practice ability during the course of listening to the class. The project team built an independent course into a course group, so as to cultivate students' engineering innovation ability and enable them to experience the connection between courses in the learning process, and truly connect the isolated knowledge to cultivate students' systematic practical ability.

3.2. Benefit from a Wide Range of Areas

As the course in course group involves most of the majors in the computer academy, it promotes the overall optimization of the curriculum system of each major and improves the overall teaching quality of the computer, so that the students can really benefit from it. At the same time, it strengthens the integration of each course teaching team of course group and collaborative innovation, promotes the construction of teaching staff of various majors in computer colleges, creates a more reasonable teaching and academic echelon and improves the professional level of teachers.

3.3. Easy to Generalize

Most of the majors in the school are faced with the dispersion of the courses and the present situation of the low coupling. The aim of this achievement is to “build an integrated course group” and perfect the course group sharing resources from the core of the hardware direction of the computer specialty: course group, and create “Internet plus” course group website and other aspects to improve the teaching effect of the course and the quality of talent training, therefore, it is easy to promote the results of the other major of applied computer college, other schools of the other two grade colleges and even neighboring fraternal colleges.

4. CONCLUSION

The project team has constructed a relatively complete course group teaching content and curriculum system continuous improvement mechanism to promote the teaching content and curriculum settings to keep pace with the development of industry, business and enterprise. By means of adjustment, combination, reorganization and

synthesis, to compress the total teaching hours of theoretical courses, and optimize the teaching contents and highlight the core contents of each course. In recent years, the course group has been put into practice in the teaching of computer majors in our college and good results have been obtained. We have trained different types of application-oriented and innovative scientific and technological talents in different levels and in step-by-step teams. In recent years, the number of students who have won prizes in the hardware field of science and technology competitions in our college has increased obviously, and the quality of employment is getting better and better.

ACKNOWLEDGMENT

This work was supported by Science and technology plan projects of Sichuan province (No. 2017GZ0303, No. 2018GZ1812), the research project of Sichuan Provincial Key Lab of Enterprise Information and Control Technology for Internet of Things (No. 2017WYJ01), Sichuan University of Science &

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Relationships between Heterogeneity of Researchers and Innovation Performance—Based on the Perspective of Researchers Introduction Strategy

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Abstract: In recent years, the introduction of high-quality scientific research personnel as an important strategy tool to improve the level of innovation performance has been more and more enterprises, universities and other R & d organizations consensus. Based on the introduction strategy of scientific researchers, this paper probes into the relationship between heterogeneity and innovation performance of scientific researchers under the situation in mainland China, and verifies that there is a significant age group and industry experience section in the introduction tendency of researchers through empirical analysis, and there is no significant relationship between signing long term contract and improving performance. This paper studies the relationship between age, gender, industry experience and team term heterogeneity and innovation performance of researchers, in order to set up scientific research team and improve innovation performance through the introduction of strategies by researchers.

Keywords: heterogeneity of researcher; introduction strategy; innovation performance

1. INTRODUCTION

Scientific and technological innovation is an important part of promoting industrial upgrading and improving competitiveness, which is becoming more and more important in the present era. “Science and technology innovation is essentially talent driven”, as we all know, the current competition is the introduction of scientific research staff competition, the introduction of innovative ability of scientific researchers has become one of the important ways to quickly improve innovation performance. As we all know, the current competition is the competition introduced by scientific researchers. Introducing researchers with strong innovation ability has become one of the important ways to quickly improve innovation performance.

Researchers in the research team not only have significant differences in demographics such as gender and age, but also have deep diversification in terms of industry experience, team tenure, and

educational background, and even the communication methods, attitudes, and values among researchers. There will also be deep differences in other aspects. Jackson, Stone, and Alvarez (1993) argue that heterogeneity is the most relevant indicator of the performance of scientific research teams and is the focus of future innovation performance research [1]. This paper focuses on the relationship between the age, gender, industry experience and team tenure heterogeneity and innovation performance of researchers, and selects newly introduced researchers in the Chinese mainland context to determine whether it is beneficial to team development and thus improve innovation performance.

2. LITERATURE REVIEW AND HYPOTHESES

2.1. Concept of Researchers

Scientific research personnel refer to professional and technical personnel who have high professional knowledge and skills and have certain attainments in a certain subject of their own research. Martin (1996) considers a group of team members with different skills or knowledge to form a special group in order to accomplish a task [2]. Huang took researchers from 33 university research teams funded by the National Natural Science Foundation of China as research objects, and defined researchers as “having common research objectives and prominent team academic leaders”. An academic group of university professionals who communicate and cooperate with each other. To sum up, we define researchers as “professionals from different industries or departments in a technical group with a common research objective and spirit of collaboration at the core of a technology leader”.

