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CONTENTS

A Research on Influences of Family Education Method on Junior High School Students' Interpersonal Competence

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Abstract: Purpose To study the influences of family education method on junior high school students' interpersonal competence. Approach "Family Education Method Scale" formulated by Yue Dongmei et. al. and "Interpersonal Competence Questionnaire" formulated by Buhimester (1998) are adopted. Questionnaire survey is conducted among 350 students in Hengyang Boya Middle School. The data are then summarized and analyzed. Result (1) Concerning father's education method, there are remarkable grade differences in terms of emotional warmth and understanding, punishment and sternness, over intervention, rejection and denial ($p<0.05$). There are remarkable gender differences in terms of punishment and sternness and over intervention ($p<0.05$). Concerning mother's education method, there are remarkable grade differences in terms of over intervention and protection, rejection and denial, punishment and sternness, favoring subject ($p<0.05$). There are remarkable gender differences in terms of over intervention and protection ($p<0.05$). (2) The ensemble average of junior high school students' interpersonal competence is above the norm. There are remarkable grade differences in terms of active communication and self-disclosure ($p<0.05$). (3) There are remarkable correlations between each dimension of junior high school students' parental education method and each dimension of interpersonal competence ($p<0.05$). (4) In parents' family education method, emotional warmth and understanding can positively predict interpersonal competence in a remarkable way, while rejection and denial, punishment and sternness can negatively predict interpersonal competence. Conclusion (1) Family education method and junior high school students' interpersonal competence are correlated. (2) Family education method can predict interpersonal competence.

Key words: family education method; junior high school students; interpersonal competence

RESEARCH APPROACH

1.1 Research object

350 samples are selected at random from Hengyang Boya Middle School, covering two classes in Grade 1, Grade 2 and Grade 3 respectively. Questionnaires are allocated and collected. After invalid questionnaires are ruled out, 327 questionnaires are kept.

1.2 Research tool

"Family Education Method Scale" (Chinese version of EMBU, formulated by Yue Dongmei et. al.) and "Interpersonal Competence Questionnaire" (formulated by Buhimester, American psychologist, 1998).

1.3 Research procedure

350 samples in Hengyang Boya Middle School are selected as research objects that fill in the research scale on site. The objects' general demographics data are obtained in the test. All the data are summarized and analyzed with SPSS16.0.

RESEARCH RESULT

2.1 Junior high school students' family education method

2.1.1 Grade differences among junior high school students in family education method

Table 1 Grade Differences among Junior High School Students in Family Education Method

		Grade1 (N=109)	Grade 2 (N=110)	Grade 3 (N=108)	F	LSD approach
Father						
	Emotional warmth and understanding	57.67±6.194	56.80±5.601	59.09±5.648	4.303*	2<3
	Punishment and sternness	20.58±5.737	21.11±5.315	18.18±4.442	9.830***	3<1<2
	Over intervention	25.05±6.207	24.09±4.701	21.80±4.581	11.116***	3<2<1
	Favoring subject	9.88±3.941	10.38±3.411	9.85±3.284	0.768	3<1<2
	Rejection and denial	10.56±3.101	10.66±2.428	9.77±2.125	3.894*	3<1<2

	Over protection	11.83±2.754	11.70±2.066	11.62±1.755	0.256	3<2<1
Mother						
	Emotional warmth and understanding	53.61±6.330	52.25±6.926	53.11±6.641	1.176	2<3<1
	Over intervention and protection	31.20±6.690	30.45±5.480	28.98±4.042	4.542*	3<2<1
	Rejection and denial	14.90±6.107	14.86±5.310	12.79±4.830	5.356**	3<2<1
	Punishment and sternness	12.16±2.722	12.16±2.379	11.31±2.207	4.316*	3<2<1
	Favoring subject	12.38±4.268	12.53±3.854	11.08±2.690	5.080**	3<1<2

Note: *. Remarkable correlated at the level of 0.05 (two-tailed); **. Remarkable correlated at the level of 0.01 (two-tailed).

2.1.2 Gender differences among junior high school students in family education method

Table2 Gender Differences among Junior High School Students in Family Education Method

		Boys (N=174)	Girls (N=153)	t	P
Father					
	Emotional warmth and understanding	57.59±6.087	58.14±5.639	-.855	0.393
	Punishment and sternness	17.79±5.194	22.44±4.328	-8.726	0.000
	Over intervention	22.74±5.504	24.69±5.046	-3.314	0.001
	Favoring subject	9.84±3.671	10.27±3.414	-1.089	0.277
	Rejection and denial	10.20±2.580	10.48±2.639	-.977	0.329
	Over protection	11.57±2.235	11.88±2.212	-1.248	0.213
Mother					
	Emotional warmth and understanding	52.90±6.559	53.09±6.754	-0.257	0.798
	Over intervention and protection	29.64±5.258	30.87±5.863	-2.002	0.046
	Rejection and denial	13.93±5.450	14.48±5.590	-0.904	0.367
	Punishment and sternness	11.76±2.528	12.02±2.405	-0.953	0.341
	Favoring subject	11.74±3.721	12.30±3.696	-1.374	0.170

2.2 Current situation of junior high school students' interpersonal competence

2.2.1 Overall situation of junior high school students' interpersonal competence

Table 3 Overall Situation of Junior High School Students' Interpersonal Competence

	N	Min.	Max.	Mean	Standard deviation
Active communication	327	1.25	4.75	3.10	0.730
Proper rejection	327	1.50	5.00	3.16	0.715
Self-disclosure	327	1.25	4.75	2.97	0.709
Conflict management	327	1.50	5.00	3.13	0.711
Emotional support	327	1.75	5.00	3.40	0.741
Ensemble average of interpersonal competence	327	1.83	4.58	3.15	0.585

2.2.2 Grade differences among junior high school students in interpersonal competence

Table 4 Grade Differences among Junior High School Students in Interpersonal Competence

	Grade 1 (N=109)	Grade 2 (N=110)	Grade 3 (N=108)	F	LSD approach
Active communication	24.10±6.571	24.13±5.561	26.31±5.076	5.215**	1<2<3

Proper rejection	25.83±5.617	24.22±5.827	25.88±5.615	3.032	2<1<3
Self-disclosure	24.39±6.286	22.51±5.279	24.52±5.214	4.403*	2<1<3
Conflict management	25.26±6.217	24.05±5.160	25.83±5.549	2.810	2<1<3
Emotional support	27.06±6.115	26.95±5.740	27.79±5.953	0.630	2<1<3

2.3 Analysis of correlation between parents' education method and junior high school students' interpersonal competence

Table 5 Correlation Matrix between Parents' Education Method and Junior High School Students' Interpersonal Competence

		Active communication	Proper rejection	Self-disclosure	Conflict management	Emotional support
Father						
	Emotional warmth and understanding	.546**	.575**	.341**	.398**	.416**
	Punishment and sternness	-.577**	-.320**	-.260**	-.342**	-.366**
	Over intervention	-.682**	-.457**	-.390**	-.503**	-.547**
	Favoring subject	-.757**	-.503**	-.451**	-.444**	-.389**
	Rejection and denial	-.907**	-.557**	-.528**	-.559**	-.511**
	Over protection	-.817**	-.501**	-.481**	-.484**	-.463**
Mother						
	Emotional warmth and understanding	.242**	.416**	.280**	.307**	.222**
	Over intervention and protection	-.883**	-.431**	-.524**	-.504**	-.487**
	Rejection and denial	-.987**	-.539**	-.595**	-.566**	-.590**
	Punishment and sternness	-.963**	-.531**	-.570**	-.578**	-.561**
	Favoring subject	-.915**	-.472**	-.543**	-.533**	-.522**

From the above table, it can be seen that each dimension of parents' education method is remarkably correlated to each dimension of interpersonal communication method (P<0.05). In particular, father's and mother's emotional warmth and understanding is remarkably positively correlated to each dimension of interpersonal communication method (P<0.05). However, other dimensions of parents' education method are remarkably negatively correlated to each dimension of interpersonal competence (P<0.01).

2.4 Regression analysis of parents' education method in junior high school students' interpersonal competence

Table6 Regression Analysis of Parents' Education Method in Junior High School Students' Interpersonal Competence

Model	Unstandardized coefficient		Standardized coefficient	t	P	Collinear statistics	
	B	Standard error	Beta			Tolerance	VIF
(Constant)	4.146	.321		12.926***	.000		
F Emotional warmth and understanding	.017	.004	.169	4.200***	.000	.678	1.474
F Punishment and sternness	.000	.004	-.007	-.183	.855	.661	1.512
F Over intervention	-.025	.005	-.228	-5.048***	.000	.541	1.849
F Favoring subject	-.011	.009	-.069	-1.299	.195	.384	2.601

F Rejection and denial	-.079	.015	-.354	-5.329***	.000	.250	4.001
F Over protection	-.036	.016	-.138	-2.322*	.021	.311	3.215
F	98.091						
P	0.000						
Adjusted R2	0.641						

As indicated in Table 6, regression analysis is conducted with each dimension of father's education method as an independent variable and interpersonal competence as a dependent variable. It can be found that the entire model is remarkable. F=98.091, P=0.000. Independent variables can explain 64.1% of dependent variables. In specific dimensions, we can find that emotional warmth and understanding can remarkably positively predict interpersonal competence, while over intervention, rejection and denial, over protection can negatively predict interpersonal competence.

Table 7 Regression Analysis of Mother's Education Method in Junior High School Students' Interpersonal Competence

Model	Unstandardized coefficient		Standardized coefficient	t	P	Collinear statistics	
	B	Standard error	Beta			Tolerance	VIF
(Constant)	3.854	.239		16.112***	.000		
M Emotional warmth and understanding	.015	.003	.171	5.267***	.000	.922	1.085
M Over intervention and protection	.002	.008	.016	.208	.836	.164	3.096
M Rejection and denial	-.050	.011	-.475	-4.552***	.000	.089	4.223
M Punishment and sternness	-.055	.024	-.230	-2.311*	.021	.098	4.210
M Favoring subject	-.015	.014	-.097	-1.086	.278	.123	3.162
F	141.631						
P	0.000						
Adjusted R2	0.683						

As indicated in Table 7, regression analysis is conducted with each dimension of mother's education method as an independent variable and interpersonal competence as a dependent variable. It can be found that the entire model is remarkable. F=141.631, P=0.000. Independent variables can explain 68.3% of dependent variables. In specific dimensions, we can find that emotional warmth and understanding can remarkably positively predict interpersonal competence, while rejection and denial, punishment and sternness can negatively predict interpersonal competence.

ANALYSIS AND DISCUSSION

Each dimension of parents' education method is remarkably correlated to each dimension of interpersonal communication method (P<0.05). In particular, father's and mother's emotional warmth and understanding is remarkably positively correlated to each dimension of interpersonal competence (P<0.01). For children, emotional understanding and support makes them softer and more active inside, which can help cultivate their subjectivity in communication. On the contrary, parents' education method is remarkably negatively correlated to each dimension of interpersonal competence (P<0.01). Punishment and sternness, over intervention and protection as well as other negative education methods are adversely correlated to junior high school students' interpersonal competence, and hinder junior high school students' interpersonal competence.

Regression analysis is conducted with each dimension of father's education method as an independent variable and interpersonal competence as a dependent variable. It can be found that the entire model is remarkable. F=98.092, P=0.000. Independent variables can explain 64.1% of dependent variables. Regression analysis is conducted with each dimension of mother's education method as an independent variable and interpersonal competence as a dependent variable. It can be found that the entire model is remarkable. F=141.631, P=0.000. Independent variables can explain 68.3% of dependent variables. This implies that democratic education is the best parents' education method, which positively affects junior middle school students' interpersonal competence. On the contrary, if junior high school students' interpersonal competence is at a relatively adverse state, which may be caused by excessively undemocratic or unrestricted family education to a large degree.

SUGGESTIONS

4.1 Parents should keep updating their idea of education.

The modern social background at the new age, rapid development and increasingly updated idea of education are affecting students so that they accept new ideas more quickly. On the contrary, their parents are relatively poorly educated, conservative and rigid in ideology. The children under parents' heavy pressure for a long time are easily suppressed and rebellious. They are in lack of relative autonomy and independence. Particularly, during junior high school learning period, students develop quickly both physically and mentally so they tend to be rebellious more easily. In this sense, parents should keep updating their idea of education, adopt a democratic family education method, communicate with children more frequently, and know children's actual thoughts in time so as to form students' independent and autonomous interpersonal competence.

4.2 Parents should improve their qualities and set themselves as examples.

Family education is primary education for children. Example is better than precept. Children are extraordinarily imitative. Parents' actions affect children as examples. Only by improving their own qualities and possessing positive life ideology and values can parents set positive examples for children and educate children with their actions.

4.3 Parents should create a harmonious family atmosphere for children.

A harmonious family atmosphere can provide children with enough sense of safety and belonging so that they can feel warmth and respect in family life. On the opposite, the children that grow up in an unharmonious family atmosphere will gradually acquire some bad habits, which will negatively affect them both physically and mentally. Therefore, it is beneficial for children's physical and mental growth by trying to create a harmonious family atmosphere, thus exerting positive roles on children's interpersonal competence.

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Design and Implementation of Mixed Flip Classroom Teaching Plan——Taking the Object-Oriented Programming (Java) Course as an Example

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Abstract:The course Object-Oriented Programming,as the first step in programming, is an important and practical specialized basic lesson for software technology specialty. Therefore, the course is of great significance for further construction. Based on the teaching reform practice of hybrid flipped the classroom, the course selects cases, designs content and decomposes tasks by way of example. It integrates object-oriented designed knowledge into the teaching units, providing a new teaching idea.
Key words: Object-Oriented Programming; blended teaching model; touring schedule

Java is an important and practical professional foundation course for software technology. As a software development course, this course is especially suitable for implementing mixed teaching. In general, the subjects of the course are freshmen, most students are exposed to computer programming for the first time, in addition, with the abstraction and complexity of the course itself, many students will be discouraged. In order to stimulate students' interest and enthusiasm for learning, this course has carried out a mixed teaching model reform on the curriculum. On this basis, 10 small teaching projects such as Xiao Huangren, I love big stars. After three semesters of teaching practice, the result has achieved good results. This paper will share the experience of curriculum reform from the three levels of curriculum design, unit design and teaching implementation, form a set of teaching projects of Java.

I. TEACHING CONTENT RECONSTRUCTION AND OVERALL DESIGN

1.Divide the teaching into three stages, teaching objectives are progressively graded, and the teaching projects are designed for each stage.

The content of the course is full of practical value and practicality and is expressed in many forms. The whole learning process is divided into three stages: the first stage, the basic language training, in which a small number of small programs are trained to enable students to master the Java language foundation and control statements, develop good programming habits; the second phase, utility development, through the development of small utilities, the formation of object-oriented programming ideas, a preliminary understanding of the software development process, the ability to release software works with certain practical value; the third phase, comprehensive project development. By completing the course design tasks, students can fully use their creativity in the process of learning and producing.

2.Focusing on the needs and applications of the project, the teaching content is divided into three categories, arrange teaching resources and set learning guidance for each content.

Basic knowledge, mainly c content is arranged before class, such as definition of identifiers, definition of arrays and traversal, object-oriented, inheritance, etc.; core skills, skills need to be practiced repeatedly, repeated training through individual projects in class, then flexiblely use skills to make actual development, such as the application of loops and control statements, array applications, thread applications.

II. THE TEACHING PROJECT DESIGN AND UNIT DESIGN

1.Reconstructing teaching content and designing teaching projects

Take the sixth teaching project “I Love Big Stars” as an example. This project is the second graphical interface programming project. This project finally realizes the function of clicking the different star buttons to display the information of the star. The reason for choosing this project is because it can compare the application package, one-dimensional array, jxl and GUI graphical interface design. On the other hand, it can be derived into other games such as guessing stars, guessing the national flag, etc., as an extracurricular synchronization project for students to practice.

2.Task decomposition and unit teaching implementation

The project take 2 teaching weeks, totaling 12 hours, divided into 4 teaching units. By gradually expanding the functions and completing the code, the learning of related knowledge points was gradually integrated into the process of project development, such as to “use what, learn what, what to learn, what to practice":

The first unit, complete the preliminary version, only displays information about ond star. Before the class, students need to define, use and initialize the self-learning method, and overload the constructor. On the one hand, the constructor method is used to construct the window, and the ImageIcon object and the Font object are initialized to deepen the students' understanding of the constructor. Through practice, students can flexibly use common components such as buttons and labels, and master the GUI development process.

The second unit, completing the second version, is able to display multiple star messages. Students need to self-learn the package before class. In class, define and encapsulate the star class, encapsulate the star information, the info will be displayed in the window into the object of the star class. On the other hand, the definition and use of learning methods, optimizes the code to make the program more organized.

The third unit, complete the third version, can display any number of star information in an array. Students need to learn one-dimensional arrays before class, learn the initialization and traversal of one-dimensional arrays; learn object arrays during class, use arrays to store star information, and transform and optimize the code.

The fourth unit, the final version, can display the star information stored in the Excel table. Before class, students need the concept of self-learning documents and the basic operations of documents, including recognize whether files exist, creating new files and directories, etc.; learning jxl reading and writing operations in class and applying them to projects.

III.TEACHING ORGANIZATION AND IMPLEMENTATION

1. Unit teaching design ideas based on hybrid teaching mode

The design of teaching process reflects the leading role of teachers and the main role of students. Teachers always play a leading role in network and classroom learning, and students are always the main body of learning. Classroom teaching aims at skill point training, with students as the main body and teachers as the guiding role; online learning takes the knowledge point as the goal, students self-paced learning, teachers and students online interactive guidance, and enhance the interest of independent learning. The effect of classroom teaching lies in the mobilization of students' learning enthusiasm and the achievement of skill level to judge the teaching effect.

(1)Pre-class knowledge reserve: Students can learn the knowledge points and skill points by watching the micro-course video and completing the test exercises, prepare for the class.

(2) Skills training in class, first test the situation before class; then apply knowledge points and skill points to project development, focus on guiding students to think and try to apply, on the other hand, review student works, expand students' horizons; Summary and guidance for extracurricular synchronization projects.

(3)Extracurricular synchronization project: recommend after-school learning materials (including videos and documents) according to the progress of the study, and guide students to complete the extracurricular synchronization project.

2. Unit teaching implementation based on hybrid teaching mode

A high-level summary of knowledge points and skill points, fragmentation of teaching content, reorganization of classroom teaching and online learning content. Take the teaching design of the third unit of my favorite big star as an example:

(1)Arrange the network micro-course "What is an array" before class to understand the concept and application of the array; then ask the students to complete the online course assignment "Enter 10 numbers in one digit and output" and online test "Basic of numbers" concept".

(2)Firstly, through the small test "counting of array elements", test students' mastery of one-dimensional arrays, and give suggestions for algorithm improvement; then expand the array of learning objects and optimize the "I love big stars" project with object arrays. The code that takes a one-dimensional array from theory to the solution of the actual problem.

(3)After class, prepare for the students who have spare time to expand the resource network micro-course "Two-dimensional array", and ask students to complete the extracurricular expansion project "Little Guide".

IV. CONCLUSION

Based on the teaching method of mixed teaching, through the online courses, topic discussion, teamwork, imitation and innovation, students' self-learning and subject learning are organically combined to enable students to strengthen skills training in learning and practice. The continuous teaching practice has also proved that the adoption of the hybrid teaching model is not only conducive to cultivating students' ability to learn independently, analyze problems and solve problems, but also improve students' teamwork and innovation ability further.

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A Research on Mechanisms to Balance the Interests of Independence of Trust Assets and the Interests of Transaction Safety

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Abstract: Trust system is popular all over the world because of its great advantage in wealth management. More and more countries and regions of continental law system are transplanting this old system which is tough in common law system to their own countries. As Merriman said, "Trust is the only common law system that has been successfully transplanted to other systems, and only trust is widely discussed by comparative jurists of the two legal systems."
Keywords: Independence of Trust Property; Transaction Security; Balance Mechanism

1. INTRODUCTION

China's trust industry has developed rapidly in recent 10 years. As of September 30, 2013, the scale of trust assets managed by trust companies has exceeded 10 trillion yuan, becoming the second largest asset management sub-industry after commercial banks' financial products. This is mainly due to the rapid growth of China's economy for many years and the accumulation of private wealth. Strong financial needs and advantages of trust system. It should be pointed out that the statistical data of China's trust industry is only the financial management scale of trust companies. At present, the assets management products of China's financial institutions are designed according to the principle of trust.

2. LITERATURE REVIEW

At present, the domestic research on trust theory mainly focuses on the rights of trust property, trustee's liability, the history of trust system in Britain and America, and the introduction of some special types of trust (such as presumptive trust, declaration trust, etc.). There is no monograph on the balance mechanism between trust property independence and transaction security, even for this purpose. Specialized articles are also relatively scarce, even if the relevant monographs or articles have been discussed, they are basically a shallow taste, or the topic of individual, local issues have been involved, there is no in-depth, systematic discussion of monographs and papers.

3. THE CAUSES OF THE CONSTRUCTION OF THE BALANCE MECHANISM BETWEEN TRUST PROPERTY INDEPENDENCE AND TRANSACTION SAFETY

Dialectics tells us that everything has its two sides. As the crystallization of human wisdom, the theory of independence of trust property plays a great role in promoting the trust system from Anglo-American law system to the world, and eventually to become a universal legal system widely used in the world.

3.1 One of the Important Theories of Trust Law in Mainland China: Independence of Trust Property

But the substance is similar, and the basic recognition of legal interests is the interests protected by law. Generally speaking, the adjustment of each law to social relations involves the protection of multiple interests, which is determined by the complexity of social and economic life. However, each law can not protect each interest without priority and parallel, but first to protect one interest, and then indirectly to protect other interests. The author calls the interests that need to be protected in every law as the primary legal interest goal of law, and the primary legal interest goal of trust law is the protection of the interests of trust beneficiaries. The independence theory of trust property created in the process of transplanting trust system by continental law is also based on the original intention of protecting the interests of trust beneficiaries. Needless to say, without the support of the perfect theory of independence of trust property, the trust system will not be able to achieve its brilliance from the Anglo-American law system to the Continental law system.

3.2 The Second Important Theory of Continental Trust Law: Transaction Safety

Trust law, especially modern trust law, mainly belongs to commercial law in nature, and one of the important principles of commercial law is the principle of transaction security, so modern trust law must take transaction security into account. Before proving this conclusion, it is necessary to briefly review the origin of commercial law.

4. Institutional Design of the Balance Mechanism of Trust Property Independence and Transaction Safety

The construction of the balance mechanism between the independence of trust property and transaction security is related to the success or failure of introducing trust system in civil law countries. Because of the different social development stages and legal and cultural traditions of different countries, the emphasis of the protection of trust legislation value varies from country to country, even the legal price in different development stages of the same country. The emphasis of value protection will also change. For example, in the early stage of China's reform and opening-up, the regional differences are not big, and the income gap between people is not big. What the country urgently needs is the accumulation of wealth. Correspondingly, when the value of equity and efficiency conflicts, the economic law adheres to the principle of "efficiency first, giving consideration to fairness".

Trust publicity system is not only an important system to balance the relationship between the independence of trust property and transaction security, but also an important system design for civil law countries to localize the trust system in accordance with their own legal traditions. The system of trust publicity in civil law system is inseparable from the principle of public trust that civil law countries generally abide by in the field of property law. The principle of publicity of real right refers to that the establishment and change of real right must be made public in accordance with the statutory method of publicity, so that the third party concerned with transaction security can know the establishment and change of real right in a certain way and in a timely manner.

In the publicity of real right, the publicity of property right change is single; in the publicity of trust, the publicity of property right change is only the basic link, because the complexity of trust structure itself determines the complexity of trust publicity, and the duality of trust publicity corresponds to this complexity. The announcement of property right change only enables the third party outside to know that the trust property is under the trustee's name, but it is still impossible to know the trust nature of the property. In this sense, it is necessary to make a special announcement of trust on the basis of the announcement of property right change.

5.CONCLUSION

The research on the balance mechanism between the independence of trust property and transaction security is the core issue in trust law, which has great theoretical and practical significance. Independence of trust property is the characteristic of trust. Without independence of trust property, it is not the legal relationship of trust; and transaction security is an important feature of commercial law. With the promotion of the mainstream status of commercial trust, trust is no longer the original concept of civil trust, especially in East Asian countries where trust system is introduced, it is basically commercial. Trust is very developed, while civil trust is rather weak. The most representative commercial trust of modern trust belongs to the scope of commercial law adjustment. The core of trust legal relationship is the principle of independence of trust property. At the same time, trust relationship is the object of commercial law regulation. It needs to attach great importance to the value of transaction security.

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Complementarity of Ideological and Political Education and Innovation and Entrepreneurship Education of College Students Under the New Situation

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Abstract: Every university aims to cultivate well-rounded developed college talents by combining ideological education with innovation and entrepreneurship education of college students. The goal of ideological and political education is consistent with that of innovation and entrepreneurship education of college students. The educational role of them complement each other to effectively promote the development of the public entrepreneurship. Ideological and political education plays a guiding role in the innovation and entrepreneurship education of college students, helping them to establish a correct outlook on world, life and values, and to promote the all-round development of students.
Keywords: Ideological and political education; innovation and entrepreneurship education; complementarity

Under the new situation of social development, "mass entrepreneurship and innovation" has become a trend of the development of college students. The General Office of the State Council has also issued the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities", which shows the importance of the Party and the state to innovation and entrepreneurship of college students. The development of innovation and entrepreneurship courses of college students can effectively train students' innovative thinking, cultivate students' entrepreneurial skills, and provide students with a good entrepreneurial incubation platform. While cultivating students' ability of innovation and entrepreneurship, the university should also pay attention to cultivating students' ideological and moral qualities, so that students' innovative and entrepreneurial ideas can keep up with the development of the times. Integrating ideological and political education into innovation and entrepreneurship education of college students can better cultivate talents needed for national and social development.

1. IMPORTANCE OF INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND INNOVATION AND ENTREPRENEURSHIP EDUCATION OF COLLEGE STUDENTS

In our higher education, ideological and political education has always been a very important part, and it mainly contains human nature, ideology, educational purposes and other content. With the continuous development of society, teaching methods of ideological education have become diversified. However, from the current situation of ideological and political education curriculum in China, most of them are taught in a way that is mainly instilled by teachers, and the degree of integration with national current affairs hotspots is not enough. Such teaching methods are not conducive to stimulating students' enthusiasm for the ideological and political course, which makes many students feel that the ideological and political course is very boring.

(1) Consistency of educational objectives

Ideological and political education is to make students' ideological and moral character meet the needs of social development. To carry out innovative entrepreneurship education for college students, we need to take innovative entrepreneurship concept as guidance, combine students' professional background and their own personality, and give targeted guidance so that students can apply what they have learned and promote their all-round development. Generally speaking, ideological and political education and innovative and entrepreneurship education are all teaching methods by providing the ideological and moral education for students to enable students to develop comprehensively and sustainably. That is to say, innovation and entrepreneurship education of college students and ideological and political education are mutually complementary, and the organic combination of the two can achieve twice the result with half the effort [1].

(2) Complementarity of the role of education

In fact, China has been carrying out innovation and entrepreneurship education for college students for many years, but in the process, there are many voices of suspicion and opposition. The main reason for this situation is that university teachers often mix innovation and entrepreneurship education with employment guidance courses. They focus on alleviating employment pressure and improving employment rate, but ignore the cultivation of students' ideological and political education. The current ideological and political education curriculum is mainly based on theoretical teaching, and the connection with real life is not very close, so that students can not have a very obvious personal experience when studying ideological and political knowledge, and it is not conducive to students to establish the concept of “well-round talents”. Therefore, innovation and entrepreneurship education of college students can be combined with ideological and political education to achieve the complementarity of the role of education. And students can find a balance between individual development and social needs, and find a career path suitable for their own development. This is also the role of ideological and political education in innovation and entrepreneurship education for college students under the new situation [2].

(3) Unification of teaching practice

Ideological and political education not only needs to learn theoretical knowledge, but also needs to practice, and re-recognize. In this process, the society is developing, and the methods of ideological and political education are also changing. Knowledge is really meaningful only when it is applied to practice. The most obvious characteristic of innovation and entrepreneurship education of college students is practicality and operability. In the process of innovation and entrepreneurship education of college students, there will be problems of one kind or another. At this time, ideological and political knowledge is needed to solve these problems, that is to say, ideological and political education has its practical role. Innovation and entrepreneurship education of college students provides practical ways for ideological and political education, and on the contrary, ideological and political education provides solutions for innovation and entrepreneurship education of college students. The integration of the two promotes students' all-round development [3].

2. ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION IN INNOVATION AND ENTREPRENEURSHIP EDUCATION OF COLLEGE STUDENTS

(1) To help college students set up correct ideals and beliefs

The purpose of innovation and entrepreneurship education of college students is to cultivate the consciousness and methods of innovation and entrepreneurship. College students are the best time for the formation of ideals, beliefs and values. They are just like the first button on clothes. If the first button is wrong, the next button will also be wrong. Ideological and political education is equivalent to the first button. College students are learners, practitioners and disseminators of socialist core values, and socialist core values are also their mainstay. Innovation is the demand of future development; entrepreneurship is the way of future development. College students will encounter various difficulties and temptations in the process of development, and ideological and political education teaches them to reject bad temptation, distinguish right from wrong, and establish correct ideals and beliefs.

(2) To solve the actual needs of college students

The development needs of each person in different periods are different, and there are certain differences between different people. Only by carrying out teaching according to the actual needs of each person can a good teaching effect be achieved. The university is a large and complex group, so it also needs to carry out targeted teaching according to the individual differences between students to achieve the effect with half the effort. The school pays attention to "teaching students according to their aptitude", and cultivate students' awareness and ability of innovation and entrepreneurship on the basis of cultivating students' comprehensive development, which prepares students for entering the society and alleviating students' fear of employment [4].

3. SYNERGISTIC EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION IN INNOVATION AND ENTREPRENEURSHIP EDUCATION OF COLLEGE STUDENTS

Ideological and political education can help college students establish correct ideals and beliefs, and stimulate students' morale; innovation and entrepreneurship education of college students can provide useful talents for the society. There is synergy between the two.

The results of education are embodied in the person who are educated. The teaching methods and contents of innovative and entrepreneurship education will directly affect the effect of education, and different educational effects will have different effects on students. Teachers' education is very important, but students' object selection and self-education are also very vital. Schools can create innovative entrepreneurship training platforms for students, such as entrepreneurship seminars, innovative entrepreneurship project competitions, and entrepreneurship salons, so that students can really come into contact with innovative entrepreneurship practice, and enhance their confidence in innovative entrepreneurship [5].

4. CONCLUSION

In a word, innovation and entrepreneurship education of college students provides an employment direction for college students to embark on the society. Under the influence of ideological and political education, college students are neither trapped in the situation, nor confined to shape. Instead, they can realize their life goals and values according to their own actual situation and their own ideas about the future.

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Practice of scratch assistant Programming basic Course Teaching- "Object-oriented Programming (java) as an Example"

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Abstract:Scratch is a children's programming tool designed and developed by the Massachusetts Institute of Technology (MIT). The commands and parameters that make up the program are implemented by modules of building blocks. Currently, Scratch is the first choice for young people to learn programming. In the teaching design of the basic course of higher vocational education, the author skilfully uses Scratch to help students understand concepts, rationalize ideas, and achieve remarkable results in teaching reform.
Keywords: MIT; java; Course teaching

I. ABOUT SCRATCH
Scratch is a from the Massachusetts Institute of Technology (MIT) design and development of children's programming tools, the programming instructions by way of building modules of the show, loved by the students. The Scratch Building Blocks module consists of 8 major categories, more than 100 functions, including every link of a complete program, even arrays and functions. Learners able to quickly comprehend the condition statement, a loop statement, logical judgment, be understood that object-oriented concepts.

II. WHY DO STUDENTS WITH HIGH VOCATIONAL EDUCATION FAIL TO LEARN PROGRAMMING?

1. The quality of the source is reduced
Almost all higher vocational colleges are faced with the problem of a general decline in the quality of students, which is characterized by decreased performance, declining personal quality, decreased learning ability, and poor frustration. In the teaching of software technology, the impact of the decline in the quality of students. It is especially obvious that fewer and fewer students insist on learning programming and learning to program.

2. The student's subjective reasons
To carry out a professional software technology in our school survey found that students entering the school of computer science, initially at least 80% do not understand the real software development, Why are there so many students who find programming difficult? There are many reasons, such as most of the vocational students have poor English foundation,most of the vocational students have poor logical thinking ability,inappropriate learning methods and poor hands-on skills,unable to establish a "positive" interest loop,and so on.

III.THE REASON FOR APPLYING SCRATCH TO THE BASIC TEACHING OF VOCATIONAL PROGRAMMING

1. Building block programming, easy to understand, lowering the "threshold".
Scratch implements the commands and parameters that make up the program through a block-shaped module. Use the mouse to drag the module to the program edit bar to program, no need to learn grammar, no need to learn complex operations, it is perfect for beginners to learn programming needs, so that beginners can "drag" in a short period of time " Get out of the results you want, get started quickly, and reduce the "frustration" of beginners. Imagine a programming method that primary school students can master. There is no reason for college students to master it.

2. No need to debug, easy to master, reduce the difficulty
Many beginners in learning programming, for ubiquitous syntax errors and logic errors feel helpless. Some students even take a long time cannot be successfully debug a simple program, beginner's an unpleasant experience for "frustrated force "Poor students in higher vocational colleges are easy to give up programming, and then they are afraid of all the professional courses related to programming. Scratch because the use of dragging the blocks module, the learners without writing code, only need to focus on the logic is correct without having to pay attention to grammar is correct, entry quick and easy to get started.

3. Quick Start training program ideas, stimulate interest
Programming is not a language, but the training of programming thinking and the establishment of programming ideas. Scratch weakens the grammar, and beginners can quickly develop simple games; after a period of learning, through the study of the game's principles, you can simulate existing games; after in-depth learning and innovation, you can create games. Through the introduction of games and the display of results, students' interest is stimulated and confidence in learning programming is established.

IV. HOW TO APPLY SCRATCH TO THE BASIC

TEACHING OF HIGHER VOCATIONAL PROGRAMMING

Taking " Object - Oriented Programming (java) " as an example, the author divides the teaching process into four stages: "First-time programming-algorithm training-project actual combat-project creation" in the overall teaching design, and reconstructs the teaching content:

1. The initial training role of the programming phase: through the interesting Scratch project, play games, learn programming, use Scratch building blocks to guide students to initially understand what programming is, what can be done by programming , help students understand instructions, variables, program structure , events, etc., have a preliminary understanding of programming, reduce the mystery and rejection of programming, stimulate students' interest in learning and gain a sense of accomplishment, ignite the engine of learning, and avoid the "painful" programming experience at the beginning.

2. The introduction of the course in the algorithm training phase: focus on learning the front part of Java object-oriented, including variables, methods, branch structure, loop structure, etc. With the help of Scratch, let students master the basic grammar of Java and improve problem solving. ability. In class, Scratch first explains the logical structure and basic concepts, let students understand the ideas of the program, separate the programming ideas from the writing and debugging procedures, and avoid the most common problems for beginners: the inability to distinguish between natural and computer languages. The problem of difference, only copying the code but not understanding the logical meaning of the code, copying the copying problem.

3. Principle project combat phase of decomposition: teaching content for the object-oriented parts, including classes and objects, inheritance, polymorphism, interfaces, arrays, GUI, Java2D etc., designed four computing machine of ceremonies, ATM cash machine, Car rental management four teaching projects. With the help of Scratch, help students build object-oriented programming ideas.

I have repeatedly chatted with students who watched video games and learn how to play such as Snake Games, Tank Wars and other classic games. Please explain the principles and algorithms of the game. Very few students can understand and get all the videos written. The operation is successful - this is a major misunderstanding of programming beginners. However, those who can learn those games the students, the students are learning the upper reaches of the class, even these students are in the "Elephant", learning other students can be imagined. As a result, in the vocational colleges, only half of the students in the programming class learned, and only a few students learned well.

With Scratch assisted instruction, the principles of Scratch simulation software or game projects are used to separate the rules and principles of the game from the computer programming language. Because each block in Scratch corresponds to a piece of java code, so when you explain it, first use Scratch graphical rationalization, students can write the code themselves when mastering the basic syntax of java.

In this way, the students realize that programming must have ideas before they can be realized, avoiding the misunderstanding that beginners blindly copy the code. When students are learning, they will also learn clearly and carefully, and solve the following common problems: too many incapable reading problems, problems that are too complicated to understand, and problems that cannot be imagined by the principle.

4. Inspiring creative role in the project creation stage: After the course is completed, students are required to complete a project independently, and encourage students to create game projects or application software with the help of Scratch. Because Scratch is not limited by code, almost all games can be realized. Let students boldly create, train students' innovative thinking and cultivate students' innovative ability.

After the course is completed, students are required to complete a project independently, either an application project or a game project. After training, the students have accepted the learning method of writing code after simulating the project with Scratch. Therefore, the course design requires two works, one for Scratch and one for java. Through the practice of teaching reform, more and more students choose game development, and more students develop original game projects.

Using Scratch assisted teaching, the students realised the following problems at this stage: I can't imagine what to do, I can't imagine the principle of the game, and plagiarize the online code but I don't know what to do.

V. SUMMARY

Although young people learn Scratch is a programming software but does not prevent us from using it as a tool easy to use and apply to programming in higher vocational college courses in the classroom. Through Scratch building blocks programming, on the one hand, students can quickly establish programming thinking, stimulate creativity and change boring learning to fun; on the other hand, strengthen the training of programming thinking, and subtly let students realize that programming is not only a language, it is thought the training program is not properly copied the code on it, but with the computer language to express their thoughts. Through the curriculum reform, the author has achieved remarkable results.

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Research on Mechanism of Experience and Innovation Investment in the System

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Abstract: Under the "dual-track" economic system which coexists both inside and outside the system, the experience of private entrepreneurs before starting an enterprise often affects the strategic decision-making after the establishment of the enterprise. Based on the theory of branding, this study explores the logical relationship between experience and innovation investment in the private system. The research finds out that in the process of entrepreneurship, entrepreneurs with intra-institutional experience have reduces innovation investment of enterprises by branding the capabilities embedded in the development system. It also indicates that the pressure of entrepreneurs under the threat of competition aggravates their incompatibility with market mechanisms and further reduces confidence in innovation investment. This study has a certain contribution to the application of brand theory in entrepreneurs and innovation research in the context of transition economy.
Keywords: System, experience, innovation, private enterprises

1. PROPOSAL OF THE PROBLEM

In order to cope with the accelerating process of marketization, and in view of the advantages of human capital in terms of concept and technology, the Chinese government has launched a series of policies to encourage people in the system to innovate and start business , such as “retaining the identity of the system for three years”. The individual "going out" entrepreneurship within the system not only realizes the "slimming" and "enhancement" of the units in the system, but also is one of the key forces to realize the dream that “to allow people from certain regions to rich early, and the one who has been rich should help others”. However, in the process of institutional leapfrogging, entrepreneurs may face a dilemma of inadaptability to market mechanisms.

Innovative activities have a boost to economic growth (Schumpeter, 1934). For the research on the pre-factors of innnovation activities, many scholars agree that the characteristics of entrepreneurs greatly affect the innovation behavior of enterprises. There are mainly several perspectives: one is from the perspective of human capital, which holds that entrepreneurs with higher human capital have the advantages of knowledge and skills, and can improve their innovation opportunity identification(Shane S，2000； Masatoshi Kato，2014). The second is from the perspective of social capital, which argues that investment in innovation activities depends on the efficiency and effectiveness of the support entrepreneurs get from the external environment, and emphasizes the promotion of innovation activities by the resources and information advantages embedded in the social network of entrepreneurs(Stam et al. ， 2014). Another research perspective that contributes to entrepreneurship traits is based on the theory of branding. This theory was originally based on a sample of developed countries for theoretical refinement and empirical testing, focusing on the analysis of organizational creation. The conditions of the impact of the environmental characteristics on the subsequent development of the company (Han et al., 2014). Few scholars focus on the process of entrepreneurs being branded and the sustained impact of such branding on the organization (Mathias et al.， 2015). As far as the subject of this paper is concerned, the entrepreneurs' past institutional experience is a branded process, which will shape the characteristics of their ability to match the environment within the system, and then have an impact on enterprise innovation investment.

In addition, the degree of external competitive threat has an important impact on the aforementioned relationship. Under the pressure of high competition threat in the industry, the degree of maladjustment of the individual to the market mechanism in the system is aggravated. At this time, entrepreneurs tend to turn to the internal enterprise, and improve the internal efficiency as the first priority of the enterprise, and tend to carry out cost control,rather than innovation-driven strategy. And the higher competition threats lead to relatively low returns on innovation investment, and entrepreneurs with intra-institutional experience are more willing to use their own intra-institutional relationship resources to help enterprises develop.

The main theoretical contributions of this study are as follows: Firstly, the existing literature is limited to explore the impact of the existence and the extent of previous experience on corporate innovation. Under the background of encouraging individual innovation by the Party Central Committee, this paper focuses on entrepreneurs with intra-institutional experiences. Based on the unique perspective of branding theory, this paper proposes and verifies the impact of entrepreneurs with intra-institutional experience on enterprise innovation, which enriches the literature in this field. Secondly, this paper analyzes the impact of entrepreneurial experiences on enterprise innovation in the past, and holds that the branding of the ability to shape the experiences within the system may be an important mechanism affecting the innovation investment in the process of individual entrepreneurship, which provides a unique perspective for the research in this field.

2. THEORY AND HYPOTHESIS

(1) Work experience and enterprise innovation within the system

The previous work experience of entrepreneurs is an important asset of the company. The literature has been published on how entrepreneurs' past work experience affects corporate strategic decision-making(Shane S，2000；Masatoshi，2014). Since the reform and opening up in China, many individuals in the system have "gone out" to start their own business. This paper argues that entrepreneurs with working experience within the system have branded their development capacities and reduced their innovation investment.

First of all, the work experience within the system shapes the sensitivity of entrepreneurs to policy information. The entrepreneurs who have worked in the system can accurately understand the operation of government units. They pay more attention to and are more sensitive to the In addition, the work experience within the system usually does not have a strong ability to resist risks. Compared with other occupational environments, the internal environment of the system shapes special individual characteristics because of the value system and behavior norms. The culture within the system emphasizes obedience, unity, discipline and rules. Therefore, the greatest trait of the individual in the system may not be radical and adventurous, but the obedience to superiors, the unity of thoughts, the observance of rules and discipline. Although innovation activities can improve the competitiveness of enterprises, enterprise innovation investment is a kind of highly uncertain venture capital activities. Entrepreneurs with intra-institutional experiences will behave more conservatively in the face of innovation investment because of their special experience.

(2) Moderating effect of competition threat

In addition to taking into account the level of performance expectations, the competition threat of the industry also affects the innovation investment in the system after starting an enterprise. Especially for entrepreneurs who "go out" from the system, the threat of competition will aggravate the inadaptability of entrepreneurs to the intra-institutional mechanisms, so that their confidence in investing in innovation activities will be reduced. This paper argues that, for private entrepreneurs with intra-institutional work experience, the pressure caused by higher competition threats will further reduce the level of innovation investment.

Firstly, under the pressure of higher competition threat, entrepreneurs are less sensitive to policy information. The information collection channels are reduced, and the depth of available information collection is also shortened. For example, under the pressure of high industry competition, entrepreneurs may have to use mechanisms such as splicing and delaying coping to deal with business dilemmas, which maybe filters out other seemingly insignificant information to a certain extent.

Besides, the ability of entrepreneurs to resist risks is further weakened. Stress leads to decision makers to be the psychological state of subjective uncertainty in the face of problems. Subjective uncertainty also means that decision makers have less ability to control events. Entrepreneurs in this context tend to adopt conservative and prudent strategies to circumvent additional risks.

3. DISCUSSION AND CONCLUSION

Under the background of the government's vigorous advocacy of "mass entrepreneurship, mass innovation", the innovation activities of private enterprises, as the pillar of the national economy, are receiving unprecedented attention. The system in the past has shaped the relationship between the individual and the system to help enterprises obtain resources to produce a crowding-out effect after the investment in innovation, research and development activities. It is further found that higher external competition threats aggravate the inadaptability of individuals to market mechanisms and further reduce the investment in innovation.

The practical significance of this article has the following points. Firstly, entrepreneurs should recognize the existence of "branding effect" and understand its influence mechanism on strategic decision-making, and then make use of its own advantages in branding.Finally, the Party and the government should further implement measures to optimize the market competition environment, and give full play to the role of deepening the reform of "vanguard officers", the "guardian saint" of market order, and the "main force" of market supervision.

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Research on Career Planning System based on Employment Psychology of Disabled Youth

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Abstract: With the continuous improvement of employment policies for disabled people, disabled people face more opportunities in the job market, but at the same time, challenges and pressures are also coming. This paper takes the career planning for disabled youth as the starting point, focusing on disabled vocational students and college students. Through the questionnaires of 385 disabled teenagers aged 14-22 and 296 employed disabled people, this paper analyzes the employment psychology and needs of contemporary disabled teenagers and builds a career planning system that meets the needs of young people with disabilities to help disabled teenagers to complete the adaptation process from vocational colleges and from colleges to the workplace to improve the employment rate of disabled youth to a certain extent.
Keywords: disabled youth; career planning; employment psychology; youth; students

1. RESEARCH BACKGROUND

The World Disability Report points out that in the 27 countries recently surveyed by the Organization for Economic Cooperation and Development (OECD), the average employment rate of the disabled is 44% and that of the non-disabled is 75%. There is still a big gap between the average employment rate of the disabled and non-disabled. The purpose of this paper is to understand the employment psychology and the pain points of employment difficulties of the disabled youth through the investigation and in-depth interviews with them. Career planning system is built for disabled youth to help disabled youth to better establish correct values of employment and to integrate into society.

2. EMPLOYMENT PSYCHOLOGICAL PROBLEMS AND EMPLOYMENT NEEDS OF DISABLED YOUTH

2.1 Analysis of questionnaire on employment psychology of disabled youth

The subjects of this study are divided into two groups. 400 questionnaires (385 valid questionnaires) were distributed to disabled youth aged 14-22 in Shanghai vocational colleges and universities, and 300 questionnaires (296 valid questionnaires) were distributed to disabled persons who have already been employed (including disabled persons in enterprise and self-employed disabled persons), to find out the pain points of employment difficulties of the disabled youth through data integration and analysis, and to analyze employment needs of disabled youth employment psychology.

2.2 Analysis of employment status of disabled youth

According to the survey results, 95.3% of young people with disabilities say that the difficulties they face are mainly social difficulties (ie. communication problems) and employment difficulties (including employment concept and employment adaptability). 67% of disabled adolescents express their desire to be introduced into career planning and to improve their personal skills, which highlights the importance of career planning.

However, few schools in Shanghai set courses related to career planning, and the school has not provided relevant guidance for their career. For students with disabilities, it is more important to understand the future direction of development in order to better put it into action and have the idea that how to adapt themselves to the present more quickly in the face of unfamiliar situations in unfamiliar workplaces.

For students with disabilities, they themselves are less experienced in social practice and are also confused in the choice of career direction. The pain points they face include the following two aspects.

1) They have unclear personal self-awareness, and are lack of clear career planning consciousness.

2) They are lack of confidence in employment with relatively negative employment mentality which needs to be solved through career planning.

2.3 Questionnaire for employed disabled persons

Among the 296 questionnaires collected, 72% of the disabled people have not participated in the training of employment or entrepreneurship, which leads to their lack of understanding of their work and difficulties in starting their own work. In view of these problems, if they can be given full and professional employment guidance and training, they will have a preliminary understanding of their work in advance, and can adapt to the environment faster at the initial entry, thereby reducing their psychological pressure.

How to communicate is one of the obstacles to the employment of the disabled. In the survey, 61% of the disabled workers say that they would use paper and pen to communicate with others at work, 32% would use typing, and only 7% would use sign language. In general enterprises, there are sound ordinary workers, so words can convey information more accurately and intuitively, and also have certain efficiency.

As for the channels for obtaining employment information, we learned that 53% of the disabled have learned about the work through the community and relatives, 18% have learned through some newspapers, and 29% have learned through online websites. Most people with disabilities still learn about employment information through more traditional channels. But these methods are not efficient and have certain limitations and cannot meet the needs of more disabled people. If the channels can be broadened for people with disabilities to learn about employment information, the quality and efficiency of serving more disabled people can be guaranteed.

3. CONSTRUCTION OF CAREER PLANNING SYSTEM BASED ON EMPLOYMENT PSYCHOLOGY OF DISABLED YOUTH

According to the investigation of the employment status of disabled persons and the analysis of employment psychology of disabled youth, three major pain points of employment difficulties of the disabled youth can be drawn.

1) They have unclear personal self-awareness, and are lack of clear career planning consciousness.

2) They are lack of confidence in employment with relatively negative employment mentality.

3) They are lack of understanding of the career market and poor career adaptability.

Based on this, the researcher proposes a highly targeted and relatively effective career planning system for disabled adolescents. That establishing a relatively perfect career planning system and career adaptability training can help disabled youth make employment transition.

3.1 Peer education

Because young people with disabilities are sensitive and not easy to trust others, the first step in career planning is to adopt peer education to help them establish a correct employment concept and alleviate some of their psychological problems. The correct information and concepts can be obtained by making disabled vocational students with similar age, knowledge background and hobbies discuss and play games together, and guiding people to inspire disabled adolescents to put forward their employment problems. There are no class hours for this course.

3.2 Psychological construction

Emphasis is laid on offering relevant courses such as employment values, interest exploration, career planning, employment environment in today's market and pre-service training for the disabled. Interactive and experiential learning methods are adopted to help deaf and mute adolescents gradually build up their confidence in employment, have a preliminary understanding of the current employment environment, and pay attention to the training of applied talents for the disabled in the workplace.

A series of courses can be set to guide students to build a sense of security, and gradually guide them to share their feelings, gain friendship in the class, and complete a performance with partners to enhance self-confidence. At the same time, their own demands should be explored to guide them to establish correct employment confidence and values.

3.3 Career enlightenment

It is mainly to guide deaf-mute teenagers to locate themselves reasonably, make reasonable career planning and conduct a comprehensive and concrete assessment of their comprehensive abilities, including social interaction, skills, personality, literacy and experience, so that deaf-mute students can have a clear understanding of their various abilities and find their own advantages and disadvantages. These are taught by professional career planning teachers and volunteer teams. By means of questionnaires, games, extracurricular practice, lectures and small class teaching, students can choose suitable and interesting employment directions and make plans for their future development by evaluating their social, personality and abilities, combining with self-awareness and understanding of the workplace environment.

3.4 Employment simulation experience

When disabled teenagers have a certain career planning direction, with low employment adaptability due to their own defects, the researchers put forward the concept of “simulation+”, namely, simulation + professional skills. By using the way of workplace experience and simulating the workplace environment in an all-round way, disabled youth can understand the most real process of job-hunting and business environment. Disabled adolescents can intuitively and clearly understand the occupational requirements and feel the real workplace environment by conducting activities such as extra-curricular practice and professional experience to help deaf and mute students to explore the workplace.

In order to test the research results, the career planning curriculum system has been carried out several times in the Shanghai Deaf-Mute Youth Technical School. According to the survey of 46 deaf-mute youths who have accepted the whole system, and 38 of them point out that they did not understand the career planning before and had a preliminary understanding after training. 32 of them said that the course helped them to define their future direction and made clear plans for their future development; 38 people affirmed the professionalism and rationality of the course.

4. INNOVATION AND DEFICIENCIES

The innovations of this study are as follows:

1) It is a comprehensive analysis of the employment psychology and current situation of disabled adolescents.

2) It develops pre-service education and training system for disabled adolescents to fill market vacancies.

However, everything has its shortcomings, and this paper is no exception.

1) The sample size of the study is small, and most of the research data are focused on hearing impairment, which may have some impact on the data.

2) The curriculum system has not been verified by a variety of samples due to the limitation of theoretical level, , and part of the entry point analysis is insufficient.

5. CONCLUSION

By means of questionnaire and interview, the researcher analyzes the pain points of employment psychology and job-hunting needs of disabled youth in China, and proposes a career planning system for disabled youth to solve the employment difficulties of disabled people. Through the four links of "peer education-psychological construction-career enlightenment and career experience", the researcher compiles a teaching plan, set up courses and simulates the workplace environment and constructs the information resource database of enterprises and job seekers to fill the three links to help deaf and mute youth to find jobs.

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The Culture of "He" and its Diplomatic Significance

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abstract:"He" is a core value of Chinese culture. It was born out of the harmonious cultural concept of Chinese Confucianism, Taoism, Buddhism, and Islam. The traditional "He" culture has exerted an important influence on China's diplomatic concepts and practices. Guided by these concepts, China's diplomatic practices have shown the characteristics of rejecting a zero-sum game and pursuing harmony for all and a win-win situation. This cultural spirit mainly embodies the diplomatic idea of "seeking harmony but not uniformity," the complementary idea of "not to do to others as you would not wish done to yourself," the peace ideas of anti-war, and the harmonious view of competition. The application of "He" culture in diplomatic practices is conducive to promoting the establishment of a new civilization concept centered on modernity, equality, and openness. It is of great significance to safeguard world peace, promote human development and build a new-type of international relations.
key words: "He" culture, Chinese diplomacy, zero-sum game, harmony

INTRODUCTION

In this ever-changing international community, seeking a solution to deal with clashes between civilizations requires a pluralistic, tolerant attitude and wise communication. Meanwhile, with the relative decline in military and political factors after the Cold War, the study of international relations has gradually become more culturally oriented. Samuel P. Huntington said:

The twenty-first century is at least beginning as the century of culture, with the differences, interactions, and conflicts among cultures taking center stage. This has become manifest, among other ways, in the extent to which scholars, politicians, economic development officials, soldiers, and strategists are all turning to culture as a central factor in explaining human social, political, and economic behavior. In short, culture counts, with consequences for both good and evil. The constructivist theory that emerged after the Cold War argues that culture has a great influence on the motives and goals of state behavior. Every country's diplomatic strategy and behavior are profoundly influenced by its culture. Considering international relations from a cultural perspective not only supplements to realism, but also provides us with a historical perspective from which we can study the diplomatic strategy of a country.

Different from the mainstream diplomatic strategy rooted in the culture of in Social Darwinism modern Western society, China's diplomatic strategy, which is deeply influenced by China's "He" culture, is more inclined to hold that international relations should be based on unity and "seek common ground while shelving differences". "He" culture is of long standing and well established. "Seeking harmony but not uniformity" it is not only the embodiment of China's traditional wisdom but also the ultimate value pursued by the Chinese people. The concept of "Not to do others as you would not wish done to yourself." has deeply affected everyone in China. Diplomacy is a form of social phenomenon consisting of interaction amongst the state, norms, and habits of a particular culture, as well as a way of dealing with people that affects a country's dealings with other countries. "Therefore, the concept of "In practicing the rules of propriety, a natural ease is to be prized" In daily life has also influenced the way of thinking, attitude, and value orientation in the formulation of diplomatic strategy. Also, chasing for and world peace, stability, and solidarity, ancient "He" culture tried to promote global governance and cooperation among nations, which is fundamentally different from "interventionism" diplomatic strategy that puts the security and interests of one country above those of other countries and features the abuse of force.

The Origin of "He" Culture and Its Connotation

Chinese civilization has a special kind of affection for harmony and peace. Chinese culture is dominated by recognition of the diversity of the world and the harmony of nature, society, man and nature, and man and society. It is therefore respected by all academic genres in China: Confucianism and Mohism emphasize the "He" of kindheartedness, Taoism emphasizes "He" of unity, Guanzi speaks of the "He" of conservation and justice, and the Legalists speak of harmony between master and follower. The earliest culture of "He" can be traced back to the Western Zhou Dynasty. In Discourses of the States, the thinker Shi Bo put forward the idea of Different elements in harmony with each other can produce everything in the world. If all things are the same, the world will no longer develop. This is the origin of "He" culture. In response to the political ills of the Zhou Dynasty, Shi Bo proposed a solution to seek common ground while reserving differences. He believed that only by combining all things in a harmonious way that seek common ground while shelving differences, can we promote the reconciliation of all things in the world and thus achieve national harmony and development. According to the logic of "He" culture, human beings need to constantly seek unity of opposites and avoid confrontation intensified as conflict with a combination of softness and hardness, controlling them in their infancy. From a philosophical point of view, any things and their development are both contradictory and unified. Through this contradiction, the development of unified opposites causes harmony. This observance of the law and conformity to the current world outlook have created a social ideal of seeking common prosperity and unity. Based on this, Pre-Qin philosophers elaborated on the understanding of "He" culture from different perspectives, but the two genres， Confucianism and Taoism， are most typical. "Taoism focuses on replacing the chaos with "Tao" and seeking a new entity, while Confucianism emphasizes human relations."

Confucianism "He" Culture and Its Connotation

The Confucian thought "In practicing the rules of propriety, a natural ease is to be prized" "He" has a rich connotation. First, harmony is, a balance between the state of things: "All things are nourished together without their injuring one another." The second is cooperation, "He" culture believes the world is equally shared by all. We should hold the attitude of serving the public interest wholeheartedly. In reach of this, we also need to emphasize mutual confidence and cultivate brotherhood in the interpersonal relationship. A third part is modesty, which mean ones should be "Benign, upright, courteous, temperate, and complaisant." In order to "seeking harmony but not uniformity," Confucius further elaborated on the idea of "In practicing the rules of propriety, a natural ease is to be prized." In the Doctrine of the Mean, Confucius put forward the following:" This Equilibrium is the great root from which grow all the human acting's in the world, and this Harmony is the universal path which they all should pursue." In his view, a society of individuals coexist peacefully, and form a harmonious order and eventually achieve unity. As a result, Confucianism promoted and improved "He" as the basic principle of handling state and international relations. Also, they held that "He" is the standard of value for assessing state governance. In the record of Book of Historical Document:

"He was sincerely courteous, and capable of (all) complaisance. The bright (influence of −these qualities) was felt through the four quarters (of the land) and reached to (heaven) above and (earth) beneath. He made the able and virtuous distinguished, and thence proceeded to the love of (all in) the nine classes of his kindred, who (thus) became harmonious. He (also) regulated and polished the people (of his domain), who all became brightly intelligent. (Finally), he united and harmonized the myriad states; and so the black−haired people were transformed. The result was (universal) concord.

Through this story, Confucius showed how a man utilized his talents to become a virtuous man and contributed to the society so it could reach harmony. This record lauded Tî Yâo, the ancient king, because he brought harmony to his family, the monarch and minister, nations and the well ruled world. What is behind this political ideal is the Confucian definition of the conditions governing the state. At the same time, Confucius thought that the reason why some ethnic groups are belligerent and advocate the use of force to resolve disputes is mainly due to the lack of profound examination and moral restraint in the self-desire of the nation. Therefore, Confucianism believes that in order to get rid of the vicious cycle between war and poverty, in addition to relying on economic development to create more spiritual wealth, we must promote mutual benevolence among people. According to Confucius, the state cannot get governed until it has reached a harmonious state between man and nature, man and man, man and society.

In order to achieve this goal, Confucius proposed a way to achieve harmony. In The Doctrine of the Mean, the philosopher said that while there are no stirrings of pleasure, anger, sorrow, or joy, the mind may be said to be in the state of equilibrium. When those feelings have been stirred, and people act in their due responsibility, there ensues what may be called the state of Harmony. Confucius in The Analects agreed with the "Perfect is the virtue which is according to the Constant Mean." In order to reach the state of "He", Confucius emphasized the doctrine of the mean. The method of pursuing harmony in Confucianism's "golden mean" is also a method of dealing with contradictions and differences. It requires people to adhere to the principle of doing something in the middle way and thus makes people's lives reach a state of impartiality and harmony. In this way, contradictions can be eliminated in the process, so as to promote interaction and unity among different groups. Although this process is based on the recognition of diversity, it is by no means an unconditional and bottomless compromise. The Confucianists advocate that in the process of adhering to and achieving "He", we must take the moral principle as the bottom line. Therefore, after practicing the doctrine of the mean, all the opposite parties can complement one other and reach a harmonious state.

Taoism "He" Culture and Its Connotation

Bertrand Russell thought the earliest saint in China is Lao Tzu. Lao Tzu The earliest explorer of universe in the history of Chinese thought, respects life and fears nature. Lao Tzu and Chuang Tzu are the most representative figures of the Pre-Qin Taoist. Taoism's ideological system contains much life philosophy and methods of longevity. Lao tzu thought:"The (method of) correction shall by a turn become distortion, and the good in it shall by a turn become evil. In his opinion, everything is a unity of opposites." In order to bless the evils, we must demand the unity of things in the contradictory opposition. Taoism uses the symbiotic logic of yin and yang to deduce the symbiosis between people and countries. "He" culture in Taoism was first based on respect for the meaning of life and then extended to the state of harmony between nations. Lao-tzu think: "This honoring of the Tao and exalting of its operation is not the result of any ordination, but always a spontaneous tribute. Thus, it is that the Tao produces (all things), nourishes them, brings them to their full growth, nurses them, completes them, matures them, maintains them, and overspreads them." The great Tao must be based on the meaning of human life. Only by respecting human life can we reach harmony based on the law of social development. From this we can see that Taoism has theoretically denied wars. Lao tzu thought: "Now arms, however beautiful, are instruments of evil omen, hateful, it may be said, to all creatures. Therefore they who have the Tao do not like to employ them." Lao Tzu's respect for life essentially counters wars that despise human life. In order to protect life, we should actively fight for self-protection. Chuang Tzu elucidated Lao Tzu's respect for life and pursued the ultimate value of man in his practice of Tao. In the process of practicing harmony, Taoism differs from Confucianism in that Taoists believe that people should reach Tao with an indisputable status. They compare this image with Lao Tzu's words: "The highest excellence is like (that of) water. The excellence of water appears in its benefiting all things, and in its occupying, without striving (to the contrary), the low place which all men dislike. Hence (its way) is near to (that of) the Tao." In the process of coordinating relations between people, we should take tolerance as the mainstay and the indisputable means to reconcile conflicts so as to achieve harmony amongst people. In this process, Taoism actually denies struggles for selfish profits. And promoting this idea in international relations is pacifism, which means to stop fighting and to get along modestly attitude so as to achieve a harmonious state between nations. Taoists have also risen from focusing on individual lives to advocating peace and stability amongst countries. They are striving to establish justice and peace. Therefore, Taoism is not only an approach to man's life, but also an effective way for the world to develop in a harmonious, orderly and healthy manner.

Chinese Buddhism "He" Culture and Its Connotation

Buddhism originated in ancient India in the 5th and 6th centuries B.C. and gradually merged with Chinese indigenous thinking as it moved into china. Buddhism is a kind of humanist religion, which seeks to relieve suffering people on earth. This determines that Buddhism will be a process of life observation and reflection which are the starting point and perspective of Buddhist doctrine. Buddhism holds that all phenomena equal, non-essential, and distinctive, and then deduces that people are equal as well. Buddhism's emphasis on kind of compassion and equality promotes the value of human life, presents the killing as the first precept, and portrays that killing as the source of all evil. Therefore, Buddhism unconditionally opposes war and advocates peace. It believes that people who do good deeds will report well, and they will report evil things if they do evil. Moreover, the subject of retribution is the actor himself, which reinforces self-control of individual behaviors. These ideas make people act morally and responsibly. Rights and responsibilities are unified. Objectively, people must consider the social effects they may bring before they can do things and adjust their behaviors according to the results. The teaching of Mahayana Buddhism states that it is not enough to ask for self-relief alone, but also to help others widely. Life is seen as a kind of pain, and the purpose of Buddhism is to relieve the pain of life. The idea of compassion is to soothe, ease, and relieve pain. This kind of altruism is illustrated by humanity, so it has certain social characteristics. The thought of unity proposed by the Huayan Sect in China holds that although everything contains opposing elements in everything, it is possible to achieve a unified and harmonious state. This shows similarities of Confucianism and Taoism. The four principles of Buddhism remind people that their own greed, caution, and hatred should be restrained and that the battle between family, society, and nation-state should be classified as greed. Therefore, it is possible to coordinate interpersonal and international relations, and Buddhists promote understanding and harmony among ethnic and national civilizations. The concept of compassion, which is consistent with benevolence and neutrality, encourages people to engage in the humanitarian cause for the benefit of the community. At the same time, Buddhism also emphasizes the theory that everything is mutual causation, that is, the cause and effect are cyclical circle. From the perspective of reason, the good cause will inevitably lead to the good result, and the evil will inevitably produce evil consequences. From the point of view of causes and results, good results are produced by good causes, and evil results inevitably arise from evil. People, society, and nature, are interdependent, the causal transformation of the good and evil system. This reminds people to pay attention to establishing a harmonious interpersonal relationship, natural relations, and international relations and safeguarding the harmonious state of human society so as to establish a sound and harmonious society.

Diplomatic Values Of "He" Culture

As early as 1989, UNESCO proposed "Building peace in the minds of men and women." In fact, China's culture is an important way to achieve this ideal. Faced with the barriers between nations, religions, nations, and civilizations in today's world, a group of insightful people tries to promote the harmonious coexistence of mankind by building a global ethic. Instead of simply focusing on harmony as the ultimate goal, “He” culture proposes a series of methodologies to achieve the ultimate state of things and things which are of great guiding significance for solving current international problems.

THE DIPLOMATIC IDEAS OF “SEEKING HARMONY BUT NOT UNIFORMITY”

After the Cold War, the theoretical essence of “The End of History” and “the clash of civilizations” proposed by American scholars were still based on “Western-centrism” These theories intensified the conflicts between Western civilization and non-Western civilizations (such as Confucianism and Islamic civilization) and finally failed to solve the problem of mutual destruction. However, the development of the world has proved that the future belongs to the diversity of cultures and values. The wisdom of multiculturalism is in line with the Confucian “seeking harmony but not uniformity.” Therefore, recognizing the differences and contradictions, nations can reach harmony through the complementarity of diverse civilizations. In the process, we must get along with others with understanding and respect. Conversely, relations between civilization are not simple struggles but harmonious co-existence. Variation of polymorphism is the source of human happiness. Although civilizations in the world today are different, the main thrust of peace and development is the same, which proves that human civilization should live in harmony. The emergence of global problems such as terrorism, economic crises, climate issues, and health problems today not only demonstrates the integrity of human civilization, but also further calls on all human beings to work together to solve these obstacles. The traditional zero-sum game is no longer suitable for this diversified world. International communication has proved to be an important way to promote mutual understanding and tolerance among civilizations. Civilizations and all countries can advance from common ground while shelving differences, recognizing the linkage of the international community, respecting differences among countries, and enhancing mutual trust through dialogue among nations and civilizations, so as to promote world development, and solve the problem of global governance.

The Complementary Ideas of “Not to Do to Others as You Would Not Wish Done to Yourself”

“He” culture contains inclusive and cohesive cultures, believing that we should feel for others and consider others in their own place, which is the same in international relations. In the pursuit of one’s own development, one must respect and tolerate other countries and establish mutual security. Just like the old saying goes: “Not to do to others as you would not wish done to yourself.” The vain attempt to resolve a dispute by force of war is not only a lack of respect for the value of human life, but also an indulgence of desire and a lack of self-examination. The challenges facing contemporary international relations, such as hegemonism, unilateralism, and terrorism, essentially show disrespects for cultural difference. Their essence is the zero-sum game between different countries, nations, and cultures, which runs counter to the basic principles of human civilization. Regardless of being rich or poor, strong or weak, all countries should be equal members of the international community and the state. Contacts between nations ， like an ideal interpersonal relationship, should not be imposed on others or on other nations. Therefore, complementary ideas of “He” culture regard negotiation as the function of diplomacy rather than pressure and threat. We should also promote ourselves and others with the mindset of “Now the man of perfect virtue, wishing to be established himself, seeks also to establish others; wishing to be enlarged himself, he seeks also to enlarge others.” Thus, this kind of the complementary ideas will extend kindness of “He” culture to everyone. Regarding international relations ， complementary ideas means to treat conflicts between nations based on the principle of seeking harmony but not uniformity, which means respecting the cultural characteristics and historical background of other countries and not imposing their own will on the other side. Finally, these complementary ideas will eliminate disputes, wars, and violence with human benevolence. History has proved that the act of seeking dominance in the international relations system by a powerful nation with strength will only lead to conflicts, confrontations, and self-destruction with.

THE PEACEFUL IDEAS OF ANTI-WAR

Although China “He” culture is pursuing world unity, this, in no way, means that a great power can achieve reunification through oppression and war. On the contrary, this antagonistic thinking will bring disasters to the international community. This has been proved by history, which is abandoned by “He” culture. “He” culture is concerned about human life, with the theme of “the benevolent man loves others” manifested in the care of all human races. Reflected in international relations is the social ideal of pacifism and harmony with mankind. It denies the tendency of opposing each other with force, advocating the peaceful settlement of international disputes. As a destructive force, war needs to be remedied by such productive forces as peace. Wars not only infringes on and tramples upon the interests and dignity of other countries, but also harms the country. However, this is not appeasement. The purpose of the war should be prohibiting violence and ending wars up with violence. Also, it is for the sake of justice, not for power and interest. A just cause enjoys abundant support, while an unjust cause finds little. We should support the righteous war and oppose the war of injustice. As a continuation of politics, wars should be aimed at ending the violence and preventing assaults on innocent people. The means for this purpose should be bloodless. Modern political thinking should not continue offensive political realism. The world outlook of "He" culture regards man, nature, and society as a harmonious organic unity. Therefore, the survival and development of the country should be based on the harmony between man and nature, man and society. Any move to break the harmony will be seen as impeding the development of the country and society. This thought is reflected in international relations and diplomatic strategies as an opposition of force, expansion and hegemony, the goal being a peaceful rise. Although modern countries have different security needs because of their political systems, levels of economic development, and national conditions and interests, peace is a common pursuit of all countries. At the same time, we must continue to oppose hegemonism and chauvinism. When dealing with the relations among ethnic groups, religions, and nations, we must uphold the idea of seeking common ground while reserving differences and should not use force to resolve conflicts.

THE HARMONIOUS VIEW OF COMPETITION

Nowadays, although the North-South issue and the East-West issue still exist, how to solve international competition in a harmonious manner and break the Thucydides's trap should become mankind's goals. Historical experiences provide two roads for the development. One is outward expansion. The development of the country is accompanied by iron-and-blood conquest, territorial expansion, and colonialism. The other is introverted, that is, through peaceful business dealings and exchanges, develop their own country. In dealing with conflicts that have arisen in national competition, culture has provided some paradigms for reflection. "The fundamental way to overcome or to minimize this negative impact of national competition is to practice the spirit of harmony into the sense of competition, so as to achieve mediation of disputes in a peaceful manner. By use cooperation to mediate confrontation, we could take advantage of the generative nature of harmony to supplement the depletion and destructiveness in confrontation. In harmonious view, national competition will not lead to irreparable damage. In the peaceful competition, countries will achieve the transformation from disorder to order and reach harmony at last"

"He" culture advocates harmony but does not give up competition. Reasonable and fair competition distinguishes between right and wrong on the basis of respect for differences. The "He" cultural goal is that through the dispute, facts can ultimately reach nations. It is exactly the goal pursued by the culture to solve the dispute in a harmonious way and eventually achieve a win-win situation among the nations. In today's globalized world, both the climate issue and the disarmament issue cannot be separated from coordination among countries. It can be said that human community awareness is gradually formed. Old international practices that using force and oppression as a means of making profits should be abandoned by the international community. Global enhancement of finance, trade, and technology as the main content of today's international activities has shown people the formation of symbiotic relations among nations. In this environment, competition among countries should be linked and integrated. Therefore, competition among countries should follow the paradigm of seeking harmony but not uniformity.

