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Influence Factors of Moral Dilemma of Practice Nurses

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Abstract: To know current situations and influence factors of moral dilemma of practice nurses, enhance management of clinical nurses and reduce turnover of nurses, this paper provides methodology and main basis. This paper analyzed practice nurses as the samples and investigated practice nurses with random sampling so as to know influence factors of their moral dilemma, effectively guide them and enhance medical team building.

Keywords: Practice nurse; Moral dilemma; Influence factor

1. INTRODUCTION

Popularly speaking, moral dilemma means individuals generate psychological and feeling imbalance and result in harmful psychological hint, because they suffer external and internal influence and cannot take active and correct actions according to specific situation change [1]. The nurses who experience moral dilemma will generate the sense of incapability and setback more or less. Such harmful psychological mood will increase nurses' worry, reduce their job satisfaction and even cause they leave nursing industry and the work unit. Even if the nurses who are influenced by moral dilemma are retained for the time being, they will take negative work mode to cope with nursing work, such as censuring the hospital and administrative staff, intentionally reducing work intensity, shortening working hours and decreasing communication with patients [2]. As a result, the entire nursing quality decreases, which brings about adverse effects on nursing industry. Hence, it is imperative to enhance research and management of nurses' moral dilemma. Seeing from the work of nurses, they play an important role in medical work. It is required to measure the work of nurses in an all-round way, analyze it from multiple perspectives such as morality, law, economy, emotion and personal health and carry out comprehensive evaluation and consideration [3]. Different influence factors lead to nurses' different value orientations which finally influence the occurrence of moral dilemma. Thus, "moral dilemma" is proposed. The concept of moral dilemma was first proposed by Jame-tone. It refers to "individual painful feeling or psychological imbalance, because they know the correct actions they should take, but they cannot implement them

due to internal or external reasons." The survey shows moral dilemma has a significant effect on practice nurses [4].

The comprehensive research indicates that the practice nurses who suffer moral dilemma have some obvious symptoms in health aspect, such as intermittent headache, anxiety, black mood and sadness [5]. Besides, such negative mood which results from moral dilemma will directly influence their clinical care work, and work evaluation result will be not entirely satisfactory. In addition, nurses may leave office. Individual social support such as spiritual support and material support from friends, relatives and family members will relieve unhealthy emotion of nurses caused by occupational dilemma. Stronger support is more beneficial to relief of unhealthy emotion [6]. Therefore, nurses' moral dilemma is finally proposed in the research project.

Seeing from development and research status of moral dilemma, domestic research and development just start. "Moral dilemma" as a research concept was studied late in China. It entered the research field till the end of the 20th century. Foreign research on nurses' moral dilemma is relatively deep and extensive [7]. There is certain research history about the proposal, source and influence factors of moral dilemma as well as the influence on nursing work. Compared with domestic research, foreign research has reference value and significance. But, due to the influence of national condition, cultural difference and religious faith, foreign research achievements can only be referred to appropriately and cannot totally adapt to Chinese national condition [8]. Foreign research achievements have certain guidance function for studying moral dilemma of nurses in China.

In 1984, the concept of moral dilemma was firstly put forward by Jameton who gave it accurate positioning: restricted by the system and other factors, individual nurses cannot adopt correct and proper actions according to external changes and thus generate painful feelings [4]. These influence factors mainly include time restriction, relevant policies formulated by the hospital, legal restraint of medical workers and nurses' staffing level. As the research on moral dilemma continuously goes deep, the definition of moral dilemma becomes more sound through scholars' long-term discussions and researches. Wilkinson and Jameton made indelible contributions

to proposal of moral dilemma. The re-defined moral dilemma was the title of Hanna DR's doctoral dissertation "Redefining Moral Dilemma". Lutzen et al. deeply studied moral dilemma and moral pressure [9]. Finally, Nathaniel proposed to apply the discussions and researches about moral dilemma after Jameton to redefine moral dilemma. Based on summarizing discussions and researches of the above scholars, the final definition of moral dilemma is as follows: individuals have sufficient cognition and clearly know correct actions they should take, but they generate painful feeling or psychological imbalance, because they cannot implement the actions due to external and internal factors.