2.2. Research on Heterogeneity of Researchers

The social identity theory proposed by Tajfel and Turner laid the theoretical foundation for the heterogeneity of researchers in the team. McGrath, Berdahl & Arrow define the heterogeneity of researchers as a feature of researchers that differ in demographic variables [3]. Liu and Xu believe that the heterogeneity of researchers, also called diversity, generally refers to the distribution of members in some aspects of their own characteristics, such as

gender, age, race, functional background, values and so on [4]. Wang pointed out that the heterogeneity of researchers refers to the difference in terms of age, gender, expertise and functional experience, his research conclusions show that the heterogeneity of researchers is significantly related to innovation performance.

2.3. Concept of Innovation Performance

Performance is one of the most commonly used concepts in human resource management activities, however, scholars have not reached an agreement on the definition of innovation performance. Cohen and Bailey are representative of the study of innovation performance, They believe that innovation performance is the conscious use of certain ideas, processes or methods in the research team, and these ideas, processes or methods are innovative and can effectively improve the results of researcher's innovation. Therefore, this article uses "innovation performance" defined by Long (2016): researchers in the research team use knowledge and skills to develop new products, design new production processes, and the results of improvements in existing products, production processes and systems [5].

2.4. Hypothesize

Some scholars believe that the rationality of the age structure of researchers can improve innovation performance. Sessa and Jackson found that different age groups help to form a social relationship situation. When the age heterogeneity of researchers is relatively large, the combination of researchers of different age levels can form a broader social situation, and thus positively affect performance. We can find that at present most research institutions tend to introduce high-end talents when they are introduced, and these high-end talents are generally highly educated, and most of them are over 40 years of age. Through empirical research by relevant scholars, there is a high performance level of age. According to the data of some university research teams, some scholars found that the ages of team backbone of the 985 universities were 40-49 years old, accounting for 71.42%, and 211 universities accounted for 72.2%. Jiao and Xiang study the rational and efficient age structure of top management team, which can effectively improve team effectiveness. Therefore, the following assumptions are proposed:

H1: Age heterogeneity of researchers significantly affects innovation performance.

A research team is usually made up of researchers of different genders. Niu pointed out that men and women tend to have equal status in society, and that some prejudices against women are gradually decreasing, and gender differences are not the key to influencing the mutual recognition of members of research teams. There is no significant correlation between gender heterogeneity and performance. He Hui also pointed out that a survey of new knowledge workers in science and technology companies in four

first-tier cities, Beijing, Shanghai, Guangzhou and Shenzhen, found that female researchers were not at a disadvantage in the early stages of career competition compared with men. There was no significant difference between male and female researchers [6]. In an econometric analysis of the population of Chinese female researchers under big data, Yang Li found that the growth rate of Chinese female researchers in the six-year period from 2009 to 2014 was slowly rising, and the research level was continuously recognized and the development trend was relatively good. This shows that gender differences are not a key factor in the introduction of research talents, and gender heterogeneity will not significantly affect innovation performance. Therefore, the following assumptions are proposed:

H2: Gender heterogeneity and innovation performance of researchers had no significant effect. Wiersema and Bantel found that having a wealth of industry experience can effectively help companies adapt to the emerging risks and the growing competitive pressures, which will help to enhance the core competitiveness of enterprises [7]. Liu and Zhang conducted a questionnaire survey of 86 university research teams in China. The results show that members have different industry experience is conducive to improving innovation performance [8]. In the Chinese context, everyone always believes that having rich industry experience will enhance innovation performance. Therefore, the following assumptions are proposed:

H3: Industry experience heterogeneity of researchers significantly affects innovation performance.

In the context of Chinese culture, like most people, research member also hope that work will be stable. The longer the team tenure, the more homogenous the team is, the more stable the social relationship is, and the stronger the sense of identity and belonging of the researchers, the easier it is for research members to share knowledge, increase the efficiency of cooperation, and thus improve performance. When talents are introduced, most researchers also tend to sign fixed-term contracts with their units, hoping to obtain a stable identity. Therefore, the following assumptions are proposed [9]:

H4: Team tenure heterogeneity significantly affects innovation performance.

3. METHODOLOGY

3.1. Sample and Procedure

This research is conducted through a combination of network survey and field survey. The researchers are mainly from high-tech enterprises such as information service, software development and mechanical design in Beijing, Shanghai and Zhengzhou. A total of 250 questionnaires were distributed, and 213 valid sample data, the effective sample rate was 85.2%. Using SPSS 22 software, data processing was performed by means of description analysis, reliability and validity test, exploratory factor analysis, one-way ANOVA,

homogeneity test and LSD data analysis [10].

3.2. Measures

The heterogeneity of research member consists of 11 items. The items involved in this paper are divided into identity heterogeneity and functional heterogeneity. Identity heterogeneity refers to the differences in social roles and social status of members. Items 1 and 2 describe age and gender heterogeneity are used to measure the degree of identity heterogeneity in which: gender is divided into male and female; age is divided into five regions, 20-25 years old, 26-30 years old, 31-35 years old, 36-40 years old and 41 years old. Functional heterogeneity refers to differences in knowledge, skills, and industry experience acquired by members. Items 8 and 9 describe industry experience, team tenure heterogeneity are used to measure the degree of functional heterogeneity in which: industry experience is divided into 1 to 3 years (excluding 3 years), 3 to 5 years (excluding 5 years), 5 to 7 years (excluding 7 years), 10 years (excluding 10 years) and 10 years and above; team tenure is divided by time into 1 to 3 years (excluding 3), 3 to 5 years (excluding 5), 5 to 10 years (excluding 10 years) and 10 years and above.