CONCLUSION

Faced with the economic globalization, the multi-polarization, and the acceleration of social informationization, all cultures, including Chinese culture, need to answer the question of where human society should go. However, the development of various cultures in the world has shown different characters from the Axial Age, and the coexistence of civilizations has increasingly become the goal pursued by mankind. Starting from the simple principle of personal coexistence, "He" culture has extended the concept of interpersonal relationship to a complete set of concepts for handling international relations. It believes that the future international order should be a world of good neighborliness and peaceful coexistence.

600 years ago, during the Ming dynasty, Zheng He did seven maritime expeditions probing South China Seas and Indian Ocean with his powerful fleet. However, Zheng He and his voyages, differing from those of Christopher Columbus, didn't spread colonialism but instead brought peace and development to native people of Southeast Asia. The Belt and Road Initiative proposed by China in recent years precisely reflects the practice of "He" culture in today's international relations. The Belt and Road Initiative, which seeks common ground while shelving differences, advocates the participation and cooperation of all countries, spreading the concept of peaceful development with mutual respect, and promoting regional development, common prosperity, and dialogue among civilizations. In this process, China will uphold the notion of "Not to do others as you would not wish done to yourself," and oppose oppression, exploitation, arms races and wars. China calls for adopting peaceful means to achieve the cooperation of pluralism, autonomy, balance, and sustainable development. Also, with these means, China will try to pursue mutual benefits, and win-win games and complement each other's in promoting the formation of a new system of global economic

governance with equal participation by all countries.

China “He” culture contains the qualities of pacifism and pluralism. It is of great reference value for handling international relations and building a community of human destinies. Its basic spirit of advocating peace and opposing war is very beneficial to the formation of neighborliness and friendship. The notion of “not to do to others as you would not wish done to yourself” will help our world to eliminate the grudges that lie between nations and peoples. “Seeking harmony but not uniformity” will support different and harmonious coexistence of multiple cultures. These thoughts determine that China will not choose the extreme path in handling foreign affairs. We will follow the lessons of the ancients, choosing the golden mean. This kind of practices will be a good cultural counterattack for the China threat theory. At the same time, it can help neighboring countries to better understand China and put aside their unnecessary hostility.

Chinese diplomacy in the new era reflects the influence of culture on the Chinese. This will help other countries understand China's peaceful foreign policy. At the same time, diplomacy with cultural ties will also establish a stronger state-to-state relationship. At the same time, the new type of diplomatic relations dedicated to culture should be a win-win cooperation rather than a non-zero-sum game. Although this idea of international relations is full of idealism, its humanism's gloriousness, inclusiveness, and cohesion will transcend the boundaries of geography and time. It will have a tremendous significance in promoting global governance and build a community of shared future for mankind.

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Exploration on the Reform of Mixed Teaching Courses in EPM Environment

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Abstract: Our school and HP Software technology talent base and industrial cooperation in personnel training, reform EPM common practice teaching mode, create a virtual learning environment for the company, at the same time, with the construction of the school curriculum and networks to carry out hybrid teaching model, we find that these two projects can complement each other in stimulating students' enthusiasm and improving classroom organization. Therefore, we need to integrate teaching organizations, teaching content, teaching methods, etc., and strive to achieve balanced development of quality educational resources.
Keywords: EPM;hybrid teaching; curriculum

Enterprise Project Management (EPM) is a kind of training teaching model that is more suitable for software technology based on the " virtual company " teaching mode. It is our school and HP international software talents. The practice teaching mode proposed and put into practice in the cooperative teaching of industrial bases.

Our software technology major cooperates with HP talents and industrial bases to train talents, practice EPM teaching mode, and experience the practice of corporate reform in 2015 with high vocational training. Although the process is bumpy, the harvest is still gratifying: the training effect, the company made up for the lack of training students in the traditional mode of teaching personal and professional qualities and improve the students' overall strength to a large extent, we also find a lot of practical and theoretical aspects of the problem, the need to continue to reflect on And summarizing, further expanding the depth and breadth of EPM to make it more closely related to teaching.

I.THE PRESENTATION AND CHARACTERISTICS OF EPM TEACHING MODE

In this teaching model, we will create a simulation of human activity simulation environment that is associated with a professional, job teaching situation. Then organize students to set up virtual companies, simulate bidding, business dealings, business competition and other processes between companies. The teaching process has become the process of project implementation. In the process of implementation of the project, a virtual company as a teaching organizational unit to the project as a teaching vehicle, the use of virtual currency used to test nuclear project results, in order to assess their overall quality points system. This teaching model is capable of binding moral education in one, and therefore have higher demands on the professional experience of teachers, required under the direction of two qualified teachers, the embodiment of intrinsic motivation and the combination of external pressure, and ultimately enable students to obtain whileprofessional competence, but also a method for obtaining ability, social ability. At the same time, the implementation of this teaching model has also contributed to the growth of teachers and the collaboration of teaching teams.

II.THE PRACTICE OF THE CURRICULUM REFORM OF SOFTWARE TECHNOLOGY MAJOR IN OUR SCHOOL

1.Teaching organization: develop EPM courses and training programs, clarify job functions, and build an EPM teaching environment.

(1)EPM development teaching courses and training programs. In order to make the training tasks in the EPM closer to the real business of the enterprise, and to achieve the integration with the needs of the enterprise users, every time the collective lesson preparation, the relevant industry experts are on the scene to give guidance.

(2) Design job functions within the EPM. Several virtual companies were established according to the class, and the industrial environment was simulated according to the enterprise operation management. Each virtual company’s general manager, director, project manager, financial manager, personnel manager and staff of various departments, etc., are selected by the students according to their own profession and hobbies, and rotate regularly, and form a complete personnel management system and Television of responsibilities.

(3) Design and develop virtual projects. Case projects are divided into “micro projects”, “medium projects” and “commissioned projects”. The “micro-project” is suitable for the students in the second half of the first grade. It mainly trains the students' basic skills and familiar with the post process. The “medium-sized project” has a certain scale, breadth and difficulty, which makes it an in-depth comprehensive process for the entire project development process. At the same time, to further improve the practical ability of the

profession; "commissioned project" is a real project provided by the college or the society in the form of outsourcing, which is obtained by EPM through competitive bidding. No matter which type of project is organized and implemented, it is carried out in accordance with the actual company's norms and processes to train students' organizational management, finance, manpower, time and risk control capabilities and teamwork awareness.

2.Operation Management: Develop “EPM Teaching Management System” to effectively organize teaching.

Continue to implement enterprise class management in the teaching process, design and develop “EPM teaching management system” based on perfecting teaching management documents and summing up teaching experience, realize R&D team management, virtual project bidding management, virtual project R&D management The functions of team virtual fund management, team member virtual fund management, etc., are divided into computer and mobile phones, providing information support and standardized records for enterprise class management operations, and stimulating students' enthusiasm for learning.

III.THE PRACTICE OF COMBINING EPM WITH HYBRID TEACHING MODE

1.Integration of teaching content and learning activities

The teaching content is divided into three parts: pre-class knowledge reserve, class skill training and extracurricular synchronization project. Each stage of learning is based on virtual company. In the teaching design, the corresponding activities are designed for each teaching unit. These teaching activities are divided into stages of learning activities and project development phase activities of two parts:

(1)In the learning phase, requiring virtual company organization employees (students) learning network programs and actively participate in the learning forum discussions, in this process, teachers should develop a learning plan and review program, the whole learning process to be carried out under the guidance of teachers, the teacher grasps the progress of the study and checks the learning effect.

(2) In the project development phase, when the project has come to a virtual company for the first unit of the project team organization, and project workshops held to discuss the division of labour and workload statistics program projects, in this process, to class as a unit The “ joining ” mobilization meeting will be held , and the project team and project members will be assessed regularly by means of reporting, interviews, etc. , and the implementation of the teaching progress will be adjusted and further improved at any time . During the project acceptance, each project team will report on the project, display and publicity of the project. And the best project team is selected under the teacher's organization.

2.Integration of teaching methods and guiding methods

Under the EPM, the teacher acts as the project manager, and the project manager determines the project's completion goals, study plans, and controls and supervises the overall progress. A PMO (Project Management Office) role is set up on the project team to supervise the implementation of the entire project plan, cost budget and quality. Throughout the teaching/learning process, the teacher not only assumes the role of project manager to guide each project team. The activities also undertake the role of the instructor to perform the teaching tasks. Therefore, the integration of these two roles should be done in the teaching process. At the same time, in the teaching process, attention should also be paid to the integration of teaching methods and guiding methods. Integration with guiding activities. In the hybrid teaching mode, we divide teaching into three phases:

(1) Pre-class knowledge reserve stage: The goal of this stage is to let students understand and master some conceptual knowledge to be used in class and prepare for class. First, the instructor uses the online learning platform as a carrier to publish network resources including micro-courses, question banks, study guidance documents, and technical documents on the platform. Students organize learning online courses with virtual companies as the unit and do quality control. Teachers Organize online Q&A and discussion. The main learning activities at this stage are the technical forum initiated by the teacher and the supervision and monitoring of the virtual company quality control team.

(2) class skills training phase: This phase fully reflect Unlike traditional teaching model, is no longer a teacher as the main teaching activities, but student-centered learning activities. First,the project team is to expand the unit to report the completion of the project, teachers only need to do the evaluation; knowledge base case before class and then test to check on the organization by the class teacher, then you can discuss the completion of the virtual company as a unit, teachers do inspection records; through the inspection, test results and feedback from the teacher to explain the problems in the report and test, and then organize students to repeatedly train this lesson skill points; and finally by the implementation of the ideas discussed in class teacher organization projects to virtual The company discussed development for the unit . The main teaching activities in this phase are, each virtual company to do the design and reporting activities of the organization, the

teachers have to design good lesson on the topic to be discussed, and good project design and research organizations.

(3)extracurricular expansion project phases: project teaching project is divided into two categories on the project and expand the class, the teacher led the class project each virtual company completed under the guidance of teachers to explain and expand the project on the basis of class projects on each the virtual company is done autonomously. At this stage, each project has to go through the project analysis, and the project manager assigns tasks, the technical team develops the project, and the propaganda group reports the project. In the process, the teacher only undertakes the work of guiding, controlling and answering questions. The main activities of this phase of the project team has a virtual company organize technical seminars, technical forum for teachers launch outreach programs.

3.Integration of teaching organization and project team activities

Throughout the process of learning, from the teacher's point of view, it is a complete teaching activity process guided by the teacher; from the perspective of EPM, it is a process of learning and researching and developing in the form of virtual company. Therefore, it is necessary to integrate the activities of the teaching organization and the virtual company.

4.Integration of teaching projects and training projects

Taking the "Object-Oriented Programming" course as an example, in the whole teaching process, there are 10 teaching projects that I love big stars and access control systems to implement. These projects are completed by teachers in the classroom during the teaching process. In order to consolidate the learning effect, there are still corresponding expansion projects under the class. These projects should be completed by the project teams under the leadership of the project team leader.

IV. THE EFFECT OF TEACHING REFORM

1.Effectively organize learning activities by setting up an EPM learning environment, thereby stimulating students ' enthusiasm and initiative in learning and improvinglearning effects.

Through reform, first of all deficiency’s effective solutions classroom project teaching, training, graduation large operations, such as the practice of teaching; secondly, but also train the students of professionalism and teamwork; again, not only effectively promote employment and entrepreneurship, and Excellent students have been trained for the School Innovation Design Competition and Skills Competition.

2.Promote the use of information technology and means by teachers to integrate Internet thinking and change the traditional classroom teaching mode.

With the EPM presentation and application of mixed teaching model, we will be knowledge and skill points are divided into three categories, the boring learning theories and concepts in a fun and engaging way to learn micro-lesson before class; the simple Skill points are learned through pre-class study and practice; it is difficult to put in the class and do it while talking. Thus, the reform from heavy knowledge to heavy skill application is realized. Starting from the aspects of curriculum content design, resource platform construction, teaching process design, assessment evaluation reform, etc., fundamentally solve the problem of convergence and convergence of classroom teaching and online learning.

3.Adapting to the requirements of the development of the information age, adapting to the characteristics of students, and improving the effectiveness of classroom learning.

Under the efforts of the professional teaching team, we are building excellent resource sharing classes such as " Object - Oriented Programming”, " Java Web Design and Development”, "Android Mobile Application Development”, and successfully opened online courses to serve teaching and achieved good effect.

4.Strive to achieve the reform of teaching organization and teaching model and complement each other's advantages and promote the balanced development of quality education resources.

EPM will organize teaching and blended learning organic combination, the complementary advantages in teaching, on the one hand to overcome the disadvantages of EPM on building students 'knowledge system, on the other hand to make up for the lack of hybrid teaching on students' positive initiative.

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On the Government of Late Qing Dynasty's Anti-Japanese War with Russia

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Abstract: After the Sino-Japanese War, the Qing government's diplomatic situation was precarious, and foreign policy was hit successively. The Western powers clashed for the purpose of occupying China's land and gaining China's interests. Therefore, they continued to strengthen their aggression against China's politics, economy and culture. The Qing government became their puppet to control China. China was in a dire strait. The Qing government faced a critical moment in life and death. Under this background, some officials of the Qing government wanted to save the Qing government through foreign suppression of foreign countries. The idea of "united Russia to control Japan" came into being at this moment. With the constant changes in the international situation, the " united Russia to control Japan " policy was also changing. This article mainly discusses the future of the government of the late Qing government from the background of the policy of the United Russia-Japan policy, the implementation of the " united Russia to control Japan " policy, and the end of the " united Russia to control Japan " policy.

Key words: united Russia to control Japan; controlling barbarians with barbarians; Sino-Russian relations; late Qing government; treaty signing

1.BACKGROUND OF THE POLICY OF " UNITED RUSSIA TO CONTROL JAPAN "

(1) The national crisis in China was serious after the Sino-Japanese War.

Japan launched the Sino-Japanese War of Aggression against Korea and China in August 1894. In March 1895, China failed and the war ended. As a result, China is facing a serious national crisis, which was in a critical period of life and death. Certain measures must be made to save the declining Qing government. However, Japan's aggressive forces expanded greatly, exceeding the estimates of the Western powers. That their plan to treat Japan as a "fighter" to "share" the interests of both North Korea and China failed. In addition, Russia believed that the interests of ceding the Liaodong Peninsula to its Far East expansion in the Treaty of Maguan were in serious conflict, So the Russian government traded with Germany and France to let Japan return the Liaodong Peninsula to China. Russia has thus gained political affinity with China. However, Russia demanded remuneration from the Qing government as a benefactor. Since the Qing government was unable to repay the money, it signed a loan contract, which further strengthened the political and financial control of the Qing government. In this way, the Sino-Japanese War changed the situation in the Far East and intensified the struggle between the powers for China.

(2) In order to realize the foreign policy of Qing Dynasty, the Qing government carried out the diplomatic strategy of "controlling barbarians with barbarians"

The policy of " controlling barbarians with barbarians" originated in the Spring and Autumn Period. At that time, there were conflicts between the Central Plains countries and the surrounding non-Chinese people. In order to resist these peoples, they proposed " controlling barbarians with barbarians ". At that time, various ethnic minorities were called "Islamic". In the Qing Dynasty, the managers of the Qing Dynasty themselves were ethnic minorities. Therefore, the "Islamic" does not include ethnic minorities, but it generally refers to foreigners. The main foreign policy pursued by the Qing government in the late period of the Qing Dynasty was to " controlling barbarians with barbarians ", that is to say, in order to realize its own diplomacy, the Qing government adopted a foreign diplomatic strategy named as "controlling barbarians with barbarians" and tried to use Russia to check the aggression of Japan and other countries against China. There are two main characteristics of " controlling barbarians with barbarians ". One is to sacrifice sovereignty to prevent aggression, the other is to achieve the goal of suppressing barbarians by relying on a certain power or balancing their sphere of influence at home.

(3) That "Three countries intervened in the returning of Liaodong Peninsula" let the Qing government have a tendency to " united Russia to control Japan "

The success of "Three countries intervened in the returning of Liaodong Peninsula" seemed to let the Qing court see hope, so the Qing government had a tendency to "united Russia to control Japan ", and thus the "China-Russia Secret Treaty" was signed.

2.IMPLEMENTATION OF THE POLICY OF "UNITED RUSSIA TO CONTROL JAPAN"

(1) Policymakers and Executors of "united Russia"

The Qing government sent Li Hongzhang to Russia to congratulate Czar Nicholas II on his coronation and deal with the repayment of the returning of Liaodong Peninsula. Empress Dowager Cixi summoned Li Hongzhang and formally put forward the foreign policy of "united Russia". In May 1896, Li Hongzhang and his Russian counterpart began negotiations on nuclear weapons. During the negotiations, the Russian counterpart set up a trap to introduce Li Hongzhang step by step, and put forward a proposal to build roads in China. This proposal involved various interests such as territorial sovereignty. Li Hongzhang could not take the initiative, so he sent power to the Premier's Yamen and urged the General Administration to answer as soon as possible. In response to the Russian proposal and under the constant urging of Li Hongzhang, the Qing government agreed to this proposal. So the Qing government signed the "Sino-Russian Confidential Treaty " with the Russian representatives. The supporters and practitioners of the "united Russia" were Li Hongzhang, and the decision makers were Empress Dowager Cixi.

(2) Implementation of the Policy of "united Russia to control Japan"

"The Sino-Russian Confidential Treaty" is a "mutual assistance" treaty established on the basis of inequality, which is essentially an unequal treaty. After the signing of "the Sino-Russian Confidential Treaty", under the guise of dealing with Japan, Russia constantly made demands to China in an attempt to turn Northeast China into its sphere of influence without a single soldier. Russia built roads through Northeast China and expanded its power. The Qing government may have the intention of China's Tsarist Russia, but in order to achieve the goal of "united Russia to control Japan" and to better implement the policy of "united Russia to control Japan", it allowed all the demands of the Russian side and hoped that the Russian side would give some return to China. The Qing government took "Liaison with the Western and Containment of the Eastern" as its goal to unite Russia to control Japan.

3.THE END OF THE POLICY OF "UNITED RUSSIA TO CONTROL JAPAN"

(1) The signing of "the Luda Rent Treaty" has brought about some shortcomings in the policy of "united Russia to control Japan".

After the signing of "the Sino-Russian Confidential Treaty", Russia, an ally of the Qing Dynasty, took the lead in occupying China's seaports and bays and delimiting its sphere of influence in China. Two more unequal treaties were also signed, namely, "the Luda Rent Treaty" and the Treaty on Renewal of "the Luda Rent Treaty". The signing of these treaties aroused the dissatisfaction of Emperor Guangxu. He reprimanded Li Hongzhang that "You all said that Russia could depend on him and sign a contract with him, which would be of great benefit to China. But now, but now it can not only prevent Germany's aggression against China, but also cede the land. Why?" The Qing government was full of resentment under this foreign policy, but Russia benefited. The signing of this treaty further opened the door of Russian aggression. Li Hongzhang's policy of "united Russia to control Japan" completely violated his original intention. The drawbacks of the policy gradually emerged.

(2) The construction of the Middle East Railway has seriously affected China's interests and sovereignty, and its disadvantages continue to expand.

Instead of resolving the problems of the Qing government, the policy of "united Russia to control Japan" enlarged the problems, while Russia continued to gain benefits. The disadvantages of this policy continued to expand. The construction of the Middle East Railway has increased the speed of Russia's foreign expansion, and promoted Russia to realize its "Far East Conquest Plan" faster. It is conducive to Russia's foreign expansion, enabling Russia to transport its military forces to Vladivostok on the shortest route, greatly increasing Russia's prestige and influence in China and the Far East.

(3) That the three eastern provinces of China occupied by Russia gradually saw the true face of Russia

In 1900, the Boxer Movement broke out and Russia took advantage of the fire to loot and attempt to occupy the three eastern provinces. By July 1900, Russia had completed its occupation of most of the three eastern provinces. Russia aroused dissatisfaction from other countries, so Russia hopes to "conclude a treaty" with the Qing government as soon as possible. On November 30, General Sheng Jing was tempted to sign "the Provisional Constitution of Diplomacy between Heaven and Earth", which was opposed by all countries. Russia temporarily abandoned it for the sake of greater interests, hoping to sign a treaty with the Qing Dynasty that would benefit Russia more. Russia's demands were not only opposed by the Qing Dynasty, but also very dissatisfied by other countries. All of these made the Qing government see the true face of Russia clearly. As a result, other powers encouraged and advised the Qing Dynasty not to sign treaties.

(4) The outbreak of the "Anti-Russian Movement", Li Hongzhang's death, and the policy of "united Russia to control Japan" is over.

In 1903, the "Anti-Russian Movement" broke out. This movement was dominated by young students and opposed to Russia's invasion and occupation of Northeast China. On April 27th, the Shanghai Patriotic Society held a refusal to sign a treaty. Many students gave speeches and refused to sign a treaty. Students from all over the country also responded. The policy of "Anti-Russian Movement" was popular in China, and the courtiers also opposed the signing of contracts. However, the Qing government, which has been scared, neither dares to "provoke the wrath of the Russian court" nor dare to "move the anger of the countries." For this reason, the Qing government intends to delay the time. In the "dissuasion" and multi-party negotiations between the United

Kingdom and Japan, the Qing government decided to "establish the convention first, and then discuss the treaty," but Li Hongzhang died before the reconsideration. Therefore, Russia's desire to occupy China's three eastern provinces was shattered, and the plan of "united Russia to control Japan" advocated by Li Hongzhang ended.

4.CONCLUSION

To sum up, the signing of "The Sino-Russian Confidential Treaty" marked the implementation of the policy of "united Russia to control Japan" in the late Qing Dynasty, but this policy did not save the declining Qing government. Czarist Russia not only saved the Qing government, but also accelerated the demise of the Qing Dynasty. The Tsarist Russia forced the Qing government to sign "the Luda Rent Treaty", which set off the first wave of Western powers dividing China. After that, Russia forced the Qing government to occupy the three eastern provinces for many times and obtain huge indemnities from the Qing government. In a word, the "united Russia to control Japan" has become a tool of Russian Government's Far East policy instead of making Japan. In the late Qing Dynasty, it may have some advantages to adopt this policy, but it is extremely foolish to sacrifice some sovereignty of the country for temporary peace and diplomacy. It is unrealistic to rely on other countries to resist the aggression of another country. This kind of self-deception can not solve the problem from the root, but can only exchange for temporary peace, and the result may not be "curb the barians". On the contrary, it may be made by barbarians.

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Application of Cloud Computing Technology in Multimedia Teaching Practice

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Abstract: With the development of information technology, network technology is becoming more and more popular. Cloud computing technology makes multimedia teaching methods reform and innovation. At the moment of information technology access, the concepts, methods and management of multimedia teaching are constantly changing. Under the background of cloud computing technology, multimedia teaching has been promoted and changed. In the context of cloud computing technology, the cloud platform created has brought more convenience to teaching and teachers and students. It enables teaching resources to be shared among teachers, which fully improves the quality and influence of teaching.
Keywords: cloud computing technology; multimedia teaching; practical application

Cloud computing is a super computing model based on network computing, and it is a safe and convenient Internet service model. In a remote data center, thousands of computers and servers are connected into a computer cloud. The main reform contents of college education in China include teaching concept, teaching mode and teaching resources. The teaching resources and teaching platform are reformed mainly based on the development of today's network. The information technology based on cloud computing technology enables the sharing of rich teaching resources and makes the education platform more convenient and diversified. The application of cloud computing technology in multimedia practice has improved the quality of teaching. This paper mainly discusses the application of cloud computing technology in multimedia teaching practice, and expounds the application value and function of cloud computing technology in multimedia teaching.

1. ANALYSIS OF THE PROBLEMS OF MULTIMEDIA IN TEACHING PRACTICE

(1) Individualized teaching of teachers is difficult to achieve

Multimedia classroom provides students with multimedia teaching mode. Each multimedia classroom carries out different courses. The equipment in the multimedia classroom is the same, different teachers use the same multimedia classroom to teach. However, every teacher has his own familiar computer application software. In multimedia classrooms, teachers usually choose their own familiar application software to tell about the course content. For instance, the computer operating systems that teachers are familiar with are different, and the versions of office software used to open teaching files are different. Teachers have different requirements for multimedia teaching equipment, and the same multimedia teaching equipment restricts the needs of individualized teaching of teachers.

(2) Analysis of problems in multimedia equipment

Because multimedia devices can't meet the teaching needs of teachers, teachers will choose to bring their own devices for teaching. And different teachers have a variety of peripherals, such as tablet personal computer, smart phones and laptops. These devices have different settings, performance, and compatibility. When these peripherals are connected with computers, the stability of multimedia system is sometimes affected, which results in the damage of multimedia equipment, and then affects the normal teaching of multimedia. Multimedia classrooms are widely distributed and difficult to manage. Multimedia equipment exists in different teaching floors and classrooms, which requires a large number of managers, increasing the management difficulty of managers. The replacement and maintenance cost of multimedia equipment is high, and the equipment usage time has a certain period of time. When the deadline is reached, it needs to be updated and maintained, which requires constant investment of a large amount of funds for equipment maintenance and management. Different teachers use different teaching courseware content, some of which are too large or more compatible than multimedia systems, which causes the teaching courseware can not be opened and affects the process of class and the quality of teaching.

2. MULTIMEDIA TEACHING IN THE CONTEXT OF CLOUD COMPUTING TECHNOLOGY

(1) Meeting the needs of individualized teaching of teachers

Cloud computing technology builds a bridge of resource sharing for multimedia teaching. Teachers can upload their own teaching resources to the cloud through the network, and use them anytime and anywhere in class. It not only provides convenience for teachers' teaching, but also enables multimedia administrators to realize the possibility of centralized network management. Teachers can quickly choose the teaching resources they need through cloud computing technology, and set up the teaching effect they want freely on multimedia, which fully improves the teaching quality of teachers.

(2) Diversification of teaching methods

With the development of information technology, smart technology has become an indispensable part of daily life. People can use network tools to communicate and use smart tools to entertain and work. The cloud teaching mode can choose mobile phone or computer, and can be taught anytime and anywhere through wireless network. The network teaching mode is so various that students can freely choose teaching content, and learn anytime and anywhere. Through the network sharing, the learning content is very rich, which achieves the diversification of teaching methods. Teachers can conduct teaching and research work anywhere, and the convenience of the network brings unlimited possibilities to teaching. Cloud computing technology has become rich and diverse in teaching methods. It is convenient for teachers to conduct personalized teaching. And students can conduct online learning independently, which fully stimulates students' learning autonomy.

(3) Diversifying teaching resources and improving teaching quality

With the development of network information, resources are fully enriched after they are shared on the network. Rich resources bring convenience to teaching and learning, and learning methods become diverse with the development of information technology. That teachers use cloud computing technology to process on the basis of textbooks brings more rich and easy-to-understand teaching content for students. After class, there are usually students who want to copy the teacher's courseware, so the teacher's multimedia equipment is used to copy. However, the copy needs to be realized through external connection, which not only wastes time, but also makes the multimedia equipment possible to invade the virus. The application of cloud computing enables teachers to store courseware resources in network resources. It not only enables teachers to learn from each other, but also allows students to download teachers' courseware at any time for self-learning. The sharing of network under cloud computing provides convenience for learning between teachers and students. Teachers can choose different teaching modes according to their own teaching needs, and do not need to operate system software that they are not familiar with. The sharing of network makes teachers and students do not need to copy, eliminating the possibility of virus invasion.

3. APPLICATION OF CLOUD COMPUTING PLATFORM IN MULTIMEDIA TEACHING

The establishment of cloud computing teaching platform provides rich resources and convenience for teaching services. The construction of teaching service cloud makes teaching resources cloud-based and networked, and the teaching platform will be networked to build a virtual network teaching platform. Through the online teaching platform, students can conduct independent and flexible ways of teaching and learning. Multimedia device management relies on cloud computing as the core, and multimedia administrators can manage and supervise multimedia classrooms and multimedia devices through cloud peripherals. The cloud computing platform provides rich resources for teaching, including rich teaching content, pictures, documents, courseware templates, learning websites, teaching cases, etc. Teachers can share their own teaching courseware on the cloud computing platform to realize the rationalization of teaching resources. Cloud computing platform can be controlled by wireless network, without installing different software needed in class, and directly teach through web pages or other ways. In addition, the cloud computing platform also provides an interactive opportunity for communication between teachers and students. It has online communication methods, so that teachers and students can use cloud platform for barrier-free communication. In this way, teachers can arrange homework online through network communication, and students can submit homework online, which greatly shortens the time of homework submission and increases the convenience to teaching.

4. CONCLUSION

The continuous development of cloud computing brings infinite possibilities for multimedia teaching. The cloud computing technology can bring more convenience and optimization to teaching practice, which has greatly promoted the reform of teaching. Moreover, the application of cloud computing technology in multimedia teaching practice not only improves the quality of teaching, but also deepens the teaching reform model and promotes the development of teaching.

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Research on Database Construction of China Asean National Medicine

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Abstract. Guangxi and ASEAN countries are geographically, humanistically, and disease spectrum similar, forming similar medication habits. Many treatment methods of Zhuang and Yao medicine should also be used in ASEAN countries. How to absorb the beneficial thoughts and elements from the traditional medicine culture of ASEAN countries and how to promote the development of Guangxi ethnic medicine cause deserve the consideration of scientific researchers in Guangxi Medical College. To study how to use information technology and database technology to build China-ASEAN Ethnic Medicine Database provides great convenience for promoting, inheriting and protecting the historical essence of Zhuang Yao's medical culture, as well as for carrying out research on Zhuang Yao's medical system.
Keywords: ASEAN; database technology; Zhuang and Yao medicine.

INTRODUCTION

Zhuang-Yao medicine is a part of traditional Chinese medicine (ethnic medicine). It not only carries thousands of years of history and culture of the ancestors of ethnic minorities, but also has strong national and regional characteristics. The lack of written materials is not conducive to the inheritance and protection of traditional Chinese medicine and culture. To this end, the research group proposed to study how to use information technology, database technology to build China-ASEAN national medicine database, to promote, inherit and protect the historical essence of Zhuang Yao medicine culture, but also for the development of Zhuang Yao medicine system research provides great convenience.

1 RESEARCH AND DEVELOPMENT OF NATIONAL MEDICINE (ZHUANG YAO MEDICINE) DATABASE

The data are huge but the relationship between them is extremely complex. Only through effective access can they become effective and useful resources. With the development of science and technology, the development of database technology has gradually entered the discipline construction. It has become an important content of the development and utilization of medical information resources. Taking medicine with medicine, promoting medicine with medicine, national medicine lights the "Healthy Pearl" on the "one belt and one road". Since the "one belt and one way" initiative was put forward, our government has promulgated a series of policies that are beneficial to the internationalization of national medicine. Southeast Asian countries are important targets of Chinese traditional medicine trade. The market in Southeast Asia is just like good soil. It can cultivate the rapid development of national medicine industry, and its geographical position is superior. Through the Zhuang and Yao medicine database to create a health products, traditional Chinese medicine, popular science medicine database, become a "go out" and "import" platform.

2 DESIGN OF DATABASE FOR ETHNIC MEDICINE (ZHUANG YAO MEDICINE)

2.1 Design ideas

Through investigation and study, the author thinks that the design of national medicine (Zhuang-Yao medicine) database can rely on regional advantages and collection advantages, establish close contact and cooperative relationship with Zhuang-Yao medicine research institutes, collect the relevant information, collection resources and online information of China-ASEAN national medicine of each research institute, sort out and combine them. Input keywords can get the relevant information, and then inquire the relevant knowledge of ethnic medicine and Zhuang Yao medical technology teaching video;

The contents of the database include the following aspects:

A) Zhuang Yao medicine electronic book database: contains traditional books, books and teaching materials of Zhuang Yao medicine.

B) Zhuangyao Medical Literature Database: classified according to the Chinese Library Classification, providing retrieval and query functions. It contains Zhuang and Yao periodical literature, monograph literature, conference literature, revealing the type of literature, literature language, literature title, responsible person, responsible person unit, literature source, volume page number, publishing unit, publishing date, periodical website, e-mail, classification marks, keywords, abstracts, full text and other information.

(c) Zhuangyao Medical Expert Database: Inquire about the basic information of the experts with senior titles or above, including name, sex, nationality, unit, educational background, position, professional field, research results, etc., reflecting the basic situation of the research team of Zhuangyao Medical Experts in China.

D) Zhuang-Yao medicine resource database: inquire about the name of Zhuang-Yao medicine, Latin name, resource distribution, ecological environment, cultivation of medicinal materials, medicinal parts, identification of raw medicinal materials, chemical composition, pharmacological effects, toxicology, drug compatibility, pharmacological properties, functional indications and other information.

E) Ethnic Medicine Research and Development Institutions Database: inquire about the information of production enterprises, scientific research institutions, clinical units, teaching units, as well as the product name, production unit name, dosage form, approval number, main components, preparation method, shape, function, usage and dosage, specifications, storage, standard number and so on.

F) Ethnic medicine research and development institutions inquiry: inquiry production enterprises, scientific research institutions, clinical units, teaching units, as well as proprietary medicine product name, production unit name, dosage form, approval number, main components, preparation, shape, function, usage and dosage information.

G) TCM appropriate technology learning: provide users with safe and effective, low-cost, easy to learn ethnic Chinese medicine technology teaching video playback, for users to learn appropriate technology of TCM.

2.2 Design route

1) research and collect relevant research materials.

Combing and acquiring the basic information of Zhuang and Yao medicine, and analyzing the data according to the content, combing out the information context of Zhuang and Yao medicine, defining the goals and requirements of establishing the database, determining the framework of the database, determining the structure of the database table, and establishing the knowledge system of the main classification.

2) data sorting and data screening

Through SQL technology, "crawler" technology and Web page technology and through Guangxi University of Traditional Chinese Medicine ethnic medicine resources and other ethnic medicine research institutions to extract Zhuang Yao and other ethnic medicine information database, collect and collate all aspects of Zhuang Yao and other ethnic medicine information.

3) set up the database of national medical characteristic electronic book database.

Establish the data table structure frame of Zhuang Yao medical electronic books, search, query and maintain them with SQL language, and form a rational and structured database of electronic books, including the name and publication time of Zhuang Yao medical electronic books.

4) establish national medical literature database information module.

The representative resources of Zhuang and Yao medicine were extracted from the literature resources of Guangxi University of Traditional Chinese Medicine, the fields needed in the database of Zhuang and Yao medicine were analyzed, and the information table was established.

5) database of national medicine experts

Through the use of charts and tables to display the filtered contents of the database, we can clearly understand the basic information of experts with senior titles or above in different age groups and different professional backgrounds, which is concise and intuitive, and easy for users to understand. Graphic chart information database, not only to avoid the boring number, text, but also conducive to the establishment of a perfect, optimized database.

6) establish the information module of Zhuang Yao medicine and other ethnic medicine resources.

Through analyzing, comparing and confirming the main frame and content of rehabilitation nursing information module.

7) complete the preliminary logical design of the medical information database.

8) physical design of medical information database.

3 CONCLUSION

Because the database of Zhuang and Yao medicine expresses the efficacy, indications and pharmacology of Zhuang and Yao medicine in a standardized format, the database of Zhuang and Yao medicine embodies the unity of science and practicability. The traditional efficacy of Zhuang and Yao medicine, effective ingredients, modern pharmacology, medical technology and other information are linked and integrated, at any time and anywhere to understand their own needs of ethnic medicine knowledge, improve the effectiveness of ethnic medicine learning, convenience and coverage. It facilitates the continuous learning and knowledge mining of Chinese medicine teachers and students, and promotes the popularization of Chinese national medicine in ASEAN countries.

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A Contrastive Study on Thematic Progression Pattern of the Promotion of Chinese and English Loan Products

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Abstract: Theme structure and Thematic Progression Pattern are critical factors in constructing English text. As formal and academic text, Chinese and English loan promotion also adopt the theory of Theme structure and Thematic Progression Pattern. Therefore, this study selects 15 discourses of Chinese and English loan promotion respectively, and generalizes the similarities and differences of the theme structures and TP Patterns of Chinese and English texts. Finally, summarize the possible reasons resulting in such differences in order to provide some contributing role for written Chinese loan discourse.
Keywords: Bank, Promotion of Loan Product, Theme Structure, Thematic Progression Pattern

1. INTRODUCTION

It is generally accepted for SFL linguists that there are three metafunctions of language: ideational function, interpersonal function and textual function. Among the three functions, textual function is the most frequently discussed one in actual use. Since Theme and Thematic Progression Pattern are important components of textual function, Theme and Thematic Progression Pattern are frequently discussed by scholars. Many scholars, both home and abroad, make researches about the importance of Theme in constructing a cohesive text, together with the relationship between Thematic Progression patterns and genres. Among them, Halliday (1967), Danes (1974), Fries (1995), Ghadessy (1995), Zhu (1995), Xu (1982) are all of great importance. This study makes a contrastive study about Theme Distribution and Thematic Progression Pattern between promotions Chinese English loan product.

2.THEORETICAL FOUNDATIONS

2.1 Theme Distribution

Forey (2002) argues that in speeches and writings, a variety of resources could be used to organize the message and construe the angle of intended meaning, one of them being Theme. Halliday defines Theme as "what is being talked about, the point of departure for the clause as a message" (Halliday, 1967). Then in 1985, he redefines Theme as "the element which serves as the point of departure of the message, it is that with which the clause is concerned" (Halliday,1985: 38). But the most popular definition lies in the "the starting point for the message" (Halliday, 2009: 38) or "the ground from which the clause is taking off" (Halliday, 2009: 38).

2.2 Thematic Progression Pattern

Theme is a concept in clause level, Thematic Progression (TP) is a concept in text level. Danes (1970) proposes TP Pattern for discourse analysis, and he states that "TP provides a way to research semantic relationships among sentences / clauses". In other words, TP places a premium on the textual structure rather than single sentence. Danes (1974) presents that "TP Pattern reflects structural framework of whole text and avails to articulate the relationship among themes and rhemes". Danes (1974) brings forth five kinds of TP Pattern, "Constant Theme, Simple Linear, Derived Theme, Split Rheme and Summative Pattern". In those five patterns, except Summative Pattern, four of them will be represented in following study. Besides, Split Theme is one important pattern stated in this study.

3.A CONTRASTIVE STUDY ON THEMATIC PROGRESSION PATTERN OF THE PROMOTION OF CHINESE AND ENGLISH LOAN PRODUCTS.

This paper searches total 30 corpora, including Chinese and English for 15 corpora respectively. All corpora derive form official webs of Chinese and Foreign bank in 2018.

3.1 Theme Analysis of Chinese and English Loan Promotion

Based on Halliday's classification of theme, it can be divided into marked theme,unmarked theme, and simple theme , multiple theme,clausal theme. The definition of these themes is easy to understand but in practice, but it is difficult to identify and classify themes. In Chinese, the identification of theme is similar with English, which commonly is the first element of the clause no matter whether it is a simple word, a phrase or a clause.

Table 1 Markness of Theme Distribution

	Unmarked	Marked	Total
Chinese	840 (82%)	185 (18%)	1025 (100%)
English	796 (76%)	245 (24%)	1041 (100%)

Table 2 Three Divisions of Theme Distribution

	Simple Theme	Multiple Theme	Clausal Theme	Total

Chinese	594 (58%)	175 (17%)	256 (25%)	1025 (100%)
English	550 (53%)	258 (25%)	233 (22%)	2041 (100%)

Although multiple theme is least in above three divisions of theme distribution, it is indispensable to attach importance to research the types of multiple theme structure. Because textual theme and experiential theme are used to make the text coherent and cohesive.

Table 3 Types of Multiple Theme

	Textual Theme	Interpersonal Theme	Experiential Theme	Total
Chinese	150 (43%)	25 (7%)	175 (50%)	350 (100%)
English	186 (36%)	73 (14%)	258 (50%)	516 (100%)

3.2 Thematic Progression Pattern of Chinese and English Loan Promotion

Theme is about one single sentence, but the analysis of texts needs to take the whole paragraph or passage into consideration. Thematic Progression Pattern is the relationship between the meanings of Themes and Rhemes instead of the structures.

Table 4 Distribution of TP Pattern in Chinese and English Corpora

	Constant Theme Pattern	Derived Theme Pattern	Linear Theme Pattern	Derived Rheme Pattern	Split Rheme Pattern	Total
Chinese	416 (53%)	285 (36%)	25 (3%)	30 (4%)	30 (4%)	786 (100%)
English	245 (36%)	136 (20%)	176 (26%)	88 (13%)	36 (5%)	681 (100%)

3.3 Similarities Between the Chinese and English Promotions of Loan Product

Firstly, for markness of theme distribution, both Chinese and English texts leave a pretty large proportion for unmarked theme distribution in arranging sentence structure, which can remind reader to concentrate on the subject at the beginning of the sentence. Secondly, simple theme is the most popular division of theme distribution in Chinese and English corpora. Thirdly, for types of multiple theme, except experiential theme, textual theme always occupies a rather large rate than interpersonal theme. Fourthly, for distribution of TP Pattern in two corpora, constant theme pattern takes the largest proportion, but derived theme pattern and split theme pattern shares a relatively small part in structure of paragraph.

3.4 Differences Between the Chinese and English Promotions of Loan Product

Firstly, for three divisions of theme distribution, the multiple theme keeps 17% rate in Chinese texts, but such a distribution holds 25% rate in English texts. In this way, we find that the loan promotion of English texts places more emphasis on exerting the functions of multiple theme, which mainly are expressed in constructing textual theme and interpersonal theme. Secondly, except simple theme, textual theme is more popular to be exploited than interpersonal theme, but the rate of interpersonal theme employed in English texts is twice than that in Chinese texts. Thirdly, the rate of linear theme pattern and derived rheme pattern are promoted for a lot than that adapted by English texts.

4. DISCUSSION OF SIMILARITIES AND DIFFERENCES

For the similarities between two kinds of texts, Theme and Thematic Progression patterns are related to genres, not languages. Despite the differences between the languages of English and Chinese, themes and TP patterns of texts are still similar. This explains why the two kinds of corpora enjoy many similar Theme Structure and Thematic Progression Pattern. Actually, the two kinds of corpora are describing the promotions of loan products, so the repeated usage of simple theme and TP patterns will help the banks to create a strong and detailed introduction for theirs loan products.

For differences, English loan promotion is also apt to apply linear theme pattern to makes a more specific description of a paragraph. The major reason lies in the differences between languages. Chinese is a hypotactic language and English is a paratactic language, which means Chinese pays more attention to the meaning and English pays more attention to the form. The difference in languages create the different using phenomena in constructing TP patterns.

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Development of Practical Knowledge of Pre-service Kindergartener: Current Situation, Influencing Factors and Educational Suggestions

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Abstract: With the continuous deepening of the teaching reform, the requirement for teachers is also constantly improving. With the establishment of practical talents, the development of pre-service kindergartener's practical knowledge has become the key to the teaching of pre-school education. This paper mainly studies the development of pre-service kindergartener's practical knowledge, analyses its current development status and influencing factors, and gives some educational suggestions.
Keywords: Pre-service kindergartener; practical knowledge; educational suggestions

1. CURRENT SITUATION OF PRE-SERVICE KINDERGARTENER'S PRACTICAL KNOWLEDGE

In recent years, with the establishment of the goal of training for applied talents, colleges and universities have gradually paid more attention to the development of practical knowledge of kindergarteners. More and more colleges and universities begin to provide more opportunities for students to contact educational practice sites through a series of activities, including extracurricular competitions and educational internships. In addition, with the continuous reform of teaching, most teachers began to try new teaching methods, such as group discussion, micro-teaching, case teaching and other interactive teaching methods, which really changed the previous teaching methods and effectively played the subjective initiative of students. What's more, from the students' personal point of view, most of the normal school students will take part-time jobs in extracurricular education and teaching during the school period. While earning living expenses, they can also help themselves improve their practical ability and effectively enhance their educational and teaching ability. Some students improve their educational and teaching abilities by reading books and magazines related to early childhood education and participating in group activities.

2. INFLUENCING FACTORS OF PRE-SERVICE KINDERGARTENER'S PRACTICAL KNOWLEDGE DEVELOPMENT

The main factors affecting the development of pre-service kindergartener's practical knowledge include school factors and personal factors. The school factors are mainly due to the fact that most students think that the main factors affecting practical knowledge are educational probation, internship and professional courses [1], among which, educational probation is a practical way for normal school students to truly experience educational places. When conducting educational probation, students in normal schools usually observe the experience in the teaching of the experienced person and effective analyze and summarize the classroom information through their sensory sensitivity. The effective integration of the problems of abstract knowledge and diversification in teaching are conducive to the accumulation of teaching experience and growth experience of normal students. Educational internship is the only way for normal students to become a formal teacher, and it is also the driving force to promote normal students to really enter the education field. Relevant data show that the educational internship is one of the key links in the implementation of practical courses, and plays an important role in the development of practical knowledge. The professional curriculum is a learning task that normal students must complete during the normal period of the normal school. It occupies half of the students' time in the four years of university. Therefore, the study of professional curriculum is of great significance to the development of practical knowledge for normal students. It has been proved by relevant literature that teacher education curriculum has a certain influence on students' acquisition of practical knowledge before the internship.

The individual factors, including personality characteristics, learning motivation, learning experience and life experience, have a certain impact on pre-service kindergartener's practical knowledge. Teachers' personality will have a certain tendency after the formation of practical knowledge, which makes preschool teachers mistake their own cognition as a practical behavior, forming practical knowledge. Different learning motivation also has certain influence on the formation of practical knowledge of kindergartener. Professional choices directly affect students' learning progress. Kindergarteners have strong learning motivation in the process of learning. They will devote more time and energy to teaching and strive to improve themselves. On the contrary, it will lead to something with no learning goals, or even no practice and reflection [2]. In addition, life experience is a factor for normal students to enter preschool education. Normal students will acquire knowledge with their previous identity, which has an important impact on their professional learning.

3. EDUCATIONAL SUGGESTION

3.1 To strengthen the interpersonal communication ability of pre-service kindergartener

College students spend most of their time in school, with few people to communicate, which leads to the lack of practical knowledge of environmental interaction among college students, especially in the future when students enter the workplace and interact with the crowd. This requires that teachers should add training courses according to their own experience to help students truly feel the scene of education and teaching. For instance, sun-groups are carried out to reproduce teaching scenarios to make students fully feel the way of communication between different roles by playing the roles of parents, children, and teachers. In addition, colleges and universities can cooperate with kindergartens, invite excellent teachers to give speeches to schools, and provide teachers with more effective experience and measures to deal with problems by explaining their own teaching experience, which can effectively help students feel the real situation of kindergarten teachers' work and accumulate more knowledge and experience.

3.2 To pay attention to the critical period of pre-service kindergartener’s practical knowledge development

In the four years of university, junior is an important transitional stage for normal students and a key period for developing pre-service kindergartener’s practical knowledge. They are in the stations that deal with the contradiction between the two situations that what should do and what actually do. They have already conducted educational internships in the junior year. Through the internship, they will feel that there is a certain gap between theoretical knowledge and practical operation, and most normal school students do not have the ability to transfer theoretical knowledge to practical teaching. Besides, they have poor ability to deal with practical problems. Therefore, they should be encouraged to communicate and discuss more with the internship instructor before the internship. They are also guided to explain their understanding of knowledge, and share their views on education and teaching during the process of conversation to improve their practical knowledge level [3]. Furthermore, it is also important to effectively improve the practice opportunities of normal students. In the process of practice, normal students can improve the development of practical knowledge through experience, perception3.3 To improve the quality of pre-service kindergartener’s educational internship

Relevant research shows that some colleges and universities are too lax in arranging students' internship, which pursues the hours and credits of practical courses, but simply arranges students' kindergartens for practice. Such blind practice of "sheep-herding" management makes kindergarten teachers lack practical knowledge in the future. As far as the normal students themselves are concerned, they often repeat the same educational tasks in the process of internship, but they only work for the sake of work [4]. The existence of these problems is enough to show that the quality of pre-service kindergartener’s educational internship and practice is poor, which hinders the development of pre-service kindergartener's practical knowledge. What’s more, the generation of practical knowledge requires two conditions, that is, practical behavior and reflective ability. It is only procedural knowledge, not practical knowledge, that is acquired through imitation. The real practical knowledge is owned by the individual and is obtained through reflection, perception and experience. Therefore, colleges and universities should establish a scientific and effective internship management system for normal students and improve the assessment criteria for normal students' professional internships to standardize the internship to maximize the advantage of internship. Moreover, teachers should encourage students to practice in kindergartens to gain a deeper understanding of the theoretical knowledge and practical operation of pre-school education.

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Construction of Critical Thinking Oriented College English Wisdom Classroom

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Absrtact: wisdom classroom provides an opportunity and platform for integrating and optimizing resources for the cultivation of international foreign language talents with critical thinking, which is helpful to the diversified and individualized learning. Based on China's English proficiency scale and the data collected from the intelligence platform, this paper determines the teaching objectives according to the previous situation analysis, and integrates critical thinking into the college English wisdom classroom. The evaluation model refers to the evaluation theory framework of the output-oriented method.
Key words:critical thinking; Wisdom classroom; output oriented approach; individualized Learning

The second National Forum on the Reform and Development of Foreign language Education in Colleges and Universities, held in April 2017, on "Foreign language Education and improving China's ability to participate in Global Governance" The National Strategy of the Force was discussed in depth, it is pointed out that Chinas higher foreign language education should focus on the cultivation of "international talents"

1. CONCEPT

1.1 critical thinking was put forward by the International Commission of Education for the 21st Century: education should be for everyone. Especially,the young peoples' education could help form a kind of independent and critical mind and ability.According to the summary and generalization of various viewpoints, critical thinking refers to the personal judgment of the accuracy and authenticity of what has been learned, so as to make a reasonable personal decision on what to believe and what to do, which can also be called "good judgment".The teaching of critical thinking can cultivate the judgment ability of college students. It is an important part of the individual psychology and personality development of college students, and also is the foundation and premise of the development of creative thinking of college students. At the same time, critical thinking is also conducive to the survival and development of students in the future after finishing their studies.

1.2 Hybrid learning is a combination of network learning and traditional learning, which comes from the reflection of e-Learning which emerged in the 1980s. Being flexible, easy to complete, and the integration of the complex multimedia, it has gradually become an important trend in the development of education. In recent years, there have been many researches on mixed learning, but most of them are lack of clear thinking orientation, which is not conducive to promoting students deep-level learning. As one of the necessary skills of citizens in the 21st century, critical thinking emphasizes the improvement of thinking to a certain extent by means of analysis, application, reasoning and so on, so as to improve the ability of judgment and decision making. At present, critical thinking has become the main driving force to push forward the knowledge society, and has been recognized as the goal of all levels of education, especially higher education. Therefore, it is necessary for critical thinking to be the goal orientation of mixed learning.

1.3 There is no uniform definition of the concept of wisdom classroom at home and abroad. Zhu Zhiting pointed out that wisdom education needs the strength of information technology as the supporting condition, and requires the creation of a learning space environment full of wisdom (such as perception, reasoning, auxiliary decision-making ability), so as to promote the learners to carry out comprehensive learning. Zhong Shaochun believes that the construction of wisdom classroom should be based on the support of information technology, by changing the traditional teaching methods and methods so that the information technology was integrated into the classroom teaching that a personalized, intelligent and digital classroom teaching environment is built. Thus, it can effectively promote the new classroom for the cultivation of wisdom and ability. The construction of wisdom classroom is to make students change their understanding of the subject and learn according to the scientific learning path through the two-way integration of information technology and education. College English is included in the "General Education Curriculum" in Pedagogy. (2018: 71)

2. THE METHOD OF CONSTRUCTING MIXED COLLEGE ENGLISH WISDOM CLASSROOM

This paper will mainly take the Northwest Agricultural and Forestry University of Science and Technology as an example to explore the construction of a critical thinking oriented hybrid college English wisdom classroom. The mixed college English wisdom classroom teaching should combine the present situation of the application of the mixed teaching in our country, and find out the effective mode of the wisdom classroom teaching from the angle of the educational development trend and the students changing characteristics, so that the students can learn and think. To think of something is to use it.

2.1 Reasonable selection and teaching of college English according to students aptitude.

At present, New Horizon College English (third Edition) is used as the teaching material. New Horizon is a series of textbooks designed for the general English curriculum, the core of which is to improve the students ability to use English. The teaching mode is teacher-oriented and student-oriented. The selection of material in the third edition of New Horizon conforms to the requirements of the times, embodies ideological and humanism, is full of the flavor of the times, organically combines the instrumental and humanism of language with content arrangement, pays attention to the training of thinking, cultivates the ability of language and cross-culture, and follows the guidance of classification. Teaching according to aptitude, step by step teaching principle, reflect the demand of individualized teaching. Secondly, it is necessary to make the teaching goal clear and specific, to emphasize the teaching emphasis and to embody the characteristics of language teaching.

2.2 Wisdom teaching and wisdom for pedagogy

The construction of mixed college English wisdom classroom under the critical thinking of teaching wisdom should emphasize the combination of mixed teaching ideology and practice. At present, the mixed teaching of college English has the support of foreign language classroom turnover, micro-course design and educational information technology. In classroom teaching, teachers should strengthen innovative content, natural reality, rather than stick to its form of expression. The real connotation and value of microcourse is to convey the core knowledge of the curriculum, and the form should serve the content, so as to transfer the core content in the correct form in the effective time, and to promote the teaching effect. In addition, teachers can make use of SPOC, to compare the online learning methods of SPOC, and other online learning methods, so as to pay close attention to the application of different online courses.

2.3 Teaching and learning methods and changeful

In order to have a deeper understanding of the practice of teaching mode, Sun Ya and several other professors combined with the present situation of college English teaching, The exploration and innovation of teaching mode based on U campus are summarized, which can be used for reference. In order to promote the integration of information technology and teaching depth, the mixed teaching of college English wisdom classroom should focus on improving students ability of self-development. Teaching listening can adopt the patterns of intelligent learning, self learning and peer learning, mainly relying on the U campus platform and iTist and other network teaching platforms to encourage students to learn independently. Hybrid wisdom classroom teaching can also include a teaching assistant team to help students change from passive receiver to active exporter. The teaching effect of "reducing the quantity without reducing the quality" is realized. Teachers supervise and monitor students' learning progress in real time by setting up learning contents and models. In the practical exploration of writing teaching, the University of Foreign Trade and Economics set up a writing center, using the tutoring courses and forms set up by the platform, and combining modern information technology to construct a mixed teaching mode, forming a combination of theory and practice. In order to improve students writing ability, the combination of online autonomous learning and offline reservation instruction, large class teaching and personal extracurricular instruction are the ways of writing teaching.

2.4 Improve the attainment of teachers

In the new information technology era, teachers should take the initiative to learn information technology so that they can make their own technical knowledge ,pedagogical knowledge and content knowledge intersection maximization because of the changes in the carrying media, organizational forms, means of interaction and modes of communication of the content, The teaching method knowledge and content knowledge cross maximization. At the same time, in the selection and processing of information, according to the students learning purpose and the principles of readability, teachers"stock" knowledge should be invigorated with new technology, and the "incremental" knowledge absorbed by the new learning should be made good use of. In order to activate students more learning experience, emotional memory, so that technology is really used for teaching. Professor Dong Cambridge also encourages teachers in the information age to constantly improve their own quality, understand the connotation of teaching design, combined with the application of technology to achieve the sustainable professional development of teachers.

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Analysis of Status Quo and Control Measures of Construction Engineering Management

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Abstract: With the rapid development of China's social economy, the construction engineering industry has also developed rapidly. Especially with the proposal of urban construction in the past few years in China, the number of construction projects has begun to increase substantially, and there are some problems in the management of construction projects, which includes the old problems, having not been solved in the previous industry, and new problems brought about by the continuous improvement of construction engineering models and technologies.

The project management in construction engineering is related to major problems such as project cost, quality and social impact, so it cannot be ignored. In order to be able to detect, prevent and solve various problems in construction engineering management in a timely manner, this paper will analyze the status quo of construction engineering management, and propose targeted control measures of construction engineering management based on the understanding of the problems and causes of the status quo of construction engineering management.

Keywords: construction engineering management; status analysis; control measures

1. INTRODUCTION

With the continuous development of construction engineering industry in China, construction engineering management has achieved certain achievements with the efforts of relevant professionals. However, as far as the current construction engineering management market is concerned, there are still many problems that cannot be ignored. The lack of clear and strong awareness of engineering management has always been a fundamental issue in the production process of construction projects. Due to the lack of engineering management consciousness in many construction enterprises and the lack of advanced engineering management concepts among senior managers, there is a lack of scientific and rational engineering management system and norms in the construction process of construction projects, chaotic construction production process, and a lack of proper construction technical guidance. Besides, the communication between the construction departments is not coordinated, the organization is not in place, and there is a lack of unified planning and management of construction projects. Without scientific and reasonable construction engineering management guidelines and procedures, it is impossible to timely control and manage the situation that occurs in the project.

2. CURRENT STATUS OF CONSTRUCTION PROJECT MANAGEMENT IN CHINA

2.1 Unclear awareness of management

Scientific and advanced awareness of management are fundamental to improving the management of construction projects. Judging from the current management status of actual construction projects, many senior leaders to grassroots employees from construction companies have not been aware of the architectural engineering management consciousness. The senior leaders of the company lack the corresponding scientific management consciousness and have not formulated scientific management norms, which leads to a lack of clear accountability system when problems occur in the actual construction process. It is difficult to find out the cause of the accident, and various departments have begun to shirk their responsibilities. Construction shall not be carried out in accordance with the requirements of the National Building Safety Law. The grassroots employees are short of engineering management awareness, and their safety awareness is weak during the construction process. Construction is not carried out in accordance with the prescribed procedures and operations, resulting in prolonged construction period and causing safety accidents. The unclear consciousness of construction project management is also the fundamental reason why many enterprises do not carry out relevant engineering management education and training for workers. The low professional quality of staff directly leads to the overall quality of construction projects.

2.2 Non-standardized system of management

In addition to the unclear management consciousness of the construction unit, there is still a problem in the current construction engineering industry that the construction engineering management system is not standardized. The standardized system and process of construction engineering management are the premise to ensure that the project can be completed on time and meet the national quality standards. However, because many construction enterprises do not have standardized standardized systems and processes of construction engineering management, they cannot plan and manage the entire construction process. Project delays or quality inspections do always occur. Especially in the process of professional and technical development of the construction industry, there are many phenomena in which the management is not standardized and the management is not in place. The most prominent problems include the selection of construction raw materials, and the operation of specific construction equipment. The irregularity of the management system has further caused many safety accidents. It will bring huge property losses to the construction project if it cannot be operated according to the construction process.

2.3 Non-coordination of management projects

The construction engineering industry is a high-risk and high-profit industry. Many construction companies are only pursuing economic benefits in the development process. In order to save the cost of construction projects under the trend of interests, they often neglect the construction and implementation of construction engineering management projects. Especially in the development of the market economy, more and more construction enterprises have sprung up, and the competition and pressure of the construction industry are getting bigger and bigger. Some enterprises have blindly improved their economic benefits, and regardless of the rules and regulations of project management. In the actual construction process, the communication between the production departments at all levels is not timely and uncoordinated, and the construction project can not be regarded as a whole, which seriously affects the construction progress and damages the interests of the enterprise.

In addition, many construction companies cannot coordinate the relationship among construction enterprises, owners and workers, and the interests of various production projects and departments are not coordinated, which leads to the inadequate implementation of responsibility safety problems, and greatly reduces the safety of the building itself.

3. CONTROL MEASURES OF THE CONSTRUCTION PROJECT MANAGEMENT

3.1 To adopt high quality engineering management mode

High-quality construction engineering management mode plays an important role in the progress, quality, enterprise benefits and long-term development of the project. In order to standardize the development of the construction industry under the market economy, the international community has introduced a series of construction engineering management norms. In the actual implementation process of each project, every enterprise should find relevant national regulations according to the actual situation of the enterprise and the actual difficulty of the project. What's more, it should strictly guide the construction according to national regulations and standards, before the start of each project. It is necessary to clarify the responsibilities of each department and clarify the responsibility system. In addition to the management during the construction process, companies can also use the life-long responsibility system to conduct related investigations and visits after the completion of the project to see if there are serious quality problems. The high-quality engineering management model can also help enterprises to reduce the bad phenomenon of "substituting inferiority for superiority" in the raw material procurement process. The high-quality engineering management mode has strict raw material procurement plan and quality inspection system. Inferior raw materials have always been unacceptable to the construction industry. Raw materials are the basis of engineering quality.

The emergence of "jerry-built projects" has a devastating impact on the reputation and development of enterprises.

3.2 To conduct effective engineering safety management

Safety is the bottom line of the construction industry. Regardless of the size of the project and the difficulty of construction, it is necessary to do a good job in the training of safety knowledge and the protection measures of safety for employees. The safety supervision department under the enterprise shall conduct safety inspections on the construction site regularly in strict accordance with the national construction safety regulations, carry out safety education for construction personnel, and do safety prevention at the source of danger. In addition, enterprises should also formulate relevant safety prevention and accident emergency plans according to the progress of the project and the construction environment. What's more, a sound system of accountability for irregularities should be formulated to eliminate the occurrence of irregularities in site construction operation.

4. CONCLUSION

Safety management of construction engineering is a work that every enterprise in the construction engineering industry cannot ignore. Actually, in the context of pursuing economic benefits, construction and implementation of construction engineering management cannot be ignored. Failure to strictly implement construction management according to regulations will increase the risk of the project and pose a great hidden danger to the long-term development of the enterprise. At present, the problems existing in construction project management in China must be taken seriously by the construction engineering enterprises, the system of construction engineering management should be improved by the continuous exploration and improvement from the relevant staff to promote qualitative progress in construction engineering management in China.

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A Study of Team Learning of Culture in ESL Class

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Abstract:The indivisible relationship between language and culture indicates that cultural learning is an integral part of language learning. First, in the literature review section, the definition of culture is discussed. This part further illustrates the interrelation of culture and language regarding the social nature. It shows the correlation of cultural learning and team learning. Next, the process of the team learning program is described. The effectiveness of team learning as pedagogical practice is also examined, followed by related discussion and implication. Thus, the present study develops out of the pedagogical concern addressing the issues of second cultural learning in ESL class setting.
KeyWords: team learning; target cultural learning; second language learning

The research has been conducted to address the current issue of cultural learning in ESL class setting. It begins with a brief discussion of the conception of culture. Some studies show that cultural learning and language learning are critically correlated. The nature of culture as a social existence underpins team learning to be an effective cultural learning model in ESL classroom, but the supportive evidence from ESL pedagogical practice remains less explicitly. In this literature, participants are chosen randomly. Students are from non-major postgraduate course. Additionally, the sample is small (N=36). The present study records the process of the team learning program and examines the effectiveness of team-learning of second culture in postgraduate ESL class settings. Studies show that the building of collaboratively cultural learning community enhances the engagement.

1 LITERATURE REVIEW

Culture is often conceptualized with its social characteristics and communicative function. Patrick R. Moran (2001) defined culture as “the evolving way of life of a group of persons, consisting of a shared set of practices associated with a shared set of products, based upon a shared set of perspectives on the world, and set within specific social contexts ”(p.24). George Yule (2012) stated the connotation of culture as “all the ideas and assumption about the nature of things and people that we learn when we become members of social groups. It can be defined as ‘socially acquired knowledge’ (p.267)”.

Cultural learning is an integral part of language learning. Second cultural learning can approach to second language learning. Linda Harklau (1999) asserted that “Language is inextricably bound up with culture. Cultural values are both reflected by and carried through language. It is perhaps inevitable, then, that representation of culture implicitly enters into second language teaching.” George Yule (2012) illustrated the process of developing cultural awareness and language. He suggested that learning particular language through cultural transmission could provide us with a system of categorizing the world and experience. Eli Hinkel (1999) stressed the indispensible role of culture in a second or foreign language learning or teaching. Regarding to the influence that language exerts on values, beliefs, norms, and worldviews central to its speakers, language may function as the mirror of culture (Deutscher, 2010; Andrea DeCapua, 2018).

Cultural learning and team learning intrinsically share the building of social value and collaborative communication. Akira Tajino and Craig Smith (2016) proposed the essence of “team learning” as the collaboration that encourages the sharing of values. Brown (2000) indicated that the experiential or process model of culture learning in the classroom could enhance the students’ cultural and self-awareness. A classroom “contact zone” for cultures to “meet, clash and grapple with each other” was advocated by Pratt (1991) and Lu (1994).

2 METHOD

2.1 Sample

The study was undertaken to explore team learning of cultural pedagogical practice in ESL class. The study is based on a twelve-week program conducted in an ESL class at Yanbian University. Thirty-six graduate students taking the course of academic speaking and listening participated in the program. The participants were distinctive with their various language proficiency, ethnic diversity, academic training, and socioeconomic status. The ESL learners adopted team learning to approach second cultural learning.

2.2 Procedure

In the first phrase, the students discussed the features of culture by engaging with each other. The students started the team learning with working out nine specific titles under the general topic Culture in language acquisition. The subtopics include: culture is diverse; culture is adaptive; culture is learned; culture is inherited; culture is integrated; culture is dynamic; culture is based on symbols; values and world views in different cultures; and “contexts in intercultural communication”.

Secondly, the team made presentations on the specific aspect they had chosen. They videoed the presentations as a team and posted them on Schoology, so that the whole class could share the collective perspectives proposed by other teams. Particularly, they attempted to develop critical thinking by approaching relatedness between second culture and second language acquisition.

In addition, the students integrated their research in the writing about Culture in language acquisition. All the papers were submitted and shared by the whole class. One discussion was set within the class. Accordingly, the students speculated on the problems and feedback. Finally, the students revised their term paper as a team.

2.3 Example of students’ work

One team focused on “contexts in intercultural communication”. They classified the team assignments into two parts: material collection and information analysis. They based their research on the local residents’ daily conversations in Yanji City, which is a multinational populated area with people of Korean nationality, Han nationality and other nationalities. To exemplify the situation with sharing cultural context can facilitate communication across different language settings, an authentic conversation in Chinese between local residents happening at a market was described and analysed as below:

The speaker of Korean nationality: “(This give).”

The speaker of Han nationality: “(Here you are).”

The intact sentence form of “ (This give) ” is “Please give me this”. Influenced by the mother tongue, the people of Korean nationality tended to speak in Chinese with an inverted word order and incomplete sentence pattern. Though the sentence was not grammatically correct, the speaker of Han nationality, whose mother tongue was Chinese could responded properly.

The students concluded that speakers from different cultures hold different expectations for exchanging the information. The degree to which the information is explicitly expressed varies from one language to another. They also drew the conclusion that the sharing cultural backgrounds would attribute to successful cross-cultural communication. The group highlight that the immersion of second culture could provide sufficient background information for communication.

3 RESULTS

At the end of the semester, a survey was conducted to examine the effectiveness of team learning of culture in ESL class. Interviews were also held as a supplement to the survey. The result of analysis and synthesis of the information yields positive feedback of the team learning program.

Table 1 Comparison of students’ knowledge of language acquisition

	Before the program		After the program	
Level of knowledge	Number	Proportion	Number	Proportion
Have no idea what language acquisition is	4	11.11%	1	2.78%
Have a general idea of language acquisition	12	33.33%	7	19.44%
Have a clear idea of language acquisition, but unable to use the knowledge	18	50%	16	44.44%
Be able to appropriately use the knowledge of language acquisition	2	5.56%	12	33.33%

Table 1 indicates that progressive results have been produced over the team learning program: the students’ number of the minimum knowledge has reduced from 11.11% to 2.78%. The number of the second least knowledge has declined from 33.33% to 19.44%. The number of second maximum knowledge has also decreased from 50% to 44.44%. Drastically, 33.33% of the students have been proficient in understanding and using the knowledge of language acquisition. To sum up, according to the track study of every individual student, 20 students (55.56% of the total number) have promoted their knowledge of language acquisition.

	The most important skill the students intended to develop before the program		The most frequent skill the students actually have developed in and after the program	
Language skills	Number	Proportion	Number	Proportion
Discussion	8	22.22%	18	50%
Problem solving	1	2.78%	1	2.78%
Critical thinking	7	19.44%	4	11.11%
Analysis and synthesis of information	20	55.56%	13	36.11%

Table 2 shows that before the program was conducted, analysis and synthesis of the information with 55.56% of the total ranks top one as skills the students would intend to develop. Discrepancy occurred after the program was undertaken. 36.11% of the students had developed the skill of analysis and synthesis of the information. Same situation goes with critical thinking. Much fewer students actually practiced critical thinking than they had intended to do. On the contrary, from 22.22% to 50%, the students gave rise to discussion. Problem solving remains to be the last place In the after-program interview, the students explained the reason that influenced their choices of roles they had taken in the program. They tended to choose the skills they were familiar with to get involved in, and avoid the skills they were less proficient in.

4 DISCUSSION AND IMPLICATION

This program provides evidence that team learning enhances the building of intercultural learning community in ESL class. The students learn to explore their multicultural identities and affiliations, as well as become proficient in their language acquisition. However, the teachers are proposed to participate in team learning more actively. The survey indicates that follow-up interactive instructions on specific theories, especially the critical thinking should be integrated to the students' team learning process and the teachers' curriculum. Pedagogical guidance also needs to shed lights on the collection of research materials. Language teachers are supposed to realize that the purpose of second cultural learning is not only to interpret and explain the culture facts, but to engage the language learners in second language learning and developing multicultural perspectives.

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On the Strategies of Reference to Person in the Narration of Early-School-Age Children

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Abstract: Background: The aim of the empirical study is to explore the strategies of reference to person in early school age and analyze the cognitive as well as psychological features at different stage accordingly. Method: A narrative experiment was conducted on 50 early-school-age children in two groups on children aged 8-9 years in grade two and 10-11 years old in grade five.The referential form and type of each groups was calculated and analyzed .Results: Results revealed that appellations are significantly more often used in the second grade for reference than in fifth grade($p<0.05$), reflecting a certain tendency of ego-centrism in grade two period, while The fifth grade adopts the possessive structure significantly more often($p<0.05$), which reflects the development of de-egoism and decontextualized language skills.

Keywords: early–school-age children; references to person; cognition and psychology

INTRODUCTION

Reference plays an important role in human language and cognitive activities. Language plays the important role in communication by referring to person or object in the world. Referential competence is an important part of communicative competence and has been a core issue in linguistic study (Chen ping,2015).Among which the children's referential competence has also got the attention of linguists at home and abroad.