2. METHODS

There is no systematic study on nurses' moral dilemma in China. Hence, researchers deserve to deeply discuss the following topics for research and development status of moral dilemma: to formulate measurement tools which conform to China's special national conditions and unique cultural background; to regard Chinese nurses as the research samples for sampling research; to describe the current situation of nurses' moral dilemma and carry out systematic research and analysis of influence factors. These have important theoretical guidance significance and practical significance for enhancing management of medical workers, reducing nurses' turnover and improving nursing work quality of medical workers.

(1) Research conception

Based on current development status, most research results in domestic and foreign researches are descriptive researches, while practical researches with reference value are few. It is necessary to enhance practical research work and put particular emphasis on intervention measures of nurses' moral dilemma.

In accordance with domestic and foreign methods to research moral dilemma, foreign research methods and special measurement tools are more mature. There are multiple special measurement tools. Among the numerous measurement tools, there are three common tools. In 1995, Corley MC et al. put forward moral dilemma scale (MDS) which is mainly used to measure nurses' moral dilemma. In 2002, Hanna DR formulated evaluation questionnaire survey for moral dilemma, i.e. MDAQ which is usually applied to measure the type, trouble degree, occurrence frequency and duration time of moral dilemma. In 2006, Sporrong SK et al. prepared moral dilemma measurement tool which is widely applied in measurement of moral dilemma of nurses in different medical sites.

The influence of moral dilemma in medical work has become a hot issue in the nursing circle. Sufficient cognition and effective measurement of moral dilemma become the focus. Correctly and effectively coping with moral dilemma becomes a problem which needs to be solved urgently in current nursing

circle. Foreign researches on nurses' moral dilemma fail to fully consider the decrease of moral dilemma and nursing quality as well as nurses' demission. The relationship between moral dilemma and work quality of medical workers still needs deep researches.

(2) Measurement tools

For measurement of nurses' moral dilemma in China, there is nurses' moral dilemma scale. This paper adopted moral dilemma questionnaire which was translated and verified by Sun Xia et al. as the basis and measured several dimensions including nurses' personal responsibility, failure to maintain patients' maximum benefit and cheat. The coefficient of the scale was 0.879. The questionnaire had good reliability and validity, with test-retest reliability of 0.802. The questionnaire adopted 5 grades: never (1 score), occasional (2 scores), general (3 scores), frequent (4 scores) and high frequency (5 scores). The final score was used to evaluate moral dilemma degree of practice nurses and distinguish the level of nurses' moral dilemma. Countermeasures and adjustment strategies were taken according to the evaluation result.

In general, researchers design the questionnaire survey according to actual conditions, and the questionnaire survey usually contains several important evaluation elements, such as age, educational background, working years, job title and marital status. Moreover, social support dimension should be evaluated. Social support measuring scale may serve as the reference. This scale which was prepared by Xiao Shuiyuan involves three dimensions: subjective support, objective support and support application degree, and 10 sub-items. The full score is 66. social support situation is confirmed according to the scores. Generally, higher the score is, more optimistic social support situation is. In this paper, statistical method was used for investigation and analysis, and data analysis was carried out with spss16.0 statistical software package. The content was described with the number of people and percentage. Standard deviation and mean number are used to describe the measurement data. Meanwhile, multiple linear regression was employed for analysis.

3. RESULTS

The results show job title, educational background, social support and only child are significantly related to moral dilemma. Lower educational background, lower job title, only child and lower social support will result to moral dilemma more easily. (See Table 1 for details)

4. DISCUSSIONS

In accordance with the above data results, positive correlation exists among occurrence frequency, intensity and evaluation score of moral dilemma. For the nurses who are faced with low medical risks and few medical conflicts, their moral dilemma is low. Nurses' work is to serve patients. Lower moral

dilemma they suffer, more positive their work attitude will be. As medical disputes have increased continuously in recent years, medical institutions have enhanced morality education of medical workers. Meanwhile, they also have strengthened training of medical workers to handle medical disputes, and nurses' ability to solve medical disputes has improved greatly. Hence, nurses' moral dilemma is relieved effectively. Secondly, the research indicates that nurses' educational background, job title and moral dilemma show positive correlation. Generally speaking, the nurses with higher educational background and higher job title have

Table 1 Multiple linear regression analysis results of influence factors of nurses' moral dilemma

Title	B value	SE value	B value	t	P
Job title	-0.212	0.061	-0.271	3.475	-0.001
Educational background	-0.197	0.094	-0.151	2.096	-0.036
Social support	-0.057	0.021	-0.201	2.714	-0.007
Only child	-0.321	0.123	-0.189	2.610	0.009

Furthermore, only child factor is also taken into account in this research. The main basis is that only-child nurses have the tendency of morality weakening. In addition, the autonomy of only child is poorer than that of non-only child. According to the current situation, only child has some defects in terms of professional ethics such as patience, love and responsibility. Nursing work requires strong patience, love and responsibility. Thus, only child may suffer moral dilemma in nursing work. Medical institutions and relevant work units should enhance education and training of medical workers and especially only-child medical workers in the aspects of professional ethics and quality.