The Innovation Performance Scale mainly integrates performance scales published by scholars such as Hackman, Tjosvold and Loverlace. After processing and revision, it is finally expressed as five items. These include “We are often the first to launch new products or services in the industry compared to our peers”, “We are often the first to apply new technologies in the industry compared to our peers”, “our product improvement and innovation have a very good market response”, “compared with the peer, our products include first-class advanced technology and technology” and “compared with the peer, our new product development rate is very high”.

Score using the Likert seven-point scale, 1 to 7 to represent “total disapproval”, “comparative disapproval”, “some disagreement”, “fair”, “some consent”, “comparative consent” and “total consent” respectively.

4. EMPIRICAL ANALYSIS

4.1. Descriptive Analysis

Table 1. Demographic descriptive analysis

Basic Information		F	P	E P	CP
Gender	male	145	68.1	68.1	68.1
	female	68	31.9	31.9	100.0
	total	213	100.0	100.0	
Age	20-25 years	61	28.6	28.6	28.6
	26-30 years	77	36.2	36.2	64.8
	31-35 years	45	21.1	21.1	85.9
	36-40 years	24	11.3	11.3	97.2
	More than 41 years	6	2.8	2.8	100.0
Experience	1-3 years	86	40.4	40.4	40.4
	3-5 years	42	19.7	19.7	60.1
	5-7 years	25	11.7	11.7	71.8
	7-10 years	23	10.8	10.8	82.6
	More than 10 years	37	17.4	17.4	100.0
Tenure	less than 1 years	50	23.5	23.5	23.5

Basic Information		F	P	E P	CP
Gender	male	145	68.1	68.1	68.1
	female	68	31.9	31.9	100.0
	1-3 years	101	47.4	47.4	70.9
	3-5 years	29	13.6	13.6	84.5
	5-10 years	21	9.9	9.9	94.4
	More than 10 years	12	5.6	5.6	100.0
	total	213	100.0	100.0	

As can be seen in Table 1: gender, the proportion of male researchers was 68.1% and that of female researchers was 31.9%. The proportion of survey samples was consistent with the average ratio of female R&D personnel in the total R&D staff of approximately 30% in the < Institute for Statistics Database > published by UNESCO in 2015; In terms of age, the proportion of research member under 35 years old is 85.9%, indicating that the age group of researchers above 35 years old is relatively special. In terms of industry experience, it is mainly distributed in less than 10 years. The proportion is 82.6%, indicating that 10 years of experience in the field of research member may become an important influencing factor. In terms of the tenure of the team, less than one year accounts for 23.5%, three years accounts for 70.9%, and less than five years accounts for 84.5%. This shows that the fixed term of the team tenure of the researchers is not significant.

As shown in Table 2, the heterogeneity dimension skewness coefficient is greater than 0, the maximum value is 0.940, and the kurtosis value of the variable is 0.278 less than 1.96. Therefore, the sample data obtained in this study are acceptable, and the sample data conforms to the normal distribution.

Table 2. Total sample statistical analysis results

V	N	Min	Max	Mean	SD	Skew		kurtosis	
		S	S	S	S	S	SE	S	SE
Yz1	213	1	2	1.32	.467	.781	.167	-1.403	.332
Yz2	213	1	5	2.23	1.073	.628	.167	-.333	.332
Yz3	213	1	5	2.45	1.525	.586	.167	-1.174	.332
Yz4	213	1	5	2.27	1.098	.940	.167	.278	.332
Jx1	213	1	7	4.67	1.571	-.429	.167	-.268	.332
Jx2	213	1	7	4.93	1.360	-.440	.167	-.278	.332
Jx3	213	1	7	4.77	1.431	-.360	.167	-.464	.332
Jx4	213	1	7	4.86	1.394	-.674	.167	.145	.332
Jx5	213	1	7	4.89	1.416	-.432	.167	-.319	.332

4.2. Reliability and Validity Analysis

As shown in Table 3, the Cronbach's α value is 0.895, indicating that the performance scale is of good reliability and internal consistency is high, and the next step of data analysis is reliable.

Table 3. Reliability statistics

Cronbach's Alpha	Based on standardized items	Cronbach's Alpha	N
.811		.811	9

As shown in Table 4, Bartlett's test value is 0, less than 0.05, KMO value is 0.868, greater than 0.8, close to 0.9, indicating that the performance scale has good construction validity.

Table 4. Testing by KMO and Bartlett

Kaiser-Meyer-Olkin metric.		.787
Bartlett's test	Approximate Chi-square	869.172
	df	36

Kaiser-Meyer-Olkin metric.		.787
Bartlett's test	Approximate Chi-square	869.172
	df	36
	Sig.	.000

4.3. Comparative Analysis of Differences

Difference analysis the one-way ANOVA was used to test the significance of the mean difference between the comparison groups. The researcher's age, gender, industry experience and team tenure are used as control variables, innovation performance is used as observation variable, and innovation performance JX is represented by JX1-JX5 five variables Z-score normalization and total score.