Internationally, comparative researches are adopted to explore the children's referential language. The studies subject include 2 to 12 year old English speaking, Spanish speaking children or bilingual children, among which some discusses different reference language strategies children and adults use (Sekerina & Stromswold, 2004；Ludovica，2008 etc),while others make a comparison between children in different ages on their references(Gundel et al.，2008； Morisseau et al.，2013 etc).

In recent years, linguists have also been concerned about the study of referential language of Mandarin speaking children: through a long-term follow-up survey of a Mandarin speaking child (AJR)in the corpus of the Chinese Language Early Childhood Development Project (CELA)，Hu (2015) found out that the Mandarin-speaking child (AJR) initially had the knowledge of how to use the noun phrases to differentiate between the real and the false semantic concepts at about 2 years. However, clear concept is still lacking in the rational use of word sequence. Huang (2011) explored Mandarin-speaking children's referential choice in natural conversation from a discourse-pragmatic perspective, whose data was collected when the children were between the ages of 2; 2 and 3; 1. Lu (2017) found that the growth of age, grammatical competence, lexical competence and pragmatic competence have led to a growing number of their referential choice and a richer variety of references. At the age of 3, children have come to recognize the availability of references. 6-year-olds have basically mastered various referential language. Older children use a greater variety of referential language to achieve communication goals than their younger counterparts.

The above Mandarin related research subjects are preschool children aged 2-6 years and discuss their use of referential language in general. At present, no study on the reference to person by the children in early school age has been found.

This study explores the referential strategies of early-school-age children and digs into the referential language of children aged 8 and 12in narrative discourse to find out the developmental characteristics of the cognition, psychology and narration competence in them.

2. METHODS

2.1 participants

In this study, two groups of children in grade two (8-9 years old) and grade five (11-12 years old) in a school in Jiaxing City, Zhejiang Province were selected. Each group include 25 children, with a total subjects of 50. Children with no spoken language disorder were selected. The experiment of storytelling is carried out by the Chinese teacher's task of telling the story, and the teacher gives some guidance according to the situation in the process.

Before the experiment, with the consent of teachers and parents, the story-telling process was videotaped, by which the experimental data transcription was carried out. Second grade video length is 32 minutes 51 seconds, with transcribed text of 3197 words; fifth grade video length is 39 minutes 06 seconds, with transcribed text of 3605 words; The total video length is 1 hour, 11 minutes 57 seconds, whose transcribed text is 6802 words

2.2 Elicitation material

The experimental materials selected the series of wordless comic books"Naughty Henry" as narrative elicitation. The author of this comic book is Carl

Thomas Anderson, a famous American comic artist. The protagonist in the comic book is Henry, which is a vivid child image and can arouse children's interest and motivates students to tell stories. According to the characteristics of the cartoon, the name of protagonist is told to subjects before the experiment to elicit reference to persons more easily. The stories selected in this experiment are "Not scary at all", "Self-made Swing", "Bowing in the wrong direction", and "Gallant for a reason".

2.3 Transcription and coding

Mabosen (2008) classifies the system in detail in the Strategy of reference to persons in the off-spot occasions. It classifies the referential forms of persons in the collected corpus according to the linguistic function of introduction and maintenance, in which the introduction system refers to the references used in the narration for the first time by the narrator of the story. The system of maintenance refers to the references the narrator continues to talk about the persons that have been introduced into the story. The classification and transcription of references to persons are as follows:

2.3.1 Definite references

Appellation:

Ex 1: Henry rang the doorbell twice. Dad came and opened the door…. (Second grade,age 8.3)

Indicative references

Ex2: Then a man was poked out of it, which was a disguise by "that man" (Five grade, age 11.6)

(3) Possessive structure

Ex. 3: Henry and his father went boating together. (Five grade,age 11.7)

(4)Proper name :

A.names of people in children's real life: "Little Red", "Lin Jie", "Wang Jie" etc

Example 4: Lin Jie and Wang Jie went to the toy mall, then……. (Five grade, age 12.2)

B. the name of the characters in TV and books: "Skinhead Qiang" "Sanmao"

Example 5: One day, when Skinhead qiang and Sanmao go boating… (Five grade,age 11.9)

(5)pronoun,

Example 6: Xiao Hong took her baby to the swing, She tried it with the baby. (Five grade,11.9)

(6)Coreference

Ex. 7: He himself also bought one to scare someone. (Five grade, age 12.3: Not scary at all)

(7) Zeros:

Example 8: He put on his mask, Ø went quietly to the door and rang the doorbell...(Five grade,age 11.8)

(8) Direct quotation:

Storytellers sometimes use direct quotation to introduce characters or continue talking about characters that have been introduced.

Example 9: His father saw it and said, "Put him there for a while and try it." (second grade, age 8.11)

2.3.2 Indefinite reference:

(1)A quantifier+ bare noun:

Example 13: One day, he went out to play, ran to the window of one family, and ... (Five grade,12.2)

(2)bare nouns

Example 14: He is startled when a grimace suddenly appeared, and then found it to be a neighbor. (Five grade,11.9)

2.3.3 General reference

Ex. 16: So he also bought one that wanted to be scare someone. (Five grade, 12.1)

3. RESULT AND ANALYSIS

The number of references to person and forms in each of the subjects' narration is computed, and then dividing the total number of references introduced, the ratio of use of each type of reference is obtained.

Table 1:comparison on referential forms for introduction between second grade(age 8-9)and fifth grade(age 11-12)

Group	definite reference	indefinite reference	General reference
second grade	0.75	0.14	0.11
fifth grade	0.79	0.13	0.008

The data in Table 1 show that, in general, when the characters are introduced into the story, the second and fifth graders use three referential forms: definite , indefinite and general reference. In terms of proportion, the two groups of children mainly use definite reference for the introduction of story characters. This is different from the previous study (Liang Dandan, Song Yi-qi: 2015), which suggested that "with the increase of age, the introduction of character by typical children shows a tendency to decrease the number of definite and increase the indefinite forms of reference." The main reason is that the experiment task is set differently. This experiment adopts the common way of children's story narration, that is, informing the protagonist's name beforehand. Under this condition, the storyteller and the narrator have shared knowledge about the name of the protagonist, thus number of indefinite reference use is different.

Table 2: comparison on definite reference for introduction between second grade(8-9)and fifth grade(11-12)

Groups	proper name	appellation	pronoun	zero	possessive structure	indicative structure
second grade	0.44	0.42	0.02	0.02	0.13	0
fifth grade	0.47	0.16	0.04	0	0.27	0.06

As indicated in Table 2 , when the names of the protagonists are known to the second and fifth graders, the characters are mainly introduced in the form of proper names (43.75% and 46.94%, respectively). However, in the use of appellations (such as "daddy" and "brother"), the frequency use by second grade was about half and two times of that by fifth grade (P<0.05)(41.67% and 16.33%, respectively). In contrast, the fifth grade uses a "possessive structure" (E. g. Henry’s father, "his brother") about twice as much as the second grade(P<0.05). However, there is no significant difference between the two age groups in the use of indefinite and general reference.

Table 3:comparison on referential forms for maintenance between second grade(age 8-9)and fifth grade(age 11-12)

Group	definite reference	General reference
second grade	0.96	0.04
fifth grade	0.98	0.02

In terms of the accuracy of referential expression, the fifth grade is more susceptible to peer narration than the second grade. When the character is introduced, the referential form will follow the name used by the former classmate. Also pronouns were used in the introduction of characters (P<0.05) (4.08% and 2.08%, respectively). However, there was small proportion of mistake in using zero pronouns in grade two, which was not the case in grade five.

As for the strategies of referential form in maintaining the given characters, the data are summarized as below:

From table 3，we can see that both groups use definite reference for maintenance of given referents, while the general reference are just for sporadic use.

table 4:comparison on definite reference for maintenance between second grade(age 8-9)and fifth grade age(11-12)

Group	pronoun	appellation	zero form	proper name	possessive structure
second grade	0.26	0.24	0.19	0.21	0.07
fifth grade	0.30	0.10	0.22	0.19	0.11

By the above tables, we can get the following information:

Firstly, in the narrative discourse, when the name of the protagonist is told, the most frequent referential form the two groups used for reference to character is definite reference. The characters are mainly introduced by proper names, and the pronouns and zero forms are mostly used to maintain the reference.

Secondly, in the definite references , the second grade use the appellation more than the fifth grade (P<0.05) (the proportion of appellation to the total number of people in the two groups is 24.16% and 10.25% respectively), while the fifth grade used the possessive structure more than the second grade(P<0.05) (12.25% and 7.2%, respectively).

4.DISSCUSSION

4.1 The development of children’s cognitive ability.

Cognitive science holds that people’s feelings and behavior are largely controlled by thought. That is, various forms of knowledge are interrelated, including memory, psycholinguistics, understanding, thought, motivation and feeling.

Ariel’ theory of accessibility pointed out that there is an interactive relationship between the choice of referential expression and the psychological entity represented by reference. Accessibility refers to the convenience and easy degree of processing efforts of retrieving mental representation of referents in the human brain. Ariel divides the referential form into three levels of feasibility: low accessibility forms are usually directly available from encyclopedic knowledge. Such as some proper names and descriptive phrases; The understanding of middle accessibility forms depends on the discourse context, such as some indicative phrases containing "this" and "that", as well as first-person and second-person references. High accessibility forms depend on context extraction, including pronouns and zero forms.

The accessibility of discourse entities in the brain is mainly affected by four factors:

1). distance: the distance between antecedents and anaphoric expression，

2). Degree of competition: the number of competitors of referents in discourse

3). Salience: saliency of referent that is activated in the discourse.

4). structural units of discourse: the context in which referents are located

As seen from tables about the distribution of discourse’ referential language forms to person (tables 1-7): Both groups of children have a certain understanding towards listeners’ cognitive state. When the characters are introduced, they can mainly use low accessibility forms of proper names and possessive form to reduce the cognitive burden of listeners. The middle accessible referential forms "first person" and "second person ", which both appear in the direct quotation of the story character, follows the demand of retrieving the referent according to the context. At the same time, when the characters have a high degree of prominence in the discourse, they use pronouns and zero forms with high accessibility.

It is worth mentioning that the students in Grade five have lower ambiguity rates in terms of use of zero form and pronoun than in Grade two, which reflects the development of their cognition of the salience of discourse entity in the fifth grade.

4.2 Children’s "de-egoism" development

According to Piaget’s theory of cognitive development, children between the ages of 7 and 11 are at concrete operational period. At this period, children's logic is developed, and self-centered phenomenon gradually decreases. Self-centeredness refers to the inability to think and understand things from the perspective of others. Children aged two or seven years do not have the ability to take ideas from the perspective of others—the ability to look at things from the perspective of others. Because they are in the pre-operational stage, they can only think explicitly. At the age of 7 to 11, the children develop "de-egoism", that is, the self-centeredness gradually disappears. At this time, children can focus not only on one aspect of the situation or problem, but also on several aspects. The child grasps the perspective of looking at things from another ' perspective, even if they think that it is incorrect. That is, children can reverse the direction of their thinking by understanding that others may understand the world differently.

The form of reference to person in this study further confirms this theory: for example, the data show that the reference in the form of "appellation" in the second grade is more than that in the fifth grade. This shows that the second grade students take the story's protagonist as the viewing point and directly refer to the characters as "daddy" and "brother"; while the fifth grade views more from the perspective of the listener, using the "possessive" (for example, "Henry's father", "his brother"), which makes a certain presupposition to the listener's cognitive and psychological state .

In addition, it is an important storytelling technique for some fifth graders to use the names of students in life when telling stories. Combining the story with reality can better attract the attention of the audience and stimulate the interest of the audience. The use of this strategy shows that the fifth graders have a better understanding of the psychological characteristics of the audience.

4.3 Development of Children's narrative ability

Catherine Snow, a famous American expert on the development of young children's language, points out that to tell a story clearly and methodically, it is necessary to have the decontextualized language skills. There is little relevance to reality in anecdotal narration, imaginative narration, or hypothetical narration of the future, when events are far from reality. The decontextualized language skills means that children do not need to rely on situations to tell stories, and can clearly refer to and explain what the listener does not understand. (Zhang Fang, Zhou Jing: 2015)

From the specific forms of the two groups' references to person, the fifth grade has a certain development compared with the second grade's narrative ability:

1). In the fifth-grader's referential to person, there are complex attributive structure, such as "the man who sells at the counter", "the person he frightens", and so on. These expressions clearly refer to the characters in the story, and the second grade refers only to the "salesman" and "the grandfather", not as clear and vivid as the attributive structure.

2). Story discourse is an independent world created by language. In the brains of skillful storytellers, discourse representation is separated from the pictorial representation used to induce discourse. A high degree of situation dependence is a reflection of the weak development of story discourse construction consciousness (Liang Dandan, Song Yiqi: 2015) . Compared with the two groups, the children in the second grade used more referential forms depending on the discourse setting for reference, while in the fifth grade, they used the word "possessive structure" which was independent of the discourse setting. It reflects not only the decrease of self-centeredness in grade five, but also their development of language ability .

5. CONCLUSION

The use of reference has an important function of textual coherence, and proper referential form can help the narrator to construct a good event. The reference strategies to persons in early –school-age children's narration not only show certain stability, but also show the characteristics of development with age:

1). Children in the second grade (8-9 years old) already have a certain understanding towards listeners' cognitive state, and can mostly use the references according to their accessibility level.

2). In the second grade (8-9 years old), more use of appellation for reference reflects that children in this stage still have a certain "self-egoism" tendency.

3).The fifth grade (11-12 years old) adopts the possessive structure more, which reflects the development of "decentralization" and the development of language ability to tell stories out of context.

The implications for this study are the enlightenment for school and family education. According to the characteristics of cognitive psychology reflected by the references of different ages above, parents and teachers should pay attention to Positive guidance in the teaching process and be tolerant of the phenomenon of expression errors and self-centeredness in the daily life of young children.. On the other hand, parents and teachers should provide rich and colorful story cases to enrich children's expression variety and improves its cognitive and narrative abilities.

The ambiguity use of pronoun in the second grade can be further explored in the future with larger samples. In addition, the family education's influence upon children's referential form may also be one promising aspect for the further studies to dig into.

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A Study on the Causes and Significance of the Transformation of Principal Contradictions in Chinese Society in the New Era

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Abstract: The 19th CPC National Congress was formally held in 2017. President Xi Jinping declared the Report of 19th CPC National Congress at this congress. The main contradictions in our society have begun to change at present. Which call for a fully consideration to the needs of the people and a transition to the concept of "people-oriented". The principal contradiction is the product of the new age, and it also has profound historical significance. How to understand the changes of principal contradictions, how to coordinate the principal contradictions, and achieve more balanced and full development are the core of the current research. This article will explore the transformation of the principal contradictions in China's new era from the aspects of reason and meaning and aims to facilitate better development.
Keywords: new era; Chinese society; principal contradiction

1. THE MAIN REASONS FOR THE TRANSFORMATION OF PRINCIPAL SOCIAL CONTRADICTIONS OF CHINA

1.1Historical development and current historical mission

In the new era, the needs of the people's growing and better life are diversified and enriched, but the development of various aspects is still characterized by imbalances and inadequacies. Which is also an important factor that constrains the overall improvement of people's quality of life. The unity of opposites of the two constitute the main contradiction of our society at this stage. Although China's economic construction has achieved world-renowned achievements, it is undeniable that it still cannot change the contradictions and fundamental problems in society. However, we can't stop now. We should accurately recognize our current situation and formulate effective development strategies and policies based on actual conditions to try to minimize the social problems caused by contradictions, thus promoting the development and progress of socialist undertakings.

1.2 China's proposal for the development of practice

2018 is the fortieth anniversary of reform and opening up. China's economic, social and material culture has developed at a high speed over the past 40 years, and the level of science and technology has been changing with each passing day. International competitiveness is growing stronger along with a rapid development in socialist economy with Chinese characteristics and continuous enhancement in comprehensive strength. However, we are supposed to keep a clear head and not be complacent and stop. We must recognize the gap between ourselves and developed countries and continue to raise our productivity level to a higher stage. In addition, the living standards of the people in the domestic society are also significantly different, and the gap between the rich and the poor is growing larger and larger. The coexistence of "Satisfaction" and "Well-off" has seriously hindered the realization of the goal of common prosperity. It can be seen that during the 40 years of reform and development, the economy has developed but there are still some problems, such as primary processing of products, lack of quality, overcapacity, imbalance of supply and demand, and so on. Therefore, the main contradictions in China have also changed with the development of economic society and the process of continuous practice. The people's demands for life are getting higher and higher, but the imbalance of social development seriously restricts the vision of achieving a "Good life."

2. THE IMPORTANCE OF THE TRANSFORMATION OF THE MAIN CONTRADICTIONS IN CHINESE SOCIETY

2.1 Practicing people-centered thinking

The Communist Party of China is the party of the people, the purpose of the party is to "serve the people wholeheartedly." Since the founding of the Communist Party, it has always adhered to the people-oriented concept to govern the affairs of the country and insisted on putting the interests of the people in the first place. Therefore, it has been loved and supported by the people of all nationalities in the country. In recent years, the state government has successively issued a number of documents showing the purpose of serving the people and the working attitude of the people, and practicing the people-centered thinking.

The new major contradictions have been put forward, in the basic strategy of development, the party adheres to the strategy of building a well-off society in an all-round way, and put the idea of "people's growing need for a better life" in a prominent position, constantly practice the concept of the development of people and the people-centered thinking, which is also the important significance of the transformation of the main contradictions in our society.

2.2 Coordinating multiple contradictions and implementing the development concept

In the new era, the main contradictions in Chinese society have changed, and the overall well-off society has been achieved. However, there are still problems of imbalance in development in the fields of economy, culture, science and technology. Therefore, while focusing on the major contradictions and promoting the development, we must also consider secondary contradictions and implement the scientific concept of development, coordinate the development of various factors, and focuse on solving the problems of imbalance in the aspects of economic development structure, people's income level, urban and rural economic development, development of coastal and inland areas, and coordinated development of people and ecology.

2.3 Focus on the historical mission of the new era

The transformation of the main contradiction in our society is fundamentally a change in the contradiction between productivity and production relations, economic foundation and superstructure. In the face of new problems, the government should also improve and revise relevant policies and measures according to actual conditions, making it meet the requirements of the development of the times and promote the vigorous development of socialist undertakings.

3. THE IMPACT OF MAIN SOCIAL CONTRADICTIONS IN CHINESE NEW ERA ON PRACTICE

3.1 Pay attention to the building of spiritual civilization, comprehensively promote social development, and realize the people's dream for a better life

At this stage, there are two main contradictions in China. How to solve these two contradictions has become the focus of the government. Efforts will be made to transform "the growing material and cultural needs of the people" into "the people's dream for a better life." While developing at a high speed, we must pay more attention to the construction of spiritual civilization, adhere to the people-centered principle, and solve the problems that the people really care about. The construction of spiritual civilization is embodied in the aspects of democracy, the rule of law, fairness, justice, security, and the environment. Under the new situation, we must scientifically understand and comprehensively grasp the construction of the spiritual civilization system, actively carry out various activities, enrich the social and cultural life of the people, try our best to build social spiritual civilization, help the people build a happy cultural homeland, and realize the comprehensive development of the society.

3.2 Don't forget your original intention, keep your mission in mind and keep moving forward

Clarifying the main contradictions is the necessary condition for the control of other contradictions and the coordination of the social contradictions. Only by accurately grasping the main contradictions and looking at the problems from a developmental perspective can we accomplish the socialist undertakings more smoothly and promote the healthy and sustainable development of our economy, in order to achieve the people's yearning for a better life. Every country will encounter many difficulties in the process of development. The types of problem vary in the different stages of development. As a national government, what can be done is to use materialist dialectics to accurately grasp the main contradictions at the main stage and develop appropriate policies to resolve. In addition, we should define different goals and directions in different periods, in order to stay true to the mission, bearing in mind that the mission is constantly approaching the next goal, closer to the realization of the ultimate goal. The transformation of major contradictions is a major decision in line with China's actual national conditions and social development laws, and it is also an inevitable stage for China to fully realize a well-off society. As the ruling party of our country, the Communist Party of China stick to the legitimate rights and interests of the people and seek development for the interests of the people. Therefore, the Communist Party should not forget the original intention in the process of carrying out various tasks, keep the mission in mind, with the expectations and support of the people, continues to move forward and realize the historical mission of the great rejuvenation of China.

Conclusion: The transformation of the main contradictions in Chinese society is a direct manifestation of China’s entry into a new era of socialism. The transformation of major social contradictions has its specific theoretical basis, the background of the times and the basis for the development of practice, and the transformation of major social contradictions also has a very important historical value. To analyze the key to the transformation of major contradictions, and to propose new Chinese programs for the current problems are issues that are worthy of continuous research and discussion. The author makes a simple analysis and exploration of this issue in the article, and hopes that more scholars can explore and innovate, continue with the past and open up the future, accurately grasp the main contradictions of our society, based on China's basic national conditions, adhere to the development concept of the people as the center, and resolve the development problems, to open up a unique road to socialist modernization with Chinese characteristics, and to provide a "Chinese program" for the developing countries of the world.

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On the Influence of Distributary Education in Higher Vocational Education

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Abstract: from the research methods of distributary education, this paper discusses the implementation of split education in higher vocational education, and studies the utility of streaming education in the specific operation of higher vocational education combined with the influence factors of streaming education.
Key words:Distribution education; Higher vocational education; Education equity; Peer effect

Peer effect plays an important theoretical role in the research of diversion education in Higher Vocational education.How much are the competing components of peer effects?From the perspective of strict empirical research, it is difficult to assess the cause and effect alone, because putting together children with the same score, they may compete with each other, and they may also be more likely to communicate with similar family background and social status, and they may also influence creativity because of lack of diversity.Generally, RCT Randomized Controlled Treatment can be done. Many educators and economists often do not have this condition.Therefore, most of the research and analysis are aimed at the diversion of teaching, including various measures of differentiated ability teaching, such as class division/school selection.

1. THE DEFINITION OF DISTRIBUTARY EDUCATION

In different countries, the definition of split flow is different. Taking China as an example, it refers to the phenomenon that there are widespread experimental classes (rocket class, fast track, intensive class) and regular classes (parallel classes and slow classes) in various educational stages in our country, which is also common in western countries.If we simply compare the results of fast and slow class education, including the rate of higher education, higher education completion ratio, unemployment rate, crime rate and teenage pregnancy rate, we will ignore the effect of other variables on students' performance.If it is possible that one student's internal ability is stronger than the other, he or she goes to the experimental class while the other goes to the regular class. After that, we can see that the differences in the life path may be borne by him.Another factor that is likely to interfere is family background, including family income, parental education, grandparent education, and so on.This factor will also affect the probability of students entering fast classes and their future achievements.All these factors interfere with the research we want to carry out.

2. THE RESEARCH MEANS OF DISTRIBUTARY EDUCATION

The main solutions are the following.One is to do controlled experiments.Finland carried out a school system reform in the last century, extending the time of universal compulsory education by two years.Since the education system in Finland is diverted to students after compulsory education, this reform is equivalent to an experiment conducted nationwide. Whether individuals accept the reform is not influenced by their own characteristics and family background, so that the influence of the diversion time on students' performance can be delayed.
Another typical way to select the quasi experiment is to observe the reform of the enrollment system. Kang selects the random degree system in the school district of South Korea's junior middle school.
In fact, no matter whether the schools are divided into fast and slow classes or at the school level, such as very strict diversion education in Singapore, the essence is the same: putting different levels of students together and providing different teaching resources.This view has long been debated in the West, and many countries experienced a wave of de-tracking after World War II.The traditional view is that shunting education itself is a trade-off between fairness and education: putting different students together in education can ensure that they get the same quality of education and contain differentiation; separate students from different classes, and teach students in accordance with their aptitude so as to improve the efficiency of the education system.

3. THE INFLUENCE OF DISTRIBUTARY EDUCATION

(1) Teachers

If it is within the same school, the differentiation of teachers will not be particularly serious, but the teachers equipped may still be different, and teachers' input in different classes may not be the same.If the school pays special attention to the achievement, it is likely that good classes will be diverted.
To more resources.If shunting is not carried out inside the school, this phenomenon may be much worse. Good public schools and poor public schools

may be very different. The top private schools are above public schools and may enjoy world-wide prestige.At the same time, students'choices may vary greatly between classes with different abilities or schools with different levels of students.For example, opportunities for exchange, university level courses, arts and sports training, etc., may differ due to different divisions.Of course, the division of classes may also help teachers better implement targeted teaching measures, such as the KIPP project in the United States.Teachers need not be afraid to suppress high level students, nor do they need to worry about students who have not yet reached the level of proficiency. They can formulate a single but very thorough plan to implement communication in a unified way, which is a support for shunt initiatives.Therefore, in terms of teachers, there are two opposite causal relationships.

(2) Student aspects

The biggest controversy here is how strong the peer effect is.The most critical issue is that we want to know the possible impact of student interaction at different levels on both sides on the basis of collective size.If there is frequent interaction between good and bad grades within the class, it is called pairing.If students are directly divided into two classes, it is called diversion.If there is no diversion, there will be more frequent, more varied student interaction among different classes and individual characteristics within the class; if shunting, interaction will be restricted to similar students.There are also many causal effects. Kang's quasi experimental study in Korean Middle School shows that peer effect is very obvious. Peer performance is a good variable for predicting students' personal performance, and students with good grades are more willing to play with good performance students.Similar results have been achieved in experiments conducted in Britain, the United States and Kenya.But there are also different results. Rozelle and three other Chinese scholars conducted random experiments in mainland migrant children's schools. The results showed that the average scores of students who had good grades and poor grades did not affect the scores of good performance students, and his / her partners achieved an average of nearly 20% standard deviations.

(3) The source of school students

The decision of diversion/non-diversion will also affect the balance of the education market by affecting the source of school students.If there are both public and private schools in the market, public schools will spontaneously choose to divide classes.Because if the peer effect shows that there is a good environment for students to grow up around, parents will try to create this environment for their children.If public schools are mixed and parents worry that their children will be adversely affected, they will send their children to private schools.In order to attract high-quality students, public schools must implement diversion teaching.On the contrary, in the market equilibrium, the intensity of diversion of private schools may be lower than that of public schools.

4. THE UTILITY OF DISTRIBUTARY EDUCATION

From the above analysis, it is difficult to draw conclusions directly by straightening out several causal relationships, because there are many causal relationships which are difficult to separate.Therefore, we should eventually return to the experimental or quasi-experimental way, do the overall research directly, and directly study the impact of diversion on performance.

Specific empirical strategies are mainly double scoring (DID, Difference-in-difference).The main technique is to eliminate the trend of school characteristics over time by comparing international or provincial / intercontinental data through different states, and to eliminate the unique characteristics of schools through different time periods, so as to get the positive effect of shunting on achievements.A few studies have used PSM (Propensity Score Matching) and RD (Regression Discontinuity Design).By contrast, the double difference accounts for the vast majority.

In 2005, Hanushek and Woessmann studied DID (PS) M, combined with DID and PSM methods, and used large amounts of data on existing features to construct experimental and control groups, then DID.The study covers more than 60 countries.There is an authoritative database in every country. Student achievement is from PISA, which is an international test that Chinese students did well in the past.Their research focuses on two aspects: first, efficiency is measured by the results of international tests; the two is fairness, which is measured by the standard deviation of the test distribution of the students in the country.The standard deviation of distribution measures the degree of dispersion of the overall distribution. The greater the standard deviation, the more dispersed the students' achievement is, the more unequal the internal standard is.The results of this article are quite shocking. It shows that the trade-off between fairness and efficiency may not exist at all.First of all, earlier shunting reduced the overall performance.We may often think that good students may become better in a good environment, while less good students will become worse.But that's not the case. In countries with early diversion, almost every segment of students'scores on international tests have declined.The study concludes that there is not necessarily a trade-off between fairness and efficiency, but that both may be impaired at the same time.

Another study completed by Brunello and Checchi in 2006 examined the long-term impact of diversion teaching.Instead of using the results at that time to make explanatory variables, the focus is on investigating the effects of streaming teaching on students' long-term achievements, including the highest academic qualifications, unemployment rate and labor income.In the regression, not only the simple shunting teaching items are included, but also the interaction between students' family background and shunt teaching. If this estimation coefficient is positive, it shows that streaming teaching will enlarge the influence of family background on students' long-term road.The two authors here use parental education level to measure family background, and data test also shows that there is a high correlation between variables such as parental education level and family income in the sample data (mainly in European countries).Unfortunately, the results are very significant, which means that earlier split-teaching will magnify the impact of family background on students'future.Students whose parents have higher education background will further enlarge their advantages in education, income and work stability.Checchi and Flabbi obtained similar results using Italy's data. They also found that if students were diverted earlier, the future of girls would be more affected by family background than by boys' family background.Three scholars, Pekkarinen et al., estimated Finland's delayed diversion of educational reform from 1972 to 1973 and found two effects.One is that delayed shunting significantly increases the scores of students whose parents have only received basic education.Secondly, after controlling other factors, with the reform, students'test scores have been steadily improved.

5. CONCLUSION

All in all, although there are some positive evidence, a series of overall studies and case studies show the negative effects of distributary teaching on students' test scores, which means that it is possible to simply divide classes and not improve performance. The results of our observation are mainly from family background, student composition and teacher input.In addition, split education is likely to magnify the impact of family background differences on students' future. If we pay more attention to the fairness of secondary school education, we should pay attention to it.

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Deconstruction and Reconstruction of Business English Teachers' Identity---Challenges and Countermeasures

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Abstract:Business English talents are wanted in China for different levels while teaching reform is lagging behind for this purpose. Business English teachers face enormous challenges during the great social change out of the following factors: student needs, social environment, and new media. Apart from teachers' identity loss and deviation, teachers' expertise is also doubted. Reform should be targeted at the needs of the country, society, and students. As Business English teacher, coping tactics with the changing needs in the new era is key to the identity reconstruction.
Keywords:business English teacher; identity; identity reconstruction;

As China's President Xi Jinping stressed in a meeting with the officials, talents are in great need to participate in global governance: make decisions, set agendas, deal with public opinion and coordination... China requires a large number of professionals who are familiar with the Party and state policies, proficient in foreign languages, and able to conduct international negotiations.[1] Apart from the traditional knowledge, participating in international affairs is now a new must for talents to promote China's politics, economy and particularly the legacies of excellent Chinese cultures. In this case, the traditional emphasis on language learning is no longer suitable. To cultivate cross-culture business English talents, changes need to take place in the course content, as well as in business English teachers, who are the conductor of this reform.

1. CHALLENGES FOR ENGLISH MAJORS AND ENGLISH TEACHERS

In history, countries would initiate exploration of the world through foreign language learning.[2]. In the reform and opening up in China (from 1978), foreign language learning craze swept across the country, and graduates worked mostly with high pay in international business. Then, foreign language majors became the best choice for students. The trend reached its prime time around the year 2000. In the next 10 years, the once prosperous situation has shown a decline. In 2017, some universities stopped the admission of English majors; and most schools cut credit hours for English majors. With the development of the "Belt and Road" initiative, foreign language disciplines have ushered in a new momentum. Some schools restart language courses, increase the number of students enrolled, and start "multilingual"programs.

Student needs have changed. In the past, students only concerned about whether they could obtain a diploma to find a good job. Owing to the undervalued diploma, students turned their attention to accounting, finance and other majors, thinking that English as a tool was not worth the time. Employment report of business English majors of 2018 class in Nanjing Institute of Technology shows that most of the students choose positions in sales(foreign trade), clerk, administrative assistant, English teacher, and translator, with a few as bank tellers, civil servants and others. Compared with previous data, clerk, assistant and sales representatives jobs are increasingly accepted, but the starting salary is low, around 3000 yuan/month. Overall, the employment rate of business English graduates is higher, but employee turnover rate is high, and the overall employment satisfaction is low. More students choose to study abroad in English-speaking countries to change unfavorable status. In 2017, Professor Sun Youzhong, in his training course pointed out that due to various social backgrounds, the purpose of teaching changed, the needs of the students changed accordingly, and the roles of teachers must be different as well.

Fast-growing Internet business and new media in the 21st century bring about the expansion of expression channels, and the fragmentation of discourse power.[3] Internet search has become an important way for people to solve problems. More students use dictionary apps to look for new words; use Baidu homework helper to check answers; writing apps or online essay templates can solve English writing on various subjects. New technologies make human translation less important. The nature of learning is questioned. Since important information and the content can be found online, why bother studying hard? English major could vanish in the next decades. Another challenge brought by the new media is MOOC. With the prestigious schools and famous teachers, it uses mobile terminals, diversified curriculum, academic professionalism to attract students. Students can enjoy the guidance of famous teachers at home and abroad without going out; the cutting-edge knowledge and advanced teaching methods attract numerous colleges and universities. This has further reduced the living space of average teachers in the same course.

2. IDENTITY CRISIS FOR BUSINESS ENGLISH TEACHERS

The intensifying challenges of social environment, student needs, and the development of new media exist, and they affect the psychology and the identity of business English teachers. In 2016, Feng Jinran classified static and dynamic identity formation process when analyzing the identity of foreign teacher educators. On a static level, teachers need to answer “Who am I, who do I want to be?”. [4] Business English teachers are determined to become what they are long ago. They have received many years of language training and completed at least MA education. Based on their past experience, they feel that English teaching is not difficult. But on the dynamic level, the answer to “what work and tasks to be undertaken” is not clear.

Yue Tingting summarized the construction of English teacher identity-- the five specific connotations, “language skills, language knowledge, emotional attitudes, learning strategies, and cultural awareness.”[5] Business English teachers should also meet these corresponding requirements. But business English has interdisciplinary attributes. Teachers can’t just focus on teaching literature or linguistics. Business knowledge and business communication skills are needed. According to Wang Zhuo’s background survey conducted in 2016, “Most business English teacher with MA in linguistics and literature do not have sufficient business knowledge or business practice experience. Those who change from language workers to business English teachers, have experienced identity loss or identity crisis. ”[6]

The unbalanced knowledge structure, limited business experience, coupled with traditional teaching methods, make it difficult for teachers to achieve better teaching results. This will in turn cause anxiety, self-doubt or negation. Business English teachers are mainly young and middle-aged teachers. “30 to 40 years old in average, 10 to 15 years’ working experience,with low professional ranks" [7]. There are fewer teachers with business experience or a business background, which means they cannot deal with complex and changeable business environment. Insufficient experience can also deprive of students’ trust. This makes them to reflect, “What can I teach to meet all the needs? Teaching English language skills, or business knowledge?” Unclear teaching objectives could blur teachers’ own choices.

Teacher Identity Reconstruction of Business English Teachers

In the new era, with existing challenges, teachers should conform to the development of the times and deconstruct the original identity. They are not the only authority in the classroom. Career development also requires the reconstruction of business English teacher identity in colleges. This internal appeal gradually provide motivation and guarantee for the successful construction of its actual identity.

First, clarify the roles of business English teachers in the classroom. The traditional classroom authority should switch into complex and diverse roles. Before class, teachers is the researcher, goal-maker, and organizer: clarify the objectives of the tasks, research the background of students, design classroom activities for students... In class, teachers become participants in the classroom, exchange opinions, and cooperate with them as equals. After class, they are facilitators to help students to complete the after-school tasks, and encourage the continuity of learning.

Secondly, take advantage of multiple resources. Teachers can communicate with school authority to obtain support on equipment and facilities. Purchasing teaching/training software on business could provide a more convenient and effective way for students’ development. To be flexible in teaching, e.g.invite specialists from corporations to give lectures on business practice, or find chance to take students to business premises to practice.

Thirdly, stick to career development. Active reading and learning is required to update the knowledge structure for teachers in the long term. Meanwhile teachers can actively participate in various trainings, so they can integrate the appropriate business scenarios into teaching. These will be more vivid, more realistic, and more effective than the previously emphasized teaching model. Students can also adapt to the diversified development of business English and improve business awareness.

Finally, communicate with peers, as sharing experience could benefit teachers in practice and theory. Communication with students, to understand student needs in demand-oriented context, could also do good in designing and organizing classroom activities. Language skills are not the only focus for college education, but the cultivation of speculative and intercultural business talents.

Conclusion

China is undergoing major changes in the moment. The new national standard for business English majors has extended its boarder beyond English language and culture skills. Requirement for comprehensive ability, professional expertise and creativity have been greatly enhanced. Hence, business English teachers face various challenges, which affect teacher identity recognition, but it can also deconstruct the original identity, help with personal and professional development. The reconstruction of business English teacher identity needs support from schools and departments. Teachers should take the initiative to adapt to the needs of national talents, cope with the transformation of information technology and artificial intelligence, actively and effectively carry out educational innovation initiatives to cultivate high-quality talents.

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Research On The Construction Of Pilot Stations By All Parties In Society

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Abstract:Ship piloting is one of the important links in China's shipping and port construction. With China's export-oriented, open-type economic development, China's pilot stations must also be adapted to the new situation, that is, strive to build a pilot team that is scientifically managed, well-equipped, and coordinated and sustainable, in order to enhance China's comprehensive strength.

At present, China does not pay enough attention to the construction of the pilotage system, which leaves a huge gap in the relevant construction level, which has resulted in many problems in the overall construction, technology and talent management of pilotage. This paper studies the construction of the pilotage system from three aspects: schools, associations and government. At the same time, it advises a training mode of pilots which is based on both domestic and international, industry and cross-industry cases. The Yangtze River Pilotage Center is used as a reference. To establish a pilot regional alliance; a series of advice such as government management, supervision mechanism and information construction, expecting to achieve the “three improvement” objectives of the pilot station, namely: the improvement of the quality of piloting professionals; the improvement of the ability of pilotage services; and the social status improvement in the piloting industry.

Keywords: ship pilotage；sustainable development；reference to the training mode of pilots； piloting the social status of the industry

1. PROJECT DESCRIPTION

Ship piloting is one of the important links in China's shipping and port construction. With the continuous improvement of China's foreign trade and shipping economy, China's requirements for improving ship transportation capacity and improving the modern port construction system are becoming more and more urgent, and the construction and improvement of pilotage institutions is crucial.

China's pilotage management system is gradually achieving a fundamental transformation from a loose, extensive and an enclosed type to an intensive, refined and open one. However, in the process of establishing and gradually improving the new pilotage system, advantages and disadvantages coexist. The main issues are as follows:

(1)The allocation of pilot station resources is unreasonable: At present, the resources of China's pilot stations are unevenly distributed, and the development of pilot stations in various regions is not balanced, and the China Pilotage Association and related institutions cannot take care of all pilot stations.

(2)The pilot insurance problem faces a blank: Due to the imperfect Chinese piloting law, China does not mandate that the insurance industry accepts the pilot's insurance, and the Chinese pilot's welfare protection system and its supervision system are not perfect. Therefore, it is necessary to improve the safety and safety of the pilots and the interests.

(3)Pilot talents are fragile: China's demand for pilots has been increased year by year, and pilots are a highly technical industry. The previous talent training model (old pilots with new pilots) can no longer meet the demands of social development.

2. THE FUNCTION ANALYSIS OF CHINA PILOTAGE ASSOCIATION IN THE PILOTAGE SYSTEM

One of the management functions of the China Pilotage Association is to undertake the functions transferred by the government and strengthen the self-discipline of the industry. The association establishes various self-discipline management systems around industry order standardization. However, China has a long coastline and many pilot stations. During the management of the pilot station, the China Pilotage Association was unable to take care of all pilot stations. Therefore, the management function of the China Pilotage Association should be expanded to a certain extent.

China's pilot station resources are unevenly distributed, but they are highly complementary. Therefore, we recommend that under the leadership of the China Pilotage Association, learn from the management model of the Yangtze River Pilotage Center and the experience of unified management of the Beibu Gulf Pilotage to establish a regional alliance of pilot stations in the relevant sea areas. The establishment of the regional alliance of pilotage stations is beneficial to the realization of talent-oriented training, the efficiency of personnel training, facilitate the rational use of resources and equipment, increase the flow of talents in the same sea area, and enhance the exchanges between the various pilot stations within the alliance.

The China Pilotage Association is also a bridge between the government and the pilotage agency. The China Pilotage Association actively reports demands of the industry and its members to the government and its authorities in charge, and proposes industry development advice to create healthy development of the industry. Some shipping company may damage the rights and interests of the pilots which may be ignored by related institutions when conducting the piloting application, so it is necessary to strengthen the intermediary function of the China Pilotage Association.

3.ANALYSIS AND SUGGESTION OF JOINT TRAINING OF PILOTS IN COLLEGES AND UNIVERSITIES

At present, there are two options for pilots: First, by the examination of the crew and the pilots for the graduates of the maritime majors . The second way is by social recruitment.

However, both modes have a strict rule: they must have more than two qualifications for driving. This mode is time wasting and low-efficient. In the long run, pilots are bound to be in short supply. How to speed up the training of pilots is an urgent problem to be solved. Pilots are a profession that requires a lot of theoretical knowledge and practical skills. China's pilotage business started late, but the economy is developing fast, the port is large, and the volume of shipping is large. Moreover, China cannot blindly follow the Western standards to select and cultivate pilots. There is existiinga very similar profession to the pilot in its industry development ,which has already developed a reasonable training program to avoid the shortage of professionals, that is, civil aviation pilots.

The enrollment of the aerospace colleges and universities works as a good reference to the pilot admissions standards. To divide the freshmen into basic and advanced classes according to the pilot standards, the pilots can be selected from the two levels: “cultivating students” and “professional-adjusted students” which are different in their navigation experience and knowledge. “Cultivating students” are not only required to accept relevant knowledge education on land, but also participate the training in sea to reach the prescribed sea age and receive pilot training to join the pilot team.

Because property safety and China's security are reletated, it is necessary to recruite and train talents in reasonable training process. It can adopt semi-military or militarized management, to deliver first-class pilot talents.with an efficient combination of theory and practice. With a reference to the pilot training program, the “2+1+1” and “3+1+1” piloting personnel training modes can be carried out in the training of pilots. The “2” or “3” refers to the qualified students from the maritime colleges will work separately and use the customized talent training program to study the basic course for 2 or 3 years. As for "1+1", it refers to in the first-year,students will accept professional theoretical training of the maritime technology major; then they will be sent to a sea area assigned by the piloting regional alliance to get 1-year maritime training, and complete the graduation thesis.

4.ANALYSIS AND SUGGESTION OF THE ROLE OF GOVERNMENT AND COLLEGES IN THE CONSTRUCTION OF PILOTAGE SYSTEM

According to the requirements of the Chinese reform documents, the pilotage agency needs to establish a pilotage service supervision mechanism. The service awareness and levels of many piloting agencies have been greatly improve in order to perfect this mechanism. However, some piloting agencies have not yet established a mechanism to regulating pilotage services; and in the supervision, there will be violations of the rights of pilots by ship agents.

According to the existing pilotage system, most of the cadres who serve in the piloting management are mostly technicians, and their management knowledge and skills are relatively short. Therefore, some decisions made by them are inevitably limited. The supervisory system relative to the management is not yet mature, so it is necessary to form specific forces to supervise the pilot station management. At the same time, the relevant institutions have already had a more comprehensive maritime training system and supervision system, so the relevant institutions should participate in the pilotage supervision system.

5. SUMMARY

Through the improvement of the pilot organization and the modernization of the pilotage management system, the navigation personnel distribution and the navigation agency coordination are guaranteed to ensure the continuity and reliability of the pilot training and team building. Strengthening the role of the China Pilotage Association and the strategic alliance between the pilot stations can effectively promote the rational allocation of resources and ensure the maximization of resource utilization. This can also promote the improvement of the pilotage supervision mechanism and guarantee the legitimate rights of the pilots. The modern network recommendations for the piloting agency ensure the convenience and safety of the pilot.

Schools, associations, and governments must be well coorperated to make sure respective functions to promote the overall development of pilotage. This will improve the quality of the pilot team and innovate the training mechanism for Chinese pilots. Finally, the goal of “three improvements” will be achieved, namely: the improvement of the quality of piloting professionals; the improvement of the ability of pilotage services; and the social status improvement in the piloting industry.

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Analysis on Life Education in High School Reading Teaching

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Abstract: Life is the root and origin of education. Education begins, exists, and develops because of life. The core of life education lies in the apperception and learning of the uniqueness, richness and diversity of life. The implementation of life education in Chinese education is uniquely conditioned, and the Chinese subject shoulders the mission of life education. However, looking at the current situation of reading teaching, the standard is single, the content is fixed, the process is rigid, and the student's dominant position is ignored. The connection between humanities and life is severely separated. On the basis of the status, this thesis reveals its disadvantages in grief and puts forward corresponding countermeasures. It deeply explores the hidden life education resources in high school reading teaching and strives to awaken life awareness through the teaching content so that students respect life, reverence for life, explore life and sublimate life. In the implementation of teaching, a dialogue between life and reading is conducted in order to return education to the origin of life.
Key words: high school Chinese; reading teaching; life education

The essence of education should be to enable the educated to better adapt to social life and gain comprehensive development of both body and mind. The purpose of education is to let human being become "people", promote the development of life, optimize the process of life, enhance the quality of life, form a solid, harmonious interpersonal relationship in society, and achieve self-worth. With the current loss of traditional values and the emerging of various types of contradictions, student suicide and self-mutilation continue to occur one after another. Implement life education in school education is a matter of no delay! The Chinese education under the new curriculum standard fully infiltrated the humanities and practical character, which formed a good coherence point between Chinese education and life education.

1. ANALYSIS AND DIGGING OF LIFE EDUCATION RESOURCES IN HIGH SCHOOL CHINESE TEXTBOOKS

High school Chinese textbooks contain a large number of humanities materials, which is of great benefit to the cultivation of students' healthy thoughts and emotions and the establishment of noble aesthetic interests. In order to explore the meaning of life, we must base on the textbooks and dig the life education resources from it. This helps to infiltrate life consciousness, and therefore enhances students' care for their own life. Through Life Consciousness Education, Life Caring Education, Life Experience Education and Life Attitude Education, the exploitation of students' life potential is completed.

1.1 Respect Life-- Life Consciousness Education

Life Consciousness refers to the recognition and understanding of human beings on their own lives, including the value and significance of human existence, the relationship between life and nature, and so on. The education of respecting life aims at reawakening the students' re-understanding of life. It is the foundation and core of life education based on the current risk society.

Pascal pointed out bluntly in "Man is A Reed that Thinks" that thought forms the greatness of man. This is a philosophical consideration of the nature of life. Thought brings the fire of dignity to human beings. Because of the ideological abilities people have, their self-consciousness has germinated, emerged, and developed. Sima Qian's "A Letter of Reply to Ren Shaoqing" wrote the value of life in practical aspects." Though death befalls all men alike, it may be weightier than Mount Tai or lighter than a feather." What people are pursuing in their lives determines the life style they chose. Life is not easy, but death is more as a waste and a detriment to life. The value of human survival lies in whether he has achieved his ideals and beliefs in life. To some extent, practicing life is a way of fulfilling the value of life.

1.2 Reverence for Life--Life Caring Education

Life is unique and divine, and maintaining a yearning and respect for life is not only respecting oneself but respecting others. Life Care Education aims to guide students to obtain humanistic qualities, love life, love livelihood, love everything exists with compassion, and use broad fraternity to accomplish the perfection of personality.

1.3 Explore Life-- Life Experience Education

Life experience is the starting point of life education. Chinese language curriculum standards point out that Chinese language teaching must focus on students' life experiences, and grasp and comprehend the level and meaning of life in the process of learning.

In high school Chinese textbooks, there is no lack of elements with tragic and sublime elements to set off rendering through characters, storyline, and grand background. In this contradiction between man and nature, sense and sensibility, it is often accompanied by a complex psychological experience that feels pleasure from pain. Teachers should make full use of textual materials to enable students to acquire meaningful values and inspirations for life from this complex psychological experience, turn grief into strength, and learn the protagonist's strong, persevering, unyielding spirit beside textual interpretation. Guide students to generate healthy and positive energy outlooks and values after emotional experience.

1.4 Sublimate Life-- Life Attitude Education

People's lives have different ways of expression. The textbook texts permeate the author's unique experience of life and show different life postures. Or perseverance in the persistent pursuit of life, and adhere to faith and not forget the beginning; or transcend life to achieve life's free and easy. Through the education of students' life attitude, they are able to find their own life essence, extract useful nutrients from ancient sages' experience, perfect their personality, abundance of life, and form their own life attitude.

2 THE IMPLEMENTATION STRATEGY OF LIFE EDUCATION IN HIGH SCHOOL READING TEACHING

Reading is the reader's connection and communication between the text and the author on the emotional and intellectual basis, to achieve the generation of meaning, and the creation and reconstruction of the subject's self. Its significance and value lie in the transformation of the ideas contained in the text into reader's own thoughts. The exploration and development of rich life education topics in high school Chinese reading textbooks still require teachers' specific practice to complete the dialogue between reading and life.

2.1 Create Teaching Situations and Reproduce the True State of Life

Situational teaching aims to restore or create a certain scene and atmosphere to a certain extent, so as to help students better understand the background and theme of the article and deepen its influence on students. For example, in the article “Little Dog Baodi”, it is possible to display the era of confusion and loss of humanity through the pictures, and contrast the background rendering atmosphere. The creation of situations makes the classroom full of vitality, and it is more likely to arouse the emotional resonance of students, awaken their thinking about life, and examine the value.

2.2 Extend Classroom Form and Conduct Life Experimental Reading

The experiential reading practices include role reading, play, and arrangement of textbook dramas. Through a variety of activities, students can get closer to the characters and learn more about the inner and outer meaning of life. In the teaching of “The Old Man and the Sea” and “Snow in Midsummer”, it is possible to use the form of play and arrangement of a textbook play to mobilize the enthusiasm of the student to learn and use his own perspective to interpret a strange character, and experience different emotional changes along with the protagonist's life course. It can also transform blunt texts into fresh classroom activities, greatly enriching the classroom experience, and deepening the concept of life more deeply into experiential reading.

2.3 Understand the Writing Background and Tap the Author's Life Course

Many works in high school Chinese textbooks have their writing background permeated with the hard life of the author, some people can still maintain the spiritual beliefs and hopes of life in the smoke of resistance against the war; some people are displaced, and the ambition is not rewarded, but still hold enthusiasm for the country; some people face the suffering of life but choose to smile, with the unyielding struggle to complete the life, they are optimistic, upward, positive, with everlasting articles circulated to us to convey the meaning of life and value. If we dig deeper into the life course behind these articles, we will deepen students' understanding of life perception and care for the fate of the characters, and guide students to maintain a positive and optimistic attitude in facing various difficulties, ups and downs and hardships in life.

3 CONCLUSION

Education is not indoctrination, but rekindling flames. Since the life education was introduced to the mainland in the late 20th century, many scholars and front-line teachers have devoted themselves to the study of the theory and practice of life education, especially since the 2008 Wenchuan Earthquake. This article is based on the investigation of the status quo and the in-depth exploration of high school reading teaching resources. It seeks to awaken the awareness of life in the lines of words, and allows students to respect life, reverence for life, explore life and sublimate life. In the implementation of teaching, a dialogue between life and reading is conducted in order to return education to the origin of life. Life education is the starting point and breakthrough point for education towards “life caring”. It is the fundamental guarantee for the continuous improvement of the populace's cultivation. When society is full of care and love, it can truly realize the goal of a harmonious society.

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Research on Construction and Application of Digital Teaching Database for Accounting Majors Based on Open Sharing Concept

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Abstract: The construction of digital teaching library for accounting major under the concept of open sharing is an important task to build an accounting professional course system based on the network platform and build a core library of accounting core courses. The construction and research of the digital teaching library of accounting major has positively promoted the development of digital teaching of accounting majors in China. The construction of digital teaching library of accounting major based on open sharing concept can make students who study accounting professional knowledge and research more convenient and quicker. It also makes students gain professional knowledge, and enhance the speed and scope of resource dissemination in the accounting industry, and improve the utilization efficiency of accounting professional knowledge resources.
Key words: Open sharing; accounting major; digital teaching; resource database

INTRODUCTION

The establishment of digital teaching database of accounting specialty based on the idea of open sharing is an important work in the strategic work of educational resources in China. The effective implementation of this work can promote the accumulation and dissemination of accounting professional knowledge to a large extent, and play a very helpful role in the teaching of accounting specialty. The relevant departments of the Ministry of Education of China have jointly set up a collaborative group on teaching resources construction, which is specifically responsible for coordinating the construction of the "resource bank". It is of great interest to share high-quality teaching resources, open the teaching resources environment and build a public platform for the training of highly skilled personnel and the construction of a lifelong learning system for accounting majors with large demand and wide coverage. It is very meaningful and necessary to build a public platform for building a lifelong learning system. The construction of teaching resource bank based on the concept of open sharing is to further improve the connotation construction of higher vocational education, strengthen the radiation ability of model colleges and key specialties, improve the carrier of higher vocational education, and promote the integration and convergence of educational resources and industry standards.

2. SIGNIFICANCE OF THE CONSTRUCTION AND APPLICATION OF DIGITAL TEACHING DATABASE FOR ACCOUNTING MAJORS BASED ON THE CONCEPT OF OPEN SHARING

The establishment of digital teaching database for accounting specialty should combine the specific curriculum requirements of accounting specialty with the construction of professional database of personnel training mode. Such a digital teaching database for accounting specialty can effectively reduce the duplication of teaching resources, waste the time of efficient teaching resources and professional data collation, and give full play to the sharing benefits of teaching funds. On the other hand, it can serve all teachers and students, and let the candidates for the annual technical qualification examination of accounting specialty. Accounting qualification examination candidates benefit from it. In addition, it can also provide teaching resources services for accounting teachers and students in other higher vocational colleges, so that the investment of education funds can achieve the goal of sharing the whole society. The construction of digital teaching database for accounting specialty is also the response of the teaching work to keep pace with the times. With the continuous development of information technology, the construction of digital database for various specialties is inevitable. Digital database can be easily searched, with long service life and wider range of services.

3. CONSTRUCTION GOAL OF DIGITAL TEACHING DATABASE FOR ACCOUNTING MAJORS BASED ON THE CONCEPT OF OPEN SHARING

3.1 To provide quality educational resources for the development of accounting profession

Accounting is a traditional and continually popular profession. Most colleges and universities in China have this profession. In addition, because of the high employment rate of accounting profession, many non-accounting students in colleges and universities will minor in the second degree of accounting, which leads to a large number of students studying accounting profession and the demand for accounting professional knowledge. The quantity is large. Therefore, the main purpose of the open and shared database construction of accounting specialty is to train accounting professionals, promote professional construction and curriculum construction, and help the development of teaching materials. It provides a resource-rich and easy-to-search database platform for thousands of teachers, students and social workers who study accounting expertise, and promotes the development of accounting professional teaching and industry construction. In addition, the construction of the digital database for accounting profession should closely follow the pace of social and economic development, and collect and summarize the resources of many new occupations that have been extended, so that the cultivation of accounting talents is not backward and the development of social economy.

3.2 To condense high-quality teaching resources and share the fruits of construction

With the deepening of accounting teaching and the continuous innovation of College teaching, many colleges and universities in our country have made some good experimental results in the course of training accounting professionals, and accumulated a lot of teaching resources of accounting profession with teaching significance. However, most of these high-quality teaching resources can only be disseminated on the official website or professional website of the university. The teaching resources of accounting specialty among colleges and universities can not be shared with each other, and can not produce the resource circulation mode of sharing and complementing each other and promoting each other. Therefore, the promotion of shared accounting teaching resources, the collection and solidification of high-quality teaching resources have become the trend and direction of the development of higher vocational education reform.

3.3 To create a lifelong learning platform for accounting majors

Lifelong learning is a learning goal and a good learning habit that every industry's people need to pursue. The construction of the digital teaching resource database for accounting professions can provide a platform for independent learning of major colleges and secondary and higher vocational accounting majors, as well as opportunities for business accounting and social learners to learn and train. It has greatly promoted the professional knowledge and professional literacy of professionals in the accounting profession. Accounting professional teachers can use the professional database to develop and apply relevant courses for different teaching objects by using rich templates and rich materials. In this way, the teaching method of sharing the accounting resource database not only avoids a large amount of repetitive labor of the teacher, but also greatly improves the work efficiency and teaching effect of teachers.

4.CONSTRUCTION DESIGN

4.1 Construction ideas

The establishment of digital teaching resources database for accounting specialty should be based on the design concept of co-construction, sharing and open management, and put the needs of accounting students, teaching teachers and personnel engaged in accounting specialty in the first place. We strive to achieve the overall top-level design, using the teaching resources database of accounting specialty as a model to lead the highest quality learning and reference in the field of accounting specialty. In addition to the high level of integration and extensive collection of resources, the accounting professional teaching resource database also needs to investigate the demand for high-accounting accounting talents in industry enterprises, formulate targeted accounting professional talent training programs, and build supporting courses. We should strive to be able to teach students in accordance with their aptitude on the basis of maximizing resources.

4.2 Construction content

The construction of teaching resources database for accounting specialty should include the integration of a large number of basic professional knowledge, the division of detailed and modular professional knowledge, and the integration of curriculum resources corresponding to each module. There are many branches of teaching resources in accounting specialty and there are many interactions of knowledge points. Therefore, the content of database establishment should not blindly pursue many contents and wide scope. It also pays attention to the classification and supporting integration of different kinds of resources, so that database resources can be presented to users. The progressive mode allows the accounting professional classes at different stages to find the resources they want in this database, and to enable learners to use database resources to enhance their professional knowledge. The collection and integration of resources is the hardware of the database, in addition to the need for a suitable network platform design to ensure that these resources can be effectively distributed, managed and disseminated. The use of network information technology also needs to establish a competency training and testing system in the database, and better help the learners of accounting majors of self-evaluate and learn through the virtual training system.

5.CONCLUSION

The construction of teaching resource database for accounting specialty based on open sharing concept can not only satisfy the accumulation and inventory of information, nor is it to establish a permanent learning template. It updates the data content in the database according to the continuous development of social economy and the professional requirements of accounting learners. In addition, the establishment of database should keep pace with the development of information technology, constantly improve the comfort of use, and constantly optimize procedures.

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Theoretical Generalization and Connotation Interpretation of the Basic Principles of Scientific Socialism

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Abstract: As a socialist country, China unswervingly takes the road of development of socialism with Chinese characteristics, and continues to explore the relevant contents of the basic principles of scientific socialism, to better improve our socialist theoretical system and related academic content and promote the better development of the country. One of the important aspects of the current scientific socialist academic research and discipline construction, is the generalization and interpretation of the basic principles of scientific socialism. The content of the basic principles of scientific socialism is substantial. This paper makes a simple analysis of the basic purpose of socialism and the principle of the core values, and the principle of the historical inevitability of socialism.
Key words: Scientific socialism; basic principles; socialist society

Scientific socialism is a theory about the conditions of proletarian liberation and an important part of the theoretical system of Marxism. Scientific socialism has a relatively complete theoretical system, the content is very large, and there is a certain connection between a series of basic principles. Scientific socialism is the crystallization of the achievements of all human civilizations and is the constant exploration and efforts of human beings on the theory of social development. For a socialist country, the adherence to the basic principles of scientific socialism is the inevitable choice and requirement of national development. Only by continually exploring scientific socialism, summing up the experience of historical development, and combining the actual situations and realistic needs of social development to constantly improve the theoretical support and guidance needed for social development, can the socialist society be able to develop strongly.

The principle of the fundamental purpose and core value of socialism

As a socialist country, it is necessary to correctly understand the fundamental purpose and core of socialism before we can understand the question of "what is socialism" and "why we should pursue socialism". Seeking happiness for the people and liberation for mankind is the fundamental purpose of socialism. It is not only the initial intention and mission of developing the society, but also the initial intention and mission of the Communists. Since China is a political system under the leadership of the proletariat and adheres to the mass line of ”the people”, the "people" and "human beings" in the fundamental purpose mentioned here refer to the broad masses of the people represented by the proletariat. Therefore, socialism refers to a movement in which the proletariat leads the masses to seek liberation. The "pursuit of happiness" and "emancipation" mentioned in the process of people’s struggle for the protection of their own interests and liberation are the pursuit and efforts of a happy life of freedom, happiness and fairness. In fact, the ultimate goal of realizing the fundamental purpose of socialism also contains the lofty ideals of communism, which is the concentrated expression of the proletarian liberation and the people's pursuit of a happy life. Thus, the Communist Society, as the ultimate goal of people's liberation and their pursuit of a happy life, should be the society people most yearn for.

That people in their own ideas have a concept of value for a certain thing indicates that there is a desire to pursue this thing. For socialism,there has been a pursuit of purpose, then it shows that socialism has its own value. However, socialism itself is a relatively wide range of research, and its content of core value is relatively rich, and it is also manifested in many aspects. But to sum up in one sentence, it can be generally regarded as "pursuing the all-round development of human beings, and pursuing fairness and justice of the society". From this perspective, for individuals, the core value lies in the pursuit of all-round development of human beings. In the process of self-growth, material conditions are the basis condition of human existence. Only when people are satisfied with material conditions can they pursue higher levels. For example, the spiritual pursuit can promote the all-round development of human beings. The relative satisfaction of material and spiritual is the realization of a higher level of happiness. However, for the society, the core value is the realization of fairness and justice of the society. The refutation and struggle against unfair acts and phenomena can better safeguard and protect the fundamental interests of the people, promote the sound and sustainable development of social fairness and justice, and constantly realize the desire of the happy life of the people.

THE PRINCIPLE OF THE INEVITABILITY OF SOCIALIST HISTORY

(1) Important conclusions of "Two Necessities"

Marx and Engels pointed out in the "Communist Manifesto" that "the destruction of the bourgeoisie and the victory of the proletariat are equally inevitable". The popular saying afterwards is that "capitalism is bound to perish and socialism is bound to win". Of course, the "Two Necessities" are not the discrimination and hatred of the bourgeoisie, nor the high opinion and expectation of socialism. They are the study based on the development trend of the world society and the development law of the capitalist movement.Historian study the law of the development of the capitalist movement by using the basic principles of historical materialism, and research a major contradiction between the bourgeoisie and the proletariat. The result arrives at the "Two Necessities" social development trend. From the perspective of the development of capitalist society, social production is dominated by capitalists, and accumulation of capital is continuously carried out to expand social production. In the process of expanding production, the composition of organic capital is increased, which eventually leads to the two extremes of social prosperity and poverty, intensifying social contradictions. However, the intensification of social contradictions will lead to the struggle between classes. From the perspective of historical materialism, the result is the ultimate demise of capitalism. This is the source of research that gets the important conclusion of "Two Necessities".

Important conclusions of "Two Nevers"

As for the principle of the inevitability of socialist history, in addition to the conclusion of "Two Necessities", there is also the conclusion of "Two Nevers". Of course, it is only a later generation through the preamble of Marx's Critique of Political Economy that "no matter which social form, it will never perish until all the productive forces he can accommodate. The new and higher productive relationship will never occur until its material conditions of existence mature in the fetal cells of the old society." The conclusions are thus linked to the "Two Necessities". The proposition of "Two Nevers" indicates the conditionality and long-term nature of capitalism. The conditionality and long-term nature of capitalism in fact emphasizes a dialectical unity, laying the foundation for the study of the succession of socialism to capitalism and becoming part of the principle of historical inevitability of socialism. The combination of "Two Necessities" and "Two Nevers" has become the whole of the inevitability principle of socialist history. Therefore, only by correctly and comprehensively grasping the inevitability principle of socialist history can we study the trend of socialist development more objectively and follow the road of socialist development unswervingly.

CONCLUSION

Apart from the above two contents, the basic principles of scientific socialism include four principles, namely, the principles of the historical mission of the proletariat and the leadership of the proletariat party, the principles of the proletarian revolution and the dictatorship of the proletariat, the principles of the essential characteristics of the socialist society and the law of its construction, and the principles of the basic characteristics of the Communist society and the great ideals of communism. Only when we realize the basic purpose and core value of scientific socialism and the historical inevitability of its existence, can we carry out further research and extension. The basic principle of scientific socialism is an important part of the Marxist theoretical system, but it will be more difficult to grasp due to its giant related content of the basic principles of scientific socialism. Therefore, a more serious and persistent attitude should be taken to be able to understand the theoretical summary and connotation of the basic principles of Marxist scientific socialism more comprehensively and accurately. Only when we take socialism as an important conviction to replace capitalism and have a clear understanding of the irreversible trend of social and historical development, can we unswervingly follow the socialist road.

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On the Rehearsal of Western Classic Plays from the Perspective of "Theme"---Taking Desire Under the Elms as an Example

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Abstract: By taking Desire Under the Elms, one of the most renowned works of American playwright Eugene O'Neill, as an example, this paper mainly focuses on the performance of this play at the Shanghai Cultural Square Theatre on October 6, 2016 and analyzes its themes to explore some issues we may face in rehearsing Western classic plays.
Keywords: Western classic plays, Eugene O'Neill, Desire Under the Elms, theme

In recent years, an increasing number of Western classic plays have been staged in China, from which we can see Chinese play-practitioners' valuable exploration spirit of forging ahead despite difficulties. These performances receive mixed reviews, but overall, there are few successful works, and what highlights more are some common problems existed in the process of re-creation and interpretation. Our current rehearsal of Western classic plays will inevitably be integrated into today's creators' expression appeals in the view of contemporary people and characterized by certain re-creation space and innovation. However, original works must still be the "bases" to which re-creation refers, and an in-depth and thorough analysis on the theme, cultural background and characters of the original works is necessary, because only in this way can the primary and secondary parts be distinguished on the basis of an accurate understanding of playwrights' intentions, thereby making appropriate choices according to needs. By taking Desire Under the Elms, one of the most acclaimed works of American playwright Eugene O'Neill, as an example, this paper mainly focuses on the performance of this play at the Shanghai Cultural Square Theatre on October 6, 2016 and analyzes its themes to explore some issues we may face in rehearsing Western classic plays.

Created in 1924, Desire Under the Elms is a tragedy of three acts, a total of twelve scenes. The story took place in the Cabot Farmhouse in New England in 1850. Cabot, who is always assiduous, created his own farm. His three sons, Simeon, Peter and Eben have lived here for many years and managed family business for him. The youngest son Eben was indulged in the death of his mother and wanted to monopolize the farm in retaliation for his father. He used his father's savings as a trading condition to persuade his two brothers who yearned for gold in the west into giving up inheritance rights and leaving the farm instead of working on it. Nevertheless, Cabot, who had been away from home for more than two months, suddenly returned with his new wife, Abbie, and happened to have suffered the “rebellion” from his sons. The young and beautiful Abbie married Cabot, thefarmer40 years older than her, for the possession of his farm. Her special status as a stepmother and her self-proclaimed “owner” kindled Eben’s strong hostility and resentment. But the complex intertwining of material desire, sexual passion and carnal desire transformed the pair of "mother and son" gradually from confrontation into immoral love. Besides, they deceived Cabot and gave birth to a child. Under Cabot's stirring up, Eben had doubts about Abbie's love. In order to prove her innocence and loyalty to Eben, Abbe killed the child. The truth came out at last, but irreversible consequences were caused. The police took the pair of lovers, leaving only the broken farm and the lonely Cabot.

This performance was directed by Shen Liang and starred by Shi Ke, Hao Guang and Miao Chi. The first paragraph of the plot introduction in the brochure wrote, "In the 19th-century New England, there was a farm covetously watched by every member of a family, which was filled with mutual suspicion and deception, as well as cold schemes between father and son, brothers, mother and son, and the couple." Such a "straightforward" summary directly limits the play’s theme to the so-called "mutually deceitful" family relationship, but blocks many complex and profound contents pertaining to human nature contained in the original work. This "opening" not only makes the theme single and superficial, but also may lead to audiences’ understanding deviations because of its certain degree of mis-interpretation.

Numerous Western classic plays often display "multi-faceted" features in terms of themes. For example, the themes of Death of a Salesman, a representative work of Arthur Miller in contemporary American drama circle, who enjoyed equal popularity to O'Neill, involve the realization of the so-called "American Dream" and the contradiction between modern urban life and rural life, in addition to a clear relationship between father and son, integrity and responsibility. If the themes are generalized and put onto a single "tag", the amount and the levels of information the playwright originally wanted to convey would also "shrink", thereby leading to limitations in the stage presentation of this play and even audiences' misunderstandings.

The desire world depicted by O'Neill has too many thought-provoking deep themes, which need our slow digesting and careful savoring. To sum it up, this play mainly involves the following aspects: evil motherhood, morality and belief, father-son relationship, contemporary people's sense of belonging, etc. Any one of the aspects is not a simple existence, since they are unified in the "desire" and reflect the entanglement in desire and agony in human nature. Whether it is material desire, sexual passion or carnal desire, we cannot apply a single negative color to it. Unlike the derogatory meaning more often used in its Chinese, the word "desire" has richer meanings in English, indicating yearning, wish and hope without obvious bias of praise or blame. Driven by such "desire", everyone in this play has different expectations, and the multi-faceted themes the author wanted to convey are precisely hidden behind the natural and normal "desire".

Due to the neglect or even misunderstanding of the prescribed situations, characters and some important potential information during the performance, the rich themes and deep connotations of the original work were destroyed and dispelled, and the above related theme contents were not very clear in the stage presentation. The sorrowful end of the immoral love in combination of the retribution for the evil behavior seemed to be barely used as a vague reference in the absence of a clear theme. The contradictions and power entangled in the "evil motherhood" were often weakened by the actors' performance lacking internal levels, and universal but stereotyped "skills of acting onstage" also reduced the depth of lines. Owing to many improper treatments such as the deletion of lines and the handling of performance, the "faith" theme, which was more prominent in the original work, also became ambiguous.

When rehearsing a theatrical work, whether our interpretation on the theme of “a reading text” is accurate and clear will determine the direction, quality and effect of the “performing text”. The so-called "performing text" is a concept in a broad sense and a performing vocabulary at the overall level. It contains visual, listening and other multi-dimensional information, covering actors' actions, lines, scheduling, live audio, music, as well as setting, stage properties, clothing and make-up. Theme positioning is to the stage presentation what the roots of trees are to the growth of branches and leaves. Trees' shapes and luxuriance stem from the power and nutrients under the ground. Furthermore, when play-practitioners of different eras reinterpret and rehearse the classic plays of the past, they should not only respect and consider the theme and significance of original works in the era when they were created, but also explore the new theme and significance of rehearsing the existing texts at this time and place according to the current social conditions. In other words, it is essential to have universal values that transcend time and space, and at the meantime, keep an eye on the contemporary era.