Finally, in the aspect of social support, social support and moral dilemma also present negative correlation, like educational background and job title. The nurses with much social support have lower possibility of suffering moral dilemma. Firstly, social support directly influences nurses' work stress, sense of job identity and job burnout sense which are directly related to nurses' working enthusiasm and responsibility. Much social support will reduce the occurrence of moral dilemma. For example, the practice nurses with little social support more easily generate work stress and thus generate job burnout sense in medical care work. Besides, they also negatively treat patients. All these will cause nurses stick to professional ethics and abide by ethical norms, which will intensity the possibility of suffering moral dilemma. Secondly, there are lack of nurses with strong social support. When suffering moral dilemma, they lack the ability to cope with the dilemma and strong support. This will cause they suffer more moral dilemmas, so the level of suffering moral dilemma is also higher. Thirdly, social support is directly related to individual moral development and moral acquisition. In medical work, there is short of effective social network in the growth environment. Individual decision-making ability development and

lower possibility of suffering moral dilemma. Relevant surveys show the nurses with professional medical knowledge, rich work experience and high educational background have high ability to handle problems in work. Besides, their moral decision-making ability is also high. According to this research result, one method can be gained to solve nurses' moral dilemma. In other words, promoting nurses' job title and educational requirements and enriching their clinical work experience can effectively relieve moral dilemma in work.

Table 1 Multiple linear regression analysis results of influence factors of nurses' moral dilemma

moral quality development are also affected. Sound social support contributes to reducing the probability of suffering moral dilemma.

5. CONCLUSIONS

Lower moral dilemma of practice nurses is, higher occupational commitment level is. Besides, working ability and level will also improve faster. In conclusion, moral dilemma of practice nurses is at mild level. Ineffective nursing is an important source of nurses' moral dilemma. Job title, post, department, age, working hours, educational background and staffing level may influence moral dilemma of practice nurses. Nursing workers should strengthen education of moral principles, bring nursing education in nurses' basic quality education and later vocational training, continuously improve nurses' ability to apply moral principles in practical work and handle problems in work. Moreover, medical institutions and administrative staff of nursing work should improve nurses' work environment, increase the size of personnel force, reduce work intensity and thus lower the possibility of moral dilemma occurrence. Finally, nursing management personnel should enhance communication and exchange with nurses, effectively guide their work, help them establish social support system, decrease moral dilemma level so as to drive the whole medical work level and provide more thorough nursing service for patients.

6. ACKNOWLEDGEMENT

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Research and Suggestions on Safety of Electric Vehicles

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Abstract: Several electric vehicle accidents have happened in the first half of 2016 in China, which caused a bad impact on the promotion of new energy vehicles. In this paper, the accidents of electric vehicles at home and abroad are listed and analyzed in multiple dimensions. The ignition of the power battery system is the main manifestation of the accidents, and accordingly, some suggestions were put forward for the safe operation of new energy vehicles.

Keywords: electric vehicles; safety accident; battery system

In recent years, a number of new energy vehicle accidents have happened at home and abroad, and some of them have endangered personal safety and hindered the healthy development and commercialized popularity of new energy vehicles. Therefore, the safety and quality issue of new energy vehicles has aroused great concern in the industry.

1. STATISTICS FOR SAFETY ACCIDENTS

According to statistics, since 2008, 47 accidents of various electric vehicles (including blade electric vehicles, plug-in hybrid vehicles, fuel cell electric vehicles and conventional hybrid vehicles) have occurred at home and abroad. From the perspective of the accident consequences, 44 accidents eventually led to the ignition or even explosion of electric vehicles, accounting for 94% of the total accidents. 3 accidents were caused by the auto-drive mode failure, resulting in vehicle collision.