4.3.1. Analysis of ages differences

The results of One Way ANOVA showed in Table 5 that F value was 2.681, P value is 0.033 less than 0.05, which indicated that age heterogeneity significantly affected innovation performance.

Table 5. (ANOVA) Results by different ages

V	Type	N	Mean	SD	F	sig
Jx	20-25 years	61	-1.2334	4.21173	2.681	.033
	26-30 years	77	.1785	4.30466		
	31-35 years	45	.5146	4.19848		
	36-40 years	24	.7984	3.33928		
	More than 41 years	6	3.1963	3.45139		

In order to further test the influence of different age groups and innovation performance, as shown in Table 6, the results of homogeneity test of variance of researchers of different ages show that P value is more than 0.824, and the total variance of all age groups is equal. So uses the LSD multiple comparison method under the condition of homogeneity of variance to carry on the pairwise comparison.

Table 6. Test results for different ages

V	Levene Statistics	df1	df2	sig
Jx	.378	4	208	.824

Results as shown in Table 7, in relation to innovation performance, the researchers at the age of 20-25 years have the lowest innovation performance relative to other age groups. With the increase of age, the positive effect of innovation performance is the most positive effect on the age and innovation performance. Above 40 years old, indicating that the researchers over 40 years old are due to knowledge or the accumulation of technology is more likely to enhance innovation performance. This also shows that researchers are inclined to introduce research talents over the age of 40.

Table 7. Multiple comparisons of researchers' ages

V	(I) Age	(J) Age	SD (I-J)	SE	sig
Jx	20-25years	26-30years	-1.41186*	.70955	.048
		31-35years	-1.74797*	.81345	.033
		36-40years	-2.03183*	.99745	.043
		Over 41years	-4.42968*	1.7711	.013
	26-30years	20-25years	1.41186*	.70955	.048
	31-35years	20-25years	1.74797*	.81345	.033
	36-40years	20-25years	2.03183*	.99745	.043
	Over 41years	20-25years	4.42968*	1.7711	.013

*The significance level was 0.05.

4.3.2. Analysis of gender differences

From Table 8, the results of variance analysis of

different genders of researchers can be found that the p value is 0.576 and greater than 0.05, indicating that the gender differences and innovation performance of researchers have no significant effect. Therefore, when introducing researchers, should be made to overcome the attitudes of "gender stereotypes" and "sight-down". Gender discrimination is unfounded.

Table 8. Results from different gender of researchers

V	Type	N	Mean	SD	F	sig
Jx	male	145	-.1106	4.10184	.313	.576
	female	68	.2358	4.43803		

Analysis on the difference of experience

From Table 9, we can see that the F value is 2.959 ($p = 0.021 < 0.05$), which indicates that the industry experience heterogeneity has a significant impact on innovation performance.

Table 9. Results of researchers' different experiences

V	Type	N	Mean	SD	F	sig
Jx	1-3 years	86	-1.0443	4.48078	2.959	.021
	3-5 years	42	.1898	3.43355		
	5-7 years	25	.4088	3.92142		
	7-10 years	23	.5228	5.10708		
	Over 10 years	37	1.6107	3.38877		

As shown in Table 10, the results of variance homogeneity test of different industry experience show that P value is more than 0.05, and the total variance of each industry experience observation variable is equal. So uses the LSD multiple comparison method under the condition of homogeneity of variance to carry on the pairwise comparison.

Table 10. Results from different experiences

V	Levene Statistics	df1	df2	sig
Jx	1.284	4	208	.277

As shown in Table 11, the positive effects of researchers with industry experience of 10 years and above on innovation performance are significantly higher than those of 1-3 years. This shows that more than 10 years of industry experience is an important variable. Researchers with more than 10 years of industry experience may have multi-disciplinary and multi-industry cross-background, such researchers are compound talents, and are most likely to propose multi-perspective views that are conducive to innovation performance. Therefore, under the same conditions, researchers tend to introduce experienced researchers.

Table 11. Multi-comparison results of different researchers (LSD method)

V	(I) experience	(J) experience	SD (I-J)	SE	sig
Jx	1-3 years	over 10 years	-2.65507*	.8118	.001
	over 10 years	1-3 years	2.65507*	.8118	.001

*The significance level was 0.05.

4.3.3. Different Tenure Analysis

As shown in Table 12, the F value is 2.230, and the P value is 0.067 and greater than 0.05, indicating that the scientific team's team heterogeneity and innovation performance have no significant impact.