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Groupwork in Senior High School Reading Class

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Abstract: Group work, as a communicative activity which improves students' overall language ability has become more and more popular to meet students' needs. Therefore, in order to know further about this kind of activity, this thesis tries to explore the importance of group work, the problems exist in carrying out group work and the reasons and solutions for those problems. And to have a clear picture of the current status of the practice of group work, this thesis conducts a survey and some interviews in You Xi Number 1 Middle school by the methods of class observation, interview and questionnaire.
Key Words:Cooperative learning; group work; current status; reading class; problems

1.INTRODUCTION
Group work learning is gaining popularity in senior high school reading class. However, owning to lack of knowledge of group work learning and specific implementation strategies, group work learning still has many problems in operation.
Based on this background, this study focuses on current practice of group work in senior high school reading class and the problems exist during the practice and the reasons for those problems so as to understand comprehensively the current status of the practices of two parts in senior high school.
2. SURVEY ON GROUP WORK IN YOUXI NUMBER ONE MIDDLE SCHOOL
2.1 Methods.
2.1.1 .Class room observation.
The author listened to reading class in eight different classes to get the basic information of the practice of group work in You Xi Number 1 senior high school by observing, such as how often these classes conduct group work, the problem appearing in the process of carrying out group work.
2.1.2 Interview before questionnaire.
After class observation, the author made some face to face interviews with teachers about the attitudes towards group work and the problem existing in conducting group work and the reasons for their existences in order to design a better questionnaire.
2.1.3.Questionnaire .
The purpose of the questionnaire is to get information of current status of practice of group work.378 0f 420 students questionnaires that the authors handed out have been collected. And 320 pieces of effective student questionnaires are obtained in the end. And the author has received 32 effective questionnaires from the 43 questionnaires the author has handed out to teachers.
3. FINDING
3.1. Basic situation of the practice of group work.
3.11 The frequency and time control of group work in reading class.
Questionnaire shows that 25% of class carry out group work in every reading class.64% of class carry out group work every two or three reading class and 11% never or almost never use this kind of activity in reading class.
After interviewing with teachers, especially with those who never or seldom conduct group work, the author find out following reasons:
(ⅰ) It is inconvenient to carry out group work in a big class because it would cause many noises and discipline behaviors.
(ⅱ) Group work is of little use and time is limited, so teachers are reluctant to "waster" time in it.
(ⅲ)Students often talk about other topics in Chinese when conducting group work.
(ⅳ)They don't know how to design group work.
3.12 Teachers' way of dividing students into groups.
The figures show that 58% of teachers ask students to be grouped with students around them to save the trouble of moving around the classroom. From the interview, Mr Chen said the other reason is that students are familiar with those students around them, thus would feel less anxiety when conducting group work. Only 12% of teacher let students choose their group members according to their own will. That is because that most teachers think that if students are grouped with their friends, they are likely to chat with their friends rather than practice with them.
3.2 The behaviors of students during group work in reading class.
Most students in You Xi number 1 senior high school are self disciplined, but because their teachers in junior high school seldom conduct group work in class, they are still not familiar with this kind of activity. Therefore they tend to use Chinese to communicate or answer questions in reading class.
3.21 The frequency of students speaking Chinese during group work.
The result shows that only 3% students never use Chinese during group work.22.5% students seldom use Chinese to talk with their group members. And 23.5%of students sometimes use Chinese to express their opinions which they could not express in

English. And 26.1% them often speak Chinese when engaging in group work.

There are three reasons why they speak Chinese in English class. First, their English ability is limited, so they are unable to communicate with their group member in fluent English. Second, they are shy and afraid of making mistakes in front of their group members. Third they have little interest in English.

3.22 The frequency of students taking about other topics during group work.

The result shows that 15% of students never talk about other topics during the practice of group work.23.8% of them seldom do so. And 17.4% of them sometime do so.6.6% of students always do so.

It is not uncommon that some students will talk about other irrelevant topics when conducting group work as this kind of activity give them great freedom to do what are forbidden in other classes. And this phenomena become worse when teachers fail to give enough supervision and the topics are boring.

3.23 The frequency of students actively participating in the activities.

In reading class, some students may actively take part in group work activities but some may not for various reasons. Figures show that 20.5% students always and 36.1% students often participate in activity. 6.9% of them never take part in group work activity. And 24.5% sometimes and 12% seldom take part in.

The main reason why they act inactively is that they don't know how to express their ideas or opinions in English. Other reasons are that they are too shy to speak English in front of their group members and they don't like English. The reason that they are not in the mood to work with their partners also hold some proportions.

3.3 Instructional behaviors from teachers.

3.3.1 The frequency of teachers giving help and comment.

The result of classroom observation shows that six teachers gave instruction during group work and instant comment right after group work no matter their performances are good or bad. And three of them gave instructive comment and advice rather than simple appraise like "Very good". And two teachers only gave instruction to correct their errors, but seldom praise students' good performance and improvement. One teacher never gave comment either during or after group work practice. But none of them failed to give any help when they found students are in some troubles.

4.THE PROBLEMS OF GROUP WORK IN PRACTICE

By observing the reading class, interviewing and analyzing the result of the questionnaire, the author has noticed there are some problems existing during the practice of group work in reading class. Followings are some problems.

4.1 Uneven participation of students in group work.

Even though group work learning has increased the involvement of students in reading class, members of each group don not have equal opportunity to get involved and express their opinions. As Tang Shasha says, in class there are two kinds of students who speak few in reading class. One kind is those students who have difficulty in English learning (Tang, 2010:par5). In reading class, this kind of students who are weak in English may find it strenuous to finish reading tasks and discuss with their group members in English, not to mention expressing their idea in fluent English in front of whole class.

4.2 Lack of time in group work learning.

Students don't have enough time to work in group. In senior high school, one lesson usually lasts for forty-five minutes and the teaching load is heavy, so time is limited. Due to the shortage of time, worried about failing to finish their teaching schedule, more often than not many teachers haven't provide enough time for students to think and discuss in order to finish teaching progress. Consequently, the discussion of many problems remains superficial and lacks depth.

4.3 Teacher can't timely evaluate the students' performance.

Many teachers only evaluate students' group work result, but make no comment on the process. Reading class in senior high school, after the groups represent the outcome of their group work， many teachers just evaluate the presentation rather than the process of their group work, thus only evaluating individual performance rather than group performance. As Zheng Shenxia says, if teachers can't closely integrate assessment for group with assessment for individuals, it will be bound to have a negative effect on students' overall development(Zheng, 2015:1). Therefore a scientific evaluation system can provide motivation for students in group work learning.

4.4 Ignorance of the leading role of the teacher.

Group work in reading class advocates multilateral interaction between students and between students and teachers. But in senior high school readings class, after asking students to work in groups, many teachers start to do their own business, scanning their teaching plan aimlessly among students. Some teachers even do nothing, just standing in the front of classroom to wait for the finishing of group work. This may lead group work to another extreme—letting things drift. Without supervision of teachers, students may start to discuss in Chinese or talk about some irrelevant topics. And though the classroom atmosphere seems to be active, students actually haven't practiced their English in group work.

5. STRATEGIES FOR THE SUCCESSFUL PRACTICE OF GROUP WORK

SINCE MANY PROBLEMS EXIST IN THE PRACTICE OF GROUP WORK, THIS THESIS ALSO TRIES TO FIND OUT THE SOLUTION THE STRATEGIES FOR THOSE PROBLEMS.

5.1 Prepare students for cooperation.

Students who are prepared for cooperation in advance would know how to behave in groups. Studies of groups with no special preparation for cooperative learning suggest that if students are not taught differently, they will talk about specific procedures and will not discuss ideas and articulate their own thinking(Webb, Ender & Lewis, 1986:88). If teachers want the reading class to be more productive and the group work to more effective, they need to teach students specific skills in discussing and working with other.

5.2 Create appropriate environment for students.

Class atmosphere is crucial to students' performance. It mat be that an awareness of classroom dynamics may help teachers establish firm footing; the time and effort invested in establishing a solid'affective group ground' will pay off on the long run as it will lead to an experience that is rewarding interpersonally, linguistically, pedagogically and developmentally for teachers and students alike."(Dornye, Malderez, 2000:157) Thus teachers should do their utmost to create an favorable classroom dynamics for students to achieve best practice.

5.3 Give suitable encouragement to students.

After students finish their task, teachers should encourage them and highlight their progress in a sense of accomplishment.

5.4 Use the activities that are interesting and close to student's real life.

As Wang Qiang says, We don't intend that the communicative approach is the magic tool in language teachings, but we do think language learning and teaching should be as close as possible to language use in real life.(Wang, 2007:23)Therefore, teachers should be careful about the activities they choose for the practice of group work and shouldn't just do what textbook asks to do."They need activities which are exciting and stimulate their curiosity;they need to be involved in something active. (Harmer. 1996:7)

6. CONCLUSION

The survey I conduct only base on my teaching experience in You Xi Number1 senior high school. All the subjects are from this school. Besides, the the opinion from interview and figures from questionnaire may not represent students and teacher's true feelings and view. Therefore, to get more valid information, more schools in different areas should be included in this survey.

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Science Communication by New Media: An Online Debate on" Pregnancy Test by Pulse"

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Abstract:The debate between traditional Chinese and western medicine is an important phenomenon in the history of health communication in modern China. The emergence of new media, as an emerge ng media, has brought new forms of expression to the century-old debate between traditional Chinese and western medicine. An in-depth analysis of the sensational challenge event of " Pregnancy Test by Pulse " on Sina Weibo, China's largest online social media in 2014, reveals the impact of the new media platform on health communication, including resonance effect, multiplied public opinion pressure, high-frequency interaction, etc. Analyzing this event from the perspective of scientific communication: " Pregnancy Test by Pulse " reflects the demands of democratic model, and public medical events cannot be separated from public participation and feedback; the dissemination of medical knowledge in the folk is restricted by the concept of the public; the debate between traditional Chinese and western medicine is no longer confined to the circles of medical experts and cultural elites, nor is it a one-way communication of professionals to the public, and dialogue and communication are better and more superior options.
Key words: Pregnancy Test by Pulse; new media; science communication;
debate between traditional Chinese and western medicine

I. INTRODUCTION

The debate between traditional Chinese and Western medicine is an old topic in the study of modern Chinese ideological history. Since the middle and late 19th century, modern western medical knowledge has been introduced into China in large quantities, which not merely constitutes an important content of the second "eastward transmission of western sciences", but renders the difference between Western medicine and traditional Chinese medicine to be increasingly prominent. Whether the Chinese and western medical systems are superior or inferior has become a sensitive and repeatedly contentious topic in Chinese medical and ideological circles since modern times. Among these disputes, one of the high-profile views is that traditional Chinese medicine as a knowledge system and technical tradition is not legitimate and thus it should be abolished. This view was first found in Yu Yue's thought of "Abolishing Medicine and Preserving Medicine" in On Abolishing Medicine in the late Qing Dynasty. In the early 20th century, this view once prevailed in China's ideological circles and won political support, leading to two landmark medical political events in this period: one event is that in 1912, Beiyang Government excluded traditional Chinese medicine from the educational content in the new educational system while the other is that in 1929, the Health Committee of the Government of the Republic of China issued the "Abolishing the Old Medical Case" . After 1949, at the direct behest of Mao Zedong, the supreme leader of the Communist Party of China, China's national health policy turned to try to incorporate both Chinese and western medical systems into the medical and health system . Since then, the integration of traditional Chinese medicine and Western medicine has replaced the debate between traditional Chinese medicine and Western medicine, and pluralism in the medical field has become the main theme, rising to the official position of Chinese medical circles in the second half of the 20th century.
However, in a broader sense of intellectual circles, the debate between traditional Chinese and Western medicine still shows great vitality as a topic. Therein, the most active and common "anti-Chinese medicine" viewpoint in contemporary Chinese society, based on modern science, holds that although some traditional Chinese medicines have scientific value after analysis, the theories of traditional Chinese medicine are only cultural but not scientific, so such theories should be completely discarded. This viewpoint is represented by Zhang Gongyao and Fang Zhouzi.
The emergence of electronic media in this century is a tremendous revolution in the history of human cultural communication and has drastically changed the way of cultural communication. It has not merely changed the forms of culture itself, but even changed the human life existing in it. Through the ages, no media has had such a profound impact on the whole society as electronic media. Since the beginning of the 21st century, the rise of the Internet and new media as an emerging media force has pushed this mode of communication to its extreme and also enabled the debate between traditional Chinese medicine and Western medicine, which has been disturbing and has never subsided for a century, to gain a communication platform faster and closer to the public. And scientific communication on the new media platform has become a hot topic in academic research in recent years. The Challenge of "Pulse-feeling Pregnancy Test" on Sina microblog in

2014 is precisely a scientific communication event on the new media platform in this context.

II. OVERVIEW OF THE EVENT OF " PREGNANCY TEST BY PULSE "

Pulse-taking, is the most representative diagnostic method in traditional Chinese medicine. Doctors touch the bilateral radial arteries of patients with their fingers to judge their health and disease status from the "pulse condition" and give a diagnosis and treatment plan on this basis. Judging whether a woman is pregnant or not through her "pulse condition" and even judging the sex of the fetus conceived by a pregnant woman is an important content of pulse diagnosis in the history of traditional Chinese medicine. Nevertheless, this "technology" is no longer generally regarded as a feasible method in modern Chinese medicine. In the second half of 2014, on Sina microblog, China's largest social media, there was a Challenge of " Pregnancy test by pulse " that once aroused high public attention. The event lasted about three months, and the progress of the phases is summarized as follows:

(I) INITIATION

The event initiator was an "anti-TCM" person who was active on Sina microblog. Sina microblog certified him as "Burn Superman Abao" of "Chief Physician of Department of Burn, Beijing Jishuitan Hospital". On September 13, 2014, he published "Abao's Announcement of Challenge to Master of Pulse Diagnosis in Traditional Chinese Medicine" on its microblog, whose content is whether TCM pulse diagnosis of pregnancy or not is randomly tested by blind method. He who achieves the accuracy rate of over 80 % will be the winner. Reward: the challenger will not pay any price for winning or losing. If the challenger wins, Abao will provide a bonus of 50,000 yuan and will not call TCM pseudo science for life.

Meanwhile, Abao invited Wang Zhi'an), an advertising planner, as the referee of the challenge, drawing the curtain of the whole event of "Pulse-feeling Pregnancy Test" since then. They put forward a clear restriction on the identity of the contestants, namely, TCM doctors with the title of "deputy senior" or above in national 3A hospitals. The restriction on the identity of the contestants has always been the focus of debate among the parties to the challenge. At the end of the challenge, Abao and Wang Zhi'an were, under pressure from all sides and practical considerations, forced to relax the restriction as “being TCM doctors with the title of "deputy senior" or above in national 2A hospitals, which is a later remark.

(II) THE EMERGENCE OF TWO CHALLENGERS

This almost provocative public practice immediately aroused a rapid response from the Chinese medicine circles. On the very day Abao "delivered a challenge", Yang Zhen, a professor at Beijing University of Traditional Chinese Medicine, announced his acceptance of the challenge. On October 11 not soon thereafter, Chengdu practicing Chinese medicine doctor Lv Jilai also posted an article on Sina microblog announcing his participation in the challenge and offered to increase the bonus amount. "Western medicine intend challenge traditional Chinese medicine, while we intend to challenge Western medicine as well, and I will contribute 200,000 yuan to the challenge of traditional Chinese medicine vs. Western medicine." "Both traditional Chinese and Western medicine launched an open challenge against various diseases to see which side achieves a high cure rate!" There is a sharp tit-for-tat spirit.

However, Lv Jilai's entry status was not recognized by Abao and Wang Zhi'an, because he did not meet the entry requirements of "TCM doctors with the title of "deputy senior" or above in national 3A hospitals". This refusal also added spice to the event.

(III) A SUDDEN TESTS

The subsequent development was a small interlude. Just two days after the announcement of the battle, before discussing the details of the challenge rules with Abao and Wang Zhi'an, Lv Jilai conducted a small "Pulse-feeling Pregnancy Test" organized by local news media reporters in Chengdu. Only five subjects, including four adult women and one adult man, were tested. Judging from the test results, Lv Jilai did not seem to accurately judge whether all the subjects were pregnant as he had expected.

Abao, who paid close attention, quickly commented on his microblog, poking fun at Lv Jilai's spontaneous test: "immediately after he smells whether a woman smears nail polish or not, he will be able to guess that she is pregnant." It means that Lv's spontaneous test was not standardized and didn't make any sense at all.

Interestingly, Yang Zhen, the original contender and fellow Chinese medicine practitioner, also said that this small test was not prudent by the standards of scientific research: "the medical process involves human health and dignity and cannot be arrogated. Science, ethics, safety and regulations must be followed." Though the same as a challenger, Yang Zhen did not appear to be in the same camp as Lv Jilai. From the beginning to the end, the two men did not have any substantive interaction.

(IV) LV JILAI WITHDREW FROM THE COMPETITION

Shortly after the mini-test, Lv Jilai announced his withdrawal from the challenge on October 18 by issuing a strongly worded statement on his microblog. He declared that previous acts of accepting the challenge were characterized as personal, not a representative of the whole Chinese medical circles. Specifically, the statement includes the following six points: "1. the time is short and the rules of activities need to be determined; 2. any activities and remarks involved in maintaining Chinese medicine are personal wishes, not representative of the whole

Chinese medical circles; 3. pulse diagnosis of Chinese medicine can check pregnancy, but the diagnosis can only be conducted by combining observation, hearing and questioning; 4. Chinese medicine and Western medicine both have their respective advantages, and the combination of traditional Chinese medicine and Western medicine is the trend of medical development; 5. when there are any comments to discredit Chinese medicine in the future, they will all stand up for it; 6. the media and public opinion have seriously affected normal work and study.

On the very evening, Abao responded on his microblog, satirizing Lv Jilai as "ratting out".

(V) OFFICIAL INTERVENTION

More or less unexpectedly, this folk event soon received official attention. The head of the Administration of traditional Chinese Medicine, the highest administrative body in charge of Chinese medicine affairs and subordinate to the Ministry of Health, said in an interview on November 5 that the challenge was actually meaningless, and the result could not explain any problem: "traditional Chinese and Western medicine, as two medical sciences, have different diagnosis and treatment systems, ... the challenge of "Pulse-feeling Pregnancy Test" is meaningless at all. The initiation of " Pregnancy test by pulse " by individual personnel can only indicate that they do not acquire enough knowledge of Chinese medicine, and individual TCM practitioners' acceptance of the challenge can merely show that they do not have enough understanding of the connotation of TCM."

State Administration of TCM's negative attitude towards this folk challenge led to a sharp decline in the event. In particular, the Administration of TCM clearly expressed disapproval of the "individual TCM practitioners" in accepting the challenge. As practitioners in the system, withdrawal from the competition is a realistic choice in the face of public pressure from the top management. After the State Administration of Traditional Chinese Medicine voiced its opinions, the heat of the event quickly subsided on the Internet. Relevant reports began to substantially favor the suggested framework of countermeasures, reporting and commenting on the outcome of the event respectively from two frameworks, namely focusing on the development of Chinese medicine and peaceful coexistence of traditional Chinese medicine and Western medicine. The attention on the paper media and microblogs rapidly "decayed". The official's active involvement in this folk spontaneous event also shows its concern and alert for the powerful influence of the new media, in a to prevent the emergence of any uncontrollable factor.

(VI) YANG ZHEN WITHDREW FROM THE COMPETITION

On the day after the State Administration of TCM expressed its voice, another contestant, Yang Zhen, posted "Farewell, Abao and Zhian: Final Statement on Pregnancy test by pulse " on his microblog and also announced his withdrawal from the Challenge. The pressure on him from the official level is self-evident. However, in the statement, Yang Zhen attributed his withdrawal to dissatisfaction with the rules of the challenge and considered them unscientific. He said that Wang Zhi'an declared that "no word can be changed at all" concerning the Implementation Plan for the Challenge. While Yang Zhen, after consulting statistics experts, believed that the Plan had four major defects and risks: (1) insufficient and uncountable samples; (2) confusion of status and lack of justice; (3) unilateral breach of contract; (4) suspected of violating the law. Yang Zhen believed that the challenge could not go on without solving these problems, so he chose to withdraw from the contest and "let science return to science, medicine return to medicine, and entertainment return to entertainment", implying that the actions of Abao et al. are hype unrelated to medicine.

(VII) SOMBRE FINALE

(7) After Yang Zhen announced his withdrawal, Abao and Wang Zhi'an announced that they would continue to welcome other qualified Chinese doctors to take part in the contest. Wang Zhi'an then drew up a deadline for the challenge. One week after the start of the application, due to the lack of qualified challengers, the challenger's conditions were lowered appropriately: the conditions were relaxed from the original attending doctor of a 3A hospital to the attending doctor of a 2A hospital, but there must be a recommendation from two deputy chief doctors of a 3A hospital. However, no one still entered the competition within the adjusted extension time.

As of the deadline of 23: 00 on November 18, the challenge was still unopposed and ended in a sombre finale.

III. IMPACT OF THE NEW MEDIA ON THE TREND OF EVENTS

The traditional media have not paid less attention to and reported on the event. Some scholars count that traditional media have given nearly 300 reports on the event. Moreover, influenced by the current medical system and social culture, the traditional media mostly took the stand of supporting traditional Chinese medicine, indicating that the right to speak was still on the side of traditional Chinese medicine and the government administration department . However, in any case, the challenge of " Pregnancy test by pulse " still takes the participant's microblog account (and blog) as the main battleground. It can be said that without new media, there would be no such challenge. Except for the small test organized by Lv Jilai himself, almost all the speeches of the characters in the whole event took place on microblogs. This is completely different from the past when newspapers and periodicals were used as the main battleground for debate between traditional Chinese medicine and Western medicine. The diversity of positions of all parties is particularly obvious, and they are more free from official constraints, reflecting the folk's concern about the "original ecology" of such incidents. The following is the impact of the Internet and new media on the trend of the event:

(I) RESONANCE EFFECT

The resonance effect in the process of information dissemination on the new media platform was fully displayed in the event of "Pregnancy Test by Pulse ". For Internet celebrity's speech information, fans will soon form a mass "resonance" and comment, explain and supplement it, which is a kind of "media resonance" effect of diffusion type . The event was initiated by a few elite microblog accounts with a large number of "fans" on these new media, thus successfully attracting public attention.

Table 1 is the microblog data of the persons involved in this event as of February 2, 2016. It can be seen that they are a small number of elite microblogs ("big V") with a huge readership. Especially the microblogs of Abao and Wang Zhi'an, with such a large number of views, they can easily organize and launch a huge thematic event, and can also take advantage of the scale to expand their influence beyond the new media and to create a real public event until it causes official intervention. This influence can be seen from events such as "blindly tasting Yangcheng Lake large crabs", "Corridor Doctor Lan Yuefeng" in which Wang Zhi'an participated, and "Vaccine Issue" in which Abao participated. Nevertheless, Pulse-feeling Pregnancy Test is only a representative microcosm while only when common individuals enter the " main arena" of these elite accounts and get involved in the vortex of events they initiate can they take the opportunity to express their views and standpoints to receive attention. There is also inequality in the right to speak on the new media platform.

Participants	Number of microblog followers	Number of microblog fans	Number of articles posted on microblog
Abao	1043	386092	12921
Wang Zhi'an	1043	520326	25009
Yang Zhen	750	34338	3963
Lv Jilai	2000	8053	3890

Table 1 Microblog Data of Participants

(II) DOUBLE PRESSURE OF PUBLIC OPINION

As a new platform for debate, the new media has greatly increased the public opinion pressure of the participants in the event, which has been fully reflected in the acceptance of the two contenders, Yang Zhen and Lv Jilai.

When Lv Jilai withdrew from the challenge, he declared, "this period of time, I was surrounded by the media and public opinion, seriously affecting my normal work and study." Similarly, Yang Zhen's withdrawal statement also mentioned the madness and uncontrollable power of public opinion: "after the event of Pregnancy test by pulse was fermented, there were a large number of public complaints on the Internet,"Pulse-feeling Pregnancy Test was a negligible small probability event that occurred in a small range, like butterfly flapping its wings, but it was unthinkable that it was magnified as a storm of the debate between traditional Chinese medicine and Western medicine in the news window period." Even after the withdrawal, he continued to be attacked by a number of media.

On the platform of the new media, most "viewers" can make radical remarks anonymously without being controlled. The rapidity, multilinear and borderless nature of the network information dissemination makes the expression of all parties in it extreme. Public opinion is only a blatant "opinion" of the public, not knowledge or systematic cognition of knowledge. It also contains certain prejudices while showing strength and unleashing passion. Any surging tide of public opinion is hard to be exceptional. Hence, it is not difficult to understand that in this vortex center of the debate between traditional Chinese medicine and Western medicine, participants will be subjected to tremendous pressure from all parties, even vicious personal attacks.

(III) High-frequency Interaction

In the event of " Pregnancy test by pulse ", the high-frequency interaction between the main participants was pretty obvious.

From the beginning to the end of the event, in just three months on microblogs, Abao @ Wang Zhi'an 63 times, @ Yang Zhen 55 times and @ Lv Jilai 3 times; Wang Zhi'an @ Abao 58 times, @ Yang Zhen 47 times, and @ Lv Jilai 3 times; Yang Zhen @ Abao 55 times, and @ Wang Zhi'an 44 times; Lv Jilai @ Abao 3 times and @ Wang Zhi'an 5 times. These remarks appear to be more emotional and fragmented, and lack the framework for restricting written arguments.

On September 13, 2014, for example, Abao put forward the idea of " Pregnancy test by pulse " on his microblog for the first time. Soon, characters such as Wang Zhi'an and Yang Zhen responded (Lv Jilai's appearance was a little later). Only in the aspect of event formulation, each party played a verbal battle. Refer to some of the microblog remarks of the participating characters in Table 2 for details. The echo and conflict between the characters and the infighting between the characters were highlighted vividly in the colloquial words.

Time	Character	Microblog comments
08:10	Abao	[Abao's Announcement of challenging the Master of Pulse Diagnosis in Traditional Chinese Medicine] Challenge objects: all TCM doctors with the title of "deputy senior" or above in national 3A hospitals can participate. whether TCM pulse diagnosis of pregnancy or not is randomly tested by blind method. He who achieves the accuracy rate of over 80 % will be the winner. Reward: the challenger will not pay any price for winning or losing. If the challenger wins, Abao will provide a bonus of 50,000 yuan and will not call TCM pseudo science for life.
11:08	Wang Zhi'an	I believe that the person who can check pregnancy by pulse has watched too many TV series The Grand Mansion Gate. I think this test is really too difficult. Western medicine can only detect pregnancy by blood test and B-mode ultrasound while Chinese medicine can directly identify pregnancy just by pulse, it is not fair, we can change to a slightly simple bet...... to avoid the consequence that no one accepts the challenge. In that case, the bright pearls (referring to great talents) of my great motherland's traditional culture will lost face too much.
15:13	Abao	Please@TCM doctor Mr. Yangzhen confirm acceptance of the rules to participate in the challenge so as to facilitate our arrangement.
17:07	Yang Zhen	At the invitation of @ Burn Superman Abao, I accept the challenge, and enter the next step: program design. I don't mention any program requirements. Program design can fully reflect Abao's will. I suggest that the programmer should be a non-interested third party..
20:16	Yang Zhen	A little brave, ok? I trust you to design the program. You have found such a controversial one. Can't you find your statistics department or evidence-based center? //@ Burn Superman Abao: I have contacted @ Muji ...
20:49	Wang Zhi'an	How about the design and implementation of the plan by CRO, a clinical drug testing company? @ TCM doctor Yang Zhen
21:05	Abao	Announcement: there has been qualified challengers that voiced on the issue of pulse diagnosis of pregnancy in traditional Chinese medicine. The promise I made is guaranteed to be valid, but as I am an unknown doctor with limited energy and ability, I hereby request @ Wang Zhi'an to handle the matter with full authority, and find an objective and fair third party to work out a reasonable plan and give everyone a satisfactory explanation.

21:13	Yang Zhen	@Burn Superman Abao @Wang Zhi'an @ et al. have proposed a scheme. In my view, the scheme passed by the following seven people should be valid, namely, six teachers from Peking University Health Science Center, Capital Medical University and our school on Ideas and Methods of Scientific Research and Medical Statistics plus one teacher of Medical Ethics.
22:10	Yang Zhen	[Withdraw?] What sort of matter is this? Can an unknown doctor talk nonsense and be irresponsible? Abao, don't go! I don't want to bet, okay?
22:15	Abao	The gamble is still on, and the bet is still on. Just ask Wang Zhi'an to operate specific matters. The live broadcast and scheme design are all under intense arrangement. @ Yang Zhen
22:27	Abao	Bonuses are available, challengers are available, the live broadcast platform has been basically finalized, and the person responsible for the specific operation (@ Wang Zhi'an) is also available. Please wait patiently, Mr. Yang. @ TCM doctor Yang Zhen

Table 2 Some Microblog Comments of Participates in " Pregnancy Test by Pulse "

IV. ANALYSIS OF "PREGNANCY TEST BY PLUSE" : BASED ON SCIENTIFIC COMMUNICATION

(I) Concept and Origin of Scientific Communication

In this chapter, we analyze this event from the perspective of scientific communication. Scientific communication can be roughly divided into three levels: understanding the concept and terminology of science, understanding the process of science, and the most easily overlooked point, that is, recognizing the impact of science and technology on society and individuals. Among them, "Public Understanding of Science" (PUS) is the core concept of scientific communication, which discusses the issue of scientific communication and public cognition. Public, understanding and science constitute the main body frame of the subject. In this event , the relationship between these three elements were also displayed incisively and vividly.

The early thought of scientific communication gives the credit to J.D. Birnal's Popular Science Theory. After analyzing the changes caused by scientific development in the early 20th century, Birnal put forward new ideas and forms of popular science to adapt to the long-term development of science . After the early stage of popular science, science communication began to focus on "Public Understanding of Science", while, as a subject, Public Understanding of Science was widely concerned and discussed by academic circles only after a series of important reports such as the Bodmer Report in the 1980s. These reports raised it to a significant level and gave suggestions for its future development. Later, John Durant's democratic model emphasized the equal communication among the government, scientists and the public and that the public should actively participate in decision-making and give timely feedback. This was also seen as the future development trend of scientific communication, as evidenced by more and more public events.

(II) Important Model of Scientific Communication

Scientific communication mainly includes the following important models:

(1) Central broadcasting model

This model was proposed by J.D. Birnal, which is characterized by attaching importance to the role of science popularization, emphasizing that the government and the official side have the right to speak from top to bottom in command and guidance, while the public accept scientific knowledge unconditionally.

(2) Deficit model

This model was proposed by John Durant, considering that science and technology are supreme and the only truth without doubt, and their status in daily and political life is irreplaceable. Hence, the public needs to master and understand scientific knowledge so as to participate in government, enterprises, science and other fields in a more efficient manner . The model was once questioned by the academic circles, and Durant's thoughts have gradually shaken and changed accordingly.

(3) Reflexivity model

This model was proposed by Brian Wynne, mainly based on Wen's analysis of the Cambria's sheep event. He held that the key issue in public understanding of science is not public ignorance of science, but the ignorance of science itself and scientific institutions. They are not aware of their own shortcomings and lack reflexivity .

(4) Democratic model

This model was also proposed by John Durant. After realizing the shortcomings of the missing model, he proposed the democratic model.

This model emphasizes the equal communication among the government, scientists and the public, aiming to conduct joint decision-making to achieve effective scientific communication .

(III) Analysis Based on Scientific Communication

(1) TCM culture is deeply rooted in Chinese cultural circles, and the long history of development makes it difficult for Western medicine to completely replace traditional Chinese medicine in China. The public does not accept the so-called "science" in its entirety, but on the contrary, they have their own ideas. As a result, the secret wrangling between the two kinds of medicine will certainly maintain a state of equilibrium in the long term. Apart from that, considering the survival demands of the TCM community and the trust of some people in traditional Chinese medicine, the situation will become more complicated. This can be clearly seen in the event of " Pregnancy test by pulse ". On the microblog, large numbers of people stand up for the TCM side, and there is a great momentum of defending the challenge. While the official attitude seems to eliminate disputes, but it is also to safeguard the interests and dignity of the TCM side.

(2) In the process of scientific communication, the foothold often lies in scientific knowledge and technology rather than scientific methods and processes, which also leads to the public's gap in scientific methods. In this event, the focus of the public is on whether the pregnancy test by pulse is effective or not, viewing it as a matter of either black or white, but ignoring the scientific analysis process behind it, and even lack of understanding of basic concepts such as "double blind experiment" and "evidence-based medicine". As a result, the public's perception of medicine is too rigid, either too superstitious or totally negative to traditional Chinese medicine, without realizing that medicine is a process of continuous development and revision.

(3) The traditional controversy over public events is mostly confined to a small circle of intellectuals, and ordinary people have few channels to speak out. Compared with the traditional media, the emergence of new media has made public expression and interaction more convenient than ever. The event also fully reflects the enthusiasm and necessity of public participation in medical and health events.

According to the author's statistics, during the event of " Pregnancy test by pulse ", Abao published 221 related microblogs, which were forwarded 47187 times, commented 39401 times and received 15129 praises; Yang Zhen published 128 related microblogs, which were forwarded 13721 times, commented 13246 times and received 5154 praises; Wang Zhi'an published 89 related microblogs, which was forwarded 23080 times, commented 14218 times and received 4336 praises; the number of relevant microblogs published by Lv Jilai is 26, and these microblogs were forwarded 9435 times, commented 3128 times and received praise 2096 times in total. These data suggest that the whole event has aroused great public opinion on the Internet. Figure 1 demonstrates the daily number of comments made to the participants in this event . It can be seen that there are three peaks in the number, namely, the event's origination stage (before and after September 11 or so), Lv Jilai's appearance period (before and after October 11 or so) and the intervention period of the Administration of traditional Chinese Medicine (before and after November 5 or so). After the official intervention, the event's influence on the Internet was slowly declining, and netizens' forwarding and comments on the event were also decreasing day by day.

The data listed above fully reflect the public's concern and enthusiasm for participation in the event, and " Pregnancy test by pulse " also reflects the demand for a democratic model in the process of scientific communication. Medical problems are not as abstract as rocket spaceflight or life science and technology, far away from daily life. On the contrary, they are as important and ubiquitous as air, and are no less important than basic living needs such as food, clothing, shelter and transportation. The debate between traditional Chinese medicine and Western medicine is no longer confined to experts and cultural elites as before, and public feedback cannot be ignored as well.

The Challenge of " Pregnancy test by pulse ", originally a war game between medical elites, is no longer a one-way event of scientific communication. Driven by the new media and the Internet, the public's "conversations" at their leisure about the details of the event all emerge in front of the public. Regardless of the policy orientation of the upper echelons and the "professional opinions" of medical experts, the public have a spontaneous judgment on the medical value. Hence, it is becoming increasingly infeasible to formulate medical policies and to launch medical debates totally without public participation and feedback at present. Dialogue and communication are the only way.

However, it is also essential to see that the realization of the democratic model also requires certain conditions. It requires the public to cultivate higher professional and cultural qualities, otherwise it will backfire. For instance, at the start of the challenge, a netizen left a message on Abao's microblog saying, "if I am lucky enough to defeat you, please come to Chang'an Street to run naked for minutes." Such low-quality words are not conducive to the normal conduct of the competition. Besides, the lack of professional knowledge in both traditional Chinese and Western medicine hinders people's correct understanding of the direction of the event. These are all problems that the democratic model needs to face up to at this stage.

V. CONCLUSION

The event of " Pregnancy test by pulse " is a health communication event initiated mainly based on the new media platform. The stir caused by it fermented rapidly in a short period of time, made an uproar for a while, and declined rapidly under the intervention of the government. The new media itself has shown an amazing impetus to the emergence of this event. But we should also see that the reason why this event became a hot topic at one time is also that the topic it touched has its profound social and cultural background. The debate between traditional Chinese medicine and Western medicine, which has lasted for a hundred years and appeared like a tide in Chinese society, on where Chinese native culture and intellectual tradition will go in the face of western culture, modernization and globalization, has become a symbol of the Chinese people's struggle, hesitation and anxiety when facing these choices, thus gaining a lasting topicality and vitality. The emergence of new media has multiplied the "sense of presence" of this historic debate, bringing it to the public again and becoming a freshly presented health communication event. Such an event on Sina microblog in 2014 is both an old topic and a new phenomenon. Excavating from the perspective of scientific communication and democratic model provides us with depth and interest in our interpretation. Scientific communication in new media is the latest wave in our time, and under the wave, the trend of history leads us forward.

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Innovation of Internet Finance and Transformation of Traditional Banks in the Big Data Era

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Abstract: In recent years, with the continuous development of network technology, the scale of e-commerce is also growing, accompanied by the rise of Internet finance. Internet finance is a financial model that relies on the current big data technology, cloud computing technology and other Internet fields, such as social networking software, the Internet and so on, which have the function of payment, credit loans, investment, etc. On the one hand, the rapid development of Internet finance has a huge impact on the traditional banking industry in China, but on the other hand, it also forces the traditional banks to reform in time.
Keywords: Big data; Internet Finance; banks; Transformation

INTRODUCTION

In recent years, Internet finance has become a very hot industry, but also a very dazzling part of the current financial field around the world. The core content of Internet finance mainly involves social network, big data, and cloud computing and so on. Compared with the traditional banking operation mode, it is very innovative, which directly impacts the development of the traditional banking industry. In such circumstances, the traditional banks are obviously under great pressure. How to better innovate has become a problem that the related professionals in the traditional banking field have to pay attention to. Therefore, aiming at this problem, this paper analyzes the innovation and development of Internet finance and the transformation of traditional banks under the big data environment. At the same time, it puts forward some measures targeted on the promote of the innovation of Internet finance and the transformation of traditional banks in the big data era.

1 CURRENT SITUATION OF INTERNET FINANCE DEVELOPMENT IN THE DIG DATA ERA

1.1 Traditional banks embrace the internet economy

With the development of science and technology, the new Internet economy has come into people's life and is closely related to people's daily life. It should carry out reform measures to a certain extent, so that it has a certain degree foothold in the tide of social development. At present, China's economy is in a relatively rapid stage of development. On this basis, the corresponding personnel will continue to think about this situation, and in the process of thinking, Human beings find that the rising and developing of the Internet has caused a heavy blow to the traditional industries. In this case, the traditional banks need to make corresponding transformations, so that they can obtain a large space for development and integrate into the environment of economic development. At present, the economy of our country is in a positive trend of development. As a result, some industries have adjusted their own development measures to a corresponding extent. In the meantime, there will be a good development situation for the traditional banks. In this situation of economic development, the banks will have a certain loss, and the profits of enterprises will gradually decrease. In such a situation, the banking industry should constantly adjust its own development measures.

1.2 Integration of internet finance and banking

With the rapid development of economic globalization, banking and financial industry have been combined to a certain extent, and in the case of increasingly close economic ties, the relationship between the two parties has gradually strengthened. With the continuous economic development, the basic consumption level of our people has been raised, correspondingly. In addition, with the rapid development of science and technology, according to the developing trend of the market, Chinese consumer groups will adjust their shopping concepts and consumption levels. Hence, the consumer's concept of saving deposit business in the banking industry has changed to a certain extent. Based on the background of this era, the corresponding personnel should transform the business of the traditional bank to a corresponding degree, so as to meet the consumer's consumption psychology and make the enterprise have a great development prospect.

2 THE SPECIFIC CHARACTERISTICS OF INTERNET FINANCE IN THE DIG DATA ERA

2.1 Having a certain degree of data technicality

The very important thing of Internet finance is to rely on big data which is actual data and based on the accumulation process of a long time. For example, some e-commerce websites count the actual consumption information of transactions between businesses and customers. Internet financial institutions can analyze and evaluate these data, and then analyze and judge the economic level and credit ability of customers. This can be targeted for customers to provide certain financial products. Therefore, Internet finance cannot be separated from the big data platform, and it can even be said that big data directly affects the operation of financial business on a certain level.

2.2 Having the advantage of low cost and high efficiency

Internet finance is in the environment of big data, so financial information resources have a relatively shared nature. At the same time, the information between the two sides is fair to each other, and the transactions have a certain transparency. In the actual situation, there will not be the cost of the intermediary and other absence. On the other hand, Internet finance is not limited by a certain time and space, the financial business is based on the network, which obviously reduces the cost of capital and later maintenance costs. Moreover, the business development process of Internet finance is uniform. Customers can do business without queuing, which obviously improves the efficiency of business and reduces the operating cost of transactions.

2.3 With certain risks

At present, the Internet finance in our country is still in its infancy. Lacking of perfect supervision systems, laws, regulations, and supervision mechanisms really restrain it. In addition, our country still has not established the perfect admittance request and the standard, causing the Internet finance industry to have many policy legal risks at present. On the other hand, there is still a lack of credit data sharing system in Internet finance, and there is no bank professional risk control mechanism. Different risk problems may lead to serious consequences.

3. SUGGESTIONS ON INTERNET FINANCIAL INNOVATION AND TRANSFORMATION OF TRADITIONAL BANKS IN THE BIG DATA ERA

3.1 Doing a good job of positioning traditional banks

The Internet finance of big data era is a diversified era, its essence is a divergent nonlinear thought, and its core is the user thought, so traditional banks must fully understand the essence of Internet finance in the process of transformation. Combining with its own foundation for many years, as well as its credit grade, channel network and technological strength, etc., traditional banks introduce Internet finance, and build its own characteristic marketing network, product platform, and customer system. Then we can get more customers on the basis of ensuring the original customers, so that we can stand firm in big data era and have our own development field.

3.2 Enhancement of self-own service capacity

In the big data era, if Internet finance wants to achieve better and faster development, speeding up the transformation of traditional banks and enhancing its own service capacity should be also an inevitable trend of the times and development. So it is necessary to ensure that customers are the center. The traditional banks should enhance its customer service ability, achieve stable customers, bond customers, and serve customers; In addition, it is necessary to increase the input and use of information technology, to meet the needs of customers faster and better by building a refined customer service system, and to increase the investment in technology, information, and intelligence, so as to make the service capacity more accurate and effective. Thus, the efficiency and result of its work are improved effectively, and more economic and social benefits are obtained.

3.3 Establishment and improvement of risk early warning systems

The establishment and improvement of risk early warning system can promote the improvement of Internet finance and the transformation of traditional banks, so, on the one hand, the maintenance and repair of existing software should be strengthened to avoid risks and losses caused by hardware equipment; on the other hand, the relevant provisions and the system of wind control should be perfected to ensure that the development of Internet finance has the standard quantity, and has the norm and the system to follow; in addition, the comprehensive quality and professional skills of relevant staff should be improved to avoid loss and risk caused by human factors.

4 .CONCLUSION

In short, the emergence of Internet finance has caused a huge impact on traditional banks. Internet finance based on big data can collect and process data, obtain effective data information, and develop individualized financial products for customers. Let the customer have a very best experience. The traditional bank must try to use the means of Internet finance in the process of operation, however, it can't be carried out blindly under the condition that the external conditions are not mature but waits until all the conditions are in place and then implement steadily. In addition, traditional banks can train a group of specialized Internet talents, and take effective measures to cope with the impact of Internet finance.

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Research on Network Security Technology of Computer Lab Based on Cloud Computing

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Abstract: At present, with the development of computer network technology and cloud computing technology, the potential security hazards of information network in the face of computer network information are also increasing. Relevant computer technology managers should pay attention to the security problems of information network, take timely measures to ensure the security of information network in the face of corresponding problems, and attach importance to the establishment of a security system to protect laboratory computing. By using the system, the management of computer network system can be centralized and decentralized to ensure the safety of computer laboratory network. It can establish corresponding subsystems for information security, computer security and network security. These three systems are linked to each other to establish a computer information network with information security as the core, and make use of the characteristics of technology to ensure the safety of computer laboratory network. This article mainly explores the network security technology of computer labs. The following is a discussion on the network security technology of computer labs for cloud computing.

Keywords: cloud computer; computer; laboratory; network security; technology exploration

Cloud computing is a fast developing form of network computing in the modern information age, which is used in service type. It is indispensable for the development of modern technology. So cloud computing is the direction of modern network technology research. However, the rapid development of technology has also caused serious leakage of personal information, so the key issue of cloud computing is how to maintain its own safe operation. This article mainly analyses the platform, software and hardware of cloud computing, discusses the current development of computers, and formulates corresponding information security measures for computer laboratories in the face of the current situation.

1. DEFINITION OF CLOUD COMPUTING

Cloud computing is defined as a form of mutual service for network computers. Internet and cloud computing take appropriate technologies to obtain some service information according to their needs. It is mainly manifested in the form of computer services in which platform services and software provide summary information about the system. Cloud computing provides users with more convenient access to resources by using fully automated information service technology.

2. CAUSES OF NETWORK SECURITY

At present, with the rapid development of network information security technology, the research on network technology security has also developed accordingly. Security network technology mainly includes service security protocol, information security, and password security. Faced with the rapid development of information security technology, those contents are higher. Nowadays, information security technology not only is the security protection of information, but also can be used in the opposite direction, such as physics, communication, and mathematics. Information security protection pays more attention to more advanced research. With this model, a better and complete systematic approach to processing can be produced.

2.1 Limitations of computer network system

According to the current computer development technology, it has reached a relatively high level, but there are still many defects. The problem arises mainly when relevant technicians design and develop security risks to deal with problems, and in order to enable the computer system to implement its own management and maintenance and prevent external viruses from invading, the relevant technicians install a "portal" in the system. The "portal" provides convenience and maintenance to itself, it still provides convenience for outsiders to invade and creates unsafe hidden dangers to the system. Secondly, the information network platform is extensive and open. In the face of hackers and viruses on the network, the intruder is inadvertently provided with intrusion paths, resulting in insecure hidden dangers. Intruders will take the opportunity to steal user information and pose a threat to users. Finally, in the face of this security problem, the corresponding security measures will not achieve the best effect to prevent virus intrusion. For example, network firewall and other security software, in the face of virus software discrimination, is not strong, and ultimately the information security network system is seriously hurt.

2.2 The security of the network terminal is not high

Generally speaking, some limited network communication will design corresponding login passwords. In order to prevent those unfair intruders, it will play a certain protective role for computer network security. Only by entering the correct password can it enter the computer system. Although this plays a certain role in security, there is another hidden danger. In the face of work pressure or external pressure, we can not guarantee that all internal personnel will not sell this internal information for their own interests. There are many network hackers on the network. The intruders will obtain the IP address, login password and user information login of the computer system by various methods, and use these to cheat the users' money. For example, many people do not have a strong awareness of network security risks or lack of methods for network security maintenance, so those network hackers can easily get the information of users, which brings serious harm to users' money and information security.

3. SECURITY ISSUES

At present, in the face of the problem of user information leakage, many media have made relevant reports. Every day, many users' information is leaked through the network. People gradually realize the seriousness of network security through the spread of the network. In the face of information disclosure, most people focus on the point of view of intruders, but many people do not know that information leakage caused by internal personnel is greater than that caused by foreign intruders. Therefore, the laboratory computer information network security protection not only designs the corresponding firewall to resist foreign intruders, but also strengthens the prevention of internal personnel's leakage of information, and establishes an internal and external combination system to ensure the security of the laboratory computer information network.

3.1 Network Security Issues

The problem of network security is generally caused by human attacks and virus intrusions. Most of the human attacks refer to specialized information theft, which can be divided into two kinds. One is that the intruder directly steals relevant user information from the intruding system, the other is to install Trojan Horse after the intrusion into the system and use Trojan Horse to steal user information. In most cases, after intruders enter the opposite system, they use the network interface device as a form of monitoring, because this way they can obtain relevant information through network download, so as to achieve information theft. In most cases, after the intruder enters the opposite system, the network interface device is in the form of a monitor, because the information can be obtained through the network download path, thereby achieving information theft.

3.2 Computer security issues

The main problem of computer security is computer virus, which is simple but destructive. With the development of modern computer science and technology, viruses are also developing with the development of technology. They are no longer the computer viruses that just emerged. In many ways, they are stronger than before. For example, in terms of speed, ways of invasion, destructive power and so on. Take the current Trojan Horse Virus as an example, those invaders can enter the Trojan Horse Disease of user system. Under the command of the intruder, the virus hides and begins to invade the user's file resources, quickly infect the system files, and affect the speed of the system operation. The intruder uses this time period to obtain the information needed. Faced with this kind of intrusion, people call it hacker attack. This kind of intrusion has the characteristics of high concealment, strong lethality and strong technical purpose. This kind of intrusion has become a serious problem of the hidden danger of modern computer security.

4. CONSTRUCTION OF SECURITY SYSTEM

The security precautions and information management of computer laboratories are produced in the process of computer application. Only by paying attention to every link can the overall security problems be guaranteed. If there is a problem even in one link in the process of computer application, it may lead to the leakage of user information. Therefore, we need to pay attention to every link in the construction of information security, strengthen the consideration of possible security problems, and build a comprehensive protection system after overall consideration.

4.1 Establishing secure storage

Secure storage refers to people storing data through cloud computer network, and correspondingly segregating and storing personal data. The use of cloud computing security storage technology can better protect the information security of users and provide service guarantee. When computer users access data, they can share resources and isolate resources, which can prevent information leakage and protect information resources.

4.2 Conducting protection and security authentication

Implementing protection and security authentication is an important way to protect the information of network cloud computing system. It is mainly in the form of security protection and security authentication. Security authentication is a kind of security authentication which is carried out by the other side of the computer to disseminate information. Only by this way can the interests of data be protected and maintained. The security protection technology is mainly embodied in the service function, and the technical purpose of protecting the information transmission channel is realized through the construction of the boundary protection system. It enables the operation of all security protection systems, and can be combined with physical methods to achieve border security protection.

5. CONCLUSION

The cloud computing computer laboratory wants to better protect the storage and network information resources. It is inseparable from the combination of internal and external technology and various technical considerations. The internal technology is mainly used to strictly control information management, and external technology such as firewalls is used to establish protection boundaries, which ensures the security of the network in the computer lab, and promotes the continuous development of cloud computing and security technologies.

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The Economy is Developing, Technology is Improving, and Can the Environment Withstand——an Empirical Analysis Based on Dynamic Panel Data

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abstract: Based on the analysis of the mechanism and provincial panel data from 2000 to 2015, the PVAR model of the relationship between economic development, technological progress and environment is carried out, and the empirical research is carried out by using impulse response function and prediction difference method. The results show that there is a two-way dynamic relationship between economic growth and environmental change; environmental deterioration and economic growth are important driving forces to promote technological innovation; technological progress and innovation can improve the environment in the short term; economic development benefits exchanged at the cost of environment are not sustainable.
Keywords: economic development; technological progress; environmental pollution; PVAR model

Introduction: In the past few decades, China's rapid economic growth has also paid a considerable amount of resources and environmental costs. At present, China has entered a new normal of economic development, such as slowing growth, structural optimization, and pursuing quality, and developing a green economy. It has become an inevitable choice for this critical period of economic transformation. In 2017, the 19th National Congress report repeatedly emphasized the concept of green development. The green economy has risen to the national strategic level. The green economy and circular economy have become the symbol of the new century. Promoting economic restructuring with environmental protection has become an inevitable trend of economic development. Protecting the environment means protecting productive forces, and improving the environment means developing productive forces. Therefore, how to control and reduce the emission of industrial pollutants and other environmental pollutants under the premise of maintaining rapid economic growth has become a major problem facing China and the key to achieving sustainable socio-economic development.

I. LITERATURE REVIEW

On the relationship between economic development and environmental pollution, firstly, Grossman et al. (1991) and Panayotou (1993) made an empirical study on the relationship between economic growth and environmental pollution. Scholars named the relationship between economic growth and environmental pollution as the Environmental Kuznets Curve (EKC). Domestic scholars such as Lu Yuanquan (2012) selected Lanzhou's major industrial pollutant emissions from 2002 to 2010 as quantitative indicators to characterize the environmental pollution situation in Lanzhou, and selected the total GDP as indicators of economic growth. The analysis showed that there was an "inverted U" (EKC) relationship between economic growth and environmental pollution in Lanzhou.

As for the study of technological progress and economic development, since the 1960s, the theory of economic growth has mainly been the neoclassical economic growth model established by Ramsay (1928) and Koopmans (1965). Neoclassical economic growth model emphasizes the convergence of economic growth. It holds that the lower the initial level of real per capita GDP, the higher the economic growth rate predicted by the model. Domestic research results also mostly support the conclusion that technological progress promotes economic growth. For example, Wang Haipeng (2005) and others use the annual data from 1953 to 2003 to empirically analyze the relationship between China's scientific and technological input and economic growth. It is found that there is a two-way causal relationship between China's scientific and technological input and economic growth, and that there is an increase in scientific and technological input. The promotion of economic growth is very obvious.

The relationship between technological progress and environmental pollution has always been the focus of academic discussion, but also has not yet reached consensus. Generally speaking, one view holds that technological progress has a slow effect on the environment, such as Arik (1996) and Wang Weiyao (2013), while the other holds that technological progress has a significant positive impact on the environment. Technological progress is an important cause of environmental pollution, such as Shia (2003), Yao Xilong and Yu Bo (2012). And so on.

The results of the above-mentioned literature all indicate that there is a close relationship between economic growth, technological progress or environmental pollution. At present, there are relatively few documents that combine these three relationships. Therefore, this paper attempts to establish a PVAR model of panel data with a new empirical method to analyze the two-way dynamic relationship between economic growth, technological progress and environmental pollution, accurately grasp the intrinsic influence mechanism between variables, and capture the short-term and short-term impacts between variables. effect.

II.DATA AND RESEARCH METHODS

(A) Index selection and data sources

This paper mainly studies the relationship between technological progress, economic development and environmental pollution, so the number of patent application authorization (paa) is chosen as the index to represent technological progress; the per capita GDP (pcgdp) is chosen as the index to represent economic development; and the industrial wastewater discharge (iwe) is chosen as the environmental aspect.

The empirical data in this paper comes from China's macroeconomic statistical database, and part of the data comes from the "Statistical Yearbook" of various provinces. In order to fully analyze the carrying capacity of China's environment to social development as far as possible, the annual panel data of 31 provinces from 2000 to 2015 are selected as the sample of data analysis.

(B) PVAR model

The traditional vector autoregressive model regards all variables in the system as endogenous. The panel data model allows the existence of unobservable individual heterogeneity. The PVAR model can combine the advantages of the traditional VAR model and the panel data model: the PVAR model can not only control the unobservable individual heterogeneity, but also analyze it. Dynamic responses of variables to impact (Weihan Che and Qian Wang, 2009). This paper studies the relationship among technological innovation, economic development and environment by building a PVAR model. For each province i, the standard model is as follows:

$$G_{i,t} = \Gamma_0 + \sum_{j=1}^{q} G_{i,t-j} + f_i + d_t + e_{i,t}$$

In the model: $G_{i,t}=(\mathrm{x}_{i,t}, y_{i,t}, z_{i,t})^{\mathrm{T}}$, $x_{i,t}$ represents GDP per capita, $y_{i,t}$ represents patent application authorization and $z_{i,t}$ represents industrial wastewater discharge. At the same time, the fixed effect f_i is introduced to reflect the individual heterogeneity, the virtual variable of time d_t is introduced to represent the difference of each period, and the vector $e_{i,t}$ is used to represent all kinds of shocks. And for $i=1,2,\mathrm{K}\ N$; $t=1,2,\mathrm{K}\ ,T$; $e_{i,t}\ :\ i.id(0,\Omega)$.

(III)EMPIRICAL ANALYSIS

Firstly, the stability of the panel data is tested. After the stationary test, the statistic order of the PVAR model is determined by the stata14.0 software and the system GMM is estimated. Then the Monte Carlo simulation is used to obtain the model pulse. In response, the analysis of the results is finally performed. In order to eliminate the influence of data heteroscedasticity, before the empirical analysis, the data used in this paper have been logarithm, and the original data of all variables determined by the analysis is not stable, and the first-order difference is stable, so First order differential data,

(A) Estimation of the PVAR model

The lag order is also selected before the formal PVAR model estimation is performed. This section is done using stata14.0 software, which provides three information criteria for determining the lag period: the Akaike Information Criterion (AIC), the Bayesian Information Criterion (BIC), and the Hannan Quinn Information Criterion (HQIC). Through the software analysis, it is most suitable to obtain the fourth-order lag model, so the fourth-order PVAR model is analyzed.

Table 1 PVAR (4) estimation results

	h_d_iwe	h_d_pcgdp	h_d_paa
L.h_d_iwe	0.124**	-0.027***	-0.068**
L.h_d_pcgdp	0.749	0.223***	-0.412
L.h_d_paa	0.069	0.025*	0.056
L2.h_d_iwe	0.087**	-0.030***	-0.089***
L2.h_d_pcgdp	1.103***	0.109**	0.830***
L2.h_d_paa	-0.017	-0.035***	0.045
L3.h_d_iwe	-0.112***	-0.013***	0.009
L3.h_d_pcgdp	-4.510***	0.440***	-0.386
L3.h_d_paa	0.268*	-0.048***	0.058
L4.h_d_iwe	-0.115	-0.025	0.078
L4.h_d_pcgdp	2.323***	0.046	0.021
L4.h_d_paa	0.209*	-0.006	0.016

Note: * p<0.1, ** p<0.05, *** p<0.01

From the second column of Table 1, the impact of per capita GDP of the two phases, three phases and four phases on the current industrial wastewater discharge is significant at the level of 1%, and the GDP per capita and the current period of the second and third periods There is a positive relationship between industrial wastewater discharge and the reverse relationship between per capita GDP and the three periods, indicating that there is a two-way dynamic relationship between per capita GDP and current industrial wastewater discharge. Economic growth is an important factor affecting industrial wastewater discharge; The impact of industrial wastewater discharge in the second phase of the lag phase on the current period is significant at 5%, indicating that there is inertia in the discharge of industrial wastewater. From the third column of Table 1, the impact of industrial wastewater discharge on the per capita GDP is significant at the level of 1%, and both are reverse effects, which also indicates that the increase in per capita GDP is not based on industrial wastewater discharge. The increase is premised on the fact that economic development is not entirely based on sacrificing the environment, and it is only temporary to exchange benefits at the expense of the environment.

From the second column of Table 1, the impact of the number of patent applications delayed in the third and fourth periods on the current industrial wastewater discharge is significant at the level of 10%, and there is a positive relationship between the number of patent applications delayed in the fourth column of Table 1 and the amount of industrial wastewater delayed in the first and second periods. The impact of the number of patent application authorizations is significant at the level of 5% and 1% respectively, and there is a reverse relationship between the amount of industrial wastewater discharged in the first lag period and the number of patent application authorizations in the current period. It shows that the amount of industrial wastewater discharges affects the number of patent application authorizations, that is, the deterioration of the environment is an important driving force for promoting technological innovation.

From the fourth column of Table 1, the impact of GDP per capita lagging behind the second period and the number of patent applications authorized in the current period is significant at the level of 1%, and there is a positive relationship, indicating that economic growth can promote technological progress.

(B) Impulse response and variance decomposition results

In this paper, the fourth-order delay-order PVAR model is estimated and simulated 1000 times by Monte Carlo. The impulse response function curve (Fig. 1) of the panel are obtained.

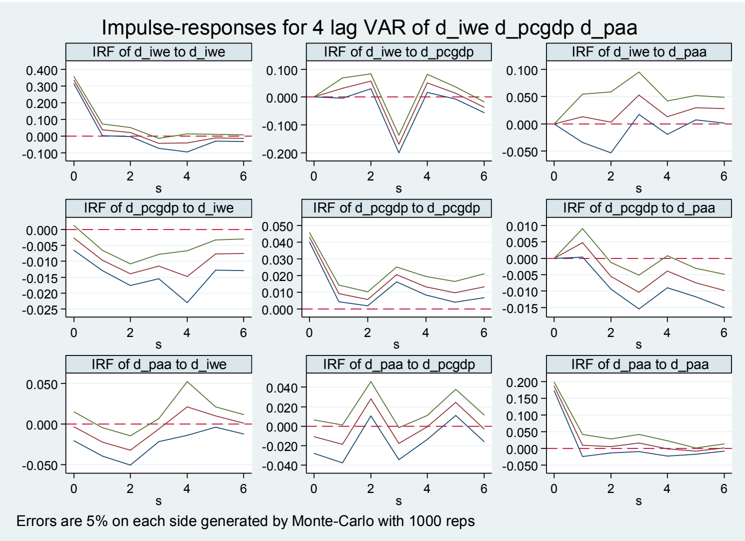

Fig. 1 Impulse Response Charts of Variables

The impulse response graph is a dynamic influence trajectory that analyzes the deviation of one standard deviation of each variable from the current and future values of another variable. The graph can intuitively reflect the intuitive reaction and effect between variables. It can be seen from Figure 1 that the lag period is within 6 periods:

Firstly, when per capita GDP impacts on a unit of industrial wastewater discharge, they are all negative forces, which gradually increase and stabilize around the fifth stage, but remain below zero level, that is, economic development. The impact of patent application authorization number on industrial wastewater discharge is negative at first, then increases to positive gradually, and then stabilizes after a small decline. It shows that every technological progress and innovation can improve the environment in the short term, but its impact can not be sustained.

Secondly, the impact of industrial wastewater discharge on per capita GDP is a cyclical process. First, it is a slowly increasing trend. Then there is a violent negative impact in the third period, which makes the per capita GDP have a large drop. Then it rises to the previous level of positive and negative alternating process, that is, the polluted environment can make the economy temporarily benefit, but its positive impact does not last long. The impact of patent application authorization on per capita GDP is also a cyclical process. First, the trend of slowing down slowly and then rising to positive value and positively increasing and then decreasing to negative value shows the progress of technology. It will have a positive impact on the economy in the short term.

Thirdly, the impact of industrial wastewater discharge on the number of patent applications granted is unstable in the first three periods, and begins to stabilize in the fourth period. The impact of per capita GDP on the number of patent application grants increases firstly and is positive. After the first period, it begins to drop sharply to a negative value. After a slight increase, it shows a steady decline after weak growth, that is, economic development will stimulate technological progress.

IV.CONCLUSION

This paper constructs the PVAR model between China's economic development, technological progress and environmental change, and analyzes the dynamic relationship between them by using impulse response function. The conclusions are as follows:

Firstly, there is a long-term stable equilibrium relationship between economic growth, technological progress and environmental pollution. In the process of economic development, although providing more convenient external conditions for technological progress, the impact on environmental pollution is relatively greater, and the impact of technological progress on economic development and the environment is not very direct and significant.

Secondly, economic growth and environmental pollution are asymmetric two-way dynamic relationships. Economic growth is an important factor affecting environmental pollution, and environmental pollution also has an impact on economic growth. Although the polluted environment can obtain short-term economic benefits, in the long run, the increase in environmental pollution cannot promote economic growth. Therefore, relying on the extensive economic development model cannot sustain long-term healthy growth of the economy. According to empirical analysis, economic growth can not only directly affect environmental pollution, but also affect environmental pollution by affecting technological progress.

Thirdly, there is a two-way dynamic relationship between technological progress and environmental pollution. There is a lag effect on the impact of technological progress on environmental pollution, and environmental pollution is also an important driving force for technological innovation. However, every advancement and innovation of technology can improve the environment in a short period of time, and its stimulating impact on environmental pollution cannot be sustained. This indicates that it is an important measure to reduce environmental pollution timely updating and upgrading of technology in time. Similarly, the environment Pollution is also an important factor in promoting technological adjustment and upgrading.

Fourthly, there is also a two-way dynamic relationship between economic growth and technological progress, but the effectiveness of each other is not the same. Economic development will stimulate the advancement of technology and provide fertile ground for technological innovation. Technological progress will also contribute to economic development in the short term, but its impact is indirect.

From the empirical results of this paper, it is known that economic development and technological progress are both important factors affecting environmental pollution. China is in the era of changing the mode of economic growth and strongly supporting technological innovation. The following suggestions are put forward:

(1) From the perspective of economic development and environmental pollution, it should consider developing circular economy through technological innovation, improve the quality and efficiency of economic growth, improve resource utilization, build a resource-saving society, and reduce energy consumption per unit of GDP in China; (2) In the long run, there is no contradiction between environmental protection and economic development. The improvement of the environment will contribute to the healthy development of the economy, while the economic development will provide funds and technology for environmental protection. Therefore, we should pay more attention to the environment in the process of development. Protection, vigorously develop green industry, pollution-free industry. (3) From the perspective of technological progress, China should further encourage technological innovation, build independent brands of energy technologies, gradually change the situation of excessive dependence on the secondary industry, and vigorously support and develop environmentally friendly and green-driven industries.

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Application of Thematic Progression Patternsin Listening Teaching of College English

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Abstract:Thematic theory is an important theoretical tool in discourse analysis. The current paper will analyze the guiding function of patterns of thematic progression in listening teaching in college English class, and explore how to guide students to obtain the main idea of discourse quickly and grasp the future information correctly in college English listening class, thus improving their listening skill.
Key words: thematic progression; college English; listening teaching

INTRODUCTION
In the traditional listening teaching method, teachers often adopt the boring mode that students repeatedly listen to the tape with teacher's help, which makes it impossible for students to master listening skills in a limited class time, and it is difficult to improve their English listening ability quickly and effectively. However, thematic progression enables students to understand the layout of dialogues or essays. It helps students quickly grasp the main idea of listening text and textual direction, and effectively predict the follow-up content of the text, so as to find out the correct answer more accurately. Therefore, the application of thematic progression listening teaching is of great significance to improve students' listening ability.
Thematic theory
Theme and rheme is proposed earliest by Matthews whose purpose is to study the different roles of different components in sentence played in the process of language communication. He regards sentence-initial part that leads to the topic as theme of sentence, usually given information, and the rest of the sentence is called rheme, usually new information. For example:
Chinese people(T) | think a lot about food(R).
Each sentence has its own theme and rheme. In a complete discourse, there will be some connections and changes between theme and rheme of different sentences, and such connections and changes are called progression. Danes (1974) points out that thematic progression can reflect the framework of the textual structure. Linguists (Danes, 1974, etc.) have carefully studied the basic patterns of the change of theme in language, which are called thematic progression patterns. In this paper, the application of the four thematic progression modes proposed by Zhu Yongsheng (1995) in listening teaching is mainly studied.
1.1 Constant Theme Pattern: theme of each clause is the same, while rheme of each clause is different.
T1—R1
T2(=T1)—R2
:
Tn(=T1)—Rn
1.2 Constant Rheme Pattern: rheme of each clause is the same, while theme of each clause is different.
T1—R1
|
T2—R2(=R1)
:
Tn—Rn(=R1)
1.3 Simple Linear Pattern: the rheme of the first clause is the theme of next clause.
T1—R1
|
T2(=R1)—R2
:
Tn(=Rn-1)—Rn
1.4 Alternative Pattern:the theme of the first clause is the rheme of next clause.
T1—R1
|
T2—R2(=T1)
:
Tn—Rn(=Tn-1)
The Application of Thematic Progression in Listening Teaching
Thematic progression can help teachers truly get rid of the traditional mechanical listening teaching method and successfully help students to get information and understand discourse. Listening Test of CET-6 in June 2014 is taken as an example to analyze the application of four basic thematic progression patterns in listening discourse comprehension.
2.1 The Application of Constant Theme Pattern in Listening Teaching
The same thematic structure can determine the subject or description object in the discourse. Instruct students to analyze four options of the question in the following listening dialogues, and divide theme and rheme in the discourse.
(A)Jay(T1)| is organizing a party for the retiring dean(R1).

(B)Jay(T2) | is surprised to learn of the party for him(R2).
(C)The dean (T3) | will come to Jay's birthday party(R3).
(D)The class(T4) | has kept the party a secret from Jay(R4).
Through theme and rheme of the options , the main characters in the dialogue Jay, the dean, the class, can be guessed and party is the rheme of each clause. It can be predicted that the event is about a birthday party. Then, ask the students to listen carefully to the following tape and record the theme and rheme in the sentences.
W: Jay (T1) | will turn 21 this week(R1). Does he (T2) | know the classes are having a surprised party for him(R2)?
M: No, he(T3) | thinks we are giving a party for the retiring dean(R3).
Q: What do we learn from the conversation?
The three sentences have the same theme, T1=T2=T3, which refer to Jay, and turn 21, surprised party, and party are the rheme of three sentences. In the constant theme pattern, with Jay as the clue, students can analyze that the conversation is about Jay. The turn 21, surprised party and party appeared in the rheme can predict that the surprise party is about Jay. Therefore, the correct answer should be D.
2.2 The Application of Constant Rheme Pattern in Listening Teaching
The facts that theme conveys given information and rheme conveys new information have been learned before. In the constant rheme pattern, the important role of new unknown information in discourse is emphasized. Let the students divide theme and rheme of the discourse in the next question.
(A)Sort (T1) | out their tax returns(R1).
(B)Figure (T2) | out a way to avoid taxes(R2).
(C)Help (T3) | them tidy out their house(R3).
(D)Help (T4) | them to decode a message(R4).
The themes in the above four sentences are sort, figure, help, help. and rhemes include tax returns, taxes, house, and message. It can be predicted the dialogue is about help and tax. Remind students to pay attention to the frequency and positional relationship of these words during the listening. Then students listen to the tape and write the theme and the rheme in the discourse. Look at the recorded text corresponding to this question:
W: Tom,(T1) | are you going to your parents' house tonight(R1)?
M: Yes, I(T2) | promise to help them figure out their tax returns(R2). The tax code(T3) | is really confusing to them(R3).
Q: What is the man going to do for his parents?
It can be seen that theme is different. The actors include T1 Tom and T3 the tax code, but the rheme all includes parents, or them and their that refer to the parents. With the same rheme as the main line of dialogue to progress, figure out tax returns is referred in the rheme of the clause whose main character is Tom. It is not difficult to conclude that the answer to the question should be A.
2.3 The Application of Simple Linear Pattern in Listening Teaching
Simple Linear Pattern makes the discourse be connected end to end in the structure and meaning all link with one another, so that the discourse continues to expand. It is widely used in spoken discourse. Look at the question asked in a long conversation:
What(T) | attracts the man to the Thai silks(R)?
In such question, there is no option to support, and only the relevant topics can be predicted based on theme and rheme of the question. The information provided by theme what, rheme the man and the Thai silks, can predicts the content about characters and the Thai silk that will be heard in the conversation.
M: It(T1) | 's really amazing how many colors there are in these Thai silks(R1)?
W: These (T2) | are our new designs(R2).
M: Oh, I (T3) | don't think I've seen this combination of colors before(R3).
W: They(T4) | 're really brilliant, aren't they(R4)?
M: Quite dazzling! May(T5) | I have samples of the new color combinations(R5)?
In this dialogue, T2 = R1 and T4 = R3. R1 refers to Thai silks. R3 refers to the combination of colors, and R1 and R3 are both presented by the man contained in the question. The conversation between the two people is based on the main line formed by R1, T2, R3, and T4 and the conversation is further progressed and developed. Therefore, it can be concluded that the answer to the question is: The man is attracted by the combination of colors of the Thai silks.
2.4 The Application of Alternative Pattern in Listening Teaching
In the alternative pattern, although the rhemes are crossed or overlapped, theme of each sentence is a new information, and thus a new conversation is brought out, guiding the dialogue to continue. Look at the following short passage:
Tests(T1) | may be the most unpopular part of academic life(R1). Students(T2) | hate them(R2)because they(T3) | produce fear and ______ about being evaluated, and focus on grades instead of learning for learning's sake(R3). But tests(T4) | are also valuable(R4). A well-constructed test(T5) | ______ what you know and what you still need to learn(R5). Tests(T6) | help you see how your performance ______ to that of others(R6).
In this article, a variety of basic thematic progression patterns are used. T1=R2 is a alternative pattern. R2=T3 is a simple linear pattern. T4=T5=T6 is constant theme pattern. By recording the theme and rheme in the short passage, such as tests, students, they(tests), but tests, a well-constructed test, tests, it can be directly predicted that this article is about the

student exam, and the importance of exam is introduced in rheme. Students are required to predict the content of the passage according to thematic progression during the listening process, focus on unknown information and choose the correct answer.