1.1 New energy vehicles: having gradually revealed potential safety hazards in China after 2015

With regard to the time of the accident, a total of 22 new energy vehicle accidents occurred in 2015, and 13 of them occurred abroad, accounting for a larger proportion. Since 2015, a total of 25 new energy vehicles accidents have happened, and 22 of them occurred in China. Thus it can be seen that new energy vehicle accidents have frequently occurred in China after 2015. In the past 2 years, the number of new energy vehicle accidents has increased sharply, mainly because the safety risk has further increased with the rapid growth of the new energy vehicle ownership. Meanwhile, new energy vehicles which were promoted and sold in the last phase and their batteries and wiring harness have been gradually aging, so potential safety hazards have been revealed gradually.



Figure 1 Statistics for the number of new energy vehicle safety accidents in the past years

1.2 Safety accidents: more prone to occurring in cities with greater popularity of new energy vehicles
In terms of the place of accident occurrence, 16 energy vehicle accidents have happened in foreign countries, and 12 of them happened in America, accounting for 75% of the total accidents. In China, 31 safety accidents have occurred, covering 14 cities. The 31 accidents included 5 accidents in Shanghai, 5 accidents in Shenzhen, 4 accidents in Beijing, 3 accidents in Hangzhou and 3 accidents in Hefei. By the end of 2015, a total of 167,000 new energy vehicles had been sold in Shanghai, Shenzhen, Beijing, Hangzhou and Hefei, accounting for 38.6% of the market share. In the 5 cities, new energy vehicles have enjoyed great popularity, so safety accidents have been more prone to occurring in these cities.

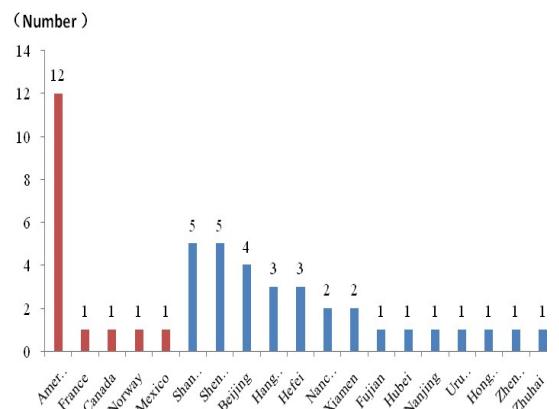


Figure 2 Statistics for new energy vehicle safety accidents by the place of the accident occurrence in the past years

1.3 Buses, cars and blade electric vehicles: more prone to safety accidents

From the perspective of the vehicle type, 22 cars and

21 buses were involved in the new energy vehicle accidents. The number of safety accidents of cars and buses account for 91.5% of the total, which is far greater than other vehicle types.

With regard to the type of technology, 29 accidents were caused by blade electric vehicles, accounting for 62% of the total, so blade electric vehicles are the main force of new energy vehicle accidents. It is worth noting that conventional hybrid vehicles do not belong to new energy vehicles, but conventional hybrid vehicles are included in the statistics, because they have accidents for the battery failure. 8 accidents were caused by conventional hybrid vehicles, and 7 accidents were caused by plug-in hybrid vehicles. Meanwhile, the vehicles type of 3 safety accidents was unclear.

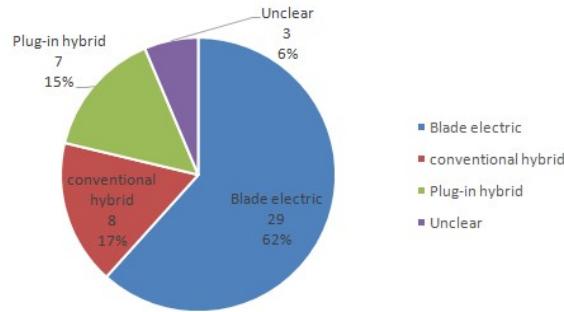


Figure 3 Statistics for new energy vehicle safety accidents by the vehicle type

1.4 Tesla: having caused 10 safety accidents in the world

From the perspective of the manufacturing enterprise of the new energy vehicle suffering safety accidents, Tesla has caused 10 safety accidents around the world. Its 2 models (Model S and Model X) have suffered safety accidents. Safety accidents of Tesla accounted for 21.28% of the total. According to statistics, Tesla is a new energy vehicle-manufacturing enterprise with the most safety accidents. Xiamen Golden Dragon had a total of 5 safety accidents, and 4 of them frequently occurred in 2015. All the accident models were conventional hybrid buses. Shenzhen Wuzhoulong Motors had a total of 4 accidents, and all the 4 accidents occurred in Shenzhen.