Table 12. Variance analysis (ANOVA) results for different team members of the research team

V	Type	N	Mean	SD	F	sig
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Jx	1-3 years	50	-.9894	3.84919	2.23	.067
	3-5 years	101	-.2317	4.49142		
	5-7 years	29	.7450	3.97334		
	7-10 years	21	1.2903	3.37410		
	Over 10 years	50	-.9894	3.84919		

4. CONCLUSION

The specific conclusions are as follows:

First, the age heterogeneity of researchers and the performance of researchers have a significant impact. The influence of researchers on the innovation performance in the age group over 40 years old is more significant than other age groups. This also explains the researchers who are inclined to introduce the leading scientific research personnel over the age of 40 years old because of the age of 40 years old. Researchers are more likely to improve the innovation performance of individuals or teams because of the accumulation of knowledge or technology.

Second, there is no significant difference in the performance of innovation between male researchers and female researchers. Therefore, when introducing researchers, the tendency to introduce male or female researchers is not much different, and there is no theoretical basis for gender discrimination.

Thirdly, there is a significant impact on industry experience heterogeneity and innovation performance. The positive effects of researchers with industry experience of 10 years and above on innovation performance are significantly higher than those of 1-3 years of researchers, indicating that industry experience for more than 10 years is an important variable. Under the same conditions, it will tend to introduce researchers with more than 10 years of industry experience.

Fourth, there is no significant difference in the heterogeneity of the research team's team and the innovation performance. The impact of different team tenures on innovation performance is not significant. That is, the eight-year and three-year or other time period contracts have little effect on the innovation performance of individuals or organizations, and can only explain the tendency to sign fixed when introducing researchers in general. Long-term contracts only expect researchers to enhance their sense of identity and loyalty, thereby enhancing innovation performance.

5. LIMITATIONS

The relationship between the heterogeneity of researchers and the performance of innovation is still inconclusive. According to the choice of research objects and scenarios, the results are not the same. There are similar limitations in this study. Secondly, based on the research perspective, this paper only studies the four variables of scientific research heterogeneity, and does not consider other variables or regression analysis of the relationship between the two.

6. MANAGEMENT PRACTICE

The research results provide some inspiration for

management practice: in the introduction of strategic practice by researchers, the human resources management department faces a large number of researchers who can choose, in order to improve the performance of innovation, first of all 40-49 years old and industry experience More than 10 years of scientific research personnel select key observations and make choices based on the evaluation of technical achievements. Secondly, the gender and team tenure heterogeneity of scientific research personnel are not used as the basis for scientific research personnel to introduce strategies, but they can be used as culture in specific practice. Emotional factors such as atmosphere and incentives are considered. Finally, the introduction of research by researchers has begun with the heterogeneity of identity and functional heterogeneity, but whether deep heterogeneity (values, personality, etc.) is consistent with the development of scientific research teams should be the final decision of scientific researchers.

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Application of Site Information Big Data Analysis in Sustainable Landscape Design

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Abstract: The explosive growth of data in the information society and the urgent need for decision makers to transform massive data into valuable information and knowledge. Aiming at how to effectively carry out sustainable landscape design analysis, a sustainable landscape design method based on large site data analysis was proposed. Firstly, the evaluation index system of ecological suitability was established, and the techniques and methods of GIS and clustering algorithm were applied to the ecological suitability evaluation of garden green space. Then, large data is applied to Greenway planning. Using the tourism data in space-time information to guide Greenway Planning and landscape design. Practice has proved that large site data analysis can make sustainable landscape design methods more scientific and accurate.

Keywords: site information; big data; sustainable landscape

1. INTRODUCTION

Remote-sensing satellites on the Earth's outer orbit, GPS, equipped with drones, cameras, portable digital cameras, and nearly 2 billion smartphone users worldwide [1]. A lot of historical data from the cloud and big data about landscape design have brought unlimited data for us to effectively design and manage the landscape. In order to make use of the precious data resources collected by consuming large amounts of financial resources and material resources, and effectively solve the problem of data abundance and lack of knowledge, new technologies are needed to intelligently and automatically analyze and process the original data [2]. This prompted knowledge discovery in the database. This is Knowledge Discovery in Database. If big data is to other industries, the core meaning lies in the innovation of technology and products; then for landscape architecture, the significance of big data lies in the updating of professional thinking and consciousness [3]. Compared to the acquisition, management, and processing of data, landscape architects need more understanding and insight into the specialized application of existing or available big data. For a long time, designers had to work in a relatively simplified conceptual framework [4]. This oversimplified cognitive approach has influenced the discussion of urban sustainability. The new data environment provides a possibility to recognize this

complex relationship. We can proceed from the perspective of quantitatively understanding the urban order of big data, and under the new data environment, we can carry out sustainable planning of the landscape through the instrumental rationality of the data [5].

2. METHODOLOGY

2.1. Features of the Big Data Era

The amount of data in the era of big data is huge. The amount of data in the world has jumped from TB level to PB, EB and even ZB. According to IBM's research results, 90% of all data obtained in the entire human civilization was generated in the past two years. As new technologies such as social networks, mobile computing, and sensors continue to emerge, big data applications extend to web logs, social media, and sensory data. These big data covers audio, pictures, video, audio, geographic information, analog signals, and so on, truly interpreting the diversity of data. Big data can break through existing technology architectures and routes, efficiently process huge amounts of data, and collect vast information collected through real-time processing and feedback to users [6].