Conclusion

Applying thematic progression theory to college English listening teaching can improve the traditional teaching methods and guide students to understand discourse instead of acquiring vocabulary in the process of listening to recording materials. Thematic progression can help students to understand information quickly and correctly and accurately predict the direction of information development.

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The Forest Area of The World is Shrinking Day by Day

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Abstract:The United Nations food and agriculture organization (FAO) issued on July 6, 2018, according to a report in 2018 the world's forests status of the world's forests are shrinking, urgently needs to be protected, and urged governments to take comprehensive measures to stop deforestation, sustainable management of forests and restore degraded forest and increasing tree cover around the world, in order to avoid the forest area to reduce the earth for human development have potential adverse consequences.

Key words: Forestry; Ecological economy，FAO

THE REALISTIC VALUE OF THE FAO ASSESSMENT REPORT

FAO has been issuing the global forest resource assessment report for 70 years until 2018.A total of 14 reports have been published in 2018 since the first FAO report on the state of global forests was published in 1948, with a release cycle of about 3-8 years.In addition to the 2018 assessment report, the most recent release was in 2015.It can be seen from the assessment of global forest resources conducted by FAO in the past 70 years that the report of FAO has played a certain role in promoting human understanding of the importance of global forest resources and helping human beings to realize the impact of their own activities on global forest resources changes.With the focus on climate change in recent years, the FAO report also made a detailed analysis of the impact of forest area reduction on climate change on the earth, improving people's recognition of the ecological value of forests.

The 2018 report sets out the importance of forests for achieving the goals set out in the 2030 agenda for sustainable development, including addressing climate change, protecting biodiversity, reducing inequality and improving urban habitats.They provide about 20 per cent of the income of rural households in developing countries and fuel the cooking and heating of a third of the world's population.Although the FAO report fully explains the value and significance of the earth's forest resources, it cannot prevent the loss of the world's forests.The 2018 report fully assessed the forest resources of more than 200 countries and regions around the world, and concluded that the trend of forest land being transformed into agricultural land and other land is expanding with the continuous growth of population and the development of urbanization, and the trend of continuous reduction of the world's forest area has not been fundamentally reversed. The forestry sector contributes over $600 billion a year to global GDP and provides about 100 million formal jobs.

Global forest loss is a fact

Currently, Africa and South America have the highest rate of forest loss in the world, with a loss of 2.8 million hectares and 2 million hectares per year.Because of the population distribution structure, tropical and subtropical forests have been declining since 1990 due to population aggregation.In the 21st century, the decrease rate of forest area in temperate regions is also increasing. Comparatively speaking, the forest area in northern regions and cold regions changes little, and there is a small natural increase.

Before the official FAO assessment, the world wide fund for nature (WWF) also released the global forest vitality report in early 2018, which showed us the global forest loss from another perspective.The WWF report says 80 percent of the world's forest loss is currently concentrated in 11 hotspots.These areas are: the amazon region of South America, the great chaco plain, the cerrado, jock darien;The kalimantan islands, the Mekong river, New Guinea and Sumatra in southeast Asia;The Congo basin in Africa, East Africa and eastern Australia.If the forest destruction in these tropical regions continues, the forest area in these regions will continue to decrease by 170 million hectares by 2030.These tropical regions are one of the areas with the most abundant wildlife resources, which are home to a large number of rare animals, including tigers and gorillas, and the forest areas in these regions are also home to indigenous people.Unlimited farmland development, unsustainable forest development and unlimited infrastructure construction have resulted in the continuous reduction of forest area and the continuous degradation of forest resources in the above areas.

According to a 2012 study conducted by WWF, if humans do not control their own behavior, 250 million hectares of forest will be lost worldwide by 2050, with disastrous impacts on human survival and climate change.Of course, the loss of forest area will also have a number of impacts on climate change.Forest soil is relatively moist, but without trees to cover the sun, it quickly dries out.Trees also send water vapor into the air, speeding up the water cycle.Without trees to perform these functions, many forests can quickly become desert after being cut down.In addition, trees absorb large amounts of greenhouse gases that contribute to global warming.Fewer forests mean more greenhouse gases into the air, and the rate and extent of global warming will increase.

THE LOSS OF FOREST AREA WILL CAUSE SERIOUS ECOLOGICAL CRISIS

Forest is the main ecosystem of land, which plays an absolute role in maintaining the ecological balance of the earth.But since the industrial revolution, human destruction of forests has reached unprecedented levels.In the early stage of human development, 60% of the land area was forests, about 7.6 billion hectares. In the mid-19th century, the world's forest area began to decline sharply.In its 2018 report, the FAO said that it is human demand for timber and farmland that has turned 30 percent of forest land into farmland, with the loss of tropical forest area at an alarming rate of at least 130,000 square kilometers per year.The rest of the forest is also beginning to break up and is wildly unevenly distributed.The disappearance of forest area will seriously affect the ecological balance of the earth, and the ecological crisis is increasingly prominent.

First, accelerating desertification.Once upon a time, two river basin and the Nile valley, the Ganges river, the Yellow River basin has produced four major civilizations, early man in these regions for thousands of years ago are lush forests, land of bamiyan, due to the destruction of the forests and vegetation, led to the decline of these ancient civilizations, the decline of Babylon is most typical, the epitome of desertification are two rivers.The rate of desertification in Africa is now accelerating because of deforestation.The reason for the Sahara's annual encroachment of 1.5 million hectares of land to the south and 100, 000 hectares of good land to the north is that the forests that resist desertification no longer exist.In Colombia, 15 million hectares of virgin forest have been cut down over the past 100 years, leading directly to 2 million hectares of land becoming desert.

Second, it leads to soil erosion.It can be said that soil erosion is the most direct consequence of forest area reduction.According to scientific measurement, it takes about 100 to 300 years for the earth to form a centimetre of soil under the action of natural forces.With annual rainfall of 300mm, the soil loss per hectare of the forest land is only 60 kg, while the soil loss in the bare land is up to 6000 kg, 100 times higher than the forest land.

Third, cause drought and flood disaster.Forests are also known as "green seas."Each hectare of forest can contain about 1,000 cubic metres of rain, and 10,000 hectares of forest is equivalent to a huge reservoir.As a result of the massive deforestation of Ethiopia over the past 50 years, the forested land area fell from 40% of the previous land area to 1%, resulting in a dramatic drop in rainfall. There was a historic drought and famine. Only in 1985, a severe drought killed about 1 million people in the country.It is the loss of forest area that has led to a global water shortage, with more than 100 countries suffering from severe water shortage and 2 billion people suffering from water shortage.Flood and drought are just like twin brothers. The decrease of forest area will inevitably lead to the decrease of rainfall.When it rains, there is no forest left behind, which can lead to severe flooding.

Fourth, biodiversity is reduced.Biologists predict that when forest area is reduced by 10%, half of the species that inhabit it will disappear.Today, there are about 50 million species on earth, half of which live in forests.As the world's forests shrink, species are disappearing at a rate 1,000 times faster than their natural rate of extinction.Between 15,000 and 50,000 species are lost each year from 2000 to the present because of reduced forest area, the FAO said in its 2018 report.As arcock puts it, forests are the source of all life, and human beings offend forests, and the decline of species is inevitable.

It is urgent to curb forest loss.

Much of the decline in forest area is driven by people trying to make a living, and 1.6 billion people on the planet now depend entirely on forests.It is a contradiction between maintaining human livelihood and curbing forest area reduction.

In addition to providing fuel for human livelihood, forests are also an important source of industrial raw materials and human production raw materials.For example, 25 percent of modern pharmaceutical ingredients come directly from forests, which generate $100 billion a year in pharmaceutical wealth.The forest industry, which includes industries such as logging and pulp, generates more than $300 billion a year worldwide and provides jobs for nearly 70 million people.In the construction industry, including housing, road and bridge construction needs to consume a large amount of wood.It can be said that every day of human life and forest resources are closely related.

To protect forests, the UN's forest BBS (UNFF) and the FAO's forest commission (fao-cf) have done a great deal of work, mainly coordinating national efforts in forest law and policy making, with positive results.According to the report of FAO in 2018, the global timber harvesting volume is about 5 billion cubic meters, of which nearly 2 billion are directly burned as fuel or energy, and the rest is put into industrial production and become the raw material for the development of forest industry.Statistics in the FAO report show that 1.5 billion hectares of forest are currently used as raw material for timber production or forest industries.Artificial forests have grown rapidly in recent years, with an estimated 300 million hectares worldwide and a sustainable increase of 5 million hectares per year.If the forests in this data can be managed, managed and protected within

a reasonable range, the natural expansion and artificial planting of natural forests can be balanced to a certain extent, which can offset the destruction of original forests by the development of forest industry.
Of course, advocating the idea of saving the consumption of wood products, while desirable, does not determine the direction of the timber market or stop the timber trade.So, since the 1990 s, the developed countries began to establish based on consumer awareness of forest products and forest industry certification system, in fact is the system of sustainable forest management, wood products, the purpose of the certification is to guarantee the legitimacy of the forest industry and its products, promote forest protection and the sustainable development of forest resources, the idea of social forestry products consumption, to crack down on illegal timber trade and deforestation.These certification systems run through the whole industrial chain from tree planting and logging to production and consumption, guarantee the legitimacy of forest management and forest products, and encourage end consumers to undertake the task of forest protection.After a long period of forest destruction, it is time for human beings to take responsibility for forest conservation.

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Study on Comprehensive National Vulnerability Assessment Algorithm

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Abstract:Based on the impact of climate change, this paper builds a model of measuring national fragi-lity, in order to assess the current state of vulnerability to the country and provide reference for the formulation of national future development policy. This paper constructs 20 indicators. The weight and comprehensive score of each index are determined by entropy weight method. Fuzzy comprehensive evaluation is used to determine the influence of economic, social and environme-ntal factors on national vulnerabi-lity and check the consistency. By weighted summation metho-d, the national comprehensive vul-nerability index was obtained. On this basis, the vulnerability level is divided into three levels.

Key Words: Entropy Weight Method; Fuzzy Comprehensive Evaluation Method; Time Ser-ies Forecasting Method; Cost-Benefit Analyses

INTRODUCTION

1.1 Problem Background

Global climate change is a common and widespread problem, and it is an emerging field. At pr-esent, human pressure on the earth's environment appears to endanger the sustainability of the rising living standards of all mankind. The impact of climate change on human life is likely to lead to the structure of the society and the government further decline and collapse, and unstable government system can lead to nati-onal vulnerability and in crisis. The current study of national vulnerability has become a central issue in the discussion of global security, development and poverty among western academics and policymakers.

2 DEFINITION

2.1 Definition and symbol description

Definition 1 National vulnerability index.

The description of symbols.

V : The national vulnerability index

X : The indicators of economic vulnerability

Y : The indicators of social vulnerability

Z : The indicators of environmentl vulnerability

3 Establishment of Model

3.1 National vulnerability assessment model

3.1.1 Calculation of index layer weight based on entropy weight method

1. Data normalization processing In order to eliminate the influence of data dimension and size disparity on the calculation results, the raw data needs to be standardized, we deal with the standardization of range according to the principle of preferential membership degree. In order to better reflect the relativity of the index, we use the following form to calculate preferential membership degree.(x_1 : Per Capital GDP (yuan) ; x_2 : Gross industrial production (yuan) ; x_3 : Fiscal revenue (yuan) ; x_4 : Consumption per person in tourism (yuan) ; x_5 : Amount of foreign investment (dollar)).Suppose that n indices are known: $x_1, x_2, \dots, x_n$, and $X_i = \{x_1, x_2, \dots, x_n\}$. Suppose the normalized value of each index data is: $y_1, y_2, \dots, y_n$ (y_1 :The migration number of resident ; y_2 : Per capita spending on technology and educati-on(yuan) ; y_3 : Social security administration expenditure (yuan); y_4 : The degree of international friendliness; y_5 : The degree of social affluence ; y_6 : The quantity of government supply)and then:

$$y_{ij} = \frac{x_{ij} - \min(x_i)}{\max(x_i) - \min(x_i)} \quad (1)$$

2. Find the information entropy of each indicator According to the definition of information entropy in information theory, the information entropy of a set of data is obtained:

$$E_j = -\ln(n)^{-1} \sum_{i=1}^{n} p_{ij} \ln p_{ij} \quad (2)$$

In this formula:

$$p_{ij} = y_{ij} \Big/ \sum_{i=1}^{n} y_{ij} \quad (3)$$

If $p_{ij} = 0$, then define:

$$\lim_{p_{ij} \to 0} p_{ij} \ln p_{ij} = 0 \quad (4)$$

Determine the weight of each indicator According to the calculation formula of information entropy, the information entropy of each index is obtained:

$E_1, E_2, \cdots, E_k$. The weight of each index is calculated by information entropy:

$$W_i = \frac{1 - E_i}{k - \sum E_i} (i = 1, 2, \ldots, k) \quad (5)$$

In general, the smaller the information entropy(E_j) of an indicator, the greater the variation of the index value, the more information provided, the greater the role that can play in the comprehensive evaluation, and the greater the weight.

Determine the weights that affect indicators of economic vulnerability

(Weighting that affects indicators of economic vulnerability:(Per Capita GDP:15%,Gross industrial production:15%, Fiscal revenue:25%,Consumption per person in touris-m:20%,Amount of foreign investment:25%))

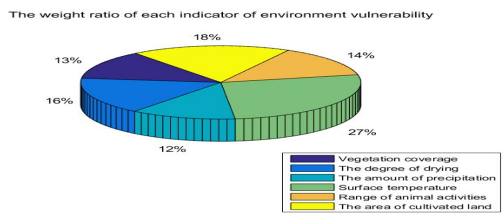
The weight value of the index of economic vulnerability is determined by the entropy weight method. It can be seen intuitively that each index layer has a balanced impact on economic vulnerability, among which the amount of foreign investment has the greatest impact on economic vulnerability, accounting for 25%. According to this analysis, climate change will have a great impact on international trade.

Determine the weights that affect indicators of social vulnerability

Entropy weight method is used to determine the weight values of indicators affecting social vulnerability, the proportion of each indicator is shown in(Weighting that affects the index of social vulnerability:The migration number of resident:16%, Per capital spending on technology and education:13%, Social security administration expenditure:16%, Degree of international friendliness:20%,The degree of social affluence:12%, The value of govern-ment supply:24%) . It can be seen from the pie chart that the impact of each index layer on social vulnerability is large, among which the government supply quantity has the greatest influence on social vulnerability, accounting for 24%.

(c)Determine the weights that affect indicators of environmental vulnerability

Entropy weight method is used to determine the weight values of indicators affecting environmental vulnerability, the proportion of each indicator is shown in figure 1 .



According to the pie chart can be very intuitive to see the impact on the environment vul-nerability index layer is balanced, which had a greater influence on the surface temperatu-re and cultivated land area of vulnerability to the environment.

Figure 1: Weighting graph that affects the index of environmental vulnerability

3.2.2 Based on fuzzy comprehensive evaluation criterion layer weight calculation

In this paper, the indicators of economic vulnerability, the indicators of social vulnerability and the indicators of environmental vulnerability are used to comprehensively reflect the vulnerability index of the country and determine the subsets that affect the climate sensitive indicators $V = \{X \quad Y \quad Z\}$. By comparing the importance of the indicators, we establish a judgment matrix to represent the scale values of the relative importance of each index of the same level. For example, the index i is compared to the index j . The higher the scale value b_{ij} , the more important the indicator b_{ij} is. According to the above, the correlation matrix between factors is constructed M_0 :

$$M_0 = \begin{bmatrix} 1 & \frac{5}{4} & \frac{3}{4} \\ \frac{4}{5} & 1 & \frac{3}{5} \\ \frac{4}{3} & \frac{5}{3} & 1 \end{bmatrix} \quad (6)$$

By the elements in the matrix M_0 can know $b_{ij} \times b_{ji} = 1(i, j = 1, 2, 3)$. In fact, when the comparison matrix is constructed, the above equation is need to be satisfied. Therefore, the comparison matrix is required to have a certain degree of consistency, that is, there is a certain degree of inconsistency in the matrix. Matlab software is used to calculate the maximum eigenvalue of the matrix M_0 is 3.0000. Comparison matrix M_0 degree of inconsistency index CI :

$$CI = \frac{\lambda_{\max} - k}{k - 1} \quad (7)$$

And the random consistency ratio RI is related to the following table 1:

Table 1: The value of the random consistency index RI

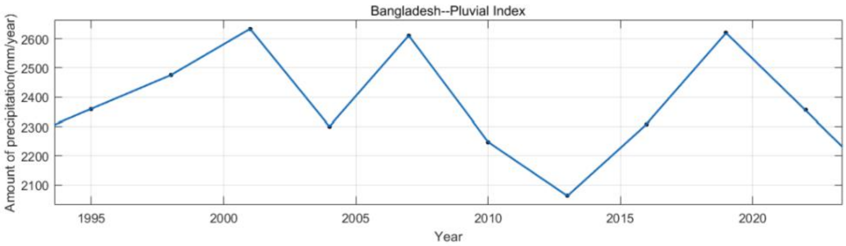
k	1	2	3	4	5	6	7	8	9

RI	0	0	0.58	0.90	1.12	1.24	1.32	1.41	1.45

Because of

$$CR = \frac{CI}{RI} = \frac{2.2204 \times e^{-16}}{0.58} = 3.8284\text{e}^{-16} < 0.1 \quad (8)$$

Therefore, the judgment is obtained: the matrix M_0 has consistency. It is found that environmental vulnerability index has the greatest influence on



national vulnerability index.

3.2.3 Division of national vulnerability grade

Firstly, the standardized data of each index in the three subsystems were analyzed, and the weight and comprehensive score of the main components of each system were obtained by the entropy weight method. Then, we use the principal component data from each subsystem as the index factor for the second fuzzy comprehensive evaluation, and determine the main component load matrix, then calculate the index weight of criterion layer and carry out consistency test. Finally, the national vulnerability index is calculated by the weighted sum method, and the vulnerability level is divided(Refer to table 2).

$$V=\alpha X + \beta Y + \gamma Z \quad (9)$$

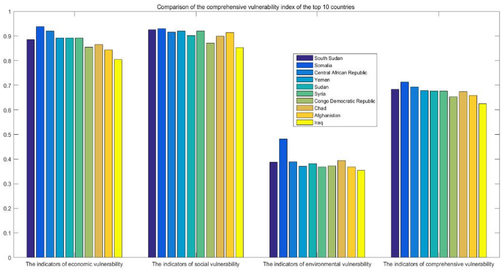
Table 2: National vulnerability classification

Vulnerability	Class
$0 \le V \le 0.3$	Steady
$0.3 < V \le 0.6$	Fragile
$0.6 < V \le 1.0$	Very fragile

3.3 Analysis of the impact of climate change in the top 10 most vulnerable countries

3.3.1 Analysis of vulnerability of the top 10 most vulnerable countries

According to the model and table 3 national



vulnerability assessment index weight, using standardized data to calculate the vulnerability index of three subsystems (economic, social and environmental) respectively. Combined with the weight of the criterion layer, the comprehensive vulnerability index of the top 10 most vulnerable countries was calculated.

Figure 2: The top 10 vulnerability index contrasts

According to figure 2, the differences between countries' economic, social, environmental and comprehensive vulnerability indices can be intuitively reflected, thus quantifying the differences among the 10 vulnerable countries.

3.4 Analysis of the impact of climate change on vulnerability levels in Bangladesh

Data on precipitation in Bangladesh from 1995 to 2016 were selected for the prediction. Using the MATLAB toolbox, the annual precipitation and the function of the year are fitted, and the change is shown in figure 3

Figure 3: Bangladesh - rainfall index

Through the analysis of historical rainfall data, and after many test, in a standardized treatment after precipitation as independent variables, combined with the formula (9) analysis can be concluded that vulnerability index is proportional to the rainfall. Accordingly, the selection of precipitation is 2200 mm/year and 2450 mm/year as the tipping point of the change of vulnerability grade. The specific partitioning method is shown in table 3.

Table 3: Bangladesh's vulnerability

Precipitation(mm/year)	Level
$z_3 \le 2200$	Fragile
$2200 < z_3 \le 2450$	Steady
$z_3 > 2450$	Very fragile

(Z_3 : The amount of precipitation (millimeter))

By analyzing the following changes in figure 5 after 2016, it can be seen that: the level will be changed from fragile to very fragile in 2018, and between 2018 and 2020, Bangladesh is expected to continue in a level of very fragile. In 2021, Bangladesh will enter a period of moderation, in which the country's vulnerability is stable, and it is expected to last a year or two.

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Analysis of Application of Computer Network Technology in Electronic and Information Engineering

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Abstract: With the continuous development of electronic and information technology, electronic and information engineering should become a discipline covering many fields such as modern electronic technology, communication technology and information technology. With the rapid development of Wowo computer technology, the application of computer technology in the field of electronic and information engineering is more and more extensive. Therefore, this paper mainly discusses the application of computer network technology in electronic and information engineering according to the problems existing in the conceptual computer of electronic and information engineering, which can promote the rapid development of electronic and information engineering.

Keywords: computer network technology; electronic and information engineering; application strategy

The continuous development of computer and electronic and information technology brings great convenience to people's study, life and work. The rapid development of computer network technology has also brought new opportunities for the reform of electronic and information engineering. In people's lives, electronic and information engineering can not only facilitate people to obtain information and store information, but also meet people's new requirements for material and cultural life. People can understand what is happening in society without going out. The development of many chat software also facilitates communication between people. The continuous development of computer network technology today has also enabled electronic and information engineering to grow stronger [1].

1. CONCEPT OF ELECTRONIC AND INFORMATION ENGINEERING

First of all, electronic and information engineering has a strong ability to process and organize information, and has a large amount of storage. Electronic and information engineering is actually a way of processing information. It is inseparable from electronic informationization to collect, organize and store information. In addition, it is possible to perform a large amount of information processing in a short time, improving the efficiency of information processing and less error. In this era of big data, the accuracy of information processing is relatively high, and electronic and information engineering can process information with higher precision. Moreover, the original state of the processing of the information can be seen after processing the information by performing the corresponding design. In addition, electronic information engineering can also detect and supervise information to ensure the accuracy of information processing and improve work efficiency [2].

Electronic information engineering has a wide range of applications, including in industry, agriculture, and service industries. However, with the continuous development of science and technology, the traditional information processing methods can not meet the needs of society, and computer network technology can make information processing technology develop faster.

2. ADVANTAGES OF NETWORK TECHNOLOGY IN ELECTRONIC COMMUNICATION ENGINEERING APPLICATION

2.1 To improve the quality of information circulation

The application of computer network technology to electronic and information engineering can not only improve the speed of information processing, but also ensure the quality of information after processing. The integration of computer network technology and electronic and information engineering can further improve the information processing quality of electronic and information engineering, and improve the efficiency of information management in various industry sectors. In addition, the use of computer network technology in electronic and information engineering can also ensure the integrity of information transmission.

2.2 To ensure information security

However, the integration of computer network technology into electronic and information engineering has the disadvantage of introducing hackers into computers and viruses into the computer. Therefore, it is necessary to strengthen the protection of computer network technology to avoid the trouble of information leakage or loss. However, at present, China has conducted in-depth research on this technology and achieved good results, which also guarantees the security of electronic information technology [3].

3. Application of computer network technology in electronic and information engineering

3.1 Application in electronic and information dissemination

The most important function of electronic and information technology is information transmission. The integration of computer network technology into electronic and information technology can bring many advantages to information dissemination. For example, computer network technology can transmit information faster, which is very good for electronic information engineering, and computer network can make the dissemination of information convenient and fast. In addition, computer network technology can ensure the security of information during the process of communication. Electronic information technology has been widely used in all walks of life, electronic information technology has been widely used in all walks of life, but information transmission is involved in both enterprises and institutions. If the security of information in the transmission process is not guarantee. With the continuous development of technology, computer network security protection technology is constantly improving. For instances, computer networks can block hacker attacks and virus intrusions by establishing firewalls and data encryption. It will inevitably bring great losses to enterprises, and bring many bad effects to institutions, which ensures the security of electronic and information in the transmission process [4].

3.2 Application in electronic and information security

Although electronic and information engineering has been widely used in various fields, there are still many security problems in practical applications, which will have a serious impact on the development of various fields. In the process of application of technology in electronic and information engineering, there will be various security problems, which requires some professional technicians to find out the root of the problem carefully, and takes corresponding measures to prevent unnecessary troubles to use. The existing security problems are mainly due to imperfections in the network system, and loopholes in network transmission lines. These vulnerabilities are easily exploited by hackers to attack electronic and information engineering systems, which can seriously affect the security of electronic and information engineering transmission, and even cause serious losses to the use. In order to ensure the security of information, technicians must have professional computer network technology to block all kinds of dangers outside the electronic and information engineering system. In this way, the firewall can control the spread of the hazard and minimize the impact of the hazard even if network security is sometimes affected.

3.3 Application in equipment development

Computer network technology is of great use in the development of equipment in the important part of the development of electronic information engineering. Because the development of many electronic devices requires the support of computer network technology. Whether it is the parameters of the electronic equipment or the quality of the electronic equipment, it is inseparable from computer network technology. For example, when developing a device system, the development of the device is difficult to carry out if the operation mechanism of the digital signal is not known. Computer network technology can improve the anti-interference ability by using broadband fiber as the medium to ensure the quality of transmission. In addition, it can ensure the spread of long distances. Moreover, it can also achieve resource sharing, which brings a lot of convenience to people in information dissemination and information search. The application value of computer network technology is relatively high [5].

4. Conclusion

With the continuous development of science and technology, information communication has become an indispensable part of our lives. In the future, electronic and information technology will become a necessity for information. According to the analysis mentioned above, it is not difficult to find that the integration of computer network technology into electronic and information engineering is a necessary prerequisite for the development of electronic and information engineering. The rapid development of electronic and information engineering has a huge impact on people's lives and learning. Therefore, this paper mainly describes the concept of electronic and information engineering and the advantages of application of network technology in electronic and communication engineering. At last, this paper summarizes the application of computer network technology in electronic and communication engineering and provides a new idea for its full utilization [6].

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Research on Challenges and Coping Strategies of Professional Photography in the Age of "We Media"

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Abstract: With the rapid development of science and technology such as information, the media environment has undergone tremendous changes, and the monopoly position of traditional media has ceased to exist. In the era of mobile devices, the "We Media" has also emerged from the age media, in which more and more people have the abilities of professional journalists, such as news recording and editing. People can use their mobile devices to record the information around them in every corner of life. As an important part of news editing, professional photojournalism faces many challenges in the era of "We Media". Therefore, this paper will mainly analyze the challenges faced by professional photography in the era of "We Media", and explore the corresponding countermeasures.
Keywords: "We Media"; professional photography; challenges; coping strategies

In the era of Internet, due to the rapid development and effective combination of information technology, mobile device technology, digital image technology and other technologies, the new media form, "We Media", has gradually shown strong momentum, and has a strong impact on traditional media [1]. The new media covers all digital media forms, such as mobile media, network media, etc. It is not so much a media form as a media environment. New media is based on network technology and digital technology. It has many channels, including digital TV, computer mobile phone, wireless communication network, broadband LAN and satellite [2]. Compared with the traditional media, the new media is more popular, autonomous and universal. People can publish words and pictures by themselves, and edit images by simple retouching technology. It is more convenient in operation, more diverse in perspective and more realistic in content.

1.CHALLENGES FACED BY PROFESSIONAL PHOTOGRAPHY IN THE AGE OF "WE MEDIA"

1.1 Timeliness of news information

In the era of information, people's demand for news timeliness is getting higher and higher. However, compared with the "We Media", the release of news information in traditional media requires more process, and its timeliness is inevitably not as fast and timely as the "We Media". In the age of "We Media", almost all young people are equipped with a mobile device. They can use their mobile phones to capture and record the news information around them at any time, and quickly spread it out. While in traditional media, professional photographers have a higher level of photography technology and news gathering ability, and their news editing ability and news quality are also higher. However, because the release of news information needs to go through a fixed process, it must be stored as much as possible to make sure that the truth is true and the authenticity of the news is guaranteed, so it is possible to immediately release news information. As far as people's demand for information is concerned, "We Media" can make it more satisfying. Therefore, in the era of "We Media", the timeliness of professional photojournalism is facing major challenges.

1.2 Credibility of news information

In the era of traditional media, professional photojournalists with relevant work permits are authoritative in news information. They represent the speech and attitude of the news column to a certain extent. Therefore, before the emergence of the "We Media", news information represents the truth, people were convinced of its content, which has high credibility. However, with the strong rise of the "We Media", the credibility of news information has been gradually weakened. In the era of "We Media", the collection and editing of information and the photography of images are full of freedom. Without the control and restriction of the traditional media on the content of news photography, people are both the party of news and the witnesses of news. They can freely release news information and images, which has gradually exposed some quality problems in the traditional media news. For example, the emergence of the "Zhou Zhenglong" incident directly led to the serious reduction of the credibility of traditional media, which makes people turn to trust the "We Media" [3].

1.3 Sources of news information

With the increasing market share of mobile phones and other terminal equipment, the situation that everyone is a journalist has gradually been realized. In the age of "We Media", people of different classes, professions and fields can become "journalists" and record the practical news information around them with only one equipment with photographic function. Compared with the professional photojournalism with single information source in the traditional media, the advantages of photography of “We Media” are more obvious. It is not only efficient and fast in photography, but also has a wealth of information sources. In the era when everything is respected for diversity, people prefer “We Media” with more channels, while the traditional media with single source of news photography information affects people's right of choice. Therefore, in the era of “We Media”, the sources of information for professional photojournalism are facing major challenges.

2.COUNTERMEASURES FOR PROFESSIONAL PHOTOJOURNALISM TO DEAL WITH THE CHALLENGE FROM “WE MEDIA”

2.1 To strengthen cooperation with “We Media” in photojournalism

With the strong rise of “We Media”, the traditional media has lost its monopoly position for a long time, and has gradually shown a trend of failure. Now it has completely entered the era of “We Media”. Therefore, if the traditional media wants to continue to develop, it is necessary to actively cooperate with the “We Media” and make use of its rich photographic resources to continuously expand its own sources of news and photography information to meet the needs of people for diversification and timeliness of news information. For example, when a hot social event occurs, the traditional media can contact the witnesses or parties of the event to obtain more images or videos of the event from the perspective of their own media photography resources. In addition, the traditional media can further grasp the truth of the event through detailed communication and communication to combine the authenticity of “We Media” photography and the richness of and information sources with the professional news photography editing technology of traditional media.

2.2 To strengthen the guidance of “We Media” standardization

In the age of “We Media”, everyone has the right to publish pictures and news information freely. Usually, people's photography is a simple record of life with strong personalization. In general, the information disseminated from the “We Media” is confused, and some of the information lacks authenticity or has the features of one-sidedness, and even often appears the unhealthy image information released by the low-quality communicators, which seriously pollutes the network information environment. Therefore, the professional and highly standardized traditional media needs to actively guide the “We Media”. In the process of cooperation with “We Media”, the traditional media should take the law of news dissemination and the people’s right to know as the bottom line. It should strengthen their moral education for some extremist “We Media” communicators to encourage them to collect more authentic and reliable information sources, and to ensure the authenticity of information and to strive to do things on the basis of information content[4].

2.3 To promote the diversified development of information dissemination methods

In a diversified society, people's demand for information and the way to obtain information are gradually diversifying. In the busy study or work, people are more willing to accept some more relaxed entertaining, even more humorous news information. People relieve pressure and relax body and mind from many ways such as from the web pages of computer phones, or from WeChat, Weibo, or Tencent, Youku. Therefore, the traditional media needs to keep abreast of the times, actively learn the pluralistic advantages of “We Media”, and strengthen the creation of new media communication methods, such as the establishment of WeChat public numbers and various official micro-blogs. In addition, the traditional media should strengthen cooperation with video software vendors and actively develop news information push platform to continuously promote the diversified development of information dissemination methods.

3.CONCLUSION

It is undeniable that the “We Media” has obvious advantages, compared with the traditional media, such as abundant information channels, numerous modes of transmission, fast transmission speed, and wide range of information audiences. And professional photojournalism should attach great importance to these advantages of “We Media” to cope with the challenges calmly. In the future, professional photojournalism needs to strengthen cooperation with “We Media”, and strengthen communication with the audience. What’s more, professional photojournalism should actively guide the “We Media” towards standardization, fully promote the diversified development of information dissemination methods, and integrate its own characteristics and advantages of “We Media” in an all-round way, to promote the healthy and sustainable development of the industry.

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Research on Humanities Quality of Chinese Teachers under the Background of New Curriculum Reform

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Abstract:Humanistic quality is the inner spirit and temperament of a person as a whole, and it is also a comprehensive manifestation of the degree of modern civilization. As far as the current situation is concerned, teachers themselves hold significant shortcomings in insufficient humanistic knowledge, loss of humanistic spirit and lack of practical experience in the process of cultivating humanistic qualities. On this basis, this paper will start from three aspects: social background, teacher-student relationship and education curriculum setting to analyze the important reasons that hinder the improvement and development of teachers' humanistic quality, and explore countermeasures from three perspectives as in teacher's pre-professional curriculum development, teacher's self-education, and the beautification of the campus environment.
Key words: new curriculum reform; Chinese teachers; Chinese teaching; humanistic quality

The opening of the "Full-time Compulsory Education Chinese Curriculum Standards (2011)" puts forward: "Chinese is the most important communication tool, and the important part of human culture; the unification of instrumentality and humanity is the basic feature of the Chinese curriculum." In addition, in the Chinese Curriculum Standards the content of humanistic spirit cultivation has been covered many times. For example, “Chinese curriculum has rich humanistic connotation, and its impact on people’s spiritual field is far-reaching”. “To comprehensively improve students’ Chinese literacy and give full play to the educational function of Chinese curriculum "to enhance the aesthetic realm and form a good cultural mentality". Meanwhile, the new curriculum standards also states that in the teaching of Chinese, teachers should not only help students improve their moral quality and cultivate aesthetic taste, but also guide students to overall development through Chinese learning and form a sound personality. It can be seen that the humanity and instrumentality of Chinese teaching in the new curriculum standards are equally important. These contents emphasize the important role of Chinese teachers in the cultivation of students' humanistic quality all the time.

1.THE EDUCATIONAL VALUE OF CHINESE TEACHERS' HUMANISTIC QUALITY

1.1 The humanistic quality of Chinese teachers is related to the quality of Chinese classroom teaching

Recently, with the deepening of the new curriculum reform, people gradually began to pay attention to students' real-time status in daily classroom teaching. Through the criticism and reflection of traditional classroom teaching activities, we can find out some intrinsic links between classroom teaching and social life, which shows that humanistic spirit is an indispensable part in classroom teaching and holds an extremely important position. In contemporary classroom teaching, teachers should give care to students' real life, help them realize their life meaning and value, and build a sound spiritual world. Therefore, to build a good Chinese classroom, Chinese teachers must have a high level of humanistic quality.

1.2 The humanistic quality of Chinese teachers influences the growth of students

A teacher who has a rich humanistic literacy will be a demonstration role for students in their daily life. Mr. Cai Yuanpei once said that "What a teacher should be is a model, a role model that can be learned from." As a Chinese teacher, only if he truly realizes that his words and demeanors have exemplary effects on students can better cultivate students' personality in his daily teaching. If a Chinese teacher has a high humanistic quality and is optimistic about life, then a very ordinary behavior of his will have a profound impact on students, no matter is in daily life or in teaching.

1.3 The humanistic quality of Chinese teachers influences the construction of teacher-student relationship

Education is a social activity that cultivates people whose fundamental purpose and value lies in promoting the all-round development of people. The meaning and fundamental value of education requires that the relationship between teachers and students is an equal one of harmony and mutual respect. A Chinese teacher with rich humanistic quality can promote the spiritual and emotional communication between him and his students. He can use the humorous language to impress students, the broad mind to tolerate students, the noble personality to move students, and use wisdom to deal with the contradiction between teachers and students.

2. THE STATUS QUO OF CHINESE TEACHERS'

HUMANISTIC QUALITY

China is a powerful country with 5,000 years of historical civilization. Emphasize on teacher's humanistic quality has always been the tradition of Chinese education in China. Confucius discussed the relationship between education and human nature for the first time, "People are similar in nature, but can be very different after education." In the modern times, with the development of society, science and technology have made rapid progress and have occupied an increasingly important position. People began to shift their focus to the natural sciences and technical sciences, and gradually weakening the attention to humanity education. According to the collection of data, the author finds that the phenomenon of Chinese teachers' lack of humanistic quality is widespread. The main problems lie in the aspects of insufficient humanistic knowledge, loss of humanistic spirit, and lack of practical experience.

3. DISCUSSION ON THE IMPROVEMENT STRATEGY OF CHINESE TEACHERS' HUMANITIES QUALITY UNDER DIALECTICAL DIMENSION

3.1 Optimize teacher's pre-professional curriculum

Teachers are the most glorious profession in the world. Teachers teach and educate people and undertake the important task of cultivating talents for the country. This requires universities to optimize the curriculum of teachers' pre-professional education, that is, the curriculum for normal students. Humanities curriculum refers to literature, art, linguistics, philosophy, religion, etc. It now also includes emerging disciplines such as history, education, psychology, and journalism. The value of humanities courses in colleges and universities is to enable normal students to correctly and truly understand the true, good and beauty of life, to experience the wide-ranging and richness of the spiritual world, and to tap the wisdom and strength of people.

3.2 Strengthen self-education and enhance knowledge literacy

Chinese teachers should read a wide range of books; explore not only books related to education, but also literary works, historical works and philosophical masterpieces. In the process of reading, one should not simply skim, but take his own personal feelings, life experience, values and teaching practice to comprehend the work so as to form his own understanding. If the teacher just talk about other people's opinions in the classroom without his personal thinking, then students will feel uninterested and loss their attention.

3.3 Caring for students and improving moral quality

"A teacher who is loved by children must be the most humane one. Only children's innocence can awaken love, only love can nourish children's innocence." In other words, a teacher must care for students, love them truly and hearty. Teachers should go into the inner world of students, be friends with them, and feel their joys and sorrows. It is not only about students' study performance, but also about their life, psychology, emotional experience and personality.

3.4 Transforming educational concepts and improving humanistic qualities

Teachers should have a comprehensive and correct view of education, knowledge, students and teaching. Education should first focus on cultivating people with sound personality, complete intelligence and physical and mental health, because only such people can play a correct role in society, contribute to society, and truly promote the development of society and the progress of human civilization. Modern teacher consciousness is a sense of responsibility for the concern of the destiny of the human nation, a consciousness for grasping the information of the times, and a sense of education and scientific research. Teachers apply this awareness to their own teaching process, and the students they teach can become people who adapt and promote social development.

3.5 Learn to reflect, summarize teaching and research

As a teacher, one must learn to reflect, cultivate self-cultivation, and sum up himself. Learn to reflect, introspect and summarize will better enhance teacher’s humanistic quality and then teach good character to students. Teacher's reflection can be achieved through writing teaching notes and teaching summaries. A teacher who pursues excellence should be good at presenting his own educational practice, on the one hand as reflection and on the other hand to facilitate communication and dialogue with peers.

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The Application of Rococo Art in Modern Wedding Dress

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Abstract: With the development of the times, women's appreciation of the beauty gradually increased, especially in the wedding dress, and they abandoned the old taste, pursuing elegance, nobleness, sanctity. Rococo art, known for its delicate and exquisite decorative personality and luxurious elegance and romance, is just in line with the modern wedding dress design pursuit. Its smooth cutting, exaggerated modeling and exquisite craftsmanship are the ancestors of modern clothing three-dimensional cutting production, greatly affecting the modern clothing style design, structural design and production art. The external artificial decoration of Rococo art has reached the peak of perfection. To explore art elements in the Rococo period in the modern wedding dress application makes modern wedding dress constantly bring forth the new through the old.

Key Words: Rococo Art; Modern Wedding Dress; Style; Profile

1 ROCOCO ART OVERVIEW

1.1 Origin of Rococo art

Rococo art is a kind of art form or style that originated in France and spread all over Europe in the 18th century. It was popular in the period of Louis XV, so it was also called "Louis XV". The art form has the characteristics of lightness, delicacy, delicacy and complexity. The formation of Rococo art was influenced by East Asian art. Some people think that the Rococo style is the late Baroque style. Compared with Baroque in the early days and Neoclassicism in the later years, Rococo reflected the social atmosphere of hedonism, luxury and lust.

1.2 Characteristics of Rococo art

The overall characteristics of Rococo art are lightness, magnificence, refinement, delicacy, complexity, tenderness and softness.It pursues light and delicate elegance, delicate and charming, being numerous and trivial, exquisite and elegant, sweet and tender. The composition emphasizes unsymmetry, and its technology, structure and lines are characterized by euphemism and softness.Its decorative theme has a naturalistic tendency, mainly with zigzag shell-shaped curves and fine and delicate carving, and the basic tone of modeling is convex curve, commonly used S-shaped bending angle form. The Rococo color is very delicate and bright, such as verdant, pink, scarlet, etc. and the lines are mostly gold.

2 ROCOCO ART FASHION

Rococo Art Fashion, contrary to the rigor of the geometry of stylism and Spanish fashion, is deeply influenced by the vibrant consciousness of life, as is the case with architecture and plastic arts.Wrinkled collars, once in sharp contrast to flat or padded collars, now hang down without stiffness and are replaced by lace draped flat over the shoulders.The hat has wide sides, and can be made into a wide, high or oblique style according to the temperament of each person and the hair is free.Rococo women's fashion gave up the rigorous geometry of the Spanish bell skirt, but retained a wide hip and tight corsage.A long bell-shaped skirt, mostly in front of the pleated, trailing behind the skirt is put on outside of a different color petticoat.Rococo women's clothing has become a showcase, with pleats, floral edges, casual lace and raised petticoats. A domed whale bone ring replaced the old bell skirt, creating the typical female silhouette of the late Baroque period. From the oversized skirt to the skinny shoulders to the towering head of the hair, the whole person is in a shape of a cone.

2.1 Rococo Art fashion profile

During the Rococo period, the fashion waistline gradually dropped from high waist to natural position, and the waist was thinned by tight corset. Extremely large roots of sleeves appeared in the shoulder-drop and exaggerated leg sleeves. When the skirt was exaggerated, group support made it expand outward. In fact, it formed the "X" type. In order to show the slim waist, women let the new pannier produced, called Krirlin, meaning horse hair, hemp. In the later stage, whale whiskers, bird feathers, thin wire or rattan were used as wheel bones. The ribbon is used to form the pannier which change from bell type to bird cage type, and at last become an abnormity of Pyramid or oblique rear.

2.2 Rococo Art fashion decoration details

Rococo costumes are also extremely delicate and soft in decoration. Gold thread, colored painting, lace, spike and other decorative techniques are used in many places. Under the influence of interior decoration style, French Rob sleeves fit better than in the early days, and cuff making is unusual, fine and complex, and with edges. The winged cuffs in Watteau Robe are replaced by filament ruffles.This ruffle is usually two layers with tassels, metal trims and multicolored lace. Underneath the sleeves, double or three fold ruffles are exploded. The ruffles were thin and wide, with lace on the edges. This was the most fascinating "Lotus-leaf-edge ruffled sleeve" of the time.

2.3 The classic design elements of rococo Art fashion

Flower design elements and luxury Rococo art are inseparable, which is romantic and elegant, and meet the aesthetic requirements of modern wedding dress. The element pattern of rococo period mostly takes natural flower as the expression object, and mainly adopts the realistic processing technique. It takes "rose" and "orchid" as the portrayal object and uses the stem vine to connect the flower. In addition, the motifs of rococo are mainly asymmetrical and unbalanced. Their unconventional and anti-order decorative tendencies give people a cheerful and elegant sense of movement, which not only shows the nobility, charm and gorgeous dynamic beauty that modern women pursue on the wedding dress, also presents the feminine rhyme. Because of the use of natural flowers as the theme in the printing of Rococo period, many people compare the fabrics of this period with printing pattern to the "Flower Empire".

3.APPLICATION OF ROCOCO ART FASHION STYLE IN MODERN WEDDING DRESS

3.1 The characteristics of modern wedding dress

The modern wedding dress elements focus on every detail of the wedding dress, which make people surprised carelessly.The overall shape tends to be concise, and the details are also simple and fine with small quantities. Modern wedding dress design breaks the traditional large swing skirt design, and absorbed the design features of popular fashion.The tops are mostly bare. The skirts are cheongsam-style, miniskirt-style, and there is a practical combination of wedding dress. When the bride arrives at church during the day or entertains guests and friends at night, she can combine herself.

3.2 Application of Rococo Art fashion style elements in modern wedding dress

3.2.1 Profile

Rococo art is used in modern wedding dresses. The sleeves are narrow and tight from the shoulders to the elbows. The lace trim hangs down from the elbows and opens naturally.The lace cuff not only plays the decorative role, but also has the modelling function, making the sleeve overall to present the inverted triangle appearance.This sleeve shape plays a very good visual harmony role between the inverted triangle trunk and the rectangular skirt, and matches the overall shape outline of the wedding dress.

3.2.2 Decoration details

The details of wedding dress adopt the theme of flowers, mainly in the fabric and decoration on the wedding dress.Whirlwind vines and elegant flowers are often used and displayed.Embroidery technology adds noble temperament and romantic atmosphere.Flowers are not only in the use of Rococo clothing in addition to the fabric patterns, but also in the use of a large number of natural or artificial flowers to decorate the wedding dress.People often compare Rococo style to "grand basket of flowers", in which there are flowers, lace, bow ties and ribbons.The perfect combination of flower pattern and wedding dress to create a relief, three-dimensional wedding dress visual, in line with the needs of modern wedding dress.

3.2.3 Overall style

Modern wedding dress designers have well inherited the characteristics of the Rococo period pattern. Flower pattern is one of their important design elements, one can see the flower pattern in most wedding dress styles.The idea of paying attention to details in modern wedding design coincides with the Rococo art,reflected in the use of soft texture, elegant and delicate fabrics.The wedding dress is romantic, gorgeous and precious.The Rococo period clothes endowed the soft and delicate patterns with metallic sparkling jacquard fabrics or hand-painted and embroidered fabrics. The details are paid attention to, which perfectly matching with the modern dress.However, unlike the monotony of the Rococo era, the enormous inclusiveness of this era has made the design of modern wedding dresses distinctive and individual.Different countries, regions and nationalities reflect different patterns in different schools of thought.The Rococo art pattern reappears in the wedding dress with the brand-new life, deduces the various Rococo art flower pattern in the modern wedding dress.In addition to the sense of modernity, there is a glimmer of gorgeous, which meet the demands of modern women to wedding dress.

4 CONCLUSION

The Rococo art pattern reappears in the wedding dress with the brand-new life, deduces the various Rococo art flower pattern in the modern wedding dress.In addition to the sense of modernity, there is a glimmer of gorgeous, which meet the demands of modern women to wedding dress. Grasping the style elements of Rococo art, a modern wedding dress that not only conforms to the traditional female thought but also reflects the feature of modern women full of luxury and prosper can be designed.As a favorite of the times, Rococo art will not leave the stage of history,but it will be refreshed with the changes of the times.

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Study on the Art Of Guqin Songs in Jiangxi Province

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Abstract:The tone color in piano playing is the key factor to decide the quality of piano performance, and the tone color is closely related to the way of touching keys, so it is the key to clarify the relationship between tone color and touch key in piano playing. Timbre can depict the mood and environment of piano playing well. It is the main influencing factor of rendering performance emotion and driving the audience to appreciate emotion. It is also one of the important ways to shape the image of piano performance. This paper takes piano playing as the main research object, through analyzing the relationship between the tone color of piano playing and the touch key, expounds how to coordinate the relationship between the two, so as to better present the high quality piano performance for the audience. Get ready for the play.
Key words: Guqin; Jiangxi;Songs; Art

In our country, with the continuous improvement of economic level, people need more spiritual level in social life, especially the music involved in shaping people's sentiment. Piano playing is the most closely related music type in our daily life. The key factor that affects the quality of piano performance is the tone color. The sound color is directly related to the performance ability and professional technical skills of the whole piano player. This chapter mainly studies the background and significance of the selected topic.With the development of our national economy and the improvement of people's living standard, people from all walks of life pay more and more attention to the traditional culture of our country, especially to the traditional instruments such as Guqin and so on. As a direct way to express human emotion, singing art plays an important role in the development of human history. In the course of studying the forms of vocal music in ancient China, we can find that in the collection of folk songs, such as the Book of songs and the Book of songs, there is a shadow of the development of guqin and piano songs. It is a feasible project to study from the angle of historical development.

1 ARTISTIC CHARACTERISTICS OF GUQIN SONGS IN BUDDING PERIOD

In the course of the research on the development of Guqin songs, it can be concluded that the earliest Guqin songs originated in which period, why, the content of the work and the identity of the singer can not be reached a definite conclusion. Therefore, through the study of the cultural and artistic works of the pre-Qin period, the author finds that the music and art works of this period is a kind of artistic performance which integrates various forms such as song, dance and vocal music. Especially in large-scale ceremonies or ceremonies, people through musical instrument playing or sacrificial dance and other forms, pray for good grain, God bless. For example, in "Fen Paddy", Shao >, Daxia, and so on are ancient sacrifice and celebration of music and dance performances. In Shang Shu, there are records about music and dance performances, such as "Gongzhang", "poem Yongzhi", "Song Yongyan", "Song Yi-yong", and so on. All these reflect the close relationship between musical instrument performance and vocal music performance in ancient music and dance performances.

For example, in "Fen Pu Gu", "Shao >," Summer "and so on are ancient sacrifice and celebration of music and dance performances. In Shang Shu, there are records about music and dance performances, such as "Gongzhang", "poem Yongzhi", "Song Yongyan", "Song Yi-yong", and so on. All these reflect the close relationship between musical instrument performance and vocal music performance in ancient music and dance performances. Guqin songs are used as accompaniment when vocal music and dance are performed during major festival celebrations. The musical instrument performance of this time is a form attached to the song performance, and has not developed into a musical instrument performance program alone, the Guqin piano song of this time is called "string" Song. In the pre-Qin period, people deeply discussed and studied the ways of performance, singing skills and the emotional characteristics of the singers. And in the long history of practice summed up a more systematic and perfect singing instrument performance system, used for vocal music teaching, vocal music theory has developed to a relatively mature stage, for the string songs at that time, That is to say, Guqin songs have a direct influence and promote the germination of Guqin songs.

2 THE ARTISTIC FEATURES OF GUQIN SONGS IN THE SHAPING PERIOD

With the emergence and development of Guqin songs, people began to use this form to express their feelings, and experienced a more turbulent pre-Qin period, Qin and Han unified for people's production and life brought a relatively peaceful situation. The stable and harmonious social environment lays a solid foundation for people's artistic creation and cultural innovation. In addition, in the period of Wei, Jin, Southern and Northern dynasties, the culture and art of Central Plains merged with each other of the surrounding ethnic groups and gradually formed a diversified cultural atmosphere. The literati of the Wei and Jin dynasties were more free and open, in politics, economy, culture and social life, etc. Under the joint action, Guqin songs gradually entered a new historical period. Different from the artistic characteristics of Guqin songs in the pre-Qin period, Guqin songs gradually entered the production and life of ordinary people in the lower classes from the larger and grandly developing state of the upper society. Especially when the literati cultivate their feelings and feelings, Guqin piano songs, as a new way of expressing emotion, provide a new way for people to express their true feelings. During this period, the artistic features of Guqin songs were mainly reflected in two aspects, one of which was the gradual separation of Guqin songs from the accompaniment of vocal and dance performances. It has developed into a relatively stable and independent form of artistic expression, but it is still closely related to folk music. In the Wei and Jin dynasties, the literati and officials gradually stabilized, Guqin and piano songs became the best way for the literati to express their feelings freely.

3 THE ARTISTIC CHARACTERISTICS OF GUQIN S QIN GE IN THE PERIOD OF DEVELOPMENT

In the Tang and Song dynasties, Guqin songs developed rapidly, and a large number of excellent Guqin songs artists deeply studied them. For example, Dong Tinglan, Zhao Yeli and Ying Shi were excellent Guqin artists at that time. Popular works include Zhaojun, Yizhen, Fenglei, Yangchun, and Snow White, etc. At this time, the Guqin music performance skills and the performance of music art have been comprehensively improved. In the Book of the New Tang Dynasty, it is written: "only the pianist still propagates the old sound of Chu and Han." Embodiment The literati at that time made a clear distinction between traditional art and culture and other kinds of popular folk music. Guqin and Qin song became the representative of elegant music in the minds of the literati, and it also became the classical charm of the traditional culture of the Chinese nation. Similarly, cultural works such as popular Tang poetry and Song ci in the Tang and Song dynasties were gradually formed under the impetus of the development of Guqin and Qin songs. The most representative of them are the Tang Dynasty poet Li Bai's works "Song of Xiangyang" and "Song of the Water Dragon", as well as the poet Wang Wei's work "sending Yuan Yuan to Anxi". "Yangguan Triple" is also called "Weicheng qu" or "Yangguan qu". Today, The popular "Yangguan Triple" tune The version was formed in the late Ming Dynasty. According to the research experts in related fields, in the early Ming Dynasty, there were scholars who wrote the "Zhe Yin interpretation of Chinese characters", which retained the "Yangguan Triple" tunes. And its form and style are similar to the Guqin songs of Tang Dynasty.

4 THE ARTISTIC FEATURES OF GUQIN SONGS IN THE PERIOD OF DECLINE

With the change of dynasties, the development of Guqin songs gradually declined in the Ming and Qing dynasties. Although during this period,

Economic and political development is relatively rapid, in this environment, the emergence of printing and publishing in the field of culture for the dissemination and distribution of music has brought more favorable conditions. But at the same time, the development of Guqin songs in Ming and Qing dynasties appeared the trend of decline. On the Development and performance of Guqin songs by some ScholarsThe change of form holds a dissenting opinion, and the Guqin songs at this time adopt the form of one word and one tone in their creation.

In the same way, Qi Ya-nan, a Chinese music researcher, wrote the relationship between touch keys and timbre in piano playing, which is divided into four chapters and expounds the relationship between touch keys and timbre in detail. Chapter one: the purpose and significance of this thesis, the domestic and foreign academic research achievements related to this topic, and the innovation of this thesis. Chapter two: the influence of piano development on touch key and timbre. This paper studies the relationship between touch keys and timbre from the aspects of piano making technology, social and historical background, creation background and style of works, and the evolution of piano playing method in different historical periods. It is the research that starts from macroscopical. Chapter III: specific study of various contact keys The actual operation of the method and its influence on timbre. Based on the principle of weight playing and physical mechanics, this paper analyzes the relationship between touch key and timbre from three aspects: the force of touch key, the speed of touch key and the angle of touch key. Chapter four: study the relationship between timbre and touch key from the aspect of emotion expression. Starting with six different expressions of emotion, combined with music aesthetics and playing psychology, this paper studies the macro and micro, concrete and abstract of touch key and timbre. The research on the relationship between touch keys and timbre can make us understand music more clearly and express music. It is not only of practical value to piano playing, but also to piano teaching. It's realistic.

Through the study of the research results of the relationship between the tone color and the touch of the piano by the music researchers, the author analyses the relationship between the tone color and the touch key of the piano performance in the present stage. In the process of playing, the piano player pays more attention to the coordination of the tone color and the touch of the key, and the effect of the piano performance. It has also been recognized by the audience.

5 CONCLUDING REMARKS

To sum up, in the process of the development of Chinese traditional music, Guqin songs always accompanied the rise, development and evolution of traditional music, and in the long-term historical development stage, it has always been closely linked with the literati society and the intellectual class in our country. Guqin and Guqin songs are enriched and developed constantly, which makes them have the characteristics of literati culture, but in the Ming and Qing dynasties, due to the problems of creative techniques and other aspects, it gradually declined. Modern scholars and experts of guqin songs continue to create in the development of traditional guqin songs, and finally make them radiate new vitality.

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A Comparative Study of Three English Versions of Tian Jing Sha from the Perspective of Eco-translatology

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Abstract: The translation method proposed by the theory of eco-translatology concentrates on the transformation of "three dimensional" which are adaptive transformation between language dimension, cultural dimension, and communicative dimension. It requires the translator not only pay attention to the conversion of linguistic level, but also carry on the cultural connotation and the communicative intention. Under the guidance of eco-translatology, this thesis selects three English versions of Tian Jing Sha Qiu Si as a case study, comparatively analyzes the translations from three different levels: linguistic dimensions, cultural dimensions, communicative dimensions and the idea of "translator-centeredness". Through analysis with comparison, the thesis attempts to explore the essence and root causes of the differences between different English versions with a view to provide new ideas and inspiration for Chinese classical poetry translation.
Key Words: Eco-translatology; Tian Jing Sha Qiu Si; Adaptive Selection; Translator-centeredness

I. INTRODUCTION

Eco-translatology is not an independent discipline, but an ecological approach to translation studies and an integrated study on the interaction between the translator and the ecological environment of translation. The core theoretical basis of this study is "Translation as Adaptation and Selection". It examines and defines translation from the perspective of ecological research, that is, translation is "the choice of the translator's adaptation to the ecological environment of translation" (Hu Gengshen, 2010:3). "The ecological environment of translation" (Hu Gengshen, 2003:2) is the "world" of the original text, original sentence and target language, it's an entirety which contains Language, communication, culture, society, the author, the reader, and the client, also it's a gather of many factors which constraints translator' optimal adaptation and optimal selection.

II. THREE VERSIONS OF TIAN JING SHA QIU SI

The thesis takes three versions by Xu Yuanchong, Weng Xianliang and Cyril Birch as example. For the same song, they have different forms of expressions, as each one has his good points, each has his merits. Weng Xianliang's translation does not rigidly adhere to the original text form, beyond the rhyme of Chinese and use the prose to explain the original song. Mr. Cytril Birch broke the regular form of English poems by using the special form of Chinese imagist poem - Juxtaposition of images, function word omission and so on. That can bring some feeling of freshness to Western readers and spread the special genre feature of Chinese imagist poem. However, Xu Yuanchong's translation is combined with the characteristics of Chinese poem and Western poem. It not only follows the regular means of expression in English poem, but also keeps the original poem's imagery.

Ⅲ. A COMPARATIVE STUDY OF THREE ENGLISH VERSIONS OF TIAN JING SHA QIU SI FROM THE PERSPECTIVE OF ECO-TRANSLATOLOGY

3.1 Adaptive Transformation of the Transition

Eco-translatology divides translation process into two steps: multi-dimensional adaptation and adaptive transformation. The second step means translators who have already adapted themselves to the translational eco-environment select target texts through "transformation from three dimensions": adaptive transformation from linguistic, cultural and communicative dimensions under "multi-dimensional adaption and adaptive transformation". (Hu Gengshen 2010: 2)

3.1.1 Adaptive Selection of Linguistic Dimension

Adaptive selection of linguistic dimension means that the translator makes adaptive choice of language form itself in different aspects and different levels in the process of translation.

As we all know, there are obvious differences between English and Chinese in the form of language. It's not hard to see, in the five sentences of the original text Qiu Si, all the sentences end with an "a" sound. Then look at the three versions of translation above, we can see that only Xu Yuanchong's translation has taken the technique of the rhyme. And readers can taste the flavor of the original text; however, other two translations are not very good at this point.

Through the above, just talking about the part of language form, in the three versions above, Weng Xiangliang's translation changes too much in structure, Birch Cytril's translation pays attention to the form but at the same time it sacrifices the connotation. Only Xu Yuanchong's translation basically retain the original poem's form and pronunciation by using concise and beautiful language, and take the translation method of conforming to the way of expression in English Poetry. It let the readers better understand and learn the rhyme and rhythm of the poetry when appreciate the translation. Xu Yuanchong makes his translation outstand a little than others.

3.1.2 Adaptive Selection of Cultural Dimension

Adaptive selection of cultural dimensions means that translator pays attention to the transmission and interpretation of the connotation of bilingual culture in the process of translation. The difficulty of translation is how to keep the cultural style of original text. The excellent translations should be able to reproduce the style of the original text and cultural information.

In the three versions of the preceding text, “Kuteng” was translated as withered vines，dry vine and rotten vine. “Teng” is a relatively specific concept; its equivalent in English is “vine”. But “Ku” is fuzzy, for this, the three translators use “withered”, “dry” and “rotten” to interpret this image according to their own understanding.

The translation of the last sentence “DuanchangrenZaiTianyang” also has different explanations because of the different cultural background of the translator. Weng xianliang’s translation concentrates on describing the wanderers’ sense of loss of leaving home, sadness of staying out, sorrow of missing families. But Cyril Birch highlights a static picture that a sad people who are in the most distance parts of the earth. However, Xu Yuanchong pictures the scene that a tired and despairing wanderer who filled with melancholy and confusion, is far away from home.

Thus, for the part of cultural transformation, these three versions all have their own merits, it is different to judge which one is better because all of the transitions, in varying degrees, has transmitted the original text’s artistic conception and image.

3.1.3 Adaptive Selection of Communicative Dimension

Adaptive transformation from the communicative dimension means that translators must concern about the bilingual communicative purpose in the translation process.

In the poem Qiu Si, it lists eleven isolated images: “Kuteng”, “Laoshu”, “Xiaoqiao”, “Liushui”, “Renjia”, “Gudao”, “Xifeng”, “Shouma”, “Xiyang” and “Duanchangren”. All these images are vague and they constitute the typical picture of the scenery in autumn. However, no one could tell what a picture it is as the images in it are all vague. No one knows how many wines are there, how old the tree is, where the raven is and what a bridge it is. This is exactly where the potential charm lies. This poem achieves the effect that “there are a thousand Hamlets in a thousand people's eyes.”

The poem Qiu Si ingeniously put poet’s unlimited melancholy in the picture, made the point at “miss”. However, above the three translations, only Xu Yuanchong’s work expresses the meaning of “miss”, which corresponds to the word “home”. Xu Yuanchong realized the the purpose of communication by translating the denotation of the image and reproducing the poetic imagery of the original text. His translation reflects the author's confused and miscellaneous thoughts of missing home. Based on this analysis, at the part of communicative dimension, Xu Yuanchong’s translation is the best one.

3.2 “Translator-centeredness” of Tian Jing Sha Qiu Si Translation

According to eco-translatology theory, the ability and quality of the translator determines the quality of the translation, pay attention to the translator also means pay attention to the text.

From these three versions of translations, we can see that the form of Weng Xianliang’s translation is more free, there are many words were added in the poem, such as “the west wind moaning”、“his bony horse groaning”、“drudging towards the sinking sun”. Weng Xianliang's translation takes a completely different form from the original text, the poem is translated into prose, and it also calls adaptive translation. This reflects the translator's claim: keep the imagery and rhythm.

In the translation of Cytril Birch, “KutengLaoshuHunya” is “Dry vine, old tree, crows at dusk”, “Hunya” is “crows at dusk”, the translation use the preposition “at”, it did not follow the original poetry style, but followed the expression of the western language style. “Duanchangren” was translated into “one with breaking heart”, there is no literal translation but a free translation. Because there are many differences between Chinese and Western thinking method, the western people will have a different understanding of image in Chinese ancient poetry. However, his translation largely obeys to the meaning of original poem, and achieves the formal equivalence between the translation and the original text. Also the language form and structure of the original text can be kept as far as possible. The purpose of the translator is to make the target language readers understand the culture of the source language, so he tries his best to put the source language into the target language.

Xu Yuanchong’s second sentence, “Liushui” was moved to the end of the sentence, also the “Xiyang” and “Duanchangren” in the last two sentences were moved to the end of the sentence, which stayed within the rules of rhyme, but more important is that the describe of the scene of “XiyangXixia” was more vivid. The sentences “Far, far from home” which translated from “Duanchangrenzaitianyang”, make the readers have endless association, and then appreciate the artistic conception of the original poem. Xu Yuanchong adopts the translation strategy of "domestication" (Venuti, 2001:240), it is a creative translation method. His translation uses fluent English sentence to reproduce the rhyme of Chinese Poetry.

IV. CONCLUSION

From comparison analysis of these three translations, we can come to the conclusion that Xu Yuanchong's translation is better, because he takes both adaptation and transformation into consideration. The translator's linguistic, cultural and communicative dimensions of the same information are different, so it contributes to the diversity of the translation. Eco-translatology, also it not only provides a new perspective to examine the transition activities, but also gives the basis and theoretical space for the diversity of translation. Moreover, we are encouraged to appreciate the translation from different angles.

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Analysis of the Application of Cloud Desktop Technology in Computer Room Management

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Abstract: With the rapid development of information technology in China, the cloud desktop technology has become the main technology of education information construction. In the teaching field, the computer room is the main place for students to learn computer technology. Generally, computer room is managed by professional teams. The quality of computer room management will affect students' computer learning to a certain extent. Therefore, the quality of computer room management plays an important role in the training of computer elite talents. This paper introduces cloud desktop technology in detail, analyzes its application in computer room management, and strives to improve the management quality of computer room.
Keywords: cloud desktop technology; computer room; application

As the main place for computer training, the computer room is indispensable in the teaching of computer courses. With the wide spread of information technology, not only computer training is carried out in the computer room, but many examinations are gradually converted to paperless. Many teachers of courses are on the computer. For example, the simulated test of CET-4 and CET-6 is often carried out in computer room, which is convenient not only for students to listen to the test questions, but also for teachers to correct the test papers. The computer room is so important that the author thinks that it is necessary to establish a sound management system of the computer room. The application of cloud desktop computing to the management of the computer room can effectively improve the management quality of the computer room.

1. INTRODUCTION TO CLOUD DESKTOP TECHNOLOGY

1.1 Cloud desktop technology

"Cloud" in cloud desktop technology refers to cloud computing technology. Cloud computing machine is born with the development of network technology. Its main advantage is that it can achieve maximum resource sharing in the network environment. Cloud desktop technology is a typical network technology. It can realize management services and send management services and data space to multiple computers in its jurisdiction. From another point of view, desktop cloud technology applies virtual technology to transfer user data to the back-end server. The virtual desktop is displayed in the user interface through the network. During the control process, users can only see the virtual desktop.

1.2 Advantages of cloud desktop technology

The advantages of cloud desktop technology are mainly reflected in the following three aspects. The first one is to meet the desktop environment required by users. The computer room is a common place. It is used by computer students and other professional students. Different instructors have different requirements for desktop environments. Cloud desktop technology can make different desktop environments according to users' needs. What’s more, it is convenient for desktop management and maintenance [1]. In the traditional computer management mode, the usage of each user is different due to the large scale of the computer room and the large number of users. Therefore, the difficulty of the computer room management is relatively large. Cloud desktop technology can create different desktop environments, and only display virtual desktops in the user interface.

2. STATUS OF COMPUTER ROOM MANAGEMENT

2.1 The hardware update speed cannot meet the demand

The computer room of the school will be equipped with the software system needed by the students of all majors according to the actual situation of teaching. Due to the professionalism of professional software, the cost of funds is very large [2]. In addition, a large number of installation software will directly reduce the speed of hardware devices. Nowadays, the teaching concept is constantly changing, but the high amount of money makes the teaching hardware equipment can not be updated in time, which can not meet the needs of teaching.

2.2 The machine environment is complicated

Under normal circumstances, each school will only build 2-3 computer rooms. With limited computer room restrictions, it is difficult to meet the teaching activities of students of different majors. Therefore, every computer will be used by multiple users every day. Because of requirements of different professional, students use the computer in different purposes, methods of use, usage habits, which creates a complex computer environment. The school's customized computer room management is not standardized.

2.3 The maintenance of the equipment room is more

difficult

With the gradual increase in the enrollment scale, the number of students in the school has increased year by year. According to the teaching needs of the students, the school begins to expand the size of the computer room. The scale of the computer room has increased, and it will require the school to invest more money, such as the decoration of the computer room, the purchasing of computers and various professional software, and hardware equipment. In addition, the school also needs to expand the recruitment of computer room management personnel.

2.4 Virus Trojan problem is difficult to prevent

Many courses in the computer room need to understand the Internet. With the development of network technology, the network has obvious double-sidedness. Although the network resources are very rich and convenient to obtain, there are still certain security risks. When a user uses a computer, the related teaching content is downloaded through the network, which causes the computer to be attacked by a virus when accessing the network. The attacked computer may affect the development of the teaching work, and it may also cause the computer to be paralyzed, and which damages to hardware equipment.

3. APPLICATION OF CLOUD DESKTOP TECHNOLOGY IN COMPUTER ROOM MANAGEMENT

3.1 Design ideas

Idea design is the primary task of technology application, and with the right ideas, the next work can be smoother. The core of the computer room management system is the cloud classroom host and the cloud room terminal device. Therefore, the cloud classroom should be used as a unit to create a classroom image template before applying cloud desktop technology. In this way, in the classroom, the teacher can log in to the host management platform through the PC, display the virtual desktop to the computer used by the student, and realize one-to-many classroom teaching.

The mirror templates required by different professional courses are different, and the mirror template needs to be created in a specific computer room and can be used for a long time after being saved. The production of mirror template requires teachers to make virtual machines according to the curriculum. After that, it needs to install the operating system in the virtual machine. Then install teaching application in the system and do a good job in the management of the system. Finally, the virtual machine is encapsulated into a mirror template named as template. Compatibility should be paid special attention to when installing. It needs to set parameters according to the actual situation to ensure that the application can be used normally.

3.2 System architecture

The system architecture of application of cloud desktop technology in computer room management can be divided into three parts, namely, client layer, cloud host layer and management The client layer is mainly designed for different professional courses and different environments. The cloud host layer is a different mirror template for different professional courses, and then transmit the mirror template to the client layer through the host. Management is a management platform that manages related applications and monitors computer security.

3.3 Specific application

Teachers can install all kinds of software at any time according to the needs of the course on the cloud desktop. Managers can maintain, install and uninstall the software after it is installed in the classroom. Once the software is installed successfully, it will naturally exist after exit and can be opened for use. It is extremely convenient for teachers to carry out teaching activities without installing the required software in every class.

The cloud desktop can be deployed in different software. Once the cloud desktop connected to the cloud server is installed, the software can be installed directly on the desktop. After the installation is complete, all users can use it directly without repeated cloning. In addition, the cloud desktop can also be used in network interruption, which greatly guarantees the stability of classroom teaching [3].

4. SUMMARY

In summary, cloud desktop technology has certain application value in computer room management. The chaos of traditional computer room management and the difficulty of management have been improved to some extent. Today, cloud desktop technology has realized centralized management of the computer room and changed the traditional computer room management mode. Workers responsible for the computer room management should constantly explore the application of cloud desktop technology in the computer room management to continuously promote the management of the computer room and improve the quality of computer teaching.

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Research on Incentive and Constraint Effect Based on Replacement of Fund Managers

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Abstract: By comparing the performance of the fund with the record of the fund manager's replacement, it can be found that the performance can explain the issue of the fund manager's demotion, but the explanation for the promotion is insufficient. Regardless of whether the fund manager is promoted or demoted, the successor manager will reform the existing investment methods in order to better maintain good performance or improve the performance of the downturn. However, no matter which reform takes time, frequent replacement of fund managers positions may have a negative impact on corporate efficiency. This paper briefly analyzes the incentive and constraint effects of fund managers' replacement.