Figure 4 Statistics for new energy vehicle accidents by the manufacturing enterprises of vehicles

1.5 Over 50% of new energy vehicle accidents: occurred in the driving state

The state of the vehicle in the event of a new energy vehicle accident can be divided into the driving state, parking state and the charging state. According to a further division, accidents occurring in the driving state can be divided into the ignition in normal driving, ignition after the collision and accidents in automatic driving. Till now, 24 safety accidents occurred in the driving state. 17 accidents happened in the non-charging and parking state, which has a variety of manifestations. For example, vehicles may be ignited after seawater immersion, artificially ignited in the parking lot, or spontaneously ignited in the parking plot. 6 accidents happened in the charging state. All the 6 accidents were caused by overheating in the charging state.

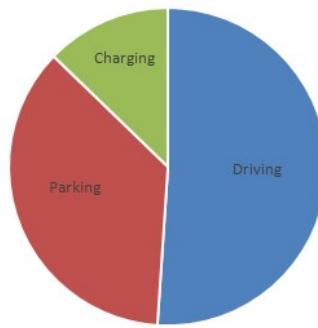


Figure 5 Statistics for new energy vehicle accidents by the state of the vehicle

2. CAUSE ANALYSIS OF ACCIDENTS

In terms of the accident cause, 22 accidents were caused by internal factors such as battery short-circuits, battery box leakage, line aging, air-conditioning failure, overcharging and automatic driving, accounting for 47% of the total. 15 accidents were caused by external factors, such as blocking by foreign matter in the exhaust pipe, illegal refitting and improper charging, accounting for 32% of the total. Causes of the rest 10 accidents were not revealed.

2.1 Ignition of the battery system: the main form of new energy vehicle accidents

According to the statistics of all accidents occurred, it is not difficult to find that the ignition of the battery power system is the most important manifestation of the accidents. The vehicle battery power system has a lot of combustibles, so the battery system is quite likely to catch fire in the event of short circuit, thus igniting the entire vehicle.

2.2 Ignition of the power system: combined effect of various factors

The root cause of the battery power system failure is diverse. From the perspective of the whole industrial chain, the cause of the accident involves the battery cell, battery, battery management system, wiring harness and high voltage components, charging equipment, and vehicle integration and control. According to the cause of existing new energy

vehicle accidents, it is improper to attribute any single factor (the material of the battery, the vehicle control system, or the technology level of the battery management system) to the ignition of the vehicle.

2.3 Internal battery loss: the main cause of ignition in the normal driving and non-charging state

In the absence of collision, rollovers, flooding and other extreme circumstances, new energy vehicles catch fire in the normal driving state or non-charging parking state, mainly because reliability of the battery itself is poor. If individual batteries in a pack have low consistency, and the battery group technology level is low or the battery management system design is imperfect, the battery power system may fail to satisfy operational needs of vehicles after the assembly of vehicles, and some individual batteries may have overcharging, over-discharging, electrolyte leakage and other problems. The defective individual batteries would lead to short circuit and combustion, and then trigger a chain reaction of the surrounding individual batteries, thus ultimately starting fire which is difficult to control.

2.4 Reasonable arrangement and protection: capable of effectively improving the battery safety

Under the violent collision, flooding and other harsh conditions, the ignition probability of the battery system of new energy vehicles would greatly increase, because the collision and extrusion can damage the battery system structure, resulting in membrane damage and electrolyte leakage, and the rainwater's flow into the battery can directly lead to short-circuit heat release and then cause combustion or even explosion. In order to protect the battery power system from external force and rainwater inflow and ensure the safe driving of electric vehicles, it is necessary to strengthen the structural strength of the outer shell of the outer shell, optimize the waterproof design, arrange individual batteries in a pack properly and provide appropriate safety protection for the battery. In addition, the battery system is designed to properly separate individual batteries in a pack, in order to prevent the expansion of fire in the battery pack from causing greater losses.

2.5 Automatic driving: becoming a cause of new energy vehicle accidents

In 2016, 2 automatic driving accidents happened in China, and 4 automatic driving accidents occurred in foreign countries. In the 6 automatic driving accidents, all vehicles are Tesla Model S and Model X. Automatic driving, as an important form of future intelligent transport, is a major development direction of the automobile industry. However, the reliability and maturity of the automatic driving technology need further verification.