In this age of continuous expansion and huge data, big data has penetrated into every corner of our lives. There are already many sensors and cameras in the entire city. At the same time, people's demand for intelligent and information-based life is growing. However, the landscape development of China's creative parks is still at an exploratory stage. The performance of landscapes is mostly simple and intelligent. Therefore, the landscape development of the creative park must be closer to people's lives in the context of the big data era, so as to better meet people's new needs. For example, Shanghai Post-industrial Ecological Landscape Park is an ecological landscape creative park transformed from Shanghai Ferroalloy Plant in Baoshan District. The park has entrance landscape areas, urban avenues, lawn areas, original industrial plant protection areas, children's activity areas, park management center areas, lawn avenues, and core landscape areas. The plant landscape mainly uses themes such as native land, drought, and energy. In combination with abandoned industrial building materials and sculptures, landscape diversity is formed.

2.2. Big Data Integration Analysis Content Visualization Method

The collected big data visualization analysis is a new expression for the landscape analysis problem. Such analysis results will completely break the simple analysis of the traditional regional spatial functions. But for the first time, the analysis results are viewed from the perspective of people. For example, the analysis of people's interest in landscape elements in the region through big data, the extent of road conditions in the region through Google Maps in recent years, and the increase in the area of urban expansion in the region are significant. The analysis of the impact of villages or people's attention on built sites through social comment platforms is a breakthrough in the analysis of the original tradition. To apply the new analysis results based on big data to the landscaped garden analysis, it is necessary to break through the original concept of integrating data and adapt to the concept of analyzing and integrating big data. Traditional data analysis ideas should make three major changes. One is to change the sampling idea. In the era of big data, the sample of data we face is the sum of past data. The sample is the whole. By analyzing all the data related to things, it is not only helpful to understand the whole, but also helps to understand the parts. The second is to change the idea of data measurement, to be willing to accept the data is noisy, no longer pursuing accurate data. We should accept all sorts of data that are noisy and complicated, and we should not only pursue the accuracy of the data, so as to avoid losing the big ones. For example, for an analysis of the road conditions of a city, it is not possible to simply investigate the recent road conditions, but to look at the road conditions in the past 10 years. Third, it is no longer exploring the elusive causality and instead focuses on the correlation of things. Due to the large scale of data, complex data structures, and intricate data variables, presupposition of causality and analysis of causality are relatively complex. Therefore, when we analyze data in the age of big data, we no longer seek out the difficult-to-follow causality, and instead pay attention to the relationship between things.

Data Mining and Visualization: Big data mining and visual identification function in the urban and rural planning of the macro-urban system, the middle of the city's spatial pattern, micro-street space. Data mining technology provides an efficient analysis method for urban and rural planning decisions and meets the characteristics of "relevance" and "indivisibility" of urban and rural planning. Data mining and forecasting models based on "big data" also help reduce the "irreversibility" and "incomplete predictability" of urban and rural planning decisions, and reduce the "correction" costs in the implementation of urban and rural planning.

2.3. Smart Landscape Construction Project under Big Data Background

Digital construction of green resources: Use GIS spatial database to manage the spatial information of

garden facilities, landscaping data, attribute information and urban topographic maps, and digitize the city's green resources. Therefore, to achieve information at any time, search, query, output, etc., digital management of information, not only can fully reflect the overall situation of urban landscape greening, but also to find out every detail.

Conservation patrol grid construction: Make an inspection grid system. Management personnel of various departments of the Garden Management Center can perform user management, metadata management, and rights management through the wood system. Implement GIS graphic browsing, statistics, positioning, query, custom thematic maps, and output of results. Based on garden big data and using advanced technologies such as cloud computing, internet of things, mobile applications, and space geography GIS, we have introduced smart garden related applications and built urban gardens as a modern platform for information sharing and interconnection. Reasonable garden planning and construction can not only create an environment-friendly and ecological natural environment, promote the development of related industries such as tourism and leisure entertainment, but also improve the management and service level of the garden in an all-round way, and establish an important way to establish a famous brand in a city.

3. RESULT ANALYSIS AND DISCUSSION

3.1. Establishing a Sustainable Appropriate Landscape Evaluation System

In the urban garden green space system planning, the effective way to exert the ecological service function of the garden green space can only rely on the scientific green space structure and layout. There are complex and diverse types of landscape in urban green spaces, and there are significant differences in the environmental adaptability and landscape functions of different landscape types of green space. The constraints of green land landscape types on the land unit include not only the adaptability of the growth and development of garden plants to various environments, but also the coordination and ecological functions of the landscape around the land. In the adaptation of environmental factors to the landscape of green space, sulfur dioxide and dust are the major air pollutants emitted by steel production, which has a significant impact on plant growth. Soil is an important part of the urban ecological environment and it is also one of the basic conditions for urban trees to survive. Soil thickness is a comprehensive reflection of soil development and soil nutrient status, and it also has a very important influence on plant growth. Therefore, the research on soil factors has been given a very high weight. The traditional urban afforestation quality evaluation indicators represented by per capita public green area and urban green space are very limited. Considering the stability, dominance and maneuverability of evaluation indicators, an

evaluation index system of urban garden green space landscape suitability was constructed.