Key words: Fund manager replacement; fund governance; incentive mechanism

1.INTRODUCTION

The concept of fund manager was put forward by European and American countries. After comparing the data, we can find that there are some differences between our fund managers and foreign fund managers. Among them, the biggest and most important difference is the change of tenure between fund managers in China and foreign countries. According to statistics, the average tenure of large and medium-sized fund managers in the United States is 5.5 years to 6.65 years. In Europe, more than 60% of fund managers have tenure of more than four years, while the average tenure of fund managers in China is 1.7 years.

The reasons for the replacement of fund managers can be roughly divided into two points. One is on-field factor and the other is off-site factor. Among them, the on-field factors include the choice of the market and the governance mechanism of the fund company, while the off-site factors include the personal factors of the fund manager, such as family factors and wage factors. In order to better promote the benign competition among employees, fund managers have adopted such an incentive and restraint system. But it is not satisfactory in terms of the current implementation effect. Therefore, this paper discusses whether the incentive and restraint effect of fund manager replacement is reasonable and whether such a system can create more benefits for enterprises.

Theoretical analysis of incentive and restraint system for the replacement of fund managers

Fund is an industry that provides services with professional knowledge. As far as our country is concerned, the commonly used fund model is the securities investment fund, which belongs to the contractual fund in the fund. The so-called contract fund refers to the fund holders through the contract, their personal assets to the fund management company, and the fund management company as a fund manager to set up investment funds, and appoint the corresponding fund managers to complete the work of investment and financial management.

For the fund industry, the fund manager is the "brain" of the fund. He determines, to a large extent, the performance of the fund. For fund management companies, the main source of income is management fees. When fund managers make financial mistakes and cause a large number of funds to be redeemed, and the fund management company's benefits will be greatly reduced. Therefore, the level of fund performance is very important for fund management companies. In order to ensure that fund managers can create better fund performance, fund management companies will create a good condition for fund managers. At the same time, a strict screening and replacement system has been set up for this excellent condition of fund managers. This is to ensure the effectiveness of the company, which is the incentive constraint effect of the replacement of fund managers.

Fund management companies expect that through the incentive and restraint effect of fund manager replacement, fund managers can be more conscientious and prudent to complete their work, so that subordinates can work harder, bring better economic benefits for the company, and help the company better development. Theoretically speaking, the incentive and restraint system for fund managers to change is effective, there are still many problems in the practical application process, which leads to the present per capita tenure of fund managers is only 1.7 years.

The incentive and restraint system of the replacement of fund managers needs to be perfected based on the internal governance mechanism of fund management companies. In particular, the selection and assessment mechanism of fund managers is complete and effective. The specific reason analysis can be divided into two points. First of all, a good and sound internal governance mechanism can help enterprises to better screen what is qualified fund managers, what is the lack of fund managers, in order to timely disqualify the fund managers and arrange capable people to post.

What’s more, fund management companies need to face enormous redemption pressure during their operation. Face with the large-scale redemption and divestment caused by the failure of fund investment, the company will be unable to operate normally or even face the risk of bankruptcy. Without a perfect internal management system, the company may contribute the fund manager as a “scapegoat” when faced with such huge redemption pressure, instead of rationally analyzing the reasons for the investment failure and judging whether the investment failure is caused by the personal ability of the fund manager. This phenomenon will lead to the complete failure of the entire incentive system, which will cause the enterprises to lose its corporate cohesion, and make employees lose enthusiasm for work. Moreover, fund managers had anticipated the direction of their investments before the company faced enormous redemption pressure. If there is no good internal management system, to ensure the sustained growth of performance in the short term, fund managers have extreme investment behaviors, such as increasing the risk of portfolio investment. When the final investment fails, the company and the managed wealth suffer serious losses.

In addition, in order to better analyze the incentive and restraint system of the replacement of fund manager, further analysis and discussion are carried out in combination with the literature recorded worldwide. By looking up the literature, we can find that the number of literature about fund manager replacement in China is relatively small, while the number of foreign literature is relatively large. However, the most relevant discussion on the issue of fund manager replacement at home and abroad is the reason for the replacement of the fund manager, and the main factor determined by this reason is the performance of the fund manager. At present, most of the domestic and foreign literature focus on the impact of performance, but the domestic literature research in China is limited to the study of the impact of closed-end fund performance. And only from the perspective of performance to explore the reasons for the replacement of fund manager is not objective enough and biased. A sound fund management mechanism is an important guarantee for the fund manager market to achieve the survival of the fittest. Domestic and foreign literature studies have neglected the role of fund managers in replacing internal governance mechanisms. In fact, the replacement of fund manager may also affect the fund's investment style and asset allocation behavior, and the degree of this impact still needs time for certification. Therefore, as far as the incentive and restraint system replaced by the fund manager, in order to better ensure the company's efficiency and ensure the correctness of the replacement of fund manager, the company should make a reasonable judgment on the fund manager's fund performance and fund style before and after the replacement of fund manager.

2.CONCLUSION

The implementation of the fund manager replacement system is to help the managers' funds to be better managed, to help fund management companies to better promote the enthusiasm of employees, and to improve the work of fund managers. However, as far as the current replacement system is concerned, there are huge loopholes. The fund manager's personal ability is denied based on the investment failure of the fund manager. Such replacement method cannot guarantee that the company can find a suitable fund manager. In order to better improve this system, the company should first improve the internal management and selection system of the company, conduct a rational analysis of the investment, and judge the replacement of the fund manager according to the facts. In this way, not only can the fund manager's tenure be extended, but also can create more value for the company and for the customer.

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The Deviation of Rural Teachers' Self Cognition and the Implementation of Teaching Decision Making in Guangdong

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Abstract: the key to the development of education in rural teachers, rural teachers self professional development stage of professional development of the existing concept is backward, weak awareness of professional development, professional development, professional development of weak knowledge of limited resources and limited ability of professional development, to promote teachers professional development must establish self consciousness and self Strengthening Occupation identity, professional development establishment of self professional development planning, autonomous learning and self reflection, education and teaching research.
Key words: Rural Teachers in Guangdong province; self cognition; teaching strategy; teaching implementation

1 INTRODUCTION

In recent years, education reform has been carried out all over the world. The key to the success of education reform lies in teachers. Only when teachers' professional level is continuously improved can high quality education be made. Therefore, the professional development of teachers has become the focus of attention all over the world. Since the reform and opening up, China's rapid economic development, city level increased significantly, but it is undeniable that China is still an agricultural country, according to the National Bureau of statistics of the sixth national census bulletin shows that 31 mainland provinces, autonomous regions and municipalities directly under the central government and servicemen of the population, living in a rural population accounted for 50.32%. To build a well-off society in an all-round way and realize the modernization of education, rural education must be vigorously developed. Influenced by many factors, such as unbalanced urban and rural development, inconvenient transportation geography conditions and poor school running conditions, the current rural teachers in Guangdong province are facing the problems of poor professional quality and lack of professional ability, which restrict the development of rural education. The development of rural education is an important event in the present age and in the future. Teachers are the key to the development of rural education. Therefore, strengthening the construction of rural teachers and improving the professional development level of rural teachers has become the top priority of the reform and development of China's education.

The professional development view of traditional teachers in Guangdong believes that teachers are constantly growing under the influence of external forces, emphasizing the role of external measures such as training and policy guidance. The professional development view of modern teachers believes that the essence of teacher's professional development is the autonomy of development. Teachers are not only the object of professional development, but also the master of professional development, emphasizing that teachers should seek the source and power of self growth from teachers' practical activities. The external drive and spontaneous state cannot promote teachers' professional development fundamentally, only arouse teachers' autonomy, so that teachers become active participants in their own development, driven and spontaneous state into the internal drive and the conscious self development from the outside, in order to fundamentally promote the professional development of teachers.

2 THE PROBLEMS OF RURAL TEACHERS' SELF PROFESSIONAL DEVELOPMENT

Educational philosophy is the ideological and spiritual pursuit of guiding educational behavior. It is in the highest position in the professional development of teachers, and determines other elements of the professional development of teachers. Correct educational concept is the leading condition for teachers to realize their professional development. Teachers' role in the new era should be a facilitator, cooperation and guide positioning in student learning, but many teachers in rural areas still hold the idea of teachers' occupation tenure, only the teacher's occupation as a means of livelihood, the teachers as a lifelong career, the lack of firm belief in education, lack of education ideal. The power loss of professional development.

Teachers' professional development needs certain economic conditions. Compared with urban schools, rural schools offer limited training opportunities for teachers' professional development. The low investment in rural education leads to the backwardness of the software and hardware conditions of rural schools, which makes the rural teachers lack the external conditions for professional development, and the limited resources of teachers' independent professional development. The imbalance between teachers and students in rural schools, the limited resources of teachers, some teachers teaching more than one grade, many courses, not only will increase the burden on teachers, but also make them lack of clear understanding of their own professional development direction. At the same time, the evaluation mechanism of examination makes many teachers use the only spare time to guide students' homework, improve students' academic achievement, and lead to limited time for their professional development.

Students, classroom and teaching are the source of teachers' professional development. Teachers' professional development must be based on students' practice, classroom practice and teaching practice. Rural teachers' professional development ability is deficient, and classroom teaching practice activities are mostly based on past experience. They are random and accidental. Rural teachers seldom study teaching activities actively and systematically from the perspective of specialty. They lack overall consciousness and research consciousness. Some teachers are aware of the importance of research to promote professional development, but because there is no systematic research education or related training, lack of training environment and excellent guide, do not know how to carry out effective research. More rural teachers stay in the single stage of reading textbooks and preparing lessons more frequently, and their professional development ability is limited.

3 THE PATH OF RURAL TEACHERS' SELF PROFESSIONAL DEVELOPMENT

Mr. Cai Yuanpei thinks that a man can be independent by himself first, and then he can be a man. Ushinski, a famous Russian educator, said: "in teaching, everything should be based on the personality of educators. Any statute and program, any human management organization, no matter how sophisticated they say, can not replace the role of personality in education. Without the teacher's direct influence on the students and the depth of the students' character, true education is impossible." This shows how important the teacher's personality is to the students. The teacher studious spirit, hard working spirit, optimistic is upward attitude, generous and open-minded style directly affect the students. The teacher is a dedication to the cause, it not only affects the students' good or bad, but also affect the students' future, more important impact on the future of the motherland.

The teacher's love for students is a very important means of education. As a teacher, if you want to make students respect yourself, first of all, you should respect your own personality, and we have such an adage: "people must respect themselves, and then respect them."". A qualified teacher must have strong ability of self management, with a strong sense of collectivism, to keep their reputation and collective work together, something the effectiveness for a person is of little importance, but the impact of the quality of students is profound. I think we should do it:

we should use emotion to grasp students and establish good relationship between teachers and students. Any teacher in teaching, only with the students to establish a good teacher-student relationship, in order to enable students to listen carefully, study dependably, in order to better grasp the students. This requires teachers to "emotional input", and its "input" must be based on Teachers' enthusiasm, kindness and kindness, put emotion in teaching, create a lively and pleasant learning atmosphere for students. Teachers use emotion, students get along well with each other, understand the different personalities and hobbies of different students, use different ways to find the students to talk, talk about the heart, so that students feel the teacher's kindness from the psychological. In education and teaching, teachers take care of students' attitude, patience and meticulous counseling, but also to their own quality and morality to influence students, so that the usual establishment of intimacy and trust emotion, can be communicated and developed in learning.

To love, respect and sincere love for students is a good psychological quality of teachers, and this good quality of the heart requires us to keep forging ahead, constantly learning advanced scientific and cultural knowledge, and constantly improve their education and teaching level and ability. Naturally, it will allow us to devote ourselves to our work and work with full emotion and energy.

we should set an example to promote the unity of students' words and deeds. People often say: "teachers without bars, everywhere is a model."". School is the place where every student lives and studies. The way and means of school education has great influence on students. Teachers of Ideological and moral education of students is the responsibility of every teacher, teachers should establish the teachers, teaching ideas, put words together, and teach only set an example, to make teachers' words play a greater role, only teachers, to enable students from the image of teachers feel learning morality is trusted, willing to actively contribute to the unification of students' behavior. Only by making students active, teachers can have more time and energy to engage in teaching research and teaching work.

Love students, respect students, care for students, help students, willing to contribute, so that the relationship between teachers and students naturally harmonious, will also feel that their work is meaningful, but also happy, will let themselves actively to better work.

we must constantly improve their self-cultivation, will live, work. "High school teacher, highly for fan".

Teachers are professionals who fulfill the responsibilities of education and teaching, undertake teaching and educating people, train builders and successors of socialist cause, and improve the quality of the nation. Teachers should be loyal to the people's education. Teacher's work is a special career of direct education, and its words and deeds have great influence on students' growth. The level of students' academic knowledge is largely restricted by the teacher's knowledge level. Teacher accomplishment can not be achieved overnight, it requires us to continue to learn advanced scientific and cultural knowledge, education as a career to do, not just to support the family career.

Education and teaching activities are the bilateral activities of teachers and students. The object of teacher education is living people. Therefore, teachers should make students as the main body in teaching, and provide every student with the educational conditions suitable for their potential development and personality development. Therefore, as a teacher, do not put to the dignity of the shelf, we should be fully aware of yourself, give yourself an accurate positioning, and students learning together people. Correct understanding of themselves, will accept themselves, in order to accept the reality of their own situation, not proud of their own merits, nor because of their own shortcomings and inferiority. With this kind of peaceful state of mind, you can release the greatest potential to participate in teaching and research, with full energy into teaching, with full enthusiasm to infect students, so that both themselves and students can become happy learning.

First of all, correct attitude. Don't always regard teachers as a special occupation, always think of the good treatment and social status. Arrange your daily work and life, and prioritize things. It is not easy for an individual to evaluate himself objectively, but it is impossible for him to evaluate himself objectively, and he can do it immediately. He needs the experience of life and baptism of years. But we can not sit still, to be good at listening to others in their opinions, suggestions and criticisms, there must be from mind, find out their advantages and shortcomings, and objective analysis.

Secondly, teachers should have strong physique. Only strong physique, can better serve education. We often say that the body is the capital of revolution. Without a strong body, education can not be better served. Therefore, teachers should actively use the surrounding equipment for use, exercise their own body, so that their body is always healthy, so that their body is always strong.

Thirdly, we should arrange our education and teaching scientifically and play the role of media resources. Education and teaching work is a complex system, paying attention to scientific work. The preparation before class must be scientific and orderly, the implementation of the classroom must be maximized, and the supervision after class must be relaxed. At the same time, we should make full use of media resources. Teachers, students, teaching materials, media and so on are all media resources, and teachers and students are the most important resources, must play well. For example, training cadres, and play class cadres management level and leading role. Not only can save time, but also can improve the efficiency of education and teaching.

4 SUMMARY

Teachers should constantly absorb new knowledge and improve their quality. One minute on the stage takes ten years. In the era of knowledge constantly updated, teachers should foster the thought of lifelong learning, into the new era of science and technology culture, literature and art should be more in inheriting the essence of traditional culture at the same time, only the teacher culture to keep pace with the times, can provide may promote the healthy development of students. In short, teachers should correct their mentality, fully understand themselves, strong physique, improve literacy, in order to promote the healthy development of students.

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Discussion on Teaching Mode of College English Inverted Classroom under Background of Micro-Courses

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Abstract: As the times is constantly developing, the society is also constantly progressing and our education is constantly innovating. With the continuous deepening and reform of quality education in China, the teaching mode of College English classroom is also undergoing earth-shaking changes. With the continuous innovation of educational concepts and methods, the integration of information technology and teaching has become increasingly deepened, and inverted classroom has become a hot trend of educational reform at home and abroad. The emergence of the concept of inverted classroom is undoubtedly a subversion in the field of education. It flips not only the classroom, but also people's educational philosophy. Based on the analysis of the definition and characteristics of inverted classroom, this paper points out the concept and traits of micro-courses, and constructs a teaching model of College English inverted classroom under the background of micro-courses, to optimize teaching activities and promote the teaching of knowledge.

Key words: Inverted classroom; micro-courses; teaching model

With the continuous development of the current social economy, teaching is also constantly reforming. College English is an important course in College education,and its teaching quality has a direct impact on the future development of students. In the past, in the actual teaching activities, teachers often explained the relevant knowledge according to the textbooks, ignoring the students' dominate role in the teaching activities, which cannot guarantee the quality of teaching,and is difficult to improve students' enthusiasm for learning. The emergence of inverted classroom under the background of micro-courses has effectively solved these problems. The teaching mode of College English inverted classroom mainly focuses on learning and designing the key and difficult points in the textbook, which can effectively improve the quality of classroom teaching and stimulate students' interest in learning. This paper mainly discusses the inverted classroom teaching in the context of micro-courses in College English education, to provide reference for improving the quality of College English education.

Definition of inverted classroom

In March 2010, the Ministry of Education promulgated the “Development Plan of Education Informatization Decade (2011-2020) ”, which clearly put forward the guiding ideology of "taking the construction of high-quality educational resources and information-based learning environment as the foundation, and the innovation of learning methods and educational models is the core of the development".

The traditional classroom mainly includes two parts, namely, knowledge acquisition and knowledge internalization. Knowledge acquisition refers to teachers' teaching in the classroom. Knowledge internalization is the consolidation of students' knowledge and the improvement of their skills by the completion of homework assignments. However, in the inverted classroom, the acquisition of knowledge refers to students learn knowledge by using information technology and information-based teaching resources (short videos), and then carrying out efficient interaction between teachers and students and among students in the classroom, to achieve the internalization of knowledge and cultivate students' ability to learn independently and assist in learning. Inverted classroom means that students learn knowledge before the class and watch video, and then teachers and students answer questions, communicate and use knowledge in the classroom. Teaching video in the inverted classroom is short and concise, which is conducive to students' concentration and conforms to students' physical and mental development. The video has the functions of pause, playback, and students can learn or review at any time, which can truly realize the autonomous learning of students.

INTRODUCTION OF MICRO-COURSES

With the advent of hot words such as micro-era, micro-blog, Weibo, WeChat and micro-movies, micro-courses have rapidly become a topic of concern in the field of education. The prototype of the micro-course is a 60-Second Course proposed by Professor LeRoy A. McGrew of the United States. The micro-course now mentioned was proposed by David Penrose of the San Juan College in New Mexico in 2008. The micro-course is a teaching resource that is designed to break through a certain teaching problem and to a certain point of knowledge or teaching link with a short video as the main form of expression and the learning objectives as the guide. In other words, the micro-courses are taught through multimedia teaching, and the relevant knowledge in the classroom is designed from the form of courseware. The summary of the key and difficult points of learning, and the teaching of learning methods are paid more attention to.

Compared with traditional courses, the micro-courses have some characteristics. First of all, in the content of the lecture, micro-courses are designed and produced around a certain goal. They have the trait of clear theme, single teaching goal, streamlined teaching content and strong pertinence of the points of knowledge. What's more, in the method of teaching, the micro-courses are based on teaching videos and audio, and students can watch the courses repeatedly according to their needs. While the traditional courses are face-to-face courses, and they cannot reproduce knowledge. In addition, The duration of the micro-courses is less than 10 minutes, which is within the students' attention span. It is in accordance with students' cognitive characteristics and can improve the efficiency of learning. With its small class capacity, students can watch the lecture smoothly by the use of mobile devices such as mobile phones, iPad. Without the constraints of time and space, it is more conducive to mobile learning and personalized learning.

Compared with the traditional teaching video resources, the micro-courses are not only the video resources, but also include teaching support materials such as subject-related instructional design, materials, courseware, interaction, teaching tasks, testing, student feedback and evaluation. The resources of micro-courses are not static, and they can be dynamically updated according to the actual teaching. The real situation creates a real teaching environment for students to learn. These characteristics of micro-course make it an important teaching resource introduced into the "inverted classroom".

BRIEF INTRODUCTION OF TEACHING MODE OF INVERTED CLASSROOM BASED ON MICRO-COURSES

The teaching mode of inverted classroom is guided by constructivism, and it mainly focuses on the learning style of autonomous learning, assisting learning and inquiry learning. During the process of teaching, students make use of the high-quality resources provided by teachers to use these resources and construct knowledge with the guidance of teachers. Teachers are the instructors of students learning, instead of just a single transmitter. Students become the center of the classroom, and are no longer the passive recipients of knowledge. In this new teaching mode, teachers promote students' learning without interfering with students, which gives more time and space to students. After the completion of the student's study, the teacher evaluates and adjusts the teaching according to the feedback from the students.

With the support of micro-courses, teachers can record the contents of the lecture and pass them on to students in advance, so that students can make full use of their autonomy to prepare after class. In class, teachers and students can discuss some difficult points or key points in the course, so as to enhance students' understanding of the key points. This new teaching model is actually the combination of modern educational technology and learning activities. The inverted classroom provides opportunities for changing the learning activities and affecting the learning environment. At the same time, the inverted classroom requires the application of modern educational technology. The combination of modern educational technology and learning activities has an impact on learners' learning activities.

Significance of teaching mode of inverted classroom based on micro-courses

The traditional teaching methods often have limitations in time. The main learning place for students to study is the classroom. However, due to the limitation of time, teachers can only explain knowledge points in a general way, and can not explain them in accordance with the actual situation of students. It is not conducive to the improvement of teachers' teaching methods, but also affects the quality of students' learning. The questions students facing in learning can not be solved in time, and eventually hidden dangers for the later learning.

The teaching mode of inverted classroom under the background of micro-courses allows students to study independently on the educational platform without being limited by time. This kind of teaching also reverses the position of teachers and students. The initiative of students can be effectively strengthened in the process of students, and the interaction between students and teachers can also be enhanced. For teachers, the inverted classroom based on micro-courses will change the traditional teaching methods, and the teaching resources of teachers are more abundant, and more practical and pertinent. For students, the inverted classroom based on micro-courses can satisfy students' lack of trapping and Individualized learning of different subject knowledge points is a complement to the traditional learning method.

Since the reform of College English teaching, most college English teaching is still the traditional teaching mode (Preview - Present - Practice). The teaching process of inverted classroom based on micro-courses is roughly described as follows: teachers record teaching videos --- students learning the videos by themselves after-class --- teachers' guidance in class --- discussion between teachers and students in class --- teachers summarize the knowledge. The teaching mode of inverted classroom based on micro-courses is divided into two parts. One is to create the instructional videos, and the other is to organize learning activities.

(1) To create instructional videos. Teachers should first clarify their own teaching objectives and teaching content, as well as the final teaching results of the videos. The acceptability and individual differences between students should be considered from the perspective of students, and the difficulty of knowledge points in the videos should also be grasped.

(2) To organize learning activities. Because the teaching content has been taught to students in extra-curricular time, teachers omit knowledge points to explain in the classroom, so that students can apply what they have learned in an autonomous environment. At this time, the teacher plays the role of the guidance, fully mobilizes the enthusiasm of students to participate in the classroom, and makes students have the initiative to learn. At last, teachers explain the students' understanding of arduous knowledge, and finally summarize the contents of the video.

Taking “The Present“ from Unit 3 of Book 1 of College English as an example, with the technical support of micro-courses, we have made a simple teaching design for “The Present“. Teachers record the instructional videos before class, and each knowledge pulse is held at 5-10 points. The important knowledge points in the text, such as the genre of the article, are narrative and six elements of the narratives are combined with the characters of time and place in the article. And then teachers points out the theme of the article that is “bloodis thicker than water” to make students have a brief understanding of the article before the class. What’s more, the teacher will distinguish and compare the synonyms of effective and efficient, and attach four choice questions to deepen students' understanding of the words. In addition, in the video of the explanatory phase of the text, students can be asked to find out the words or sentences of the old lady's psychological description and action description by themselves. In the video at the end of the text, after the teacher presents four pictures related to the texts, students can be asked to describe and summarize the text according to the content of the text and give the relevant questions that “Why did the old lady feel so hurt when she got the cheque from her daughter?”. Students watch the teaching videos after class and learn the lessons by themselves.

Since the main teaching content is completed by the students after class, the teachers can give full play to the role of teaching guide, and check the students' learning situation. Teachers can fully mobilize the students' initiative and enthusiasm through the interaction between teachers and students. For instance, when talking about the above-mentioned question that “Why did the old lady feel so hurt when she got the cheque from her daughter", teachers can first allow students to do a group of free discussion, and then each group sends two or three representatives to express the ideas of the discussion group. Through the interaction between teachers and students in the class, teachers can upload the knowledge points which the students did not understand well before to highlight the emphasis. This kind of teaching mode of inverted classroom is helpful to enhance students' initiative and enthusiasm in learning, and can improve students' ability of communication and cooperation. It is also conductive to enable students to broaden their thinking and to use their brains to innovate and make progress, which will enhance students' comprehensive quality in the process of learning.

CONCLUSION

The College English teaching mode of inverted classroom under the background of micro-courses, is not a simple replacement of teachers and the classroom with video teaching, nor is it a simple online learning course and students' independent learning. It is a hybrid learning supported by modern educational technology. The learning of College English should give full play to the dominate role of students and carry out independent learning, so that students can get better development in seminar teaching and extracurricular learning. The inverted classroom with the support of micro-courses technology requires College English teachers to not only update their educational concepts, but also upgrade their professional knowledge and skills, and learn modern educational technology. Teachers should take the initiative to participate in micro-courses and the inverted classroom to improve the quality of College English teaching.

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Application of Lighting Elements in Stage Space

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ABSTRACT: This paper, based on the analysis and study of four aspects of the application of lighting elements in stage space, respectively, from the visual, aesthetic, realistic and performance point of entry, elaborates that in the field of stage art, lighting, by cooperating with various departments and taking text as the fundamental integration, uses its own unique light, color and shadow to make space painting. The visual transmission of face construction forms a performance system in theatrical art, expressing its unique aesthetic view of theatrical action; at the same time, it can effectively arrange all visual factors in stage space, organize a complete and unified visual picture, thus completing the artistic task of stage lighting in performance.
Key words: stage lighting; stage space; vision; aesthetics; performance;

Stage lighting is the use of selective human, scenery, object modeling, through the visual space image to convey to the audience, on the stage performance is both material and spiritual phenomenon. At the beginning of the 20th century, Swiss stage artist Apia, British director and stage artist Gordon Gray put forward the theory of light art modeling, emphasizing the visual transmission of light in the stage space. Practice has proved that these ideas have opened up a vast space for lighting art.

As Swoboda once said, "Lighting is not only a"brush"used to render, shape and depict things in theatrical space, but also a selective portrayal of people and scenery, clothing and Tao in theatrical space by its light, thus organizing a unified theatrical visual space". For example, in a simple still life painting, in order to reflect the relationship between the front and back of the objects in the picture, objects close to the line of sight will be materialized in the process of painting, while objects far from the line of sight will be coordinated by virtualization. In such a "virtual and real" cooperation, the depth of the picture will be opened, which is the so-called picture space sense. So that people's visual sense, in one-dimensional plane, there is a flow of space. On the basis of aesthetics, stage lighting has been fully embodied in modern stage lighting art by utilizing the characteristics of lighting itself and combining with the "language of painting". The Huaqing Pool of the Peking Opera "The Imperial concubine of the Tang Dynasty" is characterized by a large number of combinations of multi-directional light to form a film, and some areas are slightly more prominent. Light in the scene has no obvious main light and auxiliary light performance, and the backlight side light projection only increases the spatial sense of the main orientation rather than the stereo.

In the process of the connection between stage lighting and aesthetics, the expression of emotion relies on color light to highlight beautification and uglification. In the dance drama "Red Meizan", the color transmission is a powerful shock, in which the tone relationship conveys different emotional changes. The theme and tone of the dance drama works also determine the effect of the picture in a sense. At the same time, to a certain extent, it determines the choice of lighting methods and the main body setting of the lighting structure. The large area of clear-cut tones make the picture powerful, lively, meaningful, and deep tones set off by small bright tones, which are solemn. The mysterious nature. Light tones, set off by smaller depth of area, give people a lively, lively, pleasant and beautiful feeling, while dark tones without background make the picture dull and depressed, making people feel sleepy or dark. The main visual impression of Red Meizan is a combination of low tone and strong color, in which the flat light method and the three-dimensional sculpture method are used to replace each other to form the main picture and the accompanying picture. The monochrome method and the mixed color method are used to distinguish the main picture from the accompanying picture, and the static method and the dynamic method are used to form the simultaneous picture. We use simultaneous contrast and continuous contrast in the whole group of picture coherence. The tone of the picture coincides with the tone of the work, which is powerful in expressing the solemn and solemn tone of the work.

As an important element of theatrical performance, the realistic technique has been applied to the stage since the end of the 19th century. Then the stage also follows the realistic style of the script. It is not to show the play, but to show the activities and environment of the characters on the stage of real life. The arrangement should conform to the logic of the actions in life - reality and nature. So the stage shows a lighting scene that shows and imitates the real lights in life. Therefore, lighting on the stage must also develop towards the creation of natural lighting. The lighting function of stage lighting has gradually established a set of lighting principles and methods to express realistic drama. The lighting style of the drama Thunderstorm is mainly realistic. The main lighting means are realistic simulated light source, three-point lighting method, and its expansion and extension in people, scenery, objects and space to achieve a trinity of integration. Drama has a false sense of reality, so the creation of various parts of the drama is realistic and the illusion of repeating life. The core of exploring the lighting atmosphere in Thunderstorm is how to make use of the means of creating natural illusion in realistic drama and combine the natural time and space conditions with the plot to express the psychological atmosphere. According to the needs of the plot, "light" in the flow, sometimes sudden, sometimes solidified, sometimes to explain the plot, more is to express feelings.

In the past, people's understanding of stage lighting always stagnated in lighting, believing that the role of lighting is only to illuminate every corner of the stage to complete the task, but in contemporary stage art, stage lighting plays an important role in revealing the inner feelings of characters and creating the atmosphere of the stage environment. It is the pursuit of contemporary stage lighting art to seek unity between its content and its content in the art of lighting. The contemporary dancing beauty designers pursue a highly inductive and formal neutral setting, which runs through with a fixed or less variable device, hoping that light can help complete the shaping of stage space, and there is more room for light to exert its creativity. In the creation of the drama Baiyang Road, it is hard to express the feelings of the characters in the script. It seems that the intensity of performance alone is not so strong, and there may not be a great deal of coordination in the production of the environment. Therefore, the "rhythm" of the elements of lighting is integrated into the plot and the characters'thoughts, and they participate in the whole performance together. Although White Poplar Road is a one-act play on the set, the requirements for lighting in the plot are changeable, and the changeability of stage lighting is an artistic means of expression according to the development of the plot and the needs of the scene. The application of this means in the theatre stage can make the stage more colorful and hierarchical, and give the theatre stage more rich color, thus promoting the development of the plot and creating a more prominent theatre environment atmosphere. In view of the psychological space of the characters in this play, the use of light has changed this point, which makes the change of light metaphor the inner reading of the characters, and finally melts the plot and the flickering and blurring light and shadow into one.

Stage art performance is a kind of dramatic image created by dramatic characters through the translation of story plots. Dramatic image includes two aspects, one is the external image of the drama, the other is the internal image of the drama. These two images are interdependent, exterior and interior, forming a dramatic image, which is inherent to the artistic expression of lighting. Image is the basis for shaping the external image, and the external image must be attributed to the image. The elements of lighting design make a new interpretation in conveying the "spirit of script" and remolding the visual image on the stage. In the visual pictures of the prescribed scenes, the light shows the information of language and action intuitively through the actor's language and action in a unified visual image formed with the space of his action environment. Now in front of the audience, so that "the audience can understand the full significance of the stage landscape in a whole and synchronic instant".

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On the Conditions of Democracy

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Abstract :Democracy needs conditions,and it is imperative to pay more attention to the conditions of democracy as developing countries pushing forward their political development.China,as the largest developing country in the world which has a long history and quite unique culture must follow the way of democratization with China's characteristic according to the theory of conditions on democracy.
Key words conditions democracy China

Democracy as a fashion of political decision-making and social life can not operate in a presumed environment. It's producing, developing and enforcing is a product of certain conditions of some society and its history. Democracy needs conditions, advanced and mature democracy cannot exist even for a moment without certain conditions. After democracy has become the common sense of all the people, paying more attention to the conditions of democracy, strengthening the research of democratic conditions, and exploring the concrete forms of democracy under certain conditions is becoming the top priority of the research of democratization.

Democracy is an unity of uniqueness and commonness. It has its origin in the West, and is the product of western society and culture. But since the modern times, especially since the present age, it has rush out of the West into the whole global, become the common political aim and value pursue of the whole world, and is no longer the monopoly of the West. The process of democratization of the non-west is quietly different from the one of the West.， even that of all the non-west countries is very different from each other, and even at the various stage of the development of these countries, that shows different characteristics too. What these difference mean? How we regard the reasons which result in these differences? How to choose the suitable mode of political development and decide suitable strategy of political development based on all these knowledge? All these questions are what this dissertation mainly concern.

The construction of Chinese democracy can not sufficiently satisfy the great enthusiasm of Chinese people and the reality of Chinese economic and social development, although has made great progress. This situation becomes especially conspicuous today when China's reform and opening-up advances a lot and the social conflict turns acute. As comprehensively and deeply pushing forward the construction of Chinese democratic politics with social characteristics is increasingly becoming the common sense of CPC (the Community Party of China) and Chinese people of all ethnics, people from various fields including scholars of political science still disagree and is at a loss as to the mode of Chinese political development, the way of political democratization etc. A lot of so-called "democratic blueprint" and plans which ignores the actual conditions and wants ;aims to satisfy the desire of certain part of some interest groups, simply responds to the pressure of China and abroad and pursue the short-term interests are coming into being. This situation is at some degree disturbing the process of Chinese construction of democratic politics and is becoming a threat to its right direction and effect.

After we fully analyze and sum up the possible various conditions of all the process of democratization of various countries in their every development stage, comb out and abstract the regular pattern of the development of democratic politics, and focus on the investigations of the conditions of Chinese democratic political development and the analysis of the process and path-choose of it under the constriction of these conditions based on the precondition of the confirmation of the democratic wave of the whole world and the way of democratic political construction of China. It is obvious that the conditions conclude:the inner conditions and outer conditions of democracy. Based on the summary and concluding of the fruitful results of the past research of the relevance between democracy and its conditions in various democratization theory, this part analyzes the democratic conditions and their inner essence of politics, rule of laws, operation, and subject ； and also, it analyzes the democratic conditions and their outer essence of economy, culture, society. It also figures out the influences of all these conditions to democracy. conditions of Chinese democratic political development at the current stage, analyzes modes, path and characteristics of Chinese democratic political construction under the constriction of these conditions. Through the clean-out and estimation of all the inner and outer conditions of Chinese democratic political construction at the current stage; and under the precondition of affirmation of the desirability and inevitability of Chinese democratic politics' great development, this part discovers the laws of Chinese democratic political construction in the perspective of the theory of conditions; and shows the absurdity and harms of various "theory of rash advanced democracy" and "theory of delayed democracy".

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Study on the Teaching Practice and Reform of Steel Structure Course

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Abstract: The steel structure is the main course of civil engineering in Colleges and universities. Combining with the teaching characteristics of applied undergraduate, some ideas of teaching reform are put forward.
Keywords: Steel structure; teaching practice and reform; civil engineering

The course of steel structure is the main course of civil engineering specialty. It is an important task for the teaching reform of steel structure to make students not only master the basic principles of steel structure, but also to use the basic knowledge to design and construct the steel structure and to cultivate and improve the students' application skills. Based on the teaching practice of "steel structure" for many years, some ideas on the teaching reform of steel structure course are put forward.

1 TEACHING PRACTICE OF STEEL STRUCTURE

1.1 Optimizing the content of the course

Professional technology courses should be implemented in accordance with the principles of pertinence, practicality and professionalism, combined with social practice, emphasizing practicality.

According to the requirements of the syllabus, teachers should rationally arrange teaching contents and highlight new knowledge, new technology and new technology. This is the basic principle of reform. In teaching, the emphasis is placed on the design and construction of components, and then the teaching contents are implemented according to the actual situation of the post [1].

The design of basic components should grasp the two limit states. In the course of students' homework and examination, there are often missing phenomena in the design of the component and structure. In the course of the lecture, the students should strengthen the understanding of the basic components or the connection design to meet the carrying capacity and the normal use of the two limit states. The two limit states of the different components are also different. The detailed forms are listed for students to compare and understand when studying. Therefore, to grasp this thread, we can give students a general and systematic concept [2].

1.2 Improving teaching methods and strengthening skill training

First of all, from the teaching method, we encourage students to prepare for study and self-study, to consult literature and ask questions independently, so as to stimulate students' interest in learning. At the same time, students are allowed to have different opinions and encouragement, so that teachers can find out the differences and gaps between students, and then concentrate on teaching specific problems. Due to summarizing and summarizing typical problems, the lectures are targeted, so the content is concentrated and the students' attention is focused. Teachers can set aside more time to guide and guide students in practical training, so as to lay a good foundation for students to master basic skills [3].

The derivation of the desalination formula and the qualitative analysis are strengthened. Because of the limit of teaching and learning, many necessary content students have not learned, and bring some difficulties to classroom teaching. Therefore, teachers should combine the requirements of the syllabus and put the emphasis on the qualitative analysis in the course of teaching. No more homework is required, just remember to calculate the steps. For example, when teaching "axis force, pull bending, bending and bending components design", only students are required to know the basic definitions, formulas and calculation methods, and do not require too much mastery of the formula deduction.

Changing teaching methods and mobilizing students' interest in learning. As mentioned earlier, most of the professional courses are very boring. In addition, the former classroom teaching is mostly taught by teachers in front of the blackboard. Occasionally, a few small questions are answered by the students, the interaction between teachers and students is less, and the atmosphere of the classroom is not active. Therefore, we should try our best to change teaching methods and arouse students' interest in learning [4].

Using image and graphic teaching to make teaching content easy to accept. Due to the complex structure of steel structure, various views are made by multimedia, so that students can receive complicated structures quickly. The structure of the steel structure is more complex than the concrete structure, and there is no unified model. At the same time, the calculation order and the adopted formula of each part of the connection vary with the transfer of the connecting force and the force condition [5]. In order to facilitate students' acceptance and mastery, it is appropriate to explain them in a graphic way.

1.3 Emphasis on understanding and emphasis on Application

Students generally believe that steel structure is quite difficult to learn. One is that the formulas are too numerous and cumbersome to remember. Two, there are few classes. Therefore, in the lecture, we should guide the students not to memorize the formula by rote, to understand the meaning of each physical quantity in the formula, and to be able to find and apply the formula and data skillfully. In each examination, the more complicated calculation formula and data are attached to the examination paper, which can be used for the students to take the examination, as far as possible with the national registered structural engineer examination. It is learned from students that this teaching method is easy to accept and effective.

2 TENTATIVE IDEA FOR TEACHING REFORM OF THE STEEL STRUCTURE COURSE

The teaching of steel structure, because of the restriction of conditions, unstructured test equipment, lack of experiment and field teaching, and more complex and complicated formulas, students feel boring and boring, so it is more necessary to reform and improve them.

2.1 Strengthening the content of practical teaching

Under the requirements of the "thick foundation" and "wide bore" training objectives of "wide civil engineering", theoretical hours are generally compressed. This requires colleges and universities to arrange teaching plans reasonably and adjust the teaching contents in a limited time. The teaching plan should be based on the principle of theoretical sufficiency, with emphasis on practicality, and coordinate the relationship among theory, exercises, practice and curriculum design. On the basis of the syllabus, we should focus on the basic concepts and basic formulas of the curriculum, highlight the key points and difficulties, and delete the complicated formula derivation and too many text narrations [6]. It is impossible to grasp the essence of this rich content just by looking at it and listening to the teacher. Therefore, we should give students more time to provide or contact more suitable steel structure projects, so that they can go deep into the project to learn and understand the substantive content of the project.

The structural connection of the steel structure is complicated, and it needs strong space imagination, and the drawing is more complicated. If the field teaching can be carried out in combination with the actual engineering, the students can observe the welding construction method, the site installation adjustment connection and friction type from the construction engineering and the steel structure plant. Construction process of high strength bolts, surface treatment from connectors, pre tension control and so on [7]. Otherwise, it is easy to cause the paper to talk, the impression is not deep. In addition, in the classroom teaching, using some intuitive models, slides and computer-assisted instruction can also enhance students' intuitive understanding of structure.

2.2 Reform curriculum design

The curriculum design is a large and comprehensive subject, which is combined with the study of professional courses. With the study of professional courses, the accumulation of professional knowledge and the training of curriculum design, the students can make the comprehensive application of the professional knowledge and improve the practical application ability. It can be said that curriculum design is a preview of graduation design and an important teaching link to enhance practicality. Therefore, strengthening the guidance of curriculum design is particularly important for us to train practical talents. The status of curriculum design should be clearly defined, curriculum design should be set up individually, and the contents of course design should be expanded. At present, the design of steel structure is limited to the roof truss design, which is out of line with the actual situation. The form and type of the project need urgent reform.

2.3 Improving the selection of graduation design

In the past, the title of the graduation project is a multi-layer brick concrete structure, the reinforced concrete frame structure and so on. The title of the title is high. It is necessary to choose the title of the steel structure as the design topic. The selected section of the steel structure (combined with the actual selection of light steel structure, trapezoid steel roof, door type rigid frame workshop, etc.), in order to strengthen the calculation and construction of steel structure and other applications.

2.4 Reform of curriculum evaluation

Examination is an important part of the teaching work. It not only shows the examination of the students' achievements, but also reflects the state of each link in the teaching process. The test paper is the most important part of the examination link. In order to improve teaching quality and cultivate innovative talents, we must take students as the foundation and implement individualized education and diversified evaluation. First of all, a variety of evaluation systems are established. According to the characteristics of the subjects, students can choose appropriate assessment methods in the evaluation system according to their differences in ability. Multiple forms of evaluation can not only assess the degree of students' mastery of the course content, but also stimulate students' originality, exploration and analysis and application. Secondly, they can be combined with open and closed coils. The traditional closed test questions with standard answers mainly examine the students' knowledge of the basic knowledge. The open papers without the standard answers are mainly to examine the students' theory of theory, practice and innovation [8].We can try the "one page open book" test and allow students to bring a paper into the examination room. Each person can write their own opinion on the positive and negative side of the paper. Important knowledge points, in the process of screening, in fact, students consolidate and deepen their understanding of knowledge and achieve the purpose of better learning.

3 CONCLUSIONS

The curriculum of universities must adapt to the development of society, and must not lag behind the society, and must have new ideas and concepts. The training goal of talents should meet the needs of the society. The students should pay attention to practice, emphasize the application and attach importance to the thinking. They are good at dealing with problems and solving problems by searching for information. They should work hard to improve their ability and apply professional knowledge to engineering practice. From the prospect of the development of steel structure, we should strengthen the position of the course of steel structure in the civil engineering profession, constantly summarize the experience and strengthen the reform of teaching.

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How Did Army Privatization Contribute to the Demise of the Roman Republic--Using the Example of Marius'S Military Reform

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Abstract:Roman Republic was famous for its unique democracy and Senate System, and – as one of the earliest republic nation – it insisted and flourished for centuries. However, the demise of its democracy is proved to be unavoidable due to the appearance of army privatization. For unstable situations and expanding territories, army privatization seemed to be the only useful way to save the country from enemies. While to achieve this goal, army privatization took power from the Senate and gave it to the army, attracted mercenary soldiers, and made the service of long-term general necessary. Impacted by those changes, Roman Republic cannot continued anymore, and this article is mean to illustrate and analyze the three reasons in detail.

Key words:Privatization of the army； Reform； Exposition and analysis

Roman democracy was the product of a well-developed civilization. Developed in Italy, the self-governed kingdom soon became powerful and famous around Eurasia. Rome, unlike other classical civilizations, was well-known because of its political system. While most great civilizations make an impact on history because of their massive lands, clever leaders and advanced agriculture, Roman democracy left a prototype for modern democracy. However, as great as it was, Roman democracy eventually failed due to a series of changes in 1 B.C.E.

Among these changes, the privatization of the Roman army is most noticeable as the least researched factor. At the beginning of the Roman Republic, the Senate controlled Rome, creating rules for the society. Over hundreds of years, Rome under Senate rule was powerful and aggressive in seizing adjacent lands. Relying on well-organized legions and developed strategies, the Romans defeated many kingdoms and expanded its territories through a series of wars, such as the Punic wars from 264 BC to 146 BC. However, Rome was weakened by prolonged battles and as the number of soldiers declined dramatically, the Roman Republic was under the threat of diminishing. It was in this context that a sophisticated general, Gaius Marius, enacted military reform in 104 B.C.E. It was a successful military innovation which saved Rome from collapsing in the short term. However, in this article, I will show how Marius's army privatization eventually resulted in the Republic's demise, because army privatization pledged unrealistic land rights to veterans, reduced the moral requirements on soldiers, and increased the significance of having a long-run general service to keep enemies out from territories. Analyzing the long-term effect of army privatization helps us to understand modern democracy as well.

Before proceeding, there are few concepts that require further explanation. In this paper, the period of Roman Republic is defined as the period from 509 B.C.E to 27 B.C.E, with Marius's reform happening in approximately 104 B.C.E. The term "Army Privatization" is used to describe a phenomenon which appeared widely: specifically, the transition away from central government leaders controlling the army, instead giving military commanders authority to direct soldiers. This phenomenon also happened in Europe, Central Asia, India, and China. The example of Marius shows the influence of Army privatization very well.

Marius gave poor people the opportunity to serve as troops. This act, by breaking old customs, led the loyalty of soldiers to fade. Andrew White claims that "the reform with the biggest impact was the opening up of the military to the capite censi or landless poor," which occurred after Marius pledged to give veterans land as a reward if they joined the legions. However, this promise was not kept, which created serious conflict between the masses and nobles. As White states, "since the State did not offer a retirement plan, the soldiers began to lose any loyalty they felt to the State." Accordingly, once Roman soldiers were used to fighting for their country and glory, they lost confidence and began to "betray" the Senate. In the history of Rome, soldiers were loyal and proud due to their social status. From the founding of Roman Republic, the Roman militaries were composed of land owning non-specializing soldiers, mostly nobles, the heirs of lords, and the rich men, who chose to participate in armies and went back to their normal lives after the dismissal. Because of this they did not require lands or welfare after retirement.

By contrast, Marius' reform revolutionarily opened military service opportunities to the poor, since he needed more people to defeat barbarian in the frontiers once the Republic started to acquire land outside of Italy during the Second Punic War. Therefore, Marius had no choice but opened the door for landless people. While this act protected Rome temporarily, it also killed democracy as well. Smith points out that "The soldiers felt an attachment to their general rather than to their country, and if he failed to attract their loyalty, than the love of country did not fill the gap." Therefore, people needed to closely keep in touch with their generals to improve their quality of lives.

Several documented riots, led by veterans, happened in Rome after the veterans who returned to cities and did not receive their promised land became unstable. Without the help from Senate, veterans became unsatisfied with their lives. "Many retired veterans went into debt and became discontented and used their military skills to become a threat to the Republic." Those people, White describes as "demobbed" with nowhere to go, became willing to march on Rome in order to fix their present situations. Leaving their homes for long times, they did not adapt normal lives and preferred to stay with their commanders or become thieves and killers. Massive groups of homeless, retired men held parades in streets and several large grounds. They were asking for food and jobs, since they could not survive after coming back from frontiers.

The conflict was unavoidable, because Marius hired plebeians to defend frontiers and, after the wars ended, they lost their careers. In the past, retired soldiers came back their lands; thus, the social order was conserved. But after Marius's reform, soldiers were homeless and poor. Eventually, they became mobs and the tools of generals.

A typical example happened twenty years after Marius' reform. Sulla, another ambitious military leader, connected his interests with those of his legions. He had even more power than the Senate, which caused him to become a dictator later. In White's paper, this is described as "the Catiline conspiracy", which was planed by Sulla to regain powers from senate, after Senators dismiss his titles and position. White explains that "Even though the giving of land may not have been the best pension plan, generals fought with the Senate to give their troops land, and soldiers were loyal to generals who delivered on their promise of land grants." The threat of a close relationship is obvious: soldiers were held as the backup of generals to pursue political powers. In the long-term, military generals were not allowed to keep armies in peace time due to the concerns about their ambitions of dictatorship; whereas Marius changed the rule, giving authority to hold soldiers for potential attacks. The result then became evident: "After Marius soldiers relied on their generals to provide them with an opportunity to gain loot and to provide them with land upon retirement, the generals relied on their troops to give them complete loyalty and to support them in their goals to gain political power."

Secondly, before Rome diminished the property limits, soldiers were required to be land owners and accumulated enormous fortunes for the families when they joined the armies. After the reforms, military service was no longer a proud duty for the rich, but only a way for the poor to survive. There were more mercenaries, willing to do everything for benefits. Patrons of armies, the long-term military generals, could assign tasks for their soldiers, whether or not they related to military duties. Lawrence Keppie reveals how people saw joining the army in the past: "The citizens who qualified for enrolment in the military saw their participation in the defense of the State as their civil duty, responsibility, and also as a privilege." This quotation depicts legions united by patriotism and similar social level, while the property owners worked temporarily for Republic. In such a context, no commander would contain his power for a long time for his armies will be in charge of in wartime, then he must return the armies to the senate, and soldiers would not be ordered by benefits or lands for hundreds. There were not enough members of the upper class to meet all military needs and they were not willing to fight for longer periods, because it put financial burdens on the family left behind.

When Gaius Marius loosened the requirement, he posed a threat to Roman Republic by absorbing the poor class as soldiers, giving up prerequisites as well as the bottom line of national security - the loyalty to Republic, It is undeniable that the poor care less about patriotism and so-called glory of family and name, since their lives are fulfilled with poverty, starving, and illness. This fact explains why most dynasties were taken down by poor people, such as French Revolution and October Revolution. Soldiers fight for people who can afford their needs. White further explains that "The poor desire for better lives allowed the generals to step in and become the heroes by giving their troops land, which eventually caused the soldiers to shift their loyalty from the State to the generals and made the latter have almost absolute powers." In retrospect, after Marius defeated the rebels and returned to Rome, he did not want to give up his powers, which could inflict dangers. He did not disband his armies; instead he brought troops to Rome. The troops continued to challenge the Senate' s authority for him, easily taking control of Rome.

Another example happened ten years later with Lucius Cornelius Sulla. He was an ambitious politician and military man who realized he could use his troops for his own political ends. Unlike Marius, who wanted to use armies to protect his personal safety, Sulla capitalized on it by marching his forces on Rome in 88 and 82 BC. He felt angry and discouraged when his general position was deprived with the end of wartime, so he called his soldiers together to march Rome without the Senate's permission, an illegal and uncommon action in that time. Because of his talented military capacity and the loyalty of his soldiers to him, he quickly neared Rome before the Senate's attention. In such a case, the Senate failed to call for help from other military generals and Rome barely had defense power. After Sulla captured Rome and entirely controlled every senator, he required dictatorship and lifetime commander. The Senate, surrounded by his legions, reluctantly accepted his demands. White reviews that: "Sulla used the presence of his troops in the city to persuade the Senate to give him absolute command against Mithra dates." His success at marching on Rome caused other generals to imitate his actions, by using their legions as their own political weapons to help advance their political careers, like the rising of Pompey, Gaius Caesars, and Mark Attorney.

The potential destructions brought by the poor soldiers are tremendous: as the aforementioned examples of Marius and Sulla show, the landless soldiers engaged in political campaigns enhanced the competitiveness of their generals. Material profits, provided by commanders, linked soldiers with generals to pursue political interests. Experienced politicians without military protection cannot compete with powerful generals, while military generals might pay less respect to democracy but trust military powers more. Smith urges that: "It suited the purposes of the general to use their support for his own political ends, while it never seemed to the soldiers improper to allow themselves to become the tool of a general whose chief anxiety was his own political power and prestige." Such "political power and prestige" supported by soldiers unavoidably shook the base of Roman Republic.

Finally, because of frequent barbaric rebellions, the Senate was forced to assign long-term military generals to take care of their private armies. The necessity of army privatization became clear around 100 B.C when Rome was surrounded by enemies, including Phoenicians, Macedonians, Germanic tribes, Celtic tribes, and nomadic herdsmen from Eastern Asia. Rome was strong in the beginning of the Republic, but concentrated civilizations in giant territories impaired their ability to militarily cope with their foes. These challenges required skillful generals and professional armies to stay in the frontiers instead of employing unskilled nobles like past.

For example, Marius fought with Germanic and Celtic tribes for many years in a wide range of areas. He trained his men in the frontiers, taught them to observe enemies' strategies, and developed new forts and bases to monitor opponents' behaviors. To achieve those tasks, Marius stayed in the frontiers for almost three years, living together with his soldiers. Though he became Consul after 108 B.C, he still frequently went back to the frontiers to check security. This example shows that Rome needed to rely on long-term general to stay in the frontiers and give him absolute powers to protect the nation. Problems did not come up until decades after.

The Senators gradually realized they overly relied on military generals to defend national territories; because of this, the Senate sometimes was coerced to tolerate defiance to democracy rather than take back their powers. This became clear when the Senate tried to get rid of Marius' status and titles after he was elected consul for third time. The Senate made complete preparations to capture Marius, but they suddenly gave up after a meeting which made clear the huge threats on the frontiers. Since the Senate had little authority to private armies controlled by Marius, they cannot guaranteed the security of Roman territories. Trained and cultivated by Marius himself, troop loyalty was overwhelmingly suspected by the Senate. In fact, for decades after Marius's death, the Senate continued to have a hard time getting soldiers to listen to them without their general's permission. Marius Caesar, for example, directly refused to disband his armies and publicly asked for political rights from the Senate. After his proposal was refused, he brought his armies to Rome, announcing that the Senate was evil and that the Republic needed to be polished. The Senate angrily claimed that this was a crime against Caesar and asked soldiers to capture him, but hardly anyone listened to the Senate. Instead they followed Caesar, attacking Rome for the next eight years.

The Senate's strategy worked initially. Generals before army privatization who had certain political powers like Metellus (a predecessor to Marius) did not have the chance to become so-called emperor or banish the Democratic system, because they still needed to report their behaviors and obtain Senate's permission to order troops. Marius's reform changed this. Although soldiers are not enthusiastic about generals who illegally betray their country with the risks of losing fames and lives, they felt discouraged to the dishonesty of the Senate and respected their generals very much.

Take Sulla as an example: the rise of Sulla started in 90 B.C when King Mithra decided he wanted to free people from Roman rule and attacked the Roman provinces in Asia Minor. Nevertheless, the local defense was weak compared with his enemies' preparations. The weakness of his local soldiers provided Sulla, the commander of Rome, a chance to call for more powers: he announced that the Republic was under barbaric threat that the provincial armies could not defeat. By doing so, he regained powers and led his troops to fight with King Mithra's armies for years on the western frontier, thousands miles away from Rome city. In his book, Charles analyzed this event in detail, pointing out that Sulla and his troops were far away from the Senate, so the orders from the Senate could not pass to the frontline in a large extent. Threatened by enemies, soldiers barely had normal lives in urban areas; trained as Roman legions, they were required to stay with legions for whole days, exercising together. In such cases, soldiers saw each other as families. Being mates in war was a solid social relationship at that time, when a general not only gave soldiers opportunities to earn money and land, but also taught them skills and protected their benefits. Brotherhood polished in every single battle was more compelling to the landless people, who usually had lower social status. They were treated as equals in the army, and their welfare was guaranteed by generals. Once soldiers' patriotism was overcome by their war friendship, it makes sense that their behaviors changed such that they would follow their generals even to the point that they became dictators.

Rome stands out as a miracle amidst classical history. Of its many enormous achievements, Roman democracy is perhaps the most predominant. Two thousand years ago, the Romans started to hold assembly and democratically divided political powers. Until today, many countries political systems resemble the Roman Republic. However, the influence of army privatization led by Gaius Marius brought democracy's growth to an end, because it took power from the Senate and gave it to the army, attracted mercenary soldiers, and made the service of long-term general necessary. The close relationship between generals and soldiers caused by army privatization provided chances for the engagement of individuals in politics. All in all, "Rome, with the Senate at the head, could no longer command the allegiance of Romans," thus contributing to the downfall of Roman democracy.

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Research on History of Development of Chinese Library Science

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Abstract:This paper mainly discusses the history of the development of Chinese library science from the concept of library history, the research object and content of library history, the principles and methods of library science history research and the stages of Chinese library history. It is found that there is no clear unification of the concept, research content and research objects of the history of Chinese library science, and there are different opinions on the principles that should be followed in the history of library science.
Key words: Library science; library history; research

The construction of "Chinese Library Science" was first put forward by Liang Qichao in his Speech at the founding meeting of the Chinese Library Association in 1925. After years of development, this subject has become a relatively mature subject. Every subject has its own development history, and "Chinese Library Science" is no exception. It has its own history of development. With the continuous development of this subject, Chinese people have realized that "Chinese Library Science" is a relatively important subject. It is difficult to fully grasp this discipline without understanding a discipline. The study of the history of the development of Chinese library science is a necessary prerequisite for understanding this subject. Some scholars believe that academic history education and reading can improve individual academic accomplishment. The greatest value of the subject lies in its critical spirit and concern for reality[1]. The research on the development of the history of of Chinese library science can not only summarize experience and guide the development of library science, but also provide materials for the professional education of library administrators.

Concept of Library Science History

At present, there are many views on the concept of library science history, and there is no clear unification. Different understanding of the concept of library science history will lead to different research objects and different research contents and scope. Zhang Yifan believes that historical library science includes library science history, library history, library career history, library thought history. Zheng Quantai holds the idea that the history of Chinese library science is a discipline that studies the development process and law of Chinese library science. The history of library science focuses mainly on the history of development, while library science mainly focuses on the theory. Qian Peng thinks that the history of library science is a subject that studies the history of the development of library. Therefore, it is not difficult to see that most people think that the history of library science is mainly a subject that studies the occurrence and development of library science. In this paper, the author believes that the history of library science is a subject which mainly studies the development of library science and academic achievements.

Research object and research content of library science history

Because there are many understandings of the concept of library science, there are many different views on the object and content of the study of the history of library science in the academic circles. There is a proverb that the benevolent see benevolence and the wise see wisdom. Qian Peng believes that the research object of library science history is the development history of Library science, while the research content of library science history includes the development process of library science research object, research methods and branch disciplines. Wu Zhongqiang believes that the research object of the history of Chinese library science is the process of emergence and development of Chinese library science. Zheng Quantai also believes that the history of Chinese library science should be based on the combination of the development history of various branches of library science and take the library science involved in the history of China as the research object. Its research has a strong reflexive feature. He also divides the contents into three parts. The first one is the study of the "original history" of Chinese library science. The second one is the analysis of the original contents of Chinese library science and the understanding of the occurrence and development of Chinese library science itself in the analysis results. The last one is the exploration and innovation based on the interpretation and understanding of the original contents [2].

It can be seen that different people have different views on the object and content of the study of library science history. However, most of them understand the research object and content of library science history from the development process of Chinese library science or the concept of Chinese library science history.

Principles and methods of library science history research

There are also different opinions on the principles and methods of the study of the history of library science. Zhang Yifan believes that historical library science should follow the principle of seeking truth from facts and basing on facts. It can not only reveal historical facts, but also reflect the researcher's heart, and take revealing historical laws as the highest standard [3]. Wu Zhongqiang holds that the study of the history of Chinese library science must be guided by Marxism-Leninism and Mao Zedong Thought, that is to say, the principles of dialectical materialism and historical materialism should be implemented. Huang Yinong and Huang Zhizheng hold the idea that the basic requirement of writing subject history is to draw lessons from the past and to be a teacher of the latter to be able to distinguish the history, the difference between ancient and modern, the true and false books [4]. Zheng Quantai believes that it is the basic principle to study the history of library science to integrate history library science with library science. The author thinks that the history of Chinese library science should make an appropriate assessment of the representatives of ancient and modern library science. Do not deliberately improve it, nor can it be totally unfounded. The history of Chinese library science itself should also be viewed according to different periods, because the development process of Chinese library science will also be affected by historical conditions. For ancient Chinese library science, it cannot be over-evaluated, because the research of library science is accelerating with the development of social politics and economy.

However, there are relatively few researches on the history of library science. Only Wu Zhongqiang believed that the most basic research method was Marxist philosophical method, followed by historical method and logical method [5]. Historical method is actually the way to study the development process of objective things. Logical method is the way people think about the process. Without historical and logical methods, it is impossible to use critical concepts to tell the history of the development of Chinese library science. It can be seen that in the process of studying the history of Chinese library science, the historical method with the logical method should be combined.

Stages of Chinese library science history

All academic research will involve a basic problem, namely, the division of stages. The main purpose of staging is to discuss, summarize and evaluate the previous academic achievements of the discipline so as to provide a general direction for the future development of the discipline [6]. However, there are still great differences in the history of Chinese library science in academic history. Some people think that Chinese library science can be divided into four periods, namely, the gestation period, the embryonic period, the emergence period and the development period. Some people think that Chinese library science can only be divided into three periods, that is, the period of ancient Chinese library science, the period of modern library science creation, and the development period of new Chinese library science. And I think it is reasonable that Chinese library science should be divided into four stages, namely, germination, establishment, development and maturity. The development of Chinese library science should not violate the general law of scientific development like other disciplines. Finally, it is worth pointing out that when dividing the period of Chinese library science, we should divide it according to the characteristics of the development of libraries in different periods, instead of separating them completely. They should be interrelated and mutually complementary.

CONCLUSION

As a science to study library's occurrence, development and transformation, and the laws of library work. The purpose of library science design is to sum up the practical experience of the predecessors in library work and organization management, to promote the development of library business and to further improve the social status of libraries. With the development of society, library science is becoming more and more mature. However, the exchange of science, technology and knowledge among human beings is also increasing. Therefore, library science has more prospects for development.

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A Brief Talk on the Significance of Cultural Back-feeding Teacher-student Relationship to School Life and Classroom Teachings

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Abstract:Teacher-student relationship has always been one of the key issues and sensitive topics in school education and education ethics. What kind of teacher-student relationship can effectively improve the educational effect, so that students can acquire a balanced development has long been a key point of educators' in-depth research. With the development of education itself, in addition to the traditional laissez-faire, authoritarian, and democratic teacher-student relationship, a new type of teacher-student relationship has emerged, that is, the cultural back-feeding relationship between teachers and students. This paper analyses the positive effect brought by cultural back-feeding teacher-student relationship in school life and classroom teaching
Keywords:Cultural Back-feeding,Relationship, School Life, Classroom Teaching

1.THE CONNOTATION AND CHARACTERISTICS OF CULTURAL BACK-FEEDING TEACHER-STUDENT RELATIONSHIP

The cultural back-feeding teacher-student relationship is based on a democratic teacher-student relationship, which is essentially different from the traditional laissez-faire and authoritarian teacher-student relationship. It attaches great importance to the cultural exchange between teachers and students, especially stressing that younger generation of students can feed back the teacher at a cultural level combined with their own life experience. (The culture here refers not only to knowledge but also to cultivation, cognition, values, etc.) And with this kind of feedback as the core, it can form a benign, two-way, interactive, and common teacher-student relationship. To sum up, the characteristics of the cultural back-feeding teacher-student relationship are as follows:

Cultural Back-Feeding Teacher-Student Relationship Emphasizes the Equality of Teacher-student Relationship

The old saying goes: A good learner can be a good teacher. Admittedly, this saying has considerable rationality and greatly affects the traditional teacher-led teacher-student relationship. However, should the teacher's academic achievements occupy a dominant position in the teacher-student relationship? Is the learning outcome of a student all produced by the teacher's academic level? I believe the answer is no, the judgments of high or low academic level hidden in the "A good learner can be a good teacher" results in the teacher-dominated situation and the unequal status of students being subordinate to teachers in the traditional teacher-student relationship. However, In the cultural back-feeding relationship between teachers and students, it still affirms the academic abilities of teachers, but at the same time it also affirms the knowledge and life experience of different students, which puts the status of students and teachers at the same level. Under the premise of equality of status, learning activities and cultural back-feeding are carried out.

Cultural Back-Feeding Teacher-Student Relationship Emphasizes the Subjectivity of Each Student and Their Abilities to Motivate Teachers

Every student is an independent individual and should be fully respected. The cultural back-feeding teacher-student relationship emphasizes the students' feedback to the teachers. That means the students use their own unique cultural knowledge, wisdom, and quality to motivate teachers to create a more effective teaching method, thus leads to a positive impact on the teachers' own cognition and knowledge. In the process of this kind of feedback, each student can feel the self-worth and the self-subjectivity.

Cultural Back-Feeding Teacher-Student Relationship Emphasizes the Joint Development of Teachers and Students

Students study in schools in order to obtain all-round development of psychological, cognitive, intellectual and other abilities. For teachers, they are also individuals who need to develop. They also need further development and adjustment. In the cultural back-feeding relationship between teachers and students, teachers in the classroom pass professional knowledge to students through the integration of teaching materials, so that students gain the internal improvement of knowledge and ability. Meanwhile, students also feed their own integration of these knowledge back to teachers inside or outside the classroom. This kind of cultural back-feeding can stimulate the teachers' deeper reflection and understanding of professional knowledge, so as to achieve joint development with the students.

Ⅱ . SIGNIFICANCE OF CULTURAL BACK-FEEDING TEACHER-STUDENT RELATIONSHIP TO SCHOOL LIFE

When students enter the school, they will place themselves in the physical and cultural contexts of the school, and learn and live within these contexts. And it is the same for teachers who mainly conduct teaching activities in the school. Teacher-student relationship, as a hidden element within the context of school, has a great effect on the life of both teachers and students. Cultural back-feeding teacher-student relationship has a unique and positive impact on school life because of its democratic, back-feeding, pluralistic, and joint development characteristics.

Cultural Back-Feeding Teacher-Student Relationship Can Create a More Harmonious Environment in School

The above mentioned the equality of teacher-student relationship is a major feature of the cultural back-feeding teacher-student relationship. The basis of equality lies in cultural back-feeding. This kind of feedback makes both teachers and students have two identities, that is, they are both the imparters of knowledge and also the recipients of knowledge. The duality of this identity has led to the elimination of the concept of "students should always respect teachers". At the same time, the equality brought about by cultural back-feeding also makes both teachers and students put down the inequality that "students should obey teacher's words", "teachers are always correct," so that teachers and students can interact in a more equal and democratic way, the relationship between teachers and students can be more harmonious.

Cultural Back-Feeding Teacher-Student Relationship Helps to Improve the Academic and Educational Nature of School Life

In the teacher-student relationship of cultural back-feeding, feedback is an important means of communication between teachers and students. And culture, as a material and content of feedback, has an irreplaceable position in this process. The feedback between teachers and students must be cultural. Culture is a broad concept that may have different realities in different social stratifications. However, in the school context, culture mainly refers to knowledge, skills, values, world views, and other elements in this overall context. The cultural back-feeding between teachers and students means the reproduction and exchange of elements such as knowledge and skills. Teachers need to constantly reflect on their own professional knowledge, teaching knowledge of a certain subject, curriculum standards and teaching materials before they can pass such knowledge to students effectively. And if the students would like to become a back-feeder to culturally support the teachers, they first need to internalize and absorb the knowledge, skills and concepts taught by the teachers. On this basis, as a younger generation, students who have extensive contacts with new things and new ideas can get positive information, knowledge and ideas that they have acquired outside of school and classroom teaching. After completing the above steps, the students can realize the cultural feedback to the teachers through timely and reasonable communications. After communicating with the students, teachers also need to select and extract the content that the students have fed back, and analyze all those knowledge, skills and concepts. Then take in the essence, so that the professional skills in education of themselves can be improved in this process.

This kind of feedback process is based on culture, knowledge skills and conceptual patterns. The content transmission of it is academic and the form itself is educational. Cultural back-feeding teacher-student relationship can increase the proportion of cultural back-feeding activities in the school life of teachers and students, thus making school life more positive, and also more academic and educational.

Ⅲ. Significance of Cultural Back-Feeding Teacher-Student Relationship in Classroom Teaching

Although the teacher-student relationship is of social interpersonal relationship category, it also plays an active role in the classroom teaching itself. The significance of cultural back-feeding teacher-student relationship to classroom teaching can be divided into following three aspects:

Cultural Back-Feeding Teacher-Student Relationship Helps to Cultivate Students' Subjective Awareness in Classroom Learning and Encourage Them to Think Effectively

In the classroom teaching process, each student is the main body of the learning activities. But in the classroom teaching activity led by the traditional teacher-student relationship, teachers are the center of the speech activity, and often adopt the cramming and telling teaching methods. The subjectivity of the students is actually weakened in this situation, which leads to the dilution of the subjective consciousness of the students in the classroom teaching activities. However, in the classroom teaching activities led by the cultural back-feeding teacher-student relationship, students are not only the subject of accepting education, but also the subject of cultural feedback, and thus have dual identities. In addition, as cultural back-feeders, students must think effectively to form their unique insights and understandings, so that a meaningful and efficient cultural feedback can be realized. When a student communicating with the teacher in classroom teaching, the rest of the students are also involved. The exchange of views always happen spontaneously between the teacher and all of the students in the classroom. In this process, all students participating in the classroom teaching should be clear about the self-subjective consciousness, and carry out positive and profound thinking and re-processing on the acquired external information to form a unique understanding of themselves as the content for cultural feedback.

Cultural Back-Feeding Teacher-Student Relationship Contributes to the Construction of the Meaning of Classroom Teaching

What is the ultimate aim of this subjective consciousness and positive thinking? I believe it is the construction of the meaning of classroom teaching. The construction here includes not only the the meanings of certain knowledge, skills and concepts taught by the teachers, but also the"re-feeding"of the teachers and the questions and opinions put forward by other students. Since students have a clear sense of self-subject in the the cultural back-feeding teacher-student relationship, they are no longer passive recipients of knowledge, but active learners. The process of students receiving education in the classroom is based on information and content teachers and other students passed through the cognitive effects of mental patterns. This construction process integrates both the cultural back-feeding and the uniqueness of the cognitive subject. And the result of this construction is internalized into a deeper understanding of the students' knowledge, concepts, skills and mental patterns. In addition, not only do students complete the construction of the meaning of the classroom in the classroom teaching, but also the teachers. The cultural feedback from the students needs to be internalized and absorbed by teachers. After self-examining, analyzing and reflecting this feedback from the students' perspective, teachers will find the connection between the teaching materials, students, classroom, curriculum standards and other elements, thus completing the construction of the meaning of the classroom.

Ⅳ. TO SUM UP

All in all, the cultural back-feeding teacher-student relationship has its outstanding practical significance and epochal significance, and it plays the role of guiding, adjusting and supplementing the contemporary primary and secondary education practice and educational ethics research. However, the construction of cultural back-feeding teacher-student relationship does not happen overnight. It requires the efforts and practice of educators and learners in various aspects such as concept adjustment, relationship cognition, school life and classroom teaching.