4. CLUSTER EVALUATION AND ANALYSIS

The suitability evaluation of a green landscape is carried out. The SNNC algorithm is applied to evaluate four aspects of landscape environment coordination, garden aesthetics function, garden ecological function and green space environment suitability. In view of the characteristics of Wuhan Iron and Steel Group, the evaluation index of landscape suitability is 14 small indexes, and the result of cluster analysis by SNNCC.1.

For example, whether there is more detailed soil type, pH value, large number of elements, trace elements, porosity, pests and diseases, microorganisms, and various types of pollutants, etc. For example, rainfall data collection and analysis can be used to design storm water management and can also be used for water conservation of landscape conservation. For example, we can use smart phones to capture people's behavior in open spaces so that they can make more rational designs.

5. PRACTICAL APPLICATION OF BIG DATA TO LANDSCAPE DESIGN

For example, Beijing bus swiping big data can be combined with greenway planning and design. Bus swiping data is particularly important due to its wide coverage and strong availability. According to the "Beijing Traffic Development Annual Report 2016", in 2017, the proportion of bus trip sharing continued to increase for the 11th consecutive year, and it increased again by 2 percentage points to 44%. Bus passes account for the proportion of bus trips. Above 80%, it can be seen that in big cities such as Beijing, where public transportation is well developed, bus swiping big data can meet the law of people's travel activities, reflect the spatial distribution of the population, and identify areas where citizens use high frequencies.

Bus vectoring data can be vectorized and visualized in the GIS to obtain the starting point of each bus card. A decision tree can be established based on information such as the time interval, travel time, period, and frequency of two bus rides and card swipes to identify people's travel behavior and the type of travel location. In this way, it is possible to determine the frequency of public use of green spaces such as places of residence, places of employment, business districts, parks, and scenic spots. That is, with the support of big data in public transportation card swipes, it identifies and identifies high-frequency destinations from the perspective of citizens' use. The greenway connecting patches are no longer limited to patches of green space. Instead, the multiple types of land used by the public are uniformly identified. Public facilities sites, employment sites, etc. are also included in the green line selection process, and linear or patchy shapes can be selected.

The mining and analysis of bus card swiping data in Beijing Central City can establish the coupling analysis of the spatial distribution characteristics of the people's travel and potential connection areas of the greenway. We dig these data and use it as the basis for Beijing's greenway route planning, with a view to linking high-use frequency urban space through greenway planning to facilitate citizens to travel through greenways. This will enable the green travel mode to quickly and easily reach a variety of destinations such as business districts, employment sites, public service facilities, and green areas, thereby facilitating the tight layout of urban land. To make use of the advantages of large data volume, rapidity, and high value, it is possible to innovatively use the distribution pattern of urban population travel as the basis for green line selection.

6. PLANNING AND DESIGN PROCEDURE

Selection of key link areas for green roads: To determine the key areas where green roads are connected, the bus station distribution information and bus swiping secondary data are first spatially visualized. Then, according to the status of land use, the destination attributes of the residents will be obtained, and the frequency of use of each land will be determined. Multiple functional areas are superimposed to selectively select out-used urban areas with high frequency of use and high value. The specific steps are as follows: (1) Spatially processing the visualized credit card information, and according to the dwell time, combined with the functional area identification of the arrival site, a preliminary judgment can be made on the frequency of use of various land types. For example, if the bus card swiping record shows a stay of more than 9 hours from Monday to Friday, you can use this to determine the bus commuting needs. Here is the place of residence. During the weekend, when the bus card records the travel time from 3 to 5 hours, it can be speculated that the bus is out of action or shopping needs. The destination of the activity may be green space or commercial land. The main purpose of this step is to analyze the status quo of land-use areas with high residents' frequency of use in big data, and assist in planning greenway systems with high use value. (2) According to the current situation of land use, superimpose information with credit card information, determine the distribution characteristics of each type of land used by the public with high frequency, and draw the distribution density map of the individual land use types. (3) After superimposing the determined population distribution map and the types of major destinations, the high-density area where the population travels is selected as the key link area of the green belt, and the higher-density area of the population distribution is the secondary link area of the green belt. Urban greenways should provide services for residents' daily travel and use as much as possible, and create natural nodes and urban public

spaces. Therefore, development areas with high frequency of use should be included in the planned greenway network.

The green road relies on the selection of carriers and routes: The greenway connecting carriers include the major municipal parks and country parks in the central city. In order to connect the identified key connection areas through suitable green space carriers, this paper concludes the comprehensive evaluation of the potential connectivity vehicles' landscape, ecology and culture through the combination of big data and data mining technologies, so as to select greenway routes. The sustainability appraisal landscape evaluation system is based on the consultation and scoring of 5 professional teachers and 20 landscape professional doctors.