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Can Cooperative Supervision Break Through the Regulatory Dilemma of the Sharing Economy

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Abstract: One of the ways to solve the dilemma of government supervision under the sharing economy model is to build a cooperative supervision model with multi-agent participation. Based on the behaviors of all parties involved in the shared economy model, this paper constructs a mixed strategy game model between government departments and enterprises of sharing economic. It is found that the reduction of government supervision costs and the increase of penalties for corporate violations will curb enterprises violations of laws and regulations. When the company violates laws and regulations, and when their income from violations of laws and regulations is greater, the enthusiasm of government supervision is higher. After introducing the cooperative supervision mode, by analyzing the moving path of the equilibrium point of the game model, it shows that the construction of cooperative supervision mode is effective and feasible for breaking through the problem of shared economic supervision.

Keywords: Sharing economy; Cooperation supervision; Game theory

1. INTRODUCTION

The sharing economy is a new economic model born in the new wave of the world's scientific and technological revolution. The Chinese government has now upgraded the development of shared economy to the height of the national strategy. In 2017, the transaction volume of China's shared economic market has reached 4.92 trillion yuan, a year-on-year increase of 47.2%. At the same time, China's sharing economy has also exposed many problems in the development process, especially the dilemma of supervising enterprises. If government departments only use traditional regulatory means to regulate the enterprises of the shared economic platform, it is easy to prevent innovation with technology and economic form. The conflict has highlighted the real dilemma between the government's balancing of corporate autonomy and effective regulation under the shared economy model. Based on this, many scholars in china have proposed to change the concept of government supervision, use the mode of cooperative supervision to solve the current regulatory dilemma. Can the innovative cooperation supervision model achieve effective supervision of enterprises of sharing economic? This paper will use the mixed strategy game model to provide ideas for this question.

2. LITERATURE REVIEW

Cooperative supervision is a kind of innovation of government supervision mode that has only emerged in recent years. At present, the definition of cooperative supervision is still far from consensus. Judging from the aspect of supervision, Zhu Baoli(2015) believes that cooperative supervision refers to the cooperation of multiple parties (public authorities and the private sector), and the advantages of the participants are realized through the distribution of regulatory power in the established regulatory field. From the perspective of the sharing economy, academic research on cooperative supervision in the field of shared economy is still in its infancy. The research by Jiang Daxing(2017) shows that the sharing economy has had a huge impact on the existing market structure and regulatory structure. The core issue of effective regulation lies in the legal status of the platform, labor relations and competition rules. Tang Qingli(2015) studied the practical dilemma of China's “special car” sharing economic platform falling into “illegal operation”, pointing out that under the leadership of local governments, the mixed regulatory path of “cooperative supervision + self-regulation” can effectively integrate different types of economic motives. . Wu Xiaotong(2016) believe that under the new technology conditions, the traditional regulatory framework can take into account the self-regulatory mechanism of the shared economic industry, and improve the overall social welfare through a mixed regulatory path.

In summary, the existing literature mainly uses the method of normative analysis to analyze this question. This paper integrates the game behavior between government departments and shared economic platform enterprises into a unified analysis framework to analyze the question.

3. ANALYSIS OF GAME BEHAVIOR BETWEEN GOVERNMENT SUPERVISION DEPARTMENTS AND ENTERPRISES OF SHARE ECONOMIC

(1)Construction of Mixed Strategy Game Model

The main players of the game under the shared economy model are government regulatory agencies and enterprises of shared economic. It is assumed that the selection strategy of the government regulatory department is regulated or not regulated, and the set of government regulatory department's strategies is {regulatory, non-regulatory}; the set of enterprise's strategies is {legal compliance, illegal violations}.

Assumed G_{ij} and S_{ij} (i is supervision = 1 and no supervision = 2; j is legal compliance = 1 and illegal violation = 2; G stands for regulator, S stands for enterprise) respectively indicates the benefits of the regulator and the enterprise. In the case of regulatory compliance and legal compliance with corporate behavior, the income functions are:

$G_{11}= E_{G1}- C_{G1}$ (1)

$S_{11}= E_{S1}- C_{S1}$ (2)

$E_{G1}$and C_{G1} are respectively the benefits obtained by the regulatory body and the regulatory costs paid, E_{S1} and C_{S1} are the normal income and the cost paid by the enterprises during legal compliance operations.

In the case that the regulatory body does not supervise and legally operate the enterprise, the income functions are:

$G_{21}= E_{G2}$ (3)

$S_{21}= S_{11}$ (4)

E_{G2} is the gains obtained when the regulatory authorities are missing.

In the case that the regulatory body does not supervise and the illegal operation of the enterprise, the income functions are:

$G_{22}= E_{G2}-C_{G2}$ (5)

$S_{22}= E_{S1}+E_{S2}-C_{S2}$ (6)

E_{S2} represents the additional benefits that the company obtains in violation of laws and regulations during the operation process. C_{S2} represents pay for the cost, C_{G2} represents the cost of the loss of the regulator.

In the case of regulator supervision and enterprise business violations, the income functions are:

$G_{12}= E_{G1}-C_{G1}+C_{S3}$ (7)

$S_{12}= E_{S1}+E_{S2}-C_{S2}-C_{S3}$ (8)

C_{S3} represents the penalty cost for the enterprises to be punished by the regulatory agencies for violations of laws and regulations in the course of business operations.

Table 1 shows the game income matrix of regulator and enterprise. It is completely clear to enterprise whether they are legally compliant when they participate in the shared economic platform, but they do not know whether the regulatory authorities will adopt regulatory measures. We assume that the regulatory authorities will supervise. The probability is a, then the probability of not supervising 1-a. Similar to regulators.

Table 1 Revenue Matrix of Regulator and Enterprise Game

		Enterprises of Share Economy	
		Legal Compliance(b)	Violation of Laws and Regulations(1-b)
Regulators	Supervision(a)	(G_{11}, S_{11})	(G_{12}, S_{12})
	Not Regulated(1-a)	(G_{21}, S_{21})	(G_{22}, S_{22})

(2) Solution and Analysis of Game Model

If a hybrid strategy is the best choice for regulators to supervise, it must mean that there is no difference in the legal compliance of the enterprise. That is:

$S_1=aS_{11}+(1-a) S_{21}$ (9)

$S_2=aS_{12}+(1-a) S_{22}$ (10)

$S_1=S_2$ (11)

Solving is available:

$a'=(S_{22}-S_{21})/(S_{11}- S_{12}+ S_{22}- S_{21})$ (12)

Similar to enterprises, that is:

$G_1=bG_{11}+(1-b) G_{12}$ (13)

$G_2=bG_{21}+(1-b) G_{22}$ (14)

$G_1=G_2$ (15)

Solving is available:

$b'=(G_{22}-G_{12})/(G_{11}- G_{21}+G_{22}- G_{12})$ (16)

According to the game analysis between the enterprises and the regulators, the corresponding phase map can be obtained (see Figure 1). The stable equilibrium point of the game between the two is 0(0,0) and B(1,1),the saddle point is $O'(a',b')$

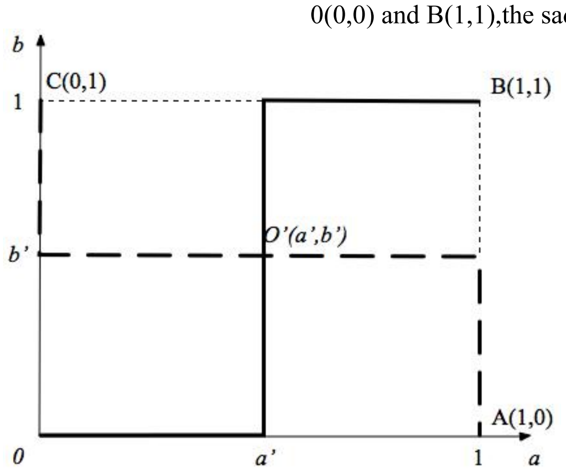

Figure 1 Game process phase diagram

If the probability of supervision by the regulatory body $a<a'$, for the enterprise, the strategic benefit of adopting the illegality and violation is higher than the legal compliance strategy, at this time, b=0. If the regulator conducts the supervision probability of supervision $a>a'$, for the enterprise, take The legal revenue of legal compliance is higher than the illegal and illegal strategy, at this time, b=1. If the regulatory probability of the regulator $a=a'$, for the enterprise, the legally compliant strategic return is equal to the income of the illegal and illegal strategy, at this time, $b=b'$. Similarly, another points can be explained. Thus, the Mixed Nash equilibrium is$\{(a,1-a'), (b,1-b')\}$.

(3)Game behavior explanation

Solve the above formulas to get:

$a'=(S_2+C_{S1}-C_{S2})/C_{S3}$ (17)

$b'=1-(G_2-G_1+C_{G1})/(C_{G2}+C_{S3})$ (18)

When C_{S1} C_{S2} and C_{S3} remain unchanged, a' increases with the increase of R_{S2} increases. The probability that the government regulator chooses the regulatory strategy is directly proportional to the revenue generated by the illegality of the enterprise. When the variables other than C_{S3} remain unchanged, b' increases with the increase of C_{S3}. The greater the punishment for violations of laws and regulations, the higher the probability of legal compliance. When the variables other than C_{G1} remain unchanged, b' decreases with the increase of C_{G1}, The probability that the enterprises adopt the legal compliance management strategy is inversely proportional to the government supervision cost.

(4)The Influence of Cooperative Supervision on Game Equilibrium Solution

Cooperative supervision is a kind of supervision mode that establishes the distribution mechanism of different responsibility distribution between enterprises and governments. First, the distribution of the regulatory responsibilities of government and enterprises helps the government departments to reduce the cost of supervision. Secondly, establishing a cooperative supervision model will help government departments to understand the information of enterprises' operations, the enterprises' cost becomes higher and the probability of legal compliance is increased. Finally, under the cooperative supervision mode, enterprises can also understand the regulatory information, thereby increasing the income from illegal and illegal operations, resulting in a higher probability of government supervision.

It can be seen from the above analysis that the implementation of the cooperative supervision model will help to improve the equilibrium solution of the game model, so that the game equilibrium solution tends to (1,1). The movement indicates that cooperative supervision is one of the important strategies for the sharing of economic models.

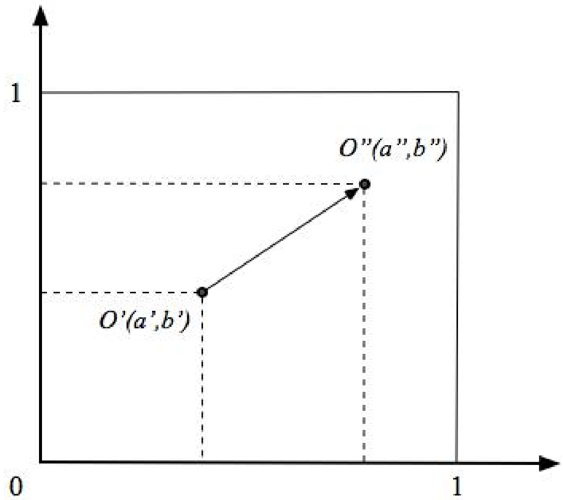

Figure 2 The impact of cooperative supervision on the game equilibrium solution

4.CONCLUSIONS AND RECOMMENDATIONS

This paper finds that the income from illegal activities of enterprises is directly proportional to the enthusiasm of government supervision, the size of government supervision costs and the punishment for illegal violations of enterprises are positively and negatively correlated with the probability of illegal operation of enterprises, respectively. After establishing the cooperative supervision mode, the game equilibrium solution of government departments and enterprises tends to move (1,1).

Based on this, this paper puts forward the following suggestions: Clarify the supervisory powers and responsibilities of the parties involved in the sharing economic circle, reduce the supervision costs of government departments. Strengthen legislative management and increase the penalties for violations of laws and regulations by enterprises. Pilot a pilot model for sharing economic cooperation, promote it to other regions after maturity.

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A Summary of Social Entrepreneurship Research

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Abstract: As a new research hotspot in the field of entrepreneurship, what progress has been made in the research of social entrepreneurship? What are the problems? What is the trend of future research? In view of the above problems, this paper reviews the related research at home and abroad in recent years from the four themes of the definition of social entrepreneurship, social entrepreneurship, social entrepreneurship goals, social entrepreneurship process, and summarizes the research methods and related theories, and then discusses the research trend of social entrepreneurship.
Keywords: Social entrepreneurship; Research themes; Research methods; Theoretical basis.

1. INTRODUCTION

The intensification of social problems, the inadequacy of existing solutions and the awakening of consumers'civic consciousness provide the soil for the rise of social entrepreneurship. Because of the outstanding performance in solving social problems, social entrepreneurship is attracting more and more attention from the government, universities, foundations, academia and other aspects. Among them, scholars have been studying social entrepreneurship for nearly 30 years, and in the last decade, it has shown a trend from steady growth to outbreak, and has begun to attract the attention of the world's top mainstream journals. Therefore, this paper aims to summarize the latest progress in the field of social entrepreneurship and find out the key problems through reviewing the relevant literature in recent years, with a view to providing some guidance for future research.

2. ANALYSIS OF RESEARCH STATUS AT HOME AND ABROAD

Chinese scholars Wang Jingjing and Wang Ying (2015) combed 47 social entrepreneurship literatures published in six top international entrepreneurial management journals from 2006 to 2014, and summed up five topics of social entrepreneurship research. According to the proportion, they were: the definition of social entrepreneurship, the process of social entrepreneurship, the influencing factors of social entrepreneurship, and the new. Create social enterprises, social enterprises, book reviews, etc. [1] From the point of view of definition, Dacin and Matar (2010) summarized 37 relevant definitions of social entrepreneurship and found that they embodied four elements: social entrepreneurship characteristics, social entrepreneurship sector, entrepreneurial resources and processes, primary goals and outputs. [2] Based on the research results and experience of the existing literature, the following four aspects are reviewed: the definition of social entrepreneurship, the main body of social entrepreneurship, the goal of social entrepreneurship, and the process of social entrepreneurship.

2.1 definition of social entrepreneurship

Since Bailey published his first relevant literature in 1988, social entrepreneurship has failed to establish its own academic status in nearly 30 years, largely because the academic and practical circles have not yet reached a consensus on the definition and boundary of the concept. Wang Jingjing and Wang Ying (2015) analyzed 47 papers on social entrepreneurship published in top international journals in recent years and found that 53% of them still focused on the definition of social entrepreneurship, which shows that the concept debate is not over. [1] this paper presents the definition of social entrepreneurship proposed by some researchers, as shown in Table 1.

Table 1 Definition of social entrepreneurship

Researcher	Definition
Alvord, Brown, & Letts (2004)	Social entrepreneurship refers to innovative ways to solve critical social problems, and to integrate the necessary creativity, capabilities, resources, social arrangements to achieve sustainable social change. [3]
Harding (2004)	
Hibbert, Hogg, & Quinn (2005)	Social entrepreneurship can be defined as entrepreneurship for social purposes rather than for profit (or for social vulnerable groups). [5]

Researcher	Definition
Austin, Stevenson, & Wei-Skillern (2006)	Social entrepreneurship refers to innovative social value creation activities that occur in non-profit sectors, enterprises, government agencies, etc. [6]
Cho (2006)	A series of practical activities that public institutions pursue financial goals and ultimately sustainable social value goals. [7]
Mair & Marti (2006)	Combining innovation with resources and opportunities is a process to promote social change or solve social needs. [8]
Martin & Osberg (2007)	Social entrepreneurship consists of three parts: (1) identifying a stable but unfair social equilibrium in which the disadvantaged end is being marginalized and suffering; (2) discovering opportunities from such inequities; (3) establishing a new and stable equilibrium to ensure a better future for the target group and society as a whole. [9]
Yunus (2008)	Any innovative action to help others can be described as social entrepreneurship, whether or not it is for profit. [10]
Zahra, Gedajlovic, Neubaum, & Shulman (2009)	Social entrepreneurship refers to the activities and processes of discovering, defining and exploiting opportunities by innovative means in order to increase social welfare of new or existing organizations. [11]
Tracey (2011)	Innovatively combine social welfare logic with business logic to provide sustainable solutions to social problems. [12]

The controversy about the field, boundary, form and meaning of social entrepreneurship is the reason why the definition of social entrepreneurship can not be unified. The lack of definition has become the bottleneck of further development of social entrepreneurship research. In reviewing the definitions of social entrepreneurship, Dacin and Tracey (2011) found that these definitions focus on four elements: social entrepreneurship traits, social entrepreneurship departments, entrepreneurial resources and processes, primary goals and outputs. [13] Only the "primary goal" element is free from the highly situational characteristics of social entrepreneurship and is present in most definitions, so it is most likely to develop a widely accepted definition of social entrepreneurship. Choi and Majumdar (2014) argue that social entrepreneurship belongs to an "Essential contested concept". It is almost impossible to establish a generally accepted definition. One solution is to construct an inclusive concept cluster directly by skipping the discussion of the essence of the concept, otherwise the definition of social entrepreneurship will be impossible. The debate may not end.

Dacin and Tracey (2011) point out that excessive attention to definitions is problematic, and that social entrepreneurship research must make theoretical contributions if it is to embody its own value. [13] However, in order to achieve long-term development, the basic connotation of social entrepreneurship research is the obstacle that can not be bypassed. Researchers need to avoid the trap of social entrepreneurship and form a consensus on the concept definition as soon as possible.

2.2 social entrepreneurs

Scholars have basically reached a consensus on the concept of social entrepreneurs, that is, social entrepreneurs refer to individuals who use commercial means to solve social problems in an innovative and sustainable way. Compared with traditional entrepreneurs, social entrepreneurs often face more difficulties in the process of entrepreneurship, and the value orientation is completely different. Therefore, the characteristics and entrepreneurial motivation of social entrepreneurs have become the two concerns of researchers.

Personality traits are influenced to a certain extent by innate cultivation, social environment and educational factors. These implicit characteristics promote the formation of personal values and beliefs, and then play an important role in the decision-making process. It can be said that social entrepreneurs usually have unusual personality traits, which determine their entrepreneurial choices. Wu AI Qi and Jiao Hao (2008) point out that social entrepreneurs should have a sense of urgency, determination, ambition and leadership. Nga and Shauganathan (2010) based on the Big Five Personality Theory show that social entrepreneurship's agreeableness has a positive impact on all dimensions of social entrepreneurship, while openness has a positive impact on social entrepreneurship's social vision, innovation and financial returns.Williams (2013) and other entrepreneurs found that social entrepreneurs tend to pay more attention to social problems and are more cooperative. Xue Yang and Zhang Yuli (2016) believe that social entrepreneurs are more pragmatic, forward-looking for social change, innovative in solving problems, risk preference and altruistic feelings. Finally, innovative awareness is undoubtedly the most remarkable trait of social entrepreneurs, and almost all the studies have shown concern for the innovative awareness of social entrepreneurs.

In the aspect of entrepreneurial motivation, early research attributed social entrepreneurial motivation to such preferences as sense of achievement and altruism. Afterwards, researchers found that emotion as a leading factor of motivation can reveal more profoundly the reasons why social entrepreneurs choose to create value for others. For example, Miller, Grimes and McMullen (2012) think sympathy is the motive of social entrepreneurship.Jennifer et al. (2016) found that entrepreneurial motivation of social entrepreneurs includes self-directed motivation and others-directed motivation, self-directed motivation includes sense of achievement, freedom, relationship, influence, etc. Other-directed researchers pay less attention to this part of social entrepreneurs.

2.3 social entrepreneurship goals

Social entrepreneurship refers to the use of commercial means to solve social problems, which means that social entrepreneurship should not only pursue the realization of social value, but also be supported by the realization of economic value. First of all, social entrepreneurship can exist in the third sector, the public sector, the private sector, in the form of profit, non-profit, semi-profit, but in any case, the primary goal of social entrepreneurship is to create social value. However, if social entrepreneurship wants to solve social problems sustainably, the premise is to achieve good financial objectives. If social enterprises have to maintain their own growth, the conflict between social value objectives and financial objectives will be more significant. For example, Tracey (2011) and others studied a British social enterprise dedicated to the re-employment of the unemployed, and found that social enterprises are facing a more complex dilemma in the management process than traditional enterprises, because they have to take into account the needs of more stakeholders. [12] In addition, as social entrepreneurship needs to balance the influence of the relevant forces, the deviation of the primary goal is likely to occur in the process of enterprise growth, leading to the deterioration of social enterprises. Therefore, Dacin (2010) emphasizes that social entrepreneurship needs to find a balance between social goals and financial goals. [2]

The duality of goals increases the complexity of social entrepreneurship. How can social entrepreneurship ensure the realization of social goals? How can we achieve our own development? How to balance the needs of stakeholders? Whether the goals of different life cycle of social enterprises motivation includes altruism, family affection, social justice, sense of mission and so on. Emotion is the precursor of motivation, in which personal emotions such as "passion" and "frustration" are the precursors of self-directed motivation, while social emotions such as "sympathy" and "empathy" are the precursors of other-directed motivation.

As Dacin (2010) says, most studies describe social entrepreneurs as people with a heroic complex, but pure altruism is, after all, a minority. [2] In the field of social entrepreneurship, some enterprises are defined as "B Corporation". They create public interests by their corporate behavior, that is, they solve social or natural ecological problems with the lever of market, and have a certification system. It is no different from traditional enterprises in capital nature, profit distribution and tax policy, but it is fundamentally different from traditional "corporate social responsibility". Such social entrepreneurs are likely to be more likely to create social value, but should be emphasized or not is a problem that needs further clarification and exploration by researchers. Future research can combine social entrepreneurship goals with corporate governance, corporate life cycle and other theories to find answers to these questions.

2.4 social entrepreneurship process

(1) social entrepreneurship opportunities recognition development. As a focus of entrepreneurship research, social entrepreneurship research has begun to focus on the identification and development of entrepreneurial opportunities. The characteristics of innovation go through the process of social entrepreneurship, and this is the case in the stage of opportunity discovery. Tracey (2011) and others emphasize the need for social entrepreneurs to use innovative thinking to identify entrepreneurial opportunities with social and business value. [12] Wang Haobai (2010) pointed out that social entrepreneurship needs to look for opportunities for social entrepreneurship with an innovative perspective and mobilize social capital to develop it in innovative ways.While defining social entrepreneurship from the perspective of opportunity, Martin and Osberg (2007) pointed out the basic idea of exploring social entrepreneurship opportunities: to find out the institutional problems and opportunities behind social injustice and try to create a new equilibrium. [9] Wang Jingjing and Wang Ying (2015) have found that the research on social entrepreneurship opportunities mainly reflects the differences between social entrepreneurship opportunities and traditional entrepreneurship opportunities, as well as the influence of regional information mastery of social entrepreneurs, synergy among members of social entrepreneurship, and organizational and institutional factors on the identification and development of social entrepreneurship opportunities. . [1]

Scholars'research on social entrepreneurship opportunities is still relatively scattered, in the initial stage, the systematic research framework has not yet been established. Based on the difference between social entrepreneurship opportunities and traditional entrepreneurship opportunities, and the particularity of social entrepreneurship goals, future research can explore its identification and development mechanism.

(2) resource acquisition. The acquisition of resources is the prerequisite for the smooth development of entrepreneurial activities. For social entrepreneurs, the resources access channel in the start-up phase is less than commercial entrepreneurship, because the nature of social enterprises determines that they can not obtain funds from banks, investors and other traditional financial channels, nor can they use economic means to attract talent. Therefore, Donenico (2010) pointed out that the core common feature of social entrepreneurship is the weak availability of resources, which also leads to the special integration of social entrepreneurship resources.

The research on resource acquisition includes the significance of social network relations to resource acquisition, the diversity and availability of entrepreneurial resources, and the innovative use of resources. Case studies by Mai Yiyuan and Xu Chengzhi (2010) show that reputation and social networking brought about by previous work experience play an important role in social entrepreneurs attracting human resources and obtaining financial support from governments, societies and funds. In addition, existing research suggests that resource patching is an effective way to solve the shortage of social entrepreneurship resources. The theory of resource patching involves three core concepts: "existing resources", "resources will be ready" and "resources reconstruction". It emphasizes the "will be ready" and "reconstruction" of existing resources and unconventional resources. Zhu Zhendo and Li Xinchun (2016) argue that new ventures are constrained by "newborn weakness" and "small but weak" in resource acquisition, and piecing together is the key to breaking through this problem. Oliver and McKague (2009) believe that an effective way to achieve social value is to combine or reorganize existing resources and market participants into formal or informal "patchwork networks" to achieve their own sustainable development and personalized incentives.

What is worth mentioning is the cooperative characteristics of social entrepreneurs in the way of resource utilization. Dacin (2010) and others pointed out that unlike traditional enterprises, social entrepreneurs tend to use resources in a cooperative way, often sharing resources with other organizations. The success of social enterprises is not only reflected in their own development, but also in the promotion of social entrepreneurship movement. [2]

The existing literature provides a theoretical way for social entrepreneurship to solve resource problems, but there is still a lot of research space. Which resources are more decisive for social entrepreneurship? Can we get rid of the restriction of single channel in obtaining capital? The resources structure and system of social entrepreneurship need further study.

(3) legitimacy. In short, legality means whether the organization is accepted by the environment and whether it has the right to survive. Existing research shows that legitimacy is the key factor that affects the success or failure of social entrepreneurship, and the pursuit of legitimacy is an important part of the process of social entrepreneurship.

The legalization process of social entrepreneurship has both boosting factors and resistance. On the one hand, Suchman (1995) studies show that the social attributes of social entrepreneurship goals provide inherent legitimacy: social entrepreneurship aims to solve social problems and create social welfare, and naturally can be supported by society, government and other aspects. [26] Dacin (2010) believes that social entrepreneurship is inherently legitimate and can help social entrepreneurs gain access to other resources. [2] but on the other hand, from the institutional point of view, social entrepreneurship faces more challenges of legitimacy. Social entrepreneurship pursues multi-dimensional value goals through innovative organizational forms and practices. This process is actually a process of social change, which inevitably leads to problems that do not match the existing social system and system, thus weakening its legitimacy (Xue Yang, Zhang Yuli 2016).

Chinese scholars Liu Yuhuan and Jing Runtian (2014) believe that social entrepreneurship needs to balance the needs of multi-stakeholders in the pursuit of legitimacy, and put forward that the legitimization process of social entrepreneurship may have stages. Xue Yang and Zhang Yuli (2016) pointed out that the greatest challenge for social entrepreneurship to obtain legitimacy is to integrate the two sets of logic of social goals and profitable activities from the system and theory, and put forward the "rhetorical" approach of borrowing institutional entrepreneurship to "package" social entrepreneurs or to help social entrepreneurship to obtain legitimacy.] Research by Tyler Wry (2011) and others has found that clarifying organizational identity, goal orientation, and core activities through clear "stories" makes it easier for organizations to achieve legitimacy.

Scholars' concern about legitimacy reflects their importance to social entrepreneurship. Future research can further discover the uniqueness and influencing factors of social entrepreneurship legitimacy, explore how to make use of the inherent legitimacy of social entrepreneurship, and try to develop a systematic method of social entrepreneurship legitimization.

3 RESEARCH METHODS AND THEORETICAL FOUNDATIONS

As mentioned above, the competition between concepts is the bottleneck in the field of social entrepreneurship. Chinese scholars Wang Jingjing and Wang Ying (2015) analyzed the social entrepreneurship literature published in six top international entrepreneurial management journals from 2006 to 2014, and found that there were only 4 empirical literature, accounting for 4.9%, and 18.41% of the literature using case study method, and the number of cases in all the literature was less than 10, while the number of conceptual literature. The proportion of research is 22.5%, which means that the research methods in this field need to be improved. [1] Liu Zhen (2015) and others analyzed 197 social entrepreneurship literature published in 1988-2013, and found that 30.45% of them were descriptive literature, 13.20% were critical literature, 49.24% were qualitative research, and only 7.11% were quantitative research. The above data show that the current social entrepreneurship research is largely descriptive and non-theoretical, and quantitative analysis based on a large number of books is still scarce.

In theory, Dacin (2010) and others believe that the existing theory of organizational management is sufficient to explain the whole process of social value creation, social entrepreneurship does not need to develop new theories alone, but need to put social entrepreneurship in a larger context, borrow existing theories to develop new cognition. [2] Liu Zhen (2015) and others also pointed out that the existing research did not produce a unique social entrepreneurship theory, but only to deepen and develop the existing theory.Table 2 summarizes some of the theories that emerged in social entrepreneurship literature.

Table 2 partial theories applied in entrepreneurial literature

Research topics	correlation theory
Definition of social entrepreneurship	Grounded theory and essential dispute concept theory
Social entrepreneurs	Entrepreneurial trait theory, embeddedness theory, brand related theory, and big five personality theory
Social entrepreneurship goals	Organizational identity theory and firm growth theory
Social entrepreneurship process Entrepreneurial opportunities Resource acquisition Legality	Entrepreneurial opportunity theory,effectuation theory; Firm growth theory, resource-based theory, social capital theory, social network theory, resource patchwork theory, knowledge transfer theory, system deficiency theory; Institutional Logic Theory, Social Identity Theory, Organizational Identity Theory, Institutional Entrepreneurship Theory, Institutional Theory, Social Movement Theory
Social entrepreneurship orientation	structuration theory

Social entrepreneurship is a cross-disciplinary field of management, entrepreneurship, psychology, sociology and economics. On the one hand, the existing theories of these disciplines can promote the development of social entrepreneurship research, on the other hand, the special situation of social entrepreneurship also brings challenges to these theories. Overall, the interdisciplinary nature of the concept has led to intrinsic complexity and research difficulties, but the latest research shows that social entrepreneurship research has entered the preliminary stage of theoretical construction, but the follow-up theoretical development still needs a lot of research work to achieve.

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Composite Incentives to Stimulate the Sense of Accomplishment of the New Generation of Employees

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Abstract: The new generation of employees is becoming the mainstay of the workplace. How to stimulate the sense of achievement of the new generation of employees has become a heated discussion in the society. The new generation of employees growing up under the specific economic and cultural background have characteristics different from those of former employees, and the traditional incentive methods lack effectiveness and pertinence. Based on the two reasons of learning helplessness and job burnout, this paper puts forward compound incentive suggestions from three aspects: positive incentive, ability-job matching and intrinsic motivation, so as to stimulate the sense of achievement of the new generation of employees.
Keywords: New generation of employees; Sense of achievement

1. INTRODUCTION

The sense of accomplishment is the intrinsic satisfaction of employees displaying their potentials and realizing their self worth. An important reason for the frequent turnover of new generation employees and poor management is the lack of sense of achievement. Under the market environment of intense competition and careful division of labor, acquisition helplessness and job burnout are particularly prominent in the work of the new generation of employees. The rise of webcast is a reflection of the performance of the new generation of workers[1-2].

2. SCENE

"Why haven't you finished it? I'll fire you again if I do it again." Xiao Wang was sweating profusely and woke up from a nightmare. After breakfast, as usual, Xiao Wang always came to the office first and finally left at night. They hit the wrong way into the well-known R & D Department of the public envy, but they had no sense of achievement. He was not born in a famous school, he was introverted and his ability was not outstanding. The Department works at a fast pace and has a detailed division of labor. In addition to meeting to discuss company affairs, everyone is busy, colleagues are off work, Xiao Wang is still working overtime. Waiting for him is always the criticism of the leader and the dissatisfaction of his colleagues. Every time he received a new assignment, Xiao Wang saw the scene of his boss's howling

In the work, many people, like Xiao Wang, work hard and complain, work overtime, but suffer from limited ability, a strict team atmosphere, often suffer from job failure and criticism from their supervisors and colleagues, without a sense of belonging, in a state of learning helplessness.

Learned helplessness is a negative psychological state. Acquired helpless individuals often have such negative manifestations as low achievement motivation, low self-concept, negative emotions and low self-efficacy. Empirical research shows that transformational leadership and positive performance feedback can effectively reduce employee helplessness.

Managers should pay attention to preventing new generation of employees from acquiring helplessness in their work. The matching of the comprehensive ability and the work of the new generation employees is the foundation of their sense of achievement. Managers should understand the characteristics, abilities and specialties of employees, and make the best match between these characteristics and the assigned work, so as to achieve more efficient work results and enhance their sense of self-efficacy. Drucker said that the true strength of human development comes from the values and integrity of leaders. Leaders need to establish high-quality and mutually beneficial relationships with the new generation of employees, establish an inclusive and mutually supportive organizational atmosphere, and make employees feel a sense of belonging[3].

Managers should adopt positive performance feedback to prevent new generation of employees from learning helplessness. When the new generation of employees enter the workplace, they are full of curiosity and self-confidence, unconventional and routine, but when they encounter failure, they are often treated differently by their leaders and colleagues, which makes them afraid of hands and feet and have no creativity. According to Amabile, a master of positive psychology, feedback is the most prominent factor of difference, and often positive recognition or feedback can produce pleasant emotions. If managers adopt flexible feedback measures according to the personality of employees, they will be more tolerant and encouraged to introverted and self-esteemed employees, and their acquired helplessness can be effectively avoided[4].

3. SCENE TWO

Three years ago, Xiao Wang came to Shanghai full of dreams, worked as a customer service in a telephone company, and recorded the telephone contents according to the regulations. The monthly call has become the first in the Department, and the salary has doubled. But recently, he felt that it was becoming more and more difficult for him to be calm from the beginning. Under the pressure of life, he is in an extremely anxious state every day. When things go wrong a little, escape will breed. Especially when you don't want to go to work, service efficiency and service quality will also drop dramatically. Especially in the evening, thinking of the few years of no success, can not sleep at all, and then must rely on sleeping pills to sleep. Xiao Wang also found himself losing interest in many things, even the joy of salary can not be found. Like Xiao Wang, many new generation employees have been engaged in a job for a long time, which can easily lead to job burnout.

Xiao Wang's job burnout is caused by long-term routine work, high pressure, lack of autonomy and interest, lack of ability to play, no sense of achievement[5].

The new generation of employees can match jobs, which is the basis for avoiding job burnout. The new generation of staff has many characteristics, such as high level of knowledge, strong learning ability and challenging work. Managers should understand the characteristics, abilities and specialties of employees, and make the best match between these characteristics and the assigned work, so as to achieve more efficient work results and enhance their sense of self-efficacy[6].

The new generation of employees have their own psychological needs. A study by Dexi and Ryan of the employees of the American Investment Bank found that employees who support independent bosses get more satisfaction. These bosses look at the problem from the perspective of employees, give meaningful feedback and information to employees, and leave employees with a choice on practical issues. Finally, the improvement of employee satisfaction will promote job performance and increase the sense of achievement. Managers bring obedience to employees' control[7].

According to the Ashridge Business School survey, the vast majority (78%) of new generation employees expect managers to play the role of coaches, mentors or friends. China is a high right distance (Hofstede, 2005) and high scenario culture country. Coaching or mentoring leadership style, in this situation, will accelerate the communication between superiors and subordinates, the new generation of team members, and enhance trust. If managers and the new generation of employees to share information, make decisions together, increase employee participation awareness, so that employees have a sense of ownership, can greatly reduce the job burnout of employees[8].

4. SCENE THREE

When Yang Gang graduated only a year ago, he changed 4 jobs. With the rise of live network broadcasting, Xiao Yang also participated in live broadcasting, working in the company during the day and playing at home at night. Later, I felt that the company's work was boring, and I resigned as a full-time anchor. Compared with working in the enterprise, Xiao Yang has more power to broadcast live every day, and often does not feel too hard to stay up late. He said he used to work in a company and felt like a "little soldier". Now he is more like a player.

Daniel Pink mentioned in Driving Force that type X behavior is driven more by external motivation than intrinsic motivation, and pays more attention to the external reward of an activity than the intrinsic satisfaction; type I behavior is driven by intrinsic rather than external motivation, and constructs the way of thinking and life. The energy comes from our internal needs to determine our own direction of life, to learn and create new things independently, and to do better through ourselves. The new generation of employees in the work to achieve "small soldier" to "player" transformation, to achieve a sense of achievement, is actually from type X behavior to type I behavior change.

The motivation of enterprises for the new generation of employees should be from performance oriented to value conscious. Enterprise's incentive to the new generation of employees is not only the positive feedback to their work results, but also the guidance and guidance to their work direction. Constructing internal and external incentive coordination incentive system, promoting the new generation of employees to define role identification by incentive as a measure, self-value by task meaning as a coordinate, and achieving performance-oriented value consciousness are the source of inexhaustible sense of achievement.

Stimulating the sense of accomplishment of the new generation of employees is playing a more and more important role in the enterprises. Through the analysis of the problems of the new generation of employees in the context of live Internet broadcasting, this paper puts forward some suggestions from three aspects: positive incentive, competency matching and internal drive, hoping to play a certain role in stimulating the new generation of employees'sense of achievement.

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Design of a Test Specification of Graduation English Writing Test for English Education Students

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Abstract:This essay is about how toscientificallydesign a test specification of the graduation English writing test for students in English education major.The test specification is established and modified basically on the Hughes's framework of test specification and Bachman's framework of test development with the consideration of six test qualities.
Keywords:language test; test specification;writing; English Education

1. INTRODUCTION

The graduation English writing test for students in English education majoris a significant test which determines whether the students are qualified to graduate to be competent in their future jobs. A scientific test specification is the foundation of high quality tests which plays essential roles in facilitating the changes or guiding the reform of English teaching to be more communicative. The essay is divided into fourparts. Six test qualities proposed by Bachman are reviewed anda discussionabout the development of the graduation English writing test specification is aroused.

2. QUALITIES OF LANGUAGE TESTS

What is the standard to judge whether a language test is "good" or not? Bachman provided us with an answer--"usefulness" which is considered as the most significant quality of a language test. [1] In his theory the usefulness of test is affected by six sub-qualities which are "reliability, construct, validity, authenticity, interactiveness, impact, and practicality". [1] Li held that the quality of a language test depends on how well the test can measure the language competence and how reliable and valid the test result is as a basis to make inference of the targeted competence. [5] She emphasized two sub-qualities of language testing, which are reliability and validity. Actually the six elements Bachman stated above are basically all involved in the two broader-sensed sub-qualities, for example she placed the "washback" which belongs to "impact" in Bachman's theory under the category of the validity in her assumption. Although different testing experts classified the qualities of language test in different ways, in fact they shared a similar view that the entire quality of a language test should be valued by the degree to which the test can measure what we plan to measure for thoroughly fulfilling the test purposes through balancing different qualities.

(1)Reliability

Bachman views reliability as measurement consistency or to say the consistency of testing scores under different circumstances. [1] In Hughes assumption, reliability could be demonstrated in this way: If the two test scores of one test taker turn out different to a great extent when he or she attends the same language test in two different occasions (e.g. different time), the test could be considered as theoretically not very reliable and vice versa. [4] Bachman and Hughes shared the similar interpretation of reliability focusing on the consistency of test scores, which is well understandable for readers. Furthermore, it is very worthy to pay attention to scorer reliability. Scorer reliability is related closely to "inter-scorer, intra-scorer and score-filed consistency." [5] Especially in writing test, the scoring fairness should be guaranteed through designing appropriate scoring scales, organizing raters' training and other means because there is no "correct answers" for raters to follow and raters' scoring principles directly affected the test reliability.

(2)Construct validity

Defining construct is the fundamental issue for a test development, as Messick stated: to measure means to evaluate the extent to which a person performs something. "Construct" is the definition of "something" whichrefers to invisible competence, as Bachman explained construct is the definition of competence(s) aimed to measure and the foundation to establish a language test and further explain the scores. [1] Construct is something invisible and can not be directly measured by concrete measure tools, so that construct validity is created to show how exactly the construct is measured in the form of score. Bachman viewed construct validity as the degree to which the test score could be explained "appropriately and meaningfully" to reflect the targeted competences in the relevant domain. [1]In addition, the validity in scoring should be highlighted since valid scoring is at least as important as valid tasks especially in productive language ability test. In the writing proficiency test for college students, if the raters evaluate students' compositions mainly according to the accuracy of grammar, the scoring should be regarded as quite invalid because the construct of the writing ability should refer to more important language use areas such as genre, organization and so on. [3]

(3)Authenticity

Authenticity is the extent to which the characteristics of designed task in test correspond to the characteristics of the real language tasks in real world. [1]which is to say when the characteristics of test task are designed similar to those of real language tasks existing in a relevant domain, we could consider this test task as quite authentic. Why authenticity is considered as an essential test quality? First, authenticity is related closely to construct validity, because it can be viewed as a connection between the test tasks and the authentic language tasks in a certain domain in real world, which can contribute to infer the test takers' language competence to fulfill real language tasks in a particular domain. The second reason is that authenticity influences test taker's reaction to a test and the reaction may cause positive or negative influence on test taker's performance in a test. [1] [5]

(4)Interactiveness

Bachman provided a model of interactiveness, which explicitly illustrates the interactions between the test task and three natures of test takers including "language competence, topical knowledge, and affective schemata." [1]

The heart of interactiveness in a language test with the construct of language competence could be the interactions between test candidate's language competence and test task's features. If a test task can be fulfilled successfully without using language competence, the language test would be invalid to infer test takers' language competence. When the topical knowledge is one construct of a language test, the involvement of topical language in performing the test task should be ensured; otherwise the test is quite invalid, which is just the very reason of the significance of interactiveness in language tests.

(5)Impact

"Impact" in a broad sense refers to the impact of test on stake-holders, institutions, and society in various ways, while in this essay I only focus on the impact on language teaching and learning which is named as "Washback" or "Backwash". Test content influences test takers' beliefs or values in language and language learning. For example, if the language proficiency test which will determine test taker's future, depressingly, is not designed well because of the test designers' wrong beliefs of the nature of language competence and language learning, the test would probably guide the test taker or more future test takers to learn the language in a wrong way. Test scores bring washback to learners as well. In a writing test, a score with sub-scores of language sub-abilities may tell learners what language areas they need to make more effort.

(6)Practicality

No matter how perfect the test design is to ensure the absolute "good" of a language test, if the test cannot be carried out due to insufficient resources, the test would be regard as unpractical. [1]

Practicality is also emphasized in Li's book by demonstrating the influence of "constraints" which plays a crucial role in determine the balance between reliability and validity. [5]

However, test developers should spare no effort to communicate with macro stakeholders such as institution and government to make adequate resources available for guaranteeing the test quality.

3. SPECIFICATION

(1)Statement of the problem

The statement of problem is the starting point of drawing up a test specification which includes: 1.The test type. 2. The test purpose. 3. The construct. 4. The washback. 5. The constraints etc. [4]

Type of language test

According to the different inference type of test score, the language test can be classified into "achievement test, proficiency test, placement test, diagnosis test, etc." [4]

The writing test is a graduation test which is similar to a proficiency test in some aspects, because the test content is based on the language competence required in test takers' future jobs. However, it is different from the traditional proficiency test because besides English competence, the writing test is also going to test the learners' professional knowledge or the pedagogical-relative competence of which there is a high demand to accomplish the real English writing tasks in their future jobs.

The test purpose

This writing test tends to: first make inferences about the test takers' performance in their future jobs—how well they can accomplish the authentic English writing tasks in future teaching jobs; second: make decision of whether they can graduate or not. Therefore, according to the special characteristics of the test takers and the social requirements on the qualities of Englishteachers, the graduation English writing test is aiming to measure both the test takers' writing ability and their pedagogical knowledge.

The construct

In common language test, the construct probably only refers to language competence, just as some language experts believed that language test should only measure language competence without the other factors such as the background knowledge, creative ability, etc. [6]However, in many cases we have to design language tests providing inferences on future performances affected by language competence in lives, jobs or studies rather than on only language competence itself. In my case, the students merely with adequate English writing ability may not competent in their future jobs because the professional knowledge of ELT is important in accomplishing their real language tasks – instructional activities of English writing. Besides, they have learned relevant pedagogical knowledge in the college courses. So, for achieving the purposes of the graduate test, the construct should correspondingly consist of both the pedagogical knowledge and the writing ability.

The construct can be defined in "ability approach" in which the construct is described in forms of various components of language competency. [2]I use the framework of language ability proposed by Bachman and Palmerto define the construct of my writing test as follows: 1.vocabulary knowledge: range and appropriate use ofvocabularies; 2.Syntaxknowledge:rangeandappropriateuseofsentencestructures;3.Cohesion knowledge: range and appropriateness of cohesive and coherence techniques among sentences; 4.Organization knowledge: text development or organization relevant to the theme; 5.Register knowledge: command of formal and informal register. The other construct of the test is the pedagogical knowledge or ability to accomplish instructional tasks of English writing in junior middle school.

The test emphasizing the communicative writing competence and pedagogical knowledge could encourage the learners to develop effective learning methods with explicit objectives and encourage teachers make adjustments of teaching approaches for benefiting learners' future jobs directly.

(2)Content Operations

"Operations" refers to the tasks that test takers are required to accomplish in a relevant context according to the definition of the construct. [4]Construct is invisible and can not be measured directly, therefore test designers have to create some operations or tasks as a kind of measuring instrument or "measuring procedures" to realize the measuring. [2]My test tasks can be used to measure the two abilities validly. Theoretically speaking, a test should involve all kinds of real language tasks for making a valid inference of the construct. However, it is unpractical. Therefore, testing experts suggested choosing the representative test tasks to measure the construct. [4]Bachman stated that the characteristics of the test tasks should be correspondent to language use in relevant domain in real world so as to increasing the test authenticity and construct validity.(Bachman and Palmer,1996:101) In my case, first of all, I find out the real English writing tasks in relevant domains which are real life and language learning and teaching. The typical real English writing tasks in the domain of ELT would be the instructional activities of "English Writing". To be specific, the main real instructional tasks with most "unique" characteristics are correcting student's writing assignment, evaluating and explaining students writing assignment, and writing samples. After comparing the characteristics of the three types of tasks, it can be found that writing a sample would be the most representative one with most unique characteristics of the real English writing tasks for measuring test taker's English writing ability. In addition, the other two real writing tasks: "correcting student's writing assignment" and "evaluating and explaining writing assignment" canbe the typical real tasks with most "unique" characteristics as the basis for designing test tasks to make inference about the task takers' pedagogical knowledge, because the two tasks should be accomplished largely depending on the professional knowledge rather than writing ability. As a result, the test tasks of this writing test could be designed: to correct a writing assignment with mistakes in grammatical, discourse and pragmatic aspects by proving correct ones, write an over-all evaluation on the a writing which is a kind of metalinguistic response, and finally write down a composition as a sample on the same topic. After figuring out the test tasks most representative to measure the constructs, the operations of this test can be demonstrated as follows:1.be able to assess junior middle student's writing assignment by correcting mistakes and providing professional written comments about the over-all language usage. 2. be able to write to describe, express, explain, and direct in English with appropriate vocabularies, correct syntactic structures, appropriate register, fine cohesion and coherence under logically organized text structure.

Types of text

The type of text refers to the output or expected answers which can be divided into two groups: selected one and constructed one. [2] In my case, the type of responses of three tasks would all be constructed one for measuring how well they master the pedagogical knowledge and writing skills, which would contribute to increase test validity and making a trusted inference about their performance in future jobs. (Table 1) Specifically speaking, the expected answers of "Evaluation" should be a piece of writing, and that of "Composition Writing" should be a practical writing such as letter, e-mail, note, and so on. What I have to point out is that the real instructional activity of "evaluating and interpreting students' writing assignments" is usually carried out orally by teachers in a real writing class. However, for the consideration of practicality, the expected answers of "evaluation" should be in written form in the test, as Bachman pointed out that the test task specification can be developed by modifying the "unique" features of real language tasks under specific test situation rather than copying all the task characteristics directly. [1] Besides, the washbackmight be quite positive since the learners would not spend much time in developing "non-language strategies" to guess the correct answers but language ability to produce English.

Table 1: Test tasks and item typesTopic

Type	Input	Expected answers	Form
Error correcting	Apiece	Constructed	Written
Evaluation	A piece of writing assignment	Constructed (A piece of writing)	Written
Composition writing	Prompts (same topic of the writing assignment)	Constructed (practicalwriting such as letter, e-mail. Note,etc)	Written

Any writing task in the real world is restricted in a certain domain and writers' topic knowledge inevitably plays an important role in writing performance. To ensure the "usefulness" of a test, a test task should not be designed without topic, because the topical knowledge's involvement in performing a test can increase the interactiveness of a test. In my case, the topic of the test task "evaluation " is simply restricted in pedagogical knowledge as it is a construct of the test. The task topic should not bias any certain group of test takers for ensuring the test reliability. [1]To make the test more reliable, test developers should avoid choosing the topics on which some test takers have nothing to write, while some test takers have a lot of ideas to express. In my case, the topic of the input of "a student's writing assignment" and the expected answer of "a sample writing" should be the same, and the topic should be better familiar and interesting to all the test takers, which means all of them should have sufficient topical knowledge to write with positive emotion.

Length of text

The writing should be long enough for raters to make reliable scoring. [4]The words of evaluation can be from 150 to 200 as the test takers should have enough space to demonstrate their analysis and meanwhile they should be able to express their opinions explicitly within limited words. The words of sample writing written by test takers should be from 150 to 180, which is slightly higher requirement than that of writing part of the secondary school entrance exam.

(3)Test organization, weighting and timing

The test is divided into two parts to measure the two kinds of abilities in the construct definition independently. Tasks in section one (task 1 and task 2) only aimed to measure test takers' professional ability of Writing English Teaching, because correcting and evaluating a piece of wiring in a professional way highly requires pedagogical knowledge, while task in section two (task3) is designed solely for measuring the test takers' English writing ability, because it requires little pedagogical knowledge but language abilities to fulfill the task. As for the weighting distribution, it is set on the base of the construct and the purpose of the writing test. In this test writing ability is still the primary factor affecting the final inference and decision, while the ability of English writing teaching is the comparatively inferior factor. The reasons are as follows: First, the college authority put more concerns on improving students' English ability. Second, the teaching ability can be improved not only from college education but more effectively from their future daily teaching practices. Therefore, it is not reasonable to set a very high standard of students' teaching ability. However, the professional ability can not be neglected as its role in learners' future teaching jobs is indispensable. Therefore, it is demonstrated in the test score distribution in this way: the full mark of section one (test "teaching ability") accounts for forty percent of the total score, while section two(test "English writing ability") takes up sixty percentage.(Table 2)

Table 2: Test organization and weighting

Section	Number	Weighting (100 points)	Time (90 minutes)
Section One: Task 1: Error correcting Task 2: Evaluation	10 1	10% (10 points) 30% (30 points)	10 minutes 40 minutes
Section Two: Task 3: Composition writing	1	60% (60 points)	40 minutes

(4)Criteria levels

The lowest passing score is 50 points in total which is the sum of the score of task three (30 points), which means each scale of writing ability should averagely meet the third level in the scoring criteria (appendix 1), the score of task two (14 points) which means each scale of professional ability should averagely meet third level in the scoring criteria (appendix 1) and 60 percent of correctness in task one. (6 points) The scores among different tasks and the scores of different scales within a task can compensate with each other to achieve the lowest passing score.

Scoring criteria

There are generally two types of scoring approaches in language testing, which are global or holistic scoring and analytic scoring. [4] Holistic scoring approach is based on the view of language ability is a unitary ability which can not be separated into parts. Therefore, the score of language ability in this approach is viewed by some testers as a score of general impression. [7] Analytic scoring approach refers to the scoring criteria with a set of scales and several levels in each scale. The scoring scales correspond to components or the areas of the construct to be measured.

In my case, the scoring criteria for the two abilities in the construct definition should be set independently. As for the writing ability, I adopt analytic scoring approach, the reasons are as follows: first, the raters do not have professional knowledge or have any training experiences of writing assessment and they are accustomed to give scores according to their experience or feelings which might quite unreliable. To enhance the reliability and validity of the moderate high-stakes test, it is in great need to apply analytic scoring approach; second, by analytic approach, the learners' language weak areas can be diagnosed out since the detailed scores of sub-abilities are presented. Third, it is quite practical to apply the approach since there are adequate human resources and time to score the compositions in this small-scale test. The scoring scales of task three "composition writing" are set correspondingly to five components of language ability involved in construct in terms of knowledge of vocabulary, syntax, cohesion, organization and register. "Content" or "achievement of communication" is not included in the scoring criteria, because "content" does not belong to the components of language ability in the construct but in the test method applied in this writing test.

As for the other components of the construct –Ability of teaching writing English, the ability is planned to be tested by the task of correcting and evaluating a writing assignment. There are standard answers to "errors correcting". The scoring approach of the "evaluation" is still analytic one including four parts in terms of relevance, support, analysis, and language. This task is going to mainly measure the pedagogical ability which could be demonstrated by how wide their pedagogical knowledge range is (relevance), how capable the test takers can find out the problems (support), how well the test takers can apply the knowledge to deal with the problems (analysis) and the language ability of presenting their opinions (language). The marking scales of this task are quite different from those of the "composition writing", because the "evaluation" is not designed to measure the writing ability but the teaching ability related closely with the metalinguistic knowledge. Therefore the scoring focus should be placed on the content of "evaluation".

4. CONCLUSION

To achieve "test usefulness" is not to intentionally maximize any individual test quality but learn to make compromise for pursuing the satisfied global quality by balancing all the six qualities on the basis of the type, purpose, scale, stakes and other features of a language test. Besides, there are a lot of human, social and other elements inevitably affecting the test quality, and what test constructors could do is to control what we can control in test designing, implementing, and scoring to achieve desirable test quality as much as possible.

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Giving Birth to a Second Child: What Factors Play a Decisive Role in Will-Behavior---an Empirical Study of Couples of Childbearing Age Whose Native Place is Jilin Province

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Abstract: China has fully liberalized the policy of the two-child policy since 2015. This is a major reform of birth policy after the establishment of the one-child family planning policy after the founding of the People's Republic of China. 500 couples of childbearing age who were born in Jilin province are selected to do snowball sampling survey, and the tendency of many objective factors is distinguished and compared between one-child couples who have the intention to have children but have no fertility choice and those who have already had the choice of having a second child. On this basis, the typical case is supplemented by in-depth interviews, trying to find out the most important constraints and propulsive factors between fertility intention and fertility behavior. The results show that compared with couples of childbearing age who only have the desire to have a second child, the decisive factors for couples who have already given birth to a second child in making the final fertility decision come from some non-quantifiable subjective emotional demands. And these demands receive the expected emotional feedback after giving birth to a second child. On the basis of this, this paper discusses how to promote the overall fertility rate of the society in the establishment of policy groups and the construction of social atmosphere, in conjunction with the policy of opening up to the two-child policy.
Keywords: second-child policy; fertility intention; fertility choice; emotional identity

1.BACKGROUND AND ISSUES

Since the government established "family planning" as the basic national policy in the 1970s, the strong implementation of the one-child fertility model had effectively controlled the rapid growth of the population and greatly improved its quality and promoted economic growth. However, with the progress of society and the development of economy, the sustained maintenance of low fertility rate would bring a series of negative problems to the society, such as the imbalance of the sex ratio at birth, the end of the population dividend, the aging of the population, the unreasonable family structure, and so on. Encouraging couples of fertility age to have children and raising the birth rate of healthy babies would also be positive drivers of social development in the new era.

In this regard, after the Third Plenary Session of the 18th Central Committee of 2013 passed the fertility policy of "single two-child” (i.e. for a couple, if one or both of them are a single child of their family, they can give birth to a second child) in October 2015, the communiqué of the Fifth Plenary Session of the 18th Central Committee again liberalized the restrictions on the birth of the second child, and actively carried out the action to deal with the aging of the population. Contrary to official predictions at first, the announcement of the policy did not trigger the expected number of births. Around this theme, many domestic scholars focus on the national fertility level, fertility intention of couples of childbearing age and the distribution of urban and rural areas in the context of the new policy of two-child. The fertility level of the population is formed by the aggregation of individual fertility behaviors. Demographers use the "will-behavior” model to assume that an individual's fertility behavior is transformed by an individual's desire to have a child. By understanding the individual's fertility intention, one can predict the individual's fertility behavior and thus predict the fertility level of the population.[1]

It is in this context that this paper hopes to use the data obtained to explore and analyze the following aspects: [2]

Under the policy of encouraging giving birth to the second child, is it sure that couples of childbearing age who have the desire to have children will make the choice of the second child?

If not, what factors affect the progression of second-child willingness and choice.[3]

What determines the behavior of couples who already have a second child compared to those who have only a desire to do so. Are these factors subjective or objective? Are they rational or irrational?[4]

What unexpected or unexpected feedback couples of childbearing age receive after changing from fertility intention to fertility behavior.

What are the implications of the findings of the above study for the "comprehensive two-child" policy which is about to be implemented and the supporting auxiliary decision making?

2. SAMPLING AND METHOD

The data of this study are from a sample survey conducted by the author's team in 20 cities and counties of Jilin Province, China. The basic information is as follows:

Selection and extraction of respondents

The selection of respondents is divided into two types: One is families with no second child, but with the desire to have children, while the other is those with two children and the second child is not more than 5 years old. The family is the basic unit to answer the questionnaire[5].

This research chooses the snowball sampling method, takes Jilin Province as the regional boundary for questionnaire answering, and selects typical cases for deep interviews.

Methods of investigation

In this study, the author adopted the method of self-directed face-to-face questionnaire filling and in-depth questioning of related questions by investigators. The survey objects selected by the snowball sampling method and the face-to-face questionnaire answering covered 20 cities and counties in Jilin Province. 500 questionnaires were sent out and 496 valid questionnaires were collected. The effective filling rate was 99.22%. The number of male and female respondents was 151 and 341 respectively. At the same time, the typical cases, which account for nearly 10% of the total sample number, were selected for in-depth interviews[6].

3.DATA AND ANALYSIS

Questionnaire data analysis

Sample analysis

In terms of geographical sources, the sample covers 20 cities and counties in Jilin Province, including cities and rural areas within this province from the point to surface.

In terms of age structure, people of fertility age aged 21-25 (7.5%), 26-30 (35.8%), 31-35 (23.8%), and 36-40 (16.9%) were selected.

In terms of ethnic identity, 447 (90.9%) were Han and 49 (9.1%) were ethnic minorities.

The repeated argumentation of relevant factors

In the study, it is found that the second child choice behavior is significantly correlated with the original family, education level, family income, and occupation, which also repeatedly demonstrated the argumentation of previous scholars in this field. Hence, the problem in this aspect is not repeated in this paper.

The question in this survey is: Why do you want to have a second child and at the same time, what are you struggling with?

This is a set of two-way contrasts. From the perspective of couples of childbearing age, what factors have prompted them to have a strong desire to have a second child? What causes them to become entangled in the process of transforming will to behavior?

First of all, why do they want a second child?

Both couples who already have a second child and those who want to have a second child are influenced by the same top five factors regarding the formation of a desire to have a child, which are: having a family for the first child, increasing the fun of the family, the only-child being not conducive to growth, liking the child, and having time and someone to take care of the child. The top five factors point more to the emotional expectation, that is, a more modest idea of having a companion and promoting physical and mental health for the first child. Family fun and a love of children are also an important reason for the desire of couples of childbearing age to have a second child[7].

It can be seen that emotional exacting and making the first child no longer an only child are the primary reasons for couples of childbearing age to consider having a second child. Second, the allowance of the "national policy" plays a role in generating the desire to have a second child, but the importance of this factor decreases significantly when entering the fertility choice. That is, the policy allows couples of childbearing age to consider having a second child, but for couples who do have a second child, "we have given birth to a second child whether or not the policy allows"[8].

Economic pressure or something else?

In the discussion of the last question, one can find that economic pressure is the primary objective factor for families of childbearing age to consider whether to have a second child. Or it can be said that a couple who have a strong emotional desire for two children may need to consider their financial state before having a second child. "After taking into account all aspects of family income, can we afford to have this child?" So, for families who have already had a second child, the financial pressures they face are mostly on education (36%), basic living expenses (33%), and health care (10%). Of these, the expenditure on education is the biggest expense facing and about to be spent on second-child families. For a family, the pressure to invest in children's education is too great. In interviews, it was also found that having two or more children, even if the children were not yet in school, placed severe pressure on parents and entire families to invest in education. It can be seen that tilting education resource to multiple families is also a factor which should be considered to improve fertility.

Interview analysis of typical cases

Based on the questionnaire data collected from the sample, this study included in-depth interviews with typical cases. The interview asked questions that the data sample reflected, but could not explain, and sought to find answers to the following questions:

A second child to families

“A second child for families” is an extension of the problem, but it may not be just positive. And the scope of a family is not just a couple and their children, but also each other's elderly and other important people living together. In Chinese traditional sociological thought, family is the most basic unit. It is also an important point to be analyzed in this paper in terms of what is the effect of having a second child on the stability of the whole family. The interviews in the case also showed that with the birth of the second child, the whole family relationship could become more complicated so that all members of the family were expected to work together to promote family harmony, and such joint effort was itself a sign of family harmony.A second child to husband and wife

The problem is mainly about intimate relationships between couples of childbearing age. So what does having and raising two children mean for a couple and their marriage?

The intensity of passion decreases and the degree of affinity increases; the degree of interdependence and exposure increases. This can be the end of a couple's passion for intimacy after a second child. Power competition period is about to start or has come to an end, and gradually into a stable period.

A second child to the female career and the sense of self-worth

Whether engaging in business or being a good mother, both are part of the realization of women's self-worth, and also bring their own different sense of value realization. There are few extreme cases of giving up motherhood for business or being a mother alone. In fact, women in the new era can adjust their professional and mother status very well, but it is difficult and needs the support of the whole family. At the same time, whether doing business or raising children, it is a kind of value to gain recognition and spiritual satisfaction in giving.

4.CONCLUSION

When it comes to the important factors that influence the choice of giving birth to a second child, one can find that even if the fertility policy encourages the second child, the fertility choice of those couples of childbearing age who have the desire to have a child is still restricted in many ways, ultimately limiting their fertility behavior. These factors include excessive financial burdens, excessive time costs, and a lack of energy for individuals to nurture. Another striking conclusion, in contrast, is that, compared with couples of childbearing age who have only a desire to have a second child, the determinant factors of couples who have already given birth to a second child come from some non-quantitative subjective emotional demands, which get expected emotional feedback after giving birth to a second child.

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On the Core Concept of Confucian Management Thought

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Abstract:Confucian culture is not only a moral precept focusing on individual self-cultivation, but also a theory concerning social reality. The core concepts of Confucianism, such as Ren, De, Li, Cheng,Zhongyong and He, They are intrinsically related to the humanistic management, corporate culture management, image management, management approach and goal management.
Keywords: Confucianism; management; philosophy.

Chinese traditional culture has a long history,It is the crystallization of wisdom of the Chinese people in the long history.Confucian culture is the main component of Chinese traditional culture, which has a very far-reaching impact on China's social, political, economic, ethical and other aspects.

For a long time, scholars have summarized and analyzed Confucianism from the political, ethical and philosophical perspectives. However, since the 1970s, the rapid economic rise of the "Asian four dragons" in the East Asian Confucian cultural circle, Has led many scholars to re-examine the Confucianculture and explore the relationship about Confucianism ,capitalism, industrialization, modern management and other issues.

This article attempts to explore the core concepts of Confucianism, and analyze its implications of management philosophy, with a view to providing an ideological reference for today's management practice.

1. HUMANISTIC MANAGEMENT

Ren is a very important concept in Confucianism,which occurs 109 times in The Analects,It also occurs 157 times in Meucius.So what exactly is Ren?Confucius , the founder of Confucianism said,"It is to love allmen."(*Analects.*12.22). According to *Shuowenjiezi* One authoritative dictionary about the origin of Chinese characters，Ren is made up of the elements Ren "person", and Er the number "two",which means that human beings are social beings and need to interact with one another. Although Confucius explained Ren in various ways, he took the relationship between people as the starting point of his own theory and thought.

In Confucius's view, one of the most important elements in Ren is "love others (men)"，the original meaning of Ren is embodied in the kinship between parents and children and brothers.Basically, with Xiao and Ti as the fundamental traits,"Filial piety and fraternal submission ——are they not the root of all benevolent actions?"(*Analects.*1.2) Therefore, Xiao and Ti make up the main root of the traditional Chinese ethic system. In other words,the junior should show respect to the senior; while the senior should be considerate to the junior, love and protect the junior.Confucianism extends and expands the love from their own parents and brothers to other people, and ultimately realizing that "all within the four seas will be his brothers."*(Analects.*12.5)

In Confucianism, Ren is the basic criterion of politics. Confucian demanding that rulers treat the ruled as human beings, opposing the crude management of "To put the people to death without having instructed them"(*Analects.*20.2),stressing the value of human beings and caring for it，It is considered as the most basic quality of a ruler.

Ren, from the management point of view,that is, we should attach importance to people's emotional input and personality respect, pay attention to the role of people as the participant of management activities, no longer just regard people as the object of management activities, to complete the"material-oriented"to"people-oriented"concept of management to upgrade. Humanistic management is to pay attention to people's inner needs and respect people's self-worth, so as to explore people's unlimited potential. Humanistic management emphasizes the true respect and care for human beings, changes the "carrot and stick"management method based on economic stimulation and discipline coercion in the past, attaches importance to the way of stimulating people's inner enthusiasm and satisfying people's emotional needs in accordance with people's behavior habits and psychological rules, and takes emotion as the approach,Control and guide employees' emotions and turn them into the vitality needed by organizations. Humanized management has become the consensus of today's management community. Humanized management has realized the leap from "materialized" heteronomy management to "humanized" self-discipline management. The thought of caring has certain similarities with Confucianism "Benevolence means loving others."[1-3]

2. MANAGEMENT OF CORPORATE CULTURE

Management involves financial, material, information and other elements, and the kernel is people. How to organize individuals with their own characteristics, interests and benefits within a specific group according to the goals and requirements of the organization is an important management problem. Confucius put forward the idea of benevolent government in order to bring people’s will and behavior into a unified orbit and restore society from “propriety disintegration”to a normal order.

“He who exercises government by means of his virtue may be compared to the north polar star, which keeps its place and all the stars turn towards it.”(*Analects.*2.1)Confucius believed that through benevolent government, the relationship between the managers and ordinary members of organization was not rigid between the managers and the managed, but that the members of the organization could consciously and actively follow to the same goal and purpose and surround the managers, just like the stars in the sky around the north polar star[4].

The realization of benevolent government is education. “There were four things which the Master taught,-letters, ethics, devotion of soul, and truthfulness.”(*Analects.*7.25) Generally speaking, Confucianism's educations to make all people “To subdue one’s self and return to propriety” through the moral enlightenment of the people, and ultimately realize the value goal of “returning to benevolence”in the world.Through enlightenment, the goals and purposes pursued by the group as a whole are internalized into the goals and purposes of individual members of the organization, guiding and regulating the behavior of members within the organization, and ultimately forming a common value orientation. In this way, for the individual within the organization, the organization is no longer an external and opposed to one's own existence, but consistent and coordinated; the managed is no longer a simple passive receptor, but a autonomous management participant[5].

Confucius's educational thought focuses on the combination of “speech”and “behavior”. On the one hand, Confucius pays attention to the way of education to teach and guide people in order to form a common value. Confucius said, “To put the people to death without having instructed them,this is called cruelty.”*(Analects*.20.2) On the other hand, Confucius points out the importance of leading by example, he said，”When a prince’s personal conduct is correct, his government is effective without the issuing of orders. If his personal conduct is not correct, he may issue orders, but they will not be followed.” (*Analects*.13.6)That is to say, when the manager make an correct example, do not need to order, the managed will be followd; if the manager is not correct, even if repeated orders, the managed will not obey. So,leaders should set a good example, and only “improving themselves “ can be “making others well-being”[6].

Li originally belonged to ancient ancestors sacrificial rites of gods, and later evolved into a system of norms of social behavior. Li is an important concept of Confucianism, Xunzi said, “a man without ritual will not live; an undertaking lacking ritual will not be completed; and a nation without ritual will not be tranquil.”(*Xunzi*.2.2).Confucianism emphasizes morality because they know the importance of internalization of culture and values to management, while the inner things can not be seen and touched after all,Confucius said that “If they be led by virtue, and uniformity sought to be given them by the rules of propriety, they will have the sense of shame, and moreover will become good.” (*Analects.*2.3)That is to say, we should not only guide and edify by moral cultivation, but also restrict human behavior with Li.

Confucian Li consists of two aspects: internal spirit and external form. Its internal spirit is to maintain the patriarchal hierarchy and the corresponding various moral and ethical, and its external forms include ritual ceremonies such as sacrifice, marriage and funeral, alliance and so on. Therefore, De and Li are complementary to each other, De is represented by Li, and Li takes De as the intrinsic value source[7-8].

Management of corporate culture is the result of the development of management science to a certain historical stage. It no longer only focuses on the “hard” management of organization, but also pays attention to the role of “soft” management such as values, codes of conduct and common practice, so as to realize the osmosis influence of internal culture and collective spirit on individuals. From the perspective of Managementof corporate culture, the Confucian view of De and Li emphasizes the importance of corporate culture as “soft”management.

3.MANAGEMENT OF ENTERPRISE IMAGE

Confucianism attaches great importance to the value of Cheng(honesty).Confucius hold faithfulness and sincerity as first principles(*Analects.*9.25)He believed that Cheng is the foundation of life,If people do not have good faith, they can not survive in the world.He said, “I do not know how a man without truthfulness is to get on. How can a large carriage be made to go without the crossbar for yoking the oxen to, or a small carriage without the arrangement for yoking the horses?”(*Analects.*2.22)Mencius regards Cheng as rule of nature, he said,”So sincerity is the way of nature,while striving for sincerity is the way of man”(*Mencius.*7.12)[9].

Chengis the moral expression in interpersonal communication. A person’s words and deeds will form a moral personality image in the hearts of others. This moral image is the key to establish a good relationship between people. In the Confucian view, “Making the will sincere means no self-deception” (*The Great Learning*). A man who does not lie and speaks trustworthiness will gain the trust of others,”In his intercourse with his friends,his words are sincere” (*Analects.*1.7).When Confucius talked about the way to govern, he said, “ there is no trust, the common people will not be able to stand on their feet" (*Analects.*12.7).In Confucian opinion, A person who is consistent with the inside and outside will establish a good personality image in the minds of others.

Just as a person's moral image has an important impact on personal relationships, the image and reputation of an enterprise also directly affect the development and success of enterprise management. Although in the market economy environment, the enterprise is profit-oriented, the pursuit of profit maximization is its main goal, but as a member of society, especially some enterprises with great influence,It brings the society not only the products it provides, but also a series of implicit "products" such as corporate culture, values, management level, social responsibility and so on, which are embodied in economic activities and social activities. From ancient times to the present, the Chinese nation regards "equally honest with aged and child customers" as the basic moral principle in operation, which embodies the image consciousness of taking honesty and trustworthiness as the life of an enterprise.

People can not survive without Cheng. Similarly, an organization can not survive without credit. Whether an enterprise is honest and trustworthy is playing an increasingly important role in the survival and development of an enterprise.Modern society, in a sense, is a contract society, credit society, therefore, to abide by the contract is a moral principle for the modern enterprise .In modern society, business contacts between organizations are generally in the form of contract documents to clarify the responsibilities and obligations of both parties, with legal effect. Therefore, all organization must have the spirit of contract and the concept of the rule of law.