After evaluating the suitability of the environment, the carrier with a score of 3.5 or higher can be selected as the carrier of the greenway focused support. The linear or patchy patches of these green spaces will serve as green belts connecting key areas to form greenway lines. The main problem in the construction of green land at this stage is severe fragmentation. Therefore, we should focus on selecting green open spaces with high frequency of use and good ecological benefits to be incorporated into the greenway network to enhance the connectivity of the ecological space. According to the scope of research, greenways should be connected to the main public space in the central city, and traffic routes or existing green space should be selected as the carrier of urban greenway routes, and priority should be given to high-frequency areas in series, and urban greenways should be given full play to high-use frequency areas. The tandem effect of the organization formed preliminary planning results for the greenway. Provide residents with healthy, leisure and green transportation and various public living spaces, promote regional development and resource utilization, and enhance land value.

Greenway Network Optimization: Based on the initial planning of the greenway, comprehensive consideration shall be given to the green radius,

greenway length, width, accessibility, and construction conditions to optimize urban greenway routes and form a final plan. The greenway and the urban slow-moving system should together form a continuous and complete network of greenway life, enrich the way people travel, and form a green network full of vitality to drive the greenway route and its surrounding areas to create a pleasant environment for the residents. The living environment will play a greater ecological benefit.

7. SUSTAINABLE LANDSCAPE DESIGN IN THE PARK

In the landscape design, through the analysis of big data, people need more and more sustainable development of ecological landscape. The team monitors stormwater losses, water quality, soil and vegetation to understand infrastructure performance and assess the long-term effects of adaptive management. The designers improved the maintenance program according to the needs and improved the performance of the landscape.

Landscape corridor design is composed of basic setting, green belt, river bank and so on. The waterfront area is the most popular water area, and it is also the area of human and natural activities, so different sections are designed in the planning. The design method of urban park can be adopted in the waterfront area that is close to the city, and the public setting of the city can be properly developed to protect the ecology. And the five native species are used to achieve green planting.

Planting analysis: the extensive use of native plants embodies the authenticity of the site, and shows the intention of returning to nature and eco-system completion. Additionally, the site is implanted with new optimized planting system, which helps improve the ecological cycle. Meanwhile, the site specificity is achieved. **Wetland planting landscape:** eco wetland herbal flora, pieces of kans, reed, *Hemarthria compressa*, *Gramineae Paspalum distichum*, water willow and other water plants, adorned in between by drooping willow and poplars which help solidify dam, purify water and beautify environment (Figure 1).

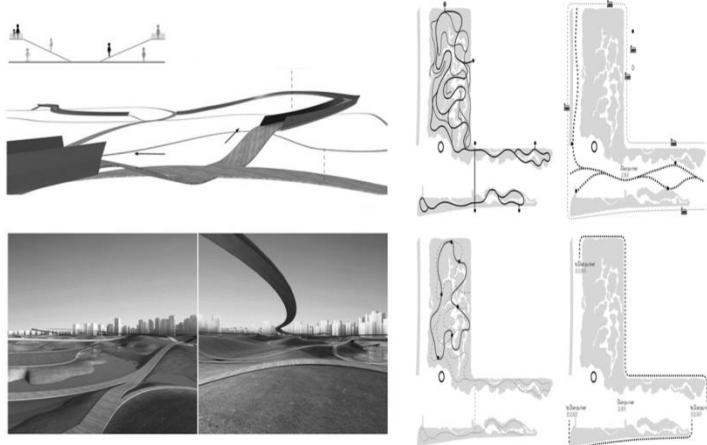


Figure 1. Stereoscopic traffic landscape design

Stereoscopic transportation planning: the bus route connects the land with the outside city, and there is a port for water carriage and cruise ship. Figure 1 shows stereoscopic traffic landscape design. In order to protect the natural ecosystem, the number of entrance is limited by the design that canal surrounds land. The original beauty of the wetland park can be felt at different heights. It is our goal to respect nature, and the experience principle of plant priority in Qingpu new wetland should be guaranteed to keep a certain distance between man and nature. The road in the garden is constructed of locally grown wood and bamboo.

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8. CONCLUSION

The arrival of the era of big data has provided large-scale and high-quality individual space-time distribution data for planning and design, and has become an important basis for early analysis. In this study, big data is applied to the greenway planning, and the accurate travel data of time and space information is used to guide greenway planning and achieve scientific green line selection. At the same time, the greenways are no longer limited to the use of greenbelts in tandem and ecological functions. Green Road has become a carrier based on urban linear or patchy patches. It has ecological, landscape and cultural functions. At the same time, the green space and the landscape connect the important areas of the city's business districts, residential communities, public service facilities and green spaces, and provide citizens with a green and open

space for convenient access. With the support of big data, high-frequency urban space has been incorporated into the patch of greenways, making the greenway meet the daily needs of residents in various aspects and maximizing the green space for residents to travel conveniently. The study found that traditional landscape planning and design mainly rely on subjective rational experience and perceptual creation. Big data can make landscape architecture rely on objective and rational analysis to solve problems. Analyze the huge amount of data in a professional manner and find the right way to deal with intricate problems.

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