4.PRINCIPLE OF MANAGEMENT

The term Zhongyong mean) was first seen in the Analects.Confucius regards the Zhongyong as the highest virtue,He said, "Supreme indeed is the Mean as a moral virtue." (*Analects.*12.7)The disciples of Confucius took Zhongyong as the practical wisdom and methodological principle of realizing Ren, and elaborated this idea exclusively in the article Zhongyong.Zhu Xi listed the Zhongyong as one of the "The Four Books",so we can see the importance of the Zhongyong in his mind.

Concept of the Zhongyong is often misunderstood as eclecticism in real life, such as mediocrity and drift with the tide.Fung Yulan once criticized this misunderstanding of the Zhongyong. He believed according to the original meaning of the Zhongyong, the Zhong did not mean incomplete or ambiguous; according to the original meaning of the Yong did not mean mediocre, nor did it mean vulgar. Zhongyong is not only a virtue but also a methodological principle. As methodology, Zhongyong is to regard the principle of the daily behavior, that is,Zhongyong is to adhere to the principle of Zhong in daily life. In Confucius view, "To go beyond is as wrong as to fall short,"(*Analects.*11.16)That is to say, doing everything, too much or not enough is not the best condition.

Confucius put forward his own views on how to achieve moderation from several aspects. First of all, it is to deal with the problem in a positive, grasp the degree of things, do not go to extremes. He said, "Failing to find moderate men for associates, one would, if there is no alternative, have to turn to the undisciplined and the over-scrupulous".*(Analects.*1.7) Second, it should be follow the principle of Zhong according to different time, Confucius said, "The superior man's embodying the course of the Mean is because he is a superior man, and so always maintains the Mean" (*Zhongyong*). That means a gentleman can insist on the Zhongyong, the key is he make changes according to the times, rather than rigid and unchanged.Third, following Li means Zhong. The doctrine of Zhongyong emphasizes the change of time, but this change is not without any standards and basis, and its normative principle is to follow the Li. Confucius said, "Unless a man has the spirit of the rites, in being respectful he will wear himself out, in being careful he will become timid, in having courage he will become unruly, and in being forthright he will become unrelenting."(*Analects.*8.2) respectful, careful, courage and forthright are good qualities of a person, but Confucius believed that if they were not bound by Li, they would go in the opposite direction.

From the perspective of the Zhongyong, we should emphasize moderation in management practice. For example, enterprises often reward and punishment as a means of motivating employees, but if used excessively, it will inevitably go to the opposite side and no longer work.Therefore, as far as management is concerned, Zhongyong means, first of all, it is necessary to use both Li and Fa(law) to achieve the unity of self-discipline and heteronomy; second, it is necessary to be flexible in principle and not rigid mechanically. Li Ka-shing once said that Confucianism's "To go beyond is as wrong as to fall short"(*Analects.*11.16)and Taoism's "who stop in time nothing can harm "*(Laozi.*44) is very helpful to his management.

5.OBJECTIVES OF MANAGEMENT

He(Harmony) original means is a harmonious state between different tunes and sounds.In ancient China.Whether it is music, taste, or reason, He ultimately refers to the proper and regular harmonization and coordination between different things or different components of things. Therefore, as someone pointed out, in traditional Chinese culture, the basic meaning of He is"reconcilation,harmony and coordination".

Confucians pay special attention to the value and significance of He(Harmony). Yu Tzu said,"of the things brought about by the rites, harmony is the most valuable."(*Analects*.1.12]) In the Confucian view, He(Harmony,) is the best state of human relations. As a code of conduct and political system, Li has important value for the harmony of interpersonal relationships.

How to achieve He(Harmony)? According to Confucianism,the key is to find consistency on the basis of recognition of differences. Confucius said, "The gentleman agrees with others without beingan echo. The small man echoes without being in agreement"*(Analects.*13.23).He also said, "The gentleman is conscious of his own superioity without being contentious, and comes together with other gentlemen without forming cliques."(*Analects.*15.22)It means that a gentleman should be amiable and harmonious with others, but not to deny differences, not to obliterate contradictions, and not to drift with the tide.

From the perspective of management, the value and significance of individual or organization lies in its uniqueness.However, this uniqueness does not mean that it hinder the coexistence between people or organizations, on the contrary, it is the basis of mutual coordination and cooperation between the two sides, more conducive to the realization of the public interest.If all people are the same, what is the value of mutual cooperation and coordination?Therefore, for management, from the microscopic point of view, He(Harmony) is to recognize and respect the differences between people within the organization, employees and managers, managers and owners of the enterprise, Pursue internal coordination but not absolute identity. From the macro perspective, He(Harmony) is to maintain differences between organizations or enterprises, but also to be sound competition. Diversity is the foundation of enterprise competitiveness, while sound competition is the embodiment of business maturity and social harmony.

To sum up, Confucian traditional culture has rich connotation. It is not only a kind of moral preaching that pays close attention to individual inner cultivation, but also a kind of theory that pays close attention to social reality. By discussing humanistic management,managementof corporate culture,management of enterprise image,principle of management,objectives of management, this paper interprets the core concepts of Ren, De, Li, Cheng, Zhongyong and Hefrom the perspective of management, It is based on this interpretation that the significance of Confucian for management can be revealed. Therefore, actively exploring the essence of Confucianism under the modern management vision will greatly enrich the content of management science, thus providing valuable ideological resources for modern management.

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The Enlightenment of Personnel Training about Innovation and Entrepreneurship in China from College Enterprise Education Model in European Union

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Abstract: 21 century is the era of knowledge driven economy. The member states of the European Union have introduced a series of policies about college enterprise education after under the negotiation in order to promote sustainable development of European economy. These policies promoted European economy effectively and sped up the process of economic development. In recent years, under the call of the mass entrepreneurship and innovation, we gradually established personnel training system of innovation and entreprenenurship in order to solve the problem of unemployment under the circumstance of economic globalization. The system construction of innovative entreprenenurship in our country is still in the preliminary stage according to China's national condition, thus, it would be beneficial for the innovation and entrepreneurship of college personnel training in our country by studying from the model of college enterprise education in European Union. According to the current situation of college students' entrepreneurship, this paper will make valuable suggestions for the innovation and entrepreneurship of college personnel training in our country based on the study of college enterprise education model in European Union.

Key words: European Union colleges, college enterprise education model, personnel training

1. INTRODUCTION

There were massive unemployed people in European during the recession in the early 21st century, who mainly were college graduates. The share of those people was up to 60 percent of total unemployed people. Most graduates hardly found jobs after graduation. European Union successively introduced policies to solve the problem based on the circumstance of European economy, and established a relatively completed college enterprise education system, which made a huge contribution to economic recovery of European[1].

2. THE BACKGROUND AND POSITIVE SIGNIFICANCE OF COLLEGE ENTERPRISE EDUCATION MODEL IN EUROPEAN UNION

The background of college enterprise education model in European Union

Influenced by the recessive economy in the end of 21st , the European public opinion agencies did surveys about the development of European enterprise according to the development of European economy, found that one of the main reason which caused the economic depression was the negativism of enterprise from young man. The local youth were passive to enterprise, more than 60 percent young people in Europe showed they had never considered starting a business, and the scale of self-employment was also under 50 percent, which lower than America at 15 percent. The survey unraveled the reason of economic downturn, and sowed the seed of education system of innovation and entreprenenurship inEuropean Union[2].

The development of college enterprise education model in European Union

The European economy showed unprecedented downturn in the late 90s, in such situation, the number of unemployed people, especially the young people,raised up quickly. Solving the problem became the first issue to recover the European economy. In order to solve the problem, in the response of European colleges, European Union introduced policies according to the ecomonical condition successively such as Green Book on European Entrepreneuship and Helping Create Entrepreneurial Culture during 2003 to 2004, which promoted the development of college enterprise education. Under these policies, European economy was stimulated to a sustainable growth due to the obvious promotion of entrepreneurship[3].

3. THE CHARACTERISTICS OF COLLEGE ENTERPRISE EDUCATION MODEL IN EUROPEAN UNION

Establishing a unified education model combined with different education system of colleges

Unified education model provided the basis for the model European college enterprise education, under the relative polices, European Union member states constantly cultivated innovation and entrepreneurship sense for undergraduates as the time changes as well as guided them transform the sense to action[4].

Bring the training of entrepreneurship sense into lifelong learning program

The European Union Council issued the Suggestion of Key Skill Related to Lifelong Learning during a meeting in the end of 2006, which considered the innovation and entrepreneurship sense as one of the eight major ideas as well as teased out a profile of content regarding European Union college entrepreneurship association. After years of effort, European Union college entrepreneurship education developed smoothly. Many colleges successively organized students participating in various entrepreneurship practices. College students were provided with training opportunity by adopting the mini-company program which promoted the development of European Union college entrepreneurship education[5].

4. ANALYSIS THE WEAKNESS OF CHINA'S COLLEGE ENTERPRISE EDUCATION MODEL COMBINED WITH THE COLLEGE ENTERPRISE EDUCATION MODEL IN EUROPEAN UNION

Absence of a sound education system and a requisite promotion in scientificity

Most of colleges put emphasis on professional courses during the teaching progress, in other words , they use extracurricular time or elective courses to guide students about enterprise which did not combine professional education with innovation and entrepreneurship education. In the 21st century, knowledge and technology are the lifeblood to both our individual and enterprise, only through scientific way as well as combining the college enterprise education with practical teaching methods and being aware of the practical significance of the development of innovation and entrepreneurship, the college enterprise education can develop smoothly[6].

Absence of personnel innovation and entrepreneurship sense of college students

In the influence of traditional ideology and culture, most of graduate students in our country deemphasize the improvement of synthetic ability during the studying period. They consider the professional skill promotion as the main mission in school and ignore the importance of innovation and entrepreneurship sense. Compared with European college students, most of students consider that start up a business after graduation as the mission for those who have great innovation ability or have outstanding grades due to lack of confidence. They even think that innovation and entrepreneurship is meaningless to college education. The phenomenon above also restricts the development of innovation and entrepreneurship education.

5. SUGGESTIONS TO THE DEVELOPMENT OF CHINA'S ENTERPRISE EDUCATION COMBINED WTIH THE COLLEGE ENTERPRISE EDUCATION MODEL IN EUROPEAN UNION

Making relative regulations together with local governments to promote the development of college enterprise education.

From the perspective of history and characteristics of college enterprise education model in European Union, European Union successively introduced policies and set guidelines towards college enterprise education model according to the development and enterprise demands during the process of construction. Starting with establishing college enterprise education model in 2000, European Union introduced several policies to regulate and adjust the model during the after two years. Under the guarantee of relative policies, college enterprise education mode developed sustainably. From the perspective of recent situation of college enterprise education, influenced by the traditional ideology and culture, college education is lack of effectively constrained policies toward college innovation and entrepreneurship education, furthermore, teachers in college did not pay enough attention to the training of innovation and entrepreneurship sense, and the construction of course system is lack of standardization. If we hope to promote the development of college enterprise education model, the local government shall know the differences of regional economic situation, detail the mass entrepreneurship and innovation strategy by combining the practical situation of regional economy and make sure that college enterprise education develop sustainably[2].

Creating a favourable environment for college innovation and entrepreneurship by reinforcing the publicity of innovation and entrepreneurship

We can easily find that from the characteristics of European Union college enterprise education model, at the beginning of constructing innovation and entrepreneurship education model, European Union gave play to its coordinated organization and disseminated the significance of training the innovation and entrepreneurship sense through their official platforms in succession. According to the situation of college innovation and entrepreneurship sense in our country, our society still need to strengthen the support to the development of education in college innovation and entrepreneurship, mainly shows in the aspects of the awareness of social group, self –awareness of college students and the support from companies. Thus, in the early stage of system construction of innovation and entrepreneurship education, the local governments are able to use the experience of European Union, giving play to the coordinate ability, arousing the enthusiasm of the participation of companiesthrough a series of support programs which finally create a good social environment for college innovation and entrepreneurship education. In the meantime, from the company perspective, it is beneficial to support the training that arousing students' s creative ability and spirit of adventure through innovation and entrepreneurship education, moreover, arousing the enthusiasm of companies can enrich the teaching method of college innovation and entrepreneurship education which will lay a solid foundation for the development of college[3]

Improving the curriculum systems and promoting the quality education of innovation and entrepreneurship

At the present stage, the construction of college enterpriseeducation needs to be perfected. Most of enterprise courses are took by extracurricular time, elective courses or lecture to guide students about enterprise which are difficult to raise the degree of attention from students. Compared with European Union college enterprise education model, it can be obviously found that the colleges pay more attention to college enterprise education. Such opinion are also reflected in the establishment of college course system which launch abundant courses to make career training according to the characteristics of students and thus arouse the enthusiasm of start up a business after graduation and the creative ability[4-6]

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The Establishment and Practice of Computer Professional Course System Based on Applied Talents Training

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abstract: This paper makes a preliminary analysis of the problems existing in the construction of practical teaching system and the importance of reform in the cultivation of applied talents, and defines the goal of cultivating applied talents of computer, that is, to improve students'practical and innovative abilities in an all-round way. It also clarifies the direction and specific countermeasures of the construction system reform of the curriculum construction system.
Key words: applied talents; computer specialty; curriculum system

1. ANALYSIS ON THE CURRENT SITUATION OF CREATING THE COURSE SYSTEM OF COMPUTER SPECIALTY

At present, there are still many problems existing in the theoretical and practical teaching system of computer specialty courses offered by Chinese universities, which hinder the training of talents and the development of disciplines, and there are several concrete manifestations. Enterprises and institutions need more and more talents, but in the course system construction, this subject has not participated in the formulation of personnel training plan, and in the teaching practice, there is a lack of certain assessment weight. In some colleges and universities, the practical courses offered are not equipped with all the necessary facilities and can not fully implement some of the key contents of practice. During off-campus practice, because a certain number of practice units can not provide students with more open technology, it has a greater adverse impact on students, so that their practical ability can not be effectively trained and improved. At the same time, it is necessary to improve the quality of computer teachers'team in Colleges and universities. We should actively set up high-level teachers' team, enrich their knowledge to a certain extent, update their knowledge structure, and strengthen their hands-on operation ability. In addition, some colleges and universities still use the traditional teaching mode to carry out teaching. There is no harmonious teacher-student relationship between teachers and students, which leads to the lack of communication between the two, leading to the loss of students'interest in inquiry and greatly weakening their autonomous learning ability. And it can not effectively play the advantages of multi-disciplinary integration in Colleges and universities. We should cultivate computer application-oriented talents based on the advantages of integration and resource sharing, so as to maximize the wide application of computers[1].

2. THE NECESSITY OF CURRICULUM SYSTEM REFORM

n recent years, with the rapid development of science and technology in China, information technology has made tremendous progress. We have gradually entered the information age, further expanding the application scope of computer technology in the actual society, and increasing the development speed of this technology. Based on this, higher requirements are put forward for the teaching management of colleges and universities, which must be based on the specific needs of society and combined with the actual situation of schools and professional characteristics. While implementing teaching reform on the basis of ensuring synchronization with the development of the times, we should not continue to apply traditional teaching methods. For the current college graduates, the requirements of modern society in terms of their quality have developed and changed, which needs to be taken as the basis for adjusting the training system of this course in the first time, and make it reflected in the training plan and requirements. At the same time, some universities have not completely eliminated the phenomenon of attaching importance to theory and neglecting practice. Under these conditions, it is easy to cause the students trained to have high scores, but poor abilities. They may have solid theoretical knowledge, but lack practical ability. Therefore, we must constantly improve the importance of practical teaching, improve the quality of students'training in the teaching process, create a better practical environment, increase the intensity of curriculum reform, enrich students' theoretical knowledge, effectively improve their practical ability, and further realize the training of high-quality applied talents[2].

3. THE REFORM AND EXPLORATION OF COURSE SYSTEM CONSTRUCTION FOR APPLIED TALENTS OF COMPUTER SPECIALTY

3.1 Foster a strong computer culture

Globally, it is in the stage of transition from a to b, that is, from the atomic age to the bit age through reform. In this process, the importance of computer science and technology can not be underestimated, and its progress and development play a key role. In terms of quantity, there have been more than 50 years of development and transformation. At present, computer technology has been widely used in various fields. It is inseparable from many aspects of people's life and work, and has become an indispensable part of it, and formed a unique computer culture. This kind of culture has strong representativeness, that is, a new type of culture of the times, which directly affects people. The ability of cultivating in cultural education has been effectively improved. It is no longer reading, writing and arithmetic, but a higher level than it, that is, information ability. With the widespread application of computer culture, information capability can be realized. For College students, computer culture will affect their future growth and development, can mobilize students'enthusiasm and initiative in learning, and stimulate their interest and enthusiasm in their major. And to a large extent, it can lighten the burden of schoolwork, help to cultivate the students'good scientific literacy, and ensure that they have a comprehensive and effective grasp of the theoretical knowledge and skills of computer software and hardware and their applications, Table 1.

Table 1 Four phases of computer development[3-4]

Generation	Beginning and ending years	Electronic components used	Data processing mode	Computation speed	application area
First generation	1946-1957	Electron tube	assembly language and Code program	5 thousand ~3 tens of times per second	National defense and high technology
The second generation	1958-1964	transistor	Advanced Programming Language	Hundreds of thousands to millions of times per second	Engineering Design and Data Processing
The third generation	1965-1970	Small and Medium Scale Integrated Circuits	Structured, Modular Programming and Real-time Processing	Millions to tens of millions of times per second	Industrial Control and Data Processing
The fourth generation	1970- today	Large Scale and Ultra Large Scale Integrated Circuits	Time-sharing, Real-time Data Processing, Computer Network	Hundreds of instructions per second	Industry, Life and All Aspects

3.2 Optimizing and Perfecting the Course System of Computer Major

3.2.1 Reforming Computer Hardware Course

At present, with the rapid development of information technology in our country, it has been widely used in society and gradually realized informatization. At the same time, the hardware curriculum system has become an indispensable part of the curriculum system of computer specialty. Its main courses include "Computer Composition Principle" and "Computer System Structure". Therefore, we should actively reform the teaching of hardware courses. Firstly, we should scientifically and rationally apply informationization strategies to improve the quality of teachers as a whole, abandon traditional teaching methods and innovate them. Through the flexible application of modern teaching methods, it has a greater impact on students, stimulates their interest and enthusiasm in hardware courses, mobilizes their enthusiasm and initiative to learn hardware knowledge, and cultivates and improves their team spirit and practical ability. Secondly, according to the hardware knowledge, update it in the first time, and take its experimental facilities as the object to ensure the advanced nature of these facilities. Because information technology constantly improves the speed of renewal, it puts forward higher requirements for teaching. In this process, hardware knowledge and experimental facilities must be updated on the basis of synchronizing with the development of the times. Thirdly, in view of the teaching evaluation system and strengthening its reform and innovation, when the hardware curriculum assessment is carried out, the evaluation criteria should be formulated comprehensively and reasonably, and quantified, so as to provide an important guarantee for the objective and impartial assessment. It should also be emphasized that practice should be the main method to give full play to students'subjective initiative and stimulate their innovative thinking and creativity[5]

3.2.2 Reforming Computer Software Course

The course of computer software mainly includes graphic design and engineering mathematics, and its main courses include Java programming and computer network technology. After the completion of this part of the course, colleges and universities should be based on students'actual development needs and preferences, so that they carefully select relevant courses for in-depth study and exploration. At the same time, schools need to open the necessary teaching venues for them, and equipped with relevant facilities and teachers, so that teachers can provide effective guidance for students. Then strengthen the good communication and communication between teachers and students, and then enhance their professional literacy, which is conducive to go to work after graduation, and lay a solid foundation for this[6].

3.3.3 Reforming Computer Practice Course

As far as computer specialty is concerned, in the process of training applied talents, its practical teaching occupies a vital position and is an indispensable link. Usually, the main courses of applied technology are required. All courses should offer experimental courses, and the proportion of class hours in the total class hours is more than half. At the same time, comprehensive vocational skills training should also be carried out, mainly in order to improve the overall quality of students. In addition, there are a number of practical teaching links, mainly Java programming, Flash animation design and computer network technology. In the social sphere, flexible application of these courses can give full play to their role and provide effective help for dealing with specific problems in life. It can not only cultivate and enhance students'practical ability, but also stimulate their sense of social identity and work achievement, Table2.

Table 2.The Catalogue of Computer Course Systems.

Course category	Curriculum level	Course title	Content of courses	Training objectives
Compulsory course for all students	Public foundation 1	University Computer Foundation	Computer culture Wood, PPT, Excel and other software	Understanding Computer Culture; Learn basic applications such as office software
Compulsory Courses for Joint Training Students	Primary application 3	Computer Programming and Application (C Language); Computer Hardware Technology Foundation; Extreme and Network Technology and Its Foundation	C Language Programming Method; Computer Composition Principle and Interface Technology; Principle of Computer Network Technology and Website Making	Master computer software, hardware technology and network technology

Elective courses	Advanced application	Data principle application; Application of Multimedia Technology; C++ Object-Oriented Programming Software Engineering	Database principle; Application and Development of Database Management System; The Use of Photoshop, Flash and Other Multimedia Software C++ Programming Method; Software cycle, project management, software testing, etc.	More professional needs to master different computer application capabilities; Advanced Software Development Ability

3.3 Strengthen the Construction of Computer Teaching Teachers

Teachers'professional development is very important and can fundamentally improve the quality of education. For the construction of teaching staff, we must strictly abide by the Sixteen-Character Principle. One is to improve, the other is to introduce in an orderly way, the third is to cultivate and the fourth is to make the best use of it. It is necessary to formulate a plan for the construction of a table contingent in line with professional development, effectively coordinate the relationship between the introduction and training of teachers, and place it in an equally important position [3]. In order to promote the construction of computer teaching faculty as a whole, we should not only strengthen the training of every teacher, but also continuously improve the emphasis on the construction of professional faculty. At the same time, we should carry out two tasks to improve the quality of the whole faculty[7].

As far as computer specialty is concerned, the formation of high-quality teachers with strong team spirit can greatly promote its development. On the basis of training the existing teaching staff, we should strengthen the refinement of the professional direction and the guidance of the whole team. From a strategic point of view, we should focus on team building, first lay a solid foundation, and then scientifically and rationally formulate the construction system. Then create a good environment for collaboration, actively promote the individual development of teachers, and then improve the overall quality of teachers. At the same time, young and middle-aged teachers occupy a pivotal position in the whole teaching staff. We must pay enough attention to them and make them play a full role. If conditions permit, we can organize these teachers to visit and exchange with the most advanced universities in China and even abroad, so as to promote the healthy and long-term development of our teaching staff.

In the process of building the teaching staff, we should fully combine the development of teachers'individual and team as well as the achievement of individual values and team goals to form a high-quality team with strong cohesion and competitiveness. Colleges and universities must constantly encourage teachers to cooperate with each other, advocate collective efforts to overcome a difficult situation together, strengthen professional frontier exploration, stimulate the sense of mission and responsibility of all teachers in the team, and make every effort to improve and enhance their individual qualities and skills, so as to strengthen team building as a whole[4].

4.conclusion

With the continuous progress and development of information technology, people have entered the information age, and the demand for computer talents is getting higher and higher. Therefore, under the new situation, colleges and universities must actively reform and innovate the creation and practice of computer curriculum system based on the cultivation of applied talents. At the same time, we should renew theoretical knowledge and skills at the first time, strengthen the improvement and innovation of teaching mode and means, focus on training and improving students'practical ability, and then export high-level applied computer talents for the country and society.

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Research on High Quality Resource Introduction Model Based on Chinese and Foreign Cooperation in Running School

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abstract:It is the core of Chinese and foreign cooperation in running schools to introduce high-quality educational resources abroad and promote the long-term development of higher education in China. However, from the current situation of Chinese universities and foreign cooperation in running a school, there are still certain influencing factors, which restrict the development of Chinese and foreign cooperation in running a school, and become the bottleneck of Chinese and foreign cooperation in running a school. How to correctly understand and solve these factors will directly affect the future development of Chinese and foreign cooperative education in colleges and universities in the new era. Therefore, based on the guidance of high quality education resources, this paper discusses the principles of introducing high quality education resources, and finds out the influencing factors affecting the introduction of high quality education resources in colleges and universities, and puts forward the construction measures of the high quality resources introduction model of universities and colleges in China and foreign countries.
Keywords: Research, model, Chinese and foreign cooperation in running schools, quality education resources.

1. INTRODUCTION

Since the reform and opening up, with the promotion of the popularization and internationalization of higher education in our country, the Chinese and foreign cooperation in colleges and universities have been rapidly developed and expanded. Besides the private education and public education, there are third forms of university education in our country, which are self-development of higher education, economic development and social development in our country and the exhibition has an important propelling effect [1]. However, there are some influential factors in Chinese and foreign cooperation in running schools at present. These factors have both cognitive and theoretical level, and there are also policy and legal aspects. The core influence factors are how to introduce and use foreign high quality education resources and improve the quality and level of Chinese and foreign cooperative running schools[2]. The introduction of foreign educational resources in colleges and universities can promote the development of higher education in our country, enrich the educational resources of colleges and universities in our country, innovate the new situation of the reform of college education, expand the knowledge of the students, and enable the students to develop in all directions. For this reason, this paper makes an in-depth study on the introduction of high quality education resources from Chinese and foreign cooperation in Colleges and universities on the objective level, and constructs a model of high quality resource introduction of Chinese and foreign cooperative colleges and universities, thus promoting the long-term development of higher education in our country.

Through the implementation of Chinese and foreign cooperative education in colleges and universities, the introduction and application of foreign high quality education resources can alleviate the shortage of high quality education resources in the process of International education in colleges and universities to a certain extent. It is beneficial to enrich the educational resources of colleges and universities and cultivate international talents suitable for the modernization of our country [3]. This paper, taking the introduction of high quality education resources as the breakthrough point, takes the introduction of high quality resources in universities and colleges as the research object, and aims to build a model of high quality resource introduction of universities and colleges in China and foreign countries [4]. First, the concept of high quality education resources is discussed. It is understood that the introduction of high quality education resources in foreign countries should adhere to the principle of understanding oneself and understanding the other, and the principle of diversification. Secondly, the factors that affect the cooperation between Chinese and foreign colleges and universities are analyzed. Finally, the construction strategy of the high quality resources introduction model of universities and colleges in China and foreign countries is put forward. The purpose is to train internationalized talents for our social development.

2. THE CONCEPT OF HIGH QUALITY EDUCATION RESOURCES AND THE PRINCIPLE OF INTRODUCTION

2.1 The concept of high quality education resources

According to the research, different researchers have different views on the definition of quality education resources, and they all put forward different views on high quality education resources from their respective perspectives [5]. Some scholars believe that high quality educational resources refer to providing excellent resources of hardware and software for education. It can be divided into two aspects: one is software education resources, including high-quality curriculum resources and excellent teacher resources. On the other hand, hardware education resources include high quality periodical resources, book resources, and high-quality research facilities. At the same time, some scholars believe that high quality education resources have the specialty or discipline of running school characteristics and successful experience in the world, including advanced, leading teaching materials, courses, teaching models, teaching ideas, teaching forms, assessment methods, and teaching management system [6]. This paper holds that the quality education resources include the following aspects: institutional resources, cultural resources, teacher resources, material resources and school characteristic resources. The idea is expressed as a mathematical formula:

$$Y+N=Z/_{Y+N}+\frac{\sqrt{W+G+J+X}}{Y+N}$$

(1)

among them, represents cultural resources, and represents teachers' resources, institutional resources, material resources, and school characteristic resources.

2.2 The principle of introducing high quality education resources

First of all, the introduction of high quality education resources should abide by the principle of understanding oneself and the other, and can effectively overcome the influence of the bad communication. In the cooperation of Chinese and foreign cooperation, only when the two sides fully understand and the information are open, can we realize the mutual thinking, cooperation and mutual promotion prospects of both sides, and then can they be able to do so to ensure the smooth progress of Chinese and foreign cooperation in running schools [7]. The Chinese and foreign cooperative schools should fully understand the purpose of mutual cooperation, and let the other party understand the needs and expectations of Chinese universities and colleges, and have clear goals to promote better cooperation between the two sides [8]. Secondly, the introduction of high quality education resources should abide by the principle of diversification. In the cooperation of Chinese and foreign cooperation, colleges and universities should adhere to the introduction of diversified and diversified foreign high-quality educational resources, including not only common financial, human and material resources, but also various recessive resources such as management experience, education concept, information and so on. The fundamental purpose of realizing the cooperation of Chinese and foreign cooperation in colleges and universities. Finally, the introduction of high quality education resources should abide by the principle of the door to account. Because of the relative factors of high quality education resources, we should follow the principle of equivalence and the principle of stratification and classification in the introduction of high quality education resources [9]. On the one hand, colleges and universities should make a rational orientation of their own running conditions, make a clear understanding of their own level of class, and have sufficient confidence in their own running status. On the other hand, in Chinese and foreign cooperative schools, colleges and universities should have equal right to speak, only the two sides are in the equal position, can promote the smooth progress of Chinese and foreign cooperation in running schools. A schematic diagram of the introduction of quality educational resources is shown in Figure 1.

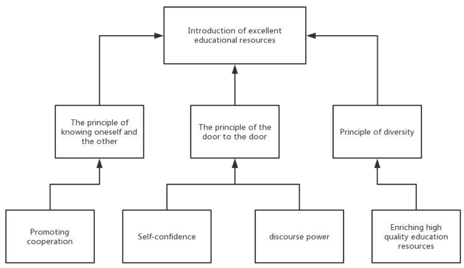

Fig.1 Principles of introducing high quality education resources

3. FACTORS INFLUENCING THE INTRODUCTION OF HIGH-QUALITY RESOURCES IN CHINESE AND FOREIGN COOPERATION IN RUNNING SCHOOLS

3.1 The policies and regulations are not perfect

As the relevant policies and regulations on running a school in China and foreign countries are not perfect, the legitimate rights and interests of students, teachers and both parties have potential risks in different degrees. In this context, whether their own reputation will continue for some foreign countries with good reputation and good experience in running a school. The question of whether to maintain and enter the Chinese market to obtain a good share and protect its legitimate rights and interests has led them to hold a wait-and-see attitude in the Chinese and foreign cooperation in running a school, thus affecting the progress of the implementation of the Chinese and foreign cooperation in running a school [10]. The influence factors of Chinese and foreign cooperation in running schools are expressed by mathematical formula:

$$Z = F(X + J + G) + W\frac{Y}{U} \tag{2}$$

among them, represents the influencing factors of Chinese and foreign cooperation in running schools. represents policies and regulations. represents students, teachers and partners respectively. represents foreign educational institutions, represents the attitude of watching, and represents question [11].

3.2 Lack of understanding of Chinese and foreign cooperation in running schools

At present, there is a lack of understanding of Chinese and foreign cooperation in running schools, which is embodied in the following aspects: first, colleges and universities do not realize that Chinese and foreign cooperation is an important part of the education and teaching of colleges and universities; secondly, colleges and universities have misunderstandings on Chinese and foreign cooperation in running schools, and consider the introduction of high quality education resources from foreign countries into our educational institutions. In the Department, it is the embodiment of the loss of our country's educational sovereignty [12]. As a matter of fact, educational sovereignty is the main part of our country's sovereignty. It covers the judicial power, the legislative power and the administrative power of education. We have to grasp the judicial, legislative and administrative rights on the issue of national education. In the cooperation of Chinese and foreign, we will insist on safeguarding our interests of both sides will not result in the loss of educational sovereignty [13].

4. RESEARCH ON THE CONSTRUCTION OF HIGH-QUALITY RESOURCE INTRODUCTION MODEL FOR CHINESE AND FOREIGN COOPERATION IN RUNNING SCHOOLS

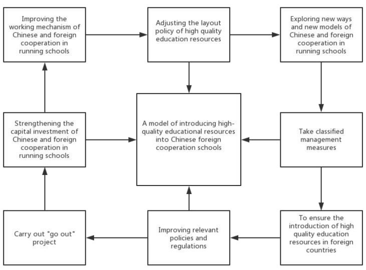

Fig.2 Model construction of high-quality resource introduction in Chinese foreign cooperation in running universities

Through the above demonstration, the concept of high quality education resources and the introduction principles are clarifying, and the factors that affect the introduction of high quality education resources in Chinese and foreign cooperative running schools are known, and the following suggestions are put forward to promote the construction of high quality resources introduction model of universities and colleges in China and foreign countries [14]. First, colleges and universities should improve and construct the various mechanisms in Chinese and foreign cooperation in running schools, adjust the layout policy of introducing high quality education resources, and plan the regional and professional layout of high quality education resources at home and abroad in the long-term view, and further promote the implementation of Chinese and foreign cooperation in running schools. Secondly, the new way of Chinese and foreign cooperation in running schools is discussed. In order to ensure the introduction of high quality education resources, the country should strengthen the improvement of relevant laws and regulations, guarantee the legitimate rights and interests of foreign excellent educational institutions in the cooperation of running schools in our country, and eliminate the attitude of their cooperation with Chinese universities and colleges, and then promote both sides. Thirdly, the implementation of "going out" project, promoting the initiative of introducing high quality education resources and carrying out "going out" project can improve the discourse power of Chinese universities in the international education system, enhance the influence and popularity of our universities in the world, and then promote the path of the internationalization of higher education in our country. In addition, colleges and universities in Chinese and foreign cooperation should also increase the investment of funds, provide financial support for the introduction of foreign high quality education resources, and further promote the development of education and teaching in colleges and universities [15]. As shown in Figure 2, a schematic diagram of the introduction of high-quality resources in Universities for Sino-foreign cooperation in running schools is presented.

5.CONCLUSION

To sum up, the introduction of foreign educational resources in colleges and universities can promote the development of higher education in our country, enrich the educational resources of colleges and universities in our country, innovate the new situation of the reform of higher education, expand the knowledge of the students, and enable the students to develop in all directions. Based on this, colleges and universities should solve the influencing factors of Chinese and foreign cooperation in running schools, take effective measures to construct the model of high quality education resources introduced by Chinese and foreign universities and colleges, and then promote the introduction of foreign high quality education resources, enrich the educational resources of colleges and universities, and train college students to become international talents.

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On the Risk and Success Rate of College Students' Self Employment

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Abstract: Under the background of "mass entrepreneurship and innovation", College students, as the most dynamic and potential group, have become the new force in the independent entrepreneurship camp in China. With the introduction of the incentive policy of national entrepreneurship and innovation, more and more university graduates are involved in entrepreneurship. However, the social experience of college graduates in entrepreneurship is relatively insufficient, and they are faced with many problems and frustrations in their entrepreneurship. In this paper, the risk of College Students'entrepreneurship is sorted out, and the social topic of College Students' entrepreneurship is discussed.
Keywords: Success rate of venture capital venture of University Students

1. THE CURRENT SITUATION OF COLLEGE STUDENTS' ENTREPRENEURSHIP

Since the expansion of university enrollment in China, the number of university graduates has steadily increased, the market has become saturated, and the limited employment posts can not meet the needs of a large group of graduates. Faced with the severe employment situation, many university graduates have chosen the path of self-employment, hoping to promote employment by entrepreneurship. Compared with developed countries, China's universities have less time and experience to carry out entrepreneurship education. It can be said that the entrepreneurship of university students in China is still in its infancy. Although some progress has been made after more than ten years of exploration, there are still many shortcomings in the development of independent entrepreneurship of college students in China. We should learn from the advanced experience of foreign countries, actively explore college students'entrepreneurship model suitable for our national conditions, and lead China's entrepreneurship to a new era[1-2].

(1) Slow growth and low success rate.

In recent years, in order to encourage college students to start their own businesses and solve the employment difficulties of College students, governments at all levels and universities have paid attention to it, and invested a lot of manpower, material resources and financial resources. However, the results are not satisfactory. The development trend of college graduates choosing to start their own businesses is slow and the success rate is not high. The success rate of university graduates in western developed countries is stable at 20%30%, while in China it is less than 5%. The reasons for this huge difference are different educational concepts, cultural differences, employment patterns, etc.

(2) Entrepreneurial mode is dominated by low technology content.

At present, the entrepreneurship mode of college students in our country is relatively traditional and single. Among them, accommodation and catering, home education service and consumer e-commerce are the most common ways of entrepreneurship among college students. These entrepreneurship modes are mostly low-tech ones, but few high-tech ones. Low-tech entrepreneurship lacks market competitiveness, which can easily lead to business failure when the market tends to be saturated.

2. CLASSIFICATION OF VENTURE RISK FACTORS FOR UNIVERSITY STUDENTS

According to the classification of entrepreneurship risk in domestic and foreign literature and the summary of the results of investigation and interview, college students'entrepreneurship risk can be divided into the following types of risk factors in terms of source subdivision[3-5].

(1) Market risk

Because of the law of market economy, market risk is the primary and uncontrollable risk faced by college students. In the interview, we found that the economic crisis in the market, inflation factors, such as rent, raw materials, rising labor costs, etc. have become the main bottleneck of college students'entrepreneurship, and also one of the main reasons for their high financing costs. Due to the limitations of time and capital, experience and so on, they are usually forced to accept market pricing, changes in bargaining power of buyers and suppliers, and changes in various economic costs, thus reducing their profitability and increasing the risk of College Students'continued success in entrepreneurship.

(2) Management risk

At the beginning of their entrepreneurship, some college students, out of their strong desire for success and urgent expectation, tend to blindly pursue business scale, resulting in blind financing and waste of funds. This has led many college students, even in the beginning of their business, to get into financial difficulties. In addition, the literature also shows that the failure of College Students'entrepreneurship caused by decision-making errors, as well as the unscientific organizational structure and improper employment, are particularly evident in college students' entrepreneurship.

(3) Social resource risk

Freshly graduated college students lack social resources and social awareness. Compared with other entrepreneurs, they lack financing resources, intellectual resources, human resources and information access resources. In the diversified market environment of information acquisition and dissemination channels, such social resources risk will also have a direct impact on the results of college students'entrepreneurship.

(4) Lack of legal awareness of entrepreneurs

With the continuous development of the socialist market economic system with Chinese characteristics, the means of regulating and controlling the economy by law are becoming more and more perfect. The behavior of every market economic subject is protected and restricted by law. Undergraduate entrepreneurship is a kind of legal behavior for university students to participate in market competition. Its main behavior activities must be carried out in accordance with the provisions of national laws and the agreement of contracts. Therefore, in the process of entrepreneurship, entrepreneurs face many legal risks in exercising their rights and fulfilling their obligations. Its content covers the establishment, operation, management and integration of enterprises. Capital loans, debt and debt, labor and personnel, industry and commerce tax, safety production and many other fields. However, in the practice of entrepreneurship, many college students lack the necessary legal common sense and insufficient forecasting and judging of the legal risks they face, resulting in legal disputes in enterprise management, affecting the normal operation of enterprises, and then leading to the failure of entrepreneurship.

3. IMPROVING THE SUCCESS RATE OF COLLEGE STUDENTS' ENTREPRENEURSHIP

In addition to their own advantages, college entrepreneurs also need favorable external conditions such as government support, school encouragement and social concern. Despite the obvious advantages, there are still few successful entrepreneurs, which is obviously related to the disadvantages of College Students'own entrepreneurship.

(1) Increase investment in venture capital and cross capital clearance

For graduates who want to start a business actively, lack of start-up funds is the first difficulty they need to overcome. In order to encourage and support college students'entrepreneurship, the government has introduced many preferential policies, but the coverage of government funding is not wide, less than 5%. In addition, there are differences in the level of running universities in China, such as undergraduate colleges and higher vocational colleges; different characteristics, such as normal schools, science and engineering, comprehensive classes; based on different fields, such as the eastern, central and Western regions, the eastern region is richer in educational resources and higher level of economic development than the central and Western regions. These differences determine that our country needs to provide "precise" assistance to college students in increasing the investment of venture capital. For College entrepreneurs, to overcome the financial difficulties, they should not rely excessively on the investment from the state or enterprises. They should actively seek solutions, such as establishing a negative cash conversion cycle of enterprises, that is, they can receive enough accounts receivable before paying suppliers or providing services, so as to prevent the early stage of entrepreneurship. Suffering from cash shortages[6].

(2) Seek "partners" and cross experience.

The "partners" here have two meanings. The first is to seek a group of people who can help you achieve your ideal and attract people who share the same values and are willing to work together to gain more action resources and more creativity. They should not only possess the qualities of execution, learning ability, persistence, courage, will and anti-pressure ability, but also have different disciplinary backgrounds such as engineering, science, literature, management, law, etc. to form a team of entrepreneurs with complementary knowledge and ability. The two is silent partner, that is, books and curriculum training. In our country, entrepreneurship has formed a kind of social atmosphere, with a rapid development momentum, and a wave of entrepreneurship has arisen. Through the Internet search, you will find that there are numerous books related to "entrepreneurship". This explosive information often makes it difficult for people to make correct choices and judgments, so that entrepreneurs can buy without discrimination[7].

(3) Seize the opportunity to start the business and cross the market.

For College entrepreneurs, it is not difficult to have a good idea and a new idea. It is also not difficult to entrust creativity to products. It is difficult to sell products. In order to improve the success rate of entrepreneurship, we must push products to the market and make profits. No enterprise has been established and grown in the absence of a consumer market. It is difficult for products and projects without a market to survive. Many college entrepreneurs have innovative ideas of entrepreneurship and have tried some entrepreneurship projects, but not all projects have the value of transformation or landing. One of the important criteria is whether these projects have market and commercial value. College entrepreneurs need to consider and pay attention to the whole market environment, so rational college entrepreneurs should dare to seize the market opportunities and open up new markets after fully analyzing the whole market environment, so as to avoid the failure of entrepreneurship.

(4) Enhance entrepreneurial self-efficacy and cross confidence.

As the name implies, entrepreneurial self-efficacy refers to the strength of belief that individuals can successfully play the role of entrepreneurs and complete the core tasks of entrepreneurship. At present, the sense of entrepreneurial self-efficacy of college students in China is still relatively low, which is mainly manifested in the lack of clear and reasonable planning for the realization of their entrepreneurial dreams, and the lack of sufficient confidence in the success of entrepreneurship. For college students who are still on campus and lack entrepreneurial and practical experience, the factors of interest, perseverance, ideas and execution can not help them overcome the difficulties. Therefore, college students should enhance their innovative ability while enhancing their sense of self-efficacy in entrepreneurship. When facing setbacks and difficulties, they should not give up easily.

4. SUMMARY AND RECOMMENDATIONS

Government, universities and society also have a significant impact on the success of college students'entrepreneurship. To improve the success rate of college students' entrepreneurship, it is far from enough to seek solutions from college students themselves. Therefore, the government should constantly improve college students'entrepreneurship policy, risk awareness education, and put it into practice, and build an entrepreneurship policy support system; colleges and universities should attach importance to entrepreneurship education, improve the curriculum of innovation and entrepreneurship, and build an entrepreneurship education system; in the whole society, we should form a strong atmosphere of entrepreneurship and improve entrepreneurship management. The service system and the establishment of social service system. Only through joint efforts from four levels, can we play a synergistic role to jointly improve the success rate of college students'entrepreneurship.

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Research on Cooperative Teaching Mechanism between Chinese and Foreign Teachers under the Intercultural Communication

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Abstract: With the deepening of education reformation, the cooperative teaching becomes a newly-developing thing in education reformation. Cooperation between Chinese and foreign teachers is a necessity due to the diverse cultural differences especially in foreign language teaching. This paper, based on the foundation of intercultural communication research, will explore the meaning and the problems of the cooperative teaching as well as how to start such teaching method in terms of foreign language teaching. It is expected to facilitate the situation of teaching and promote the development of education reformation through the research.

Key word: intercultural communication, foreign language, Chinese and foreign teachers, cooperative teaching

1. INTRODUCTION

With the development of global political, economy and culture integration, the communication among countries is increasingly tight. Nevertheless, there are huge distinctions among different countries, areas and nationality. Thus, intercultural communication becomes the basis of teaching in the process of language teaching. Improving the position about intercultural communication teaching as well as cultivating intercultural communication competence have already become the important mission in foreign language teaching[1].

2. THE SIMPLE UNDERSTANDING OF INTERCULTURAL COMMUNICATION

The so-called intercultural communication is communication among people from different cultural backgrounds briefly, in addition, communication through language and culture. Intercultural communication is kind of a young subject due to its increasing development along with the persistent deepening of the world economic integration process. By the depth of opening-door policy and the increasingly tight international communication, foreign language teaching demand has increased constantly. In such circumstance, the intercultural communication subject emerged. Although intercultural communication merely has a short history, it still a synthetic subject which involving every aspect of cultural and language, the highlight of the subject is ‘cultural’ part in cultural linguistics, besides, the discrepancies of different culture are both the emphasis and the difficulty. The main foreign language teaching of our country is English, the international language, in the current education. Although the main of English teaching focuses on barrier-free communication, there is still a bunch of problems during the verbal communication which not only unravel in clearness of expression, but also effectively understands. The effectively understands are reflected in awareness and understanding of the culture of both sides[2]. Therefore, the most important of all, in some sense, will be intercultural communication in communication in foreign language. Above all, the succession in intercultural communication which makes people communicate through decent application of foreign language not only requires the language competence and pragmatic competence but also the understanding of cultural knowledge and cultural discrepancies to a certain extent. Only in this way, we can achieve the aim of intercultural communication[3].

3. THE MEANING OFCOOPERATIVE TEACHING BETWEEN CHINESE AND FOREIGN TEACHERS UNDER THE INTERCULTURAL COMMUNICATION

Cooperative teaching between Chinese and foreign teachers is conducive to the improvement of teachers’ professional competence

Under the traditional model of teaching, almost teachers prepare lessons, give classes and arrange tests towards to their own subjects independently. In such condition, classroom teaching quality depends on the teacher’s teaching competence to a great degree. It is difficult for teachers themselves find their own problems about teaching if teachers do not have an effective reference. This disadvantage is not beneficial to improve both the teaching quality and the professional competence for the teachers’ own. However, cooperative teaching can help to solve the problem especially in foreign language teaching. In this way, Chinese and foreign teachers can learn from each other, moreover, the enthusiasm of studying will be aroused through learning about culture at home and abroad which also improve teaching quality. Besides, the background of intercultural teaching makes teachers know each other and promote self-development[4].

Cooperative teaching between Chinese and foreign teachers is conducive to the integration of superior resources

The structure of knowledge, the professional level and the teaching ability are crucial to the classroom teaching. Though teachers face with the unified teaching contents, the effect of teaching is always different. The question above depends on the understanding of teaching contents and the selection of teaching method, especially in foreign language teaching. Different teachers are in different English level, such as pronunciation, their pronunciation is usually inaccurate influenced by the language environment, which causes the demand of Cooperative teaching between Chinese and foreign teachers. Through integrating the superior resources of different teacher and the cooperation, we can achieve the good teaching effect by raising up students' interests and enthusiasm. Therefore, cooperative teaching between Chinese and foreign teachers is conducive to the integration of superior resources of teaching advantages and promote the teaching quality.

Cooperative teaching between Chinese and foreign teachers is beneficial to the growth of young teachers

Through cooperative teaching between Chinese and foreign teachers, those young teachers are able to grow up in intercultural class practices. Young teachers are backbone force in the teachers' group which are crucial to the development of the whole teachers' group. Cooperative teaching between Chinese and foreign teachers will promote the growth of them quickly as well as expand their horizon and broaden the range of knowledge. Moreover, though this, young teacher improve the ability of class control and the ability to deal with the sudden incidents. Foreign teachers' classes are relatively active and the foreign teachers do well in enlightening the divergent thing for students as well as easily handle with the students' questions. Cooperative teaching between Chinese and foreign teachers improves the creative thinking for Chinese teachers, and both Chinese and foreign teachers can give play to their own advantages and learn from each other which promotes the reformation and development of teaching model.

4. THE APPLICATION OFCOOPERATIVE TEACHING BETWEEN CHINESE AND FOREIGN TEACHERS

Chinese and foreign teachers shall playing their respective advantages

The pure language environment and cultural thinking pattern from foreign teachers, on the one hand, can build a authentic language and cultural atmosphere, which do well in correcting the habit of thinking in students' native language, cultivate foreign language thinking model as well as improve the foreign language competence and capacity for thought. On the other hand, foreign teacher will break down the rigid teaching system during the process of teaching and raise up students' interests. We all know that the teaching model of western countries is based on the student centered, which emphasizes on the personality cultivation and encourages students find and ask questions. Thus the atmosphere of foreign teachers' classes is relatively active which shows more democracy and equality. The situation above is conducive to achieve the aim of English teaching by raising students' studying interests. Moreover, foreign teachers shall combine with the book knowledge with real life according to the real experiences and native culture teaching of them which helps to arouse the students' studying interests.

Strengthen the cooperative teaching between Chinese and foreign teachers in practical teaching stage

The teaching model of cooperative teaching between Chinese and foreign teachers, in effect, is confirming the teaching subject, and improving teaching competence through communication, cooperation and discussion between Chinese and foreign teachers, which specifically embodied in the following stages during the process of teaching: Firstly, the cooperation and discussion at the stage of class preparation. Cooperative class preparation by Chinese and foreign teachers shall communicate at teaching ideology, teaching contents, teaching link, teaching method, cultural infiltration and the situation of students and determine the next teaching cooperation process before they teach in the same class. The most important thing during the period is intercultural integration, thus they shall take care of students and hold the student centered idea and teaching introspection based on mutual respect, understanding and cooperation. Secondly, teaching cooperation in the process of classroom teaching. Classroom teaching is the center process of teaching as well as the key link of cooperative teaching between Chinese and foreign teachers, which can best demonstrate the idea of cooperative teaching.

5.CONCLUSION

Intercultural communication is an important component of foreign language teaching, what's more, the construction of cultural knowledge and language knowledge studying are equally important to the cultivation of students' practical communication competence. Chinese and foreign teachers shall coordinate interactively and learn from each other to achieve cooperative teaching, such teaching model will help to construct a relatively favorable environment towards foreign language learning and improve the comprehensive competence especially the oral communicative competence of foreign language, meanwhile, improve the teaching ability of both Chinese and foreign teachers to promote the reformation and development of teaching model and education. Cooperative teaching between Chinese and foreign teachers has gained certain research and practical achievement, however, it is still necessary to further studying, only in this way can we achieve the optimized effect.

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Survey of Knowledge and Data Relationship Graph Applications: One View of the Cathedral

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Abstract: With the advancement of machine learning technologies and explainable models being introduced into statistics, human research is now stepping into an era of big data complexity explosion. Therefore, how to efficiently organize the knowledge from different cutting-edge fields according to their unique pre or post arranged structure has remained as the next hot spot. The appearance of knowledge and data relationship graphs has provided us with one effective way to approach this. By studying and exhibiting these data graphs, disintegrated or invisible relations between various knowledge inputs can be vividly clarified, which has been demonstrated to greatly facilitate the easiness of the research and elicit various associated useful applications.
Keywords: Knowledge graph; Data graph; Relationship; Muti-disciplinary

1. INTRODUCTION

The Knowledge graphs and data relationship graphs are fundamental tools for a broad set of areas. It leverages the field knowledge to connect different components to form one or more relationship graphs. Data mining, advanced information processing, graph processing and knowledge transformation are popular approaches to implement these steps. It has been used in a variety of industrial and research areas such as material science[1][2], renewable energy[3][4], earth science[5-7], finance, information technologies, cluster computing[8-11], manufacturing, cybersecurity, telecommunications, transportation, data analysis[12][13] and medical sciences[14-18]. It not only provides valuable information for people's decisions, but also bring human beings' understanding towards the universe to a whole new level.

As the booming of artificial intelligence and related subjects, an increasing number of knowledge graph representing and working solutions have been proposed, like Yago, DBpedia, Apache Giraph, MusicBrainz, PubMed, etc. They can be used for general purposes or for specific fields[19]. They can be coupled with domain expert knowledge for more advanced data digging and correlation[20]. For example, in the field of cybersecurity, different threat entities could be correlated to find the hidden threats or attack sources.

If the graph heavily depends on expert domain knowledges, it is an interesting research topic that how to find the new, unknown knowledge based on the currently available knowledge. It is largely used in building domain knowledge bases. Data representation and transmission are key points here. Which format to use, like XML, JSON, RDF, PDB[21], or other pure binary formats, is a popular question among different organizations. Another question is which data to use and how to build the relationships, which need more domain-specific knowledge.

2. DOMAIN KNOWLEDGE BASE BUILDING

2.1. Structure of physical knowledge graph in transportation

Transportation is one of the oldest industries, and is a very interconnected system[22]. These connections are always synchronized with the latest development in technology. Cyber Physical System (CPS) has gone through rapid developments in recent years, and it sitting at the intersection of cloud computing, sensor technologies, machine learning and artificial intelligence gives it an unparalleled advantage in the transportation industry[23]. The emergence of autonomous vehicle technology has caught the attention of many, through projects conducted by famous internet giants like Google's Waymo Project, Cruise, Tesla. The success of these projects cannot be separated from CPS technologies. CPS represents a system that is constantly controlled and monitored by computers, with physical and software components deeply integrated, often through sensors. Although different parts of the CPS system can operate independently, on different scales and through different manifestations, they interact with each other often and in various ways. In the specific context of transportation industry, there are three types of sensors that are often involved: visual sensor that can often be dash and rear cameras, radar, thermographic cameras, etc. that detects surrounding objects; spatial sensors that can be GPS, compass, etc. that captures vehicle's spatial location; motion sensor that can be accelerometer, odometer or gyroscope, that captures the motion information of a vehicle[24]. Another factor that enabled the great potential of interconnected system is the emergence of autonomous vehicle technology. Equipped with sensors to collect surrounding environment to navigate, autonomous vehicles can be easily integrated into a transportation network, as nodes that provide real-time feedback. Machine learning technology and modeling algorithms can then be leveraged using the data collected by these vehicles to help making decision on a wholistic level[25-27] . Combining CPS and autonomous vehicles, and the GPS systems, the transportation system can achieve better route planning and higher driving decision adjustment, such as evaluating system-wide optimal speed and coordinated driving behavior both as individual vehicles and between surrounding vehicles, helps tracking vehicles[50], people[51], and border security[52]. Moreover, for GPS technology combing KG, it can be integrated in constructing of vehicle movement or public transportation tracking system[53].

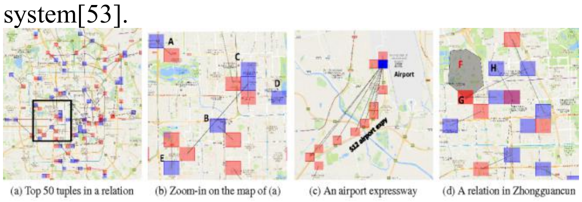

Figure 1. Visualization of relations in Google Maps[53].

2.2. Knowledge and data graph in cybersecurity

Cybersecurity increasingly attracts society's attention as the unstoppable digitalization pervades people's life. We never know, when, where, and how we could become victims of cyber-attacks.

Knowledge and data relationship graphs[28-30] are a decent tool to help solve these problems. First, integrating and correlating different sources of data, like victims or compromised machines, can provide valuable insight into security incidents. For example, if knowing one file is a computer virus and we find a new piece of software written by the same author, it is likely that the new software has suspicious behaviors. These kinds of graphs[31,32] can greatly help engineers or researchers find computer threats. Another notable example in security is that researchers can build a data-flow graph for a program's execution[33,34]. If there is an anomaly happening compared to the graph, such as an unusual system call or an abnormal data-flow, it could be an alert implying that the system is under attack. Other examples include using function call relationships to form a graph for function identification[35]; using computer program's basic block relationship graph for randomization defense against cyber-attacks[36]. The application of these graphs is becoming increasingly popular in cybersecurity research and industrial adoption.

2.3. Knowledge and data graph in wireless sensor networks

Knowledge Graph (KG) as a popular semantic network can be used in Wireless Sensor Networks (WSN), for routing and data aggregation. Artificial intelligent and supervised /unsupervised learning algorithms have been widely involved in WSN routing protocol design such as swarm intelligence[37,38], machine learning and neural network. KG was first introduced to enhance the search results from google that plays a key role in gathering information from variety data sources such like demographic, geo location, social media posts and etc. It can be simply adopted to enhance clustering and routing relatedissues in WSN. Figure 2. illustrates the basic structure of a Wireless Sensor Network.

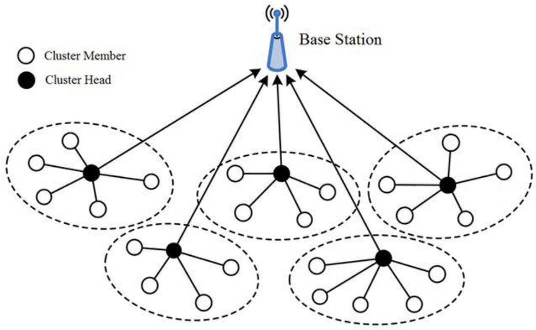

Figure 2. Wireless Sensor Networks[37].

2.4. Knowledge Graph application in biology and bioinformatics

Knowledge Graph (KG) or Knowledge Discovery (KD) has great impact in the areas of biology and bioinformatics. In medicinal chemistry, researchers have been applying various online structural data bases (such as PDB), and chemistry structure pools to develop new anti-cancer drugs[39-47]. The discovery of marker genes or a particular biological phenotype in human is challenging[48,49] due to big data and their vague or invisible relations. KG/KD has provide an efficient way to mine the wealth of biomedical information that are from different databases and data formats (Figure 3). The data inputs communication not only exists in these bioinformatics related fields: in the physiological research, information from new researches constantly coming out[54-56], thus by integrating knowledge graph of multiple knowledge domains, such from mechanical, biochemical, and pathophysiological perspectives, various new mechanisms can be revealed while new technologies utilizing all these comprehensively and really related can be invented[57-61]. The detailed biological knowledge discovery process is shown in Figure 3. In addition, Chen et al [47] developed a novel modeling framework by integrating genome-scale model and integrating the system level transport. It's the first model platform built by considering both the micro reaction networks converted from bioinformatics, and the macro environment in which the living cell grow. Their model, with very few empirical parameters, has been proven by experiments to be efficient and accurate, thus considered as a big breakthrough in bioengineering and fermentation community.

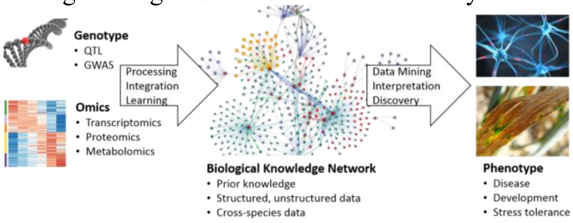

Figure3. Biological knowledge discovery process.

2.5 Knowledge graph application in space technologies

Space detection is the dream of human for a long time. As is well known, it often remains as large systemic work even though complexity has been reduced. Specifically, the knowledge graph structure in space detection is more of a tree branching distribution, with each leaf representing the professional domain knowledge. However, this does not necessarily mean that lower level of domain knowledge remains as the basis forever. It could derive and guiding other related fields that are not within the framework of space detection. For example, the moon is the earnest planet to earth. The Chinese Moon Detection Mission had last for 10 years. The nest year the Chang'E Five will be launched to the moon[62,63]. One of the big branch in this system tree like knowledge graph is that the drilling power consumption changes rapidly at the certain depth of rock placed. When the sample is obtained, it should be sealed and packed in a container. Then, the container is transformed to earth environment[64,65]. A new drilling tool had been proposed to get more lunar regolith. Drilling power consumption could be divided into string friction, transport, bit comminution, and drive loss. The structure parameters are optimized efficiently under the optimization objectives of maximum conveying volume and minimum power consumption[66,67]. By the help of knowledge tree graph summarizing, many new sample methods are generalized and proposed based on the mission technologies, and importantly, the methods extracted from these particular space missions are being widely applied into other industries and gradually affecting our technology updating[68][69].

3. CONCLUSIONS

In knowledge graphs, nodes represent the entities in the real world, and edges represent the relationships. By using the straightforward graphic ways to present either in 2D or 3D, It is a very effective way to describe relationships and behaviors, especially among different subjects from various associated smaller subdomains. It has a broad use cases in different forefront research areas like transportation, cybersafety, artificial intelligence, biomedicine and even traditional engineerings[70-78].

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Study on the Artistic Characteristics and Development Prospect of "Dunbar Guozhuang" from the Perspective of "Intangible Cultural Heritage"

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Abstract: In the middle of the 1940s, the late famous Chinese dancer Dai Ailian visited the northwestern plateau of Sichuan and created a number of dances, such as The Reception Shocked Jiarong, which was performed for eleven times,about nine days in the Public Education Center (now named the People's Park)of Chengdu Central Park from March 10th to April 7th, 1946. And it was the first time that Jiarong dance Guozhuang was put on stage. In July 2004, Malcom held a 10,000-person Guozhuang Dance Party, which was recorded by Guinness. In addition, Jinchuan Manai township was awarded the “Hometown of Chinese Folk Art” by the Ministry of Culture for its well-known reputation. Now Jiarong Guozhuang has became an example for experts and scholars to study Jiarong’s history and culture of Tibetans. “Dunbar Guozhuang” has certain social value in carrying and innovating Tibetan culture, inspiring people’s “happiness”, enriching community culture and school curriculum content. Therefore, giving full play to the social value of the “intangible cultural heritage” of “Dunbar Guozhuang”, if it is extended to mainland schools, communities, local cultural and art museums, has a very broad development prospect.

Key words: Dunbar Guozhuang; artistic characteristics; status quo; prospect analysis

1.INTRODUCTION

The ancient part of the Dunbar area is called “Jiamo. Chawarong”, which is referred to as “Jiarong”, meaning one of the four largest canyons in the Tibetan area-Women country in the East. And people who lived in the temperate valleys of the agricultural areas, known as Jiarong Youth, are an important part of Tibetan. Jiarong Tibetan dance Guozhuang is also called “Daerga”. Due to historical reasons, people used to call Jiarong an area with four lands. Therefore, Jiarong Guozhuang is also known as “Guozhuang with Four Lands”. In history, Guozhuang dance was once listed as the four major dances in Tibetan areas in China with "Tibet Songs and Dances", "Ganzi Tap Dance" and "Batang Strings Dance". Dunbar is located in an area with densely populated villages, terraced fields, high mountains and canyons. People live in concentration, naturally forming a group-oriented entertainment, which is singing and dancing with a group of people. Today, in the development of multiculturalism, the study of Dunbar dance Guozhuang from the perspective of intangible culture helps it to shine in a broader cultural space, thus achieving the purpose of protecting and inheriting this intangible cultural heritage.

2. THE ARTISTIC AESTHETIC CHARACTERISTICS OF "DUNBAR GUOZHUANG CULTURE"

Jiarong is located in the middle of high mountains and canyons. The special geographical environment and production methods constitute its body rhythm. Jiarong Guozhuang dance has two different kinds, which are called major Guozhuang dance and minor Guozhuang dance. The major Guozhuang dance is generally solemn and serious with low tune and blessed lyrics , and the dance steps are calm and steady. However, the minor Guozhuang dance is very entertaining, lively and diverse with varied and flexible tunes and vivid lyrics. Its dance movements are lively and casual.

The major Guozhuang dance sings while dancing, the score is influenced by the body and the rhythm. And the melody is serious with the solemnity of the dance, while the rhythm is condensed with the emotion of the dance. The rhythm is mostly based on the lightness, weight, slowness and urgency of the crotchets and quavers, which promotes the emotional power of the dancers. The whole dance music gives people a sense of vicissitudes and sorrows.It can be seen from the rhythm of the feudal serf society where the people of the working capital are humble and low in status. Therefore, the common characteristics of major Guozhuang’s dance movements are leaning forward the upper body , bending over, and slightly flexing legs; spreading your hands on your chest, palms up, slightly lowering your head, eyes on the ground or under your feet. Men and women look dignified, showing a subtle and pious feeling. Major Guozhuang dance is leading by a man holding a string of bells to form a circle with the male be in the front and the female followed, holding hands to dance in a clockwise direction. The man sings for a while, and the woman follows the chorus, singing and jumping, from slow to fast, from small dance movements to large dance movements, from slow to urgent. When jumping to the climax, the man called ‘hello, hello’ and the women replied ‘here, here’.

The minor Guozhuang dance is performed by a group of men and women, lining in various formation, such as round queue or two rows. The male leader holds the string of bells, and the female leader pulls the color towel. Performed in a circular queue, they roll in and out, cross, stay side by side, turn circles respectively, and change forms abnormally. When jumping to madness, men and women pull each other together. The minor Guozhuang dance is developing on the basis of the major Guozhuang dance to enrich and perfect the Jiarong dance Guozhuang, making it to be diverse in form and rich in content. The randomness of the minor Guozhuang dance strengthens the nationality and locality of the Jiarong dance Guozhuang.

The application range of the major Guozhuang dance is bigger than that of the minor Guozhuang dance. It can not only perform at festivals, but also at small gatherings and drinking parties. Dancing the major Guozhuang can skip the minor Guozhuang, but dancing the minor Guozhuang at the beginning and end can not skip the major one. In addition, as long as the activities related to the direction of the Jiarong Tibetans are carried out in a clockwise direction. Only places and people who still have the beliefs of this religion will proceed in a counterclockwise direction in religious activities.

2.THE AESTHETIC VALUE OF DUNBAR GUOZHUANG CULTURE

NATIONALITY AND REGIONALITY

Dunbar Guozhuang dance is rooted in the Tibetan social life and living environment, and it is an important art form of ethnic minorities, bearing the Tibetan nationality character and psychological quality. It directly or indirectly shows the Tibetan nationality's lifestyle, living environment, folk culture, production labor and other regional aesthetic features with distinct nationality and regionality.

Performance, appreciation, entertainment and collectivity

The unique group-oriented performance of Dunbar Guozhuang dance is accompanied by melodious music, cheerful and vivid rhythm, and colorful and various national costumes, which constitute a beautiful and moving picture and it is loved by Tibetan compatriots. It combines distinctive national characteristics, rich dance expressions and profound cultural connotations. It reflects the artistic characteristics of performance, appreciation and entertainment, and has aesthetic appreciation value. During the performance of the Guozhuang dance, many people participated in with consistent pace, and the rhythm and pace were unified. The coordination of collective movements was emphasized, showing the effect of normative and unified. It is the spiritual manifestation of the Tibetan people's unity and concerted efforts.

Harmony and unification of folklore, dance, sports and music

In social development, the inheritance and development of Tibetan traditional culture cannot be separated from the integration and sublimation of excellent culture. Taking sports as a form of expression, Dunbar Guozhuang dance achieves an effective combination of the same form and different individual characteristics through communication, penetration and even integration. It combines Tibetan traditional sports content, Tibetan music and dance art, and Tibetan traditional national costumes into one product of symbiosis and coexistence. It is a harmonious unity of folklore, dance, sports and music, and plays an important role in Tibetan cultural heritage.

3. THE PRACTICAL VALUE OF DUNBAR GUOZHUANG CULTURE

INHERITING AND DEVELOPING NATIONAL CULTURE AND PROMOTING NATIONAL UNITY AND HARMONY

Dunbar Guozhuang dance is an important form and content of Tibetan cultural heritage. It’s unique style and characteristics reflect the national cultural and ecological characteristics, carrying various ritual procedures that have appeared in the lives of Tibetan people for a long time, including sacrifices, prayers, welcoming, farming, grazing, and entertainment, But it also contains traditional humanistic spirits such as friendship and solidarity. It is an important carrier of Tibetan compatriots' life and memory, and has artistic and social values. The unique rhythm and movement characteristics of it are derived from the unique natural geographical environment and social life style of the Tibetan people, and the simple understanding of the aesthetic consciousness and the meaning of life. It reflects the unique national personality and inner temperament of the Tibetan people in the historical evolution that cannot be expressed in words and language. At the same time, the dancers will wear local Tibetan costumes and also show the colorful Tibetan costume culture.

Shaping cultural identity plays an important guiding role in promoting national unity and harmony. Tibetan people lived in high altitude areas for generations, and the natural geographical environment, bad climate and occluded traffic, tempered their will, while the mountains and vast plateaus gave them broad minds. All of these have made them develop a character of solidarity and mutual assistance. With its unique charm and development, Dunbar Guozhuang culture promotes their unity and harmony. With the development of the times and social progress, the cultural communications between different ethnic groups have broken the original cultural differences and internal logical commonalities. Dunbar Guozhuang culture, which has endowed with the characteristics of the new era, develops through its cultural factors and cohesiveness in the form of art and becomes a cross-cultural communication medium between Tibetan culture and other national cultures. In an atmosphere of mutual cooperation, common feelings, and concern for harmony, the people of all ethnic groups danced Guozhuang together , fully embodying the beautiful scene of national unity and harmony.

Helping the development of green economy and promoting communications and opening up in Tibetan areas

The economic development of Tibetans on the plateau is relatively lagging. To solve the problems in the development of Tibetans, it is necessary to speed up local economic development and improve the production and living standards of Tibetan farmers and herdsmen. Since most of the plateau Tibetan areas are ecologically fragile, the economic development mainly depends on the development of Green ecological economy industries such as cultural tourism and plateau-specific agriculture and animal husbandry. Therefore, cultural tourism determines whether the plateau Tibetan areas can develop healthily and sustainably. The Dunbar Guozhuang culture, which is characterized by the national cultural goods, is a unique sports culture tourism resource in the Tibetan region, It can serve as the main line for the development of tourism products throughout the Tibetan region, and promote the development of ecotourism in the Tibetan Plateau.

Enhancing the physical and mental health of the people

Due to the harsh geographical environment and climate of Tibetans in Dunbar, the internal organs are prone to qualitative changes, causing high altitude sickness such as high altitude heart disease, hyperlipemia, and high altitude blood pressure. In addition, daily eating habits are easy to consume too much calories, causing obesity. Therefore, living and working in the plateau, we must take appropriate forms of activities to ensure the normal functioning of the body and improve physical and mental health. From the perspective of sports, "Dunbar Guozhuang" is combined with a variety of movements of walking, running, turning and jumping, and accompanied with the arm's squat and sway and the main joints' flexion, extension, rotation, and vibration. It's exercise intensity is not great, but the whole body's form of exercise pays attention to the coordination and unification of various parts of the body, and the independent movement of various parts of the body. It has a good effect on improving the heart and lung function of the human body, promoting blood circulation, reducing body fat, regulating the exercise capacity of muscle groups, improving body coordination, and shaping good physical form. At the same time, the pleasant mood brought by Dunbar Guozhuang culture makes people feel the unique beauty of the plateau. Under the cultural connotation of both body and mind, it is the perfect combination of fitness, bodybuilding, life and art to understand the life, customs, history and emotions of the Tibetan people.

4. SUMMARY

National culture is a historical relic of a national life and an indispensable main content in the real life of the nation. Judging from the historical process, all ethnic groups that exist in the forest of the nation must have their own unique cultures, especially the intangible cultural heritages of the nation to support the survival and development of this nation. At the same time, the intangible cultural heritage is not only popular but also has a certain heritage value. Exploring the cultural heritage, development prospects and cultural connotations of Jiarong Dunbar Guozhuang culture, promoting it's continuous innovation and perfection, letting it has a modern aesthetic sense on the basis of inheriting and carrying forward the essence of traditional folk dance art, and making it be more suitable for the cultural needs of modern people, so that Dunbar Guozhuang culture will live forever. And it will help the Dunbar Guozhuang dance to shine in the broader cultural space, so as to protect and inherit the intangible cultural heritage.

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