3. SUGGESTIONS ON BUILDING THE SAFETY SYSTEM OF NEW ENERGY VEHICLES IN CHINA

Through investigations and analyses of the causes of new energy vehicle accidents, we can detect

problems existing in the development of new energy vehicles, such as the battery material defects and unreasonable design of the power system. These problems exist in the vehicle and battery power system, becoming main factors restricting the orderly and stable development of the new energy automobile industry. Therefore, it is quite urgent to strengthen the safety of new energy vehicles and reduce safety risks in each link.

3.1 Strengthening safety measures in each link

Safety technology is a bottleneck to significantly improve the performance of new energy vehicles. Along with the continuous improvement of the battery power energy density, the safety technology threshold of new energy vehicles has become higher and higher. In the production link, equal stress should be laid on the "quality" and "quantity". In the research and development of the vehicle and battery technology, we should not just focus on whether products can meet relevant standards, but pay more attention to good product design and the maximal product safety. In the link of the vehicle use, efforts should be invested to strengthen supervision and build a "detection-early warning-control" monitoring system. In the recycling link, it is essential to build an effective mechanism of reward and punishment and develop fair measures for the implementation of recycling.

3.2 Implementing the accident responsibility management mechanism

It is difficult to guarantee the safety production system by the self-discipline of the enterprise, so it is imperative to clarify the subject of responsibility and management mechanism. In the event of a safety accident, the accident analysis department should firstly investigate the cause of the accident, and then release the results of investigation to the public. Economic penalties and administrative penalties should be imposed on relevant units which bear responsibility. If new energy vehicles produced by an enterprise have many safety accidents within a short time, we can cancel its qualification of announcement and instruct to make rectification.

3.3 Improving the active safety protection of new energy vehicles

Electrical failure, line aging, improper charging, illegal modification and other factors would trigger fire accidents of new energy vehicles, resulting in immeasurable serious consequences. Ignition of new energy vehicles is not only related to vehicle safety design, product quality management and other factors, but also related to the vehicle operating condition, routine maintenance and even driving habits. Therefore, besides improving the passive safety protection capability in the production link, it is equally vital to strengthen active safety protection in the vehicle use link. First of all, it is recommended that relevant departments should strengthen the test and supervision in the link of using new energy

vehicles to prevent the occurrence of safety accidents. Moreover, it is essential to make driver safety awareness training, to teach drivers how to carry out regular maintenance and investigation, develop correct driving habits, charge properly and timely eliminate potential safety hazards of vehicles.

In short, the new energy automobile industry should pay great attention to the safety issue of new energy vehicles. Enterprises should focus on the technology and product quality to improve the product safety and reliability. Relevant departments should adhere to and strengthen the safety check of new energy vehicles, to effectively prevent safety accidents. Consumers

should build their safety awareness, strictly follow new energy vehicle charging standards, avoid improper operation and work together to safeguard the sound and safe development of new energy vehicles.

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Study on the Introduction of Outward Bound in the Teaching of Public Physical Education in Colleges and Universities

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Abstract: Through literature documents, questionnaire survey, expert interview and mathematical statistics, the paper shows the research and analysis on the application of outward bound in physical education in colleges and universities. The research shows the results as follows. Firstly, some problems exist in colleges and universities, such as backward teaching content and single teaching method. Secondly, the introduction of outward bound in physical education can improve the practicality, interest and function of public physical education. Thirdly, the introduction of outward bound in physical education is feasible, which meets the needs of students' personality development. Fourth, the introduction of outward bound in physical education needs to be reviewed and summarized in order to achieve good results.

Keywords: Colleges and universities; Public physical education; Outward bound

1. INTRODUCTION

Outward development, also known as the outward bound, originally means a boat leaving the tranquil harbor is about to meet challenges and overcome difficulties. The outward bound originated from the Second World War, which was initially used to train young seamen, and it is one of the earliest trainings. Because of the new form of training and good effect, it is very popular in the world. The training objects also expand from the initial seamen to the military, students, workers and other groups. The training objectives also extend to psychological training, personality training, management training, etc. The outward bound is a brand new education mode in line with the current physical education reform and quality education guide. It is not only for the innovation of education and teaching consciousness, but also provides a scientific and effective method to deepen the reform of physical education in colleges and universities. It is not only the need for the development of the development of the University, but also the needs of the teaching reform. Therefore, it is very important to introduce the outward bound into the teaching of physical education in colleges and universities, which conform to the objective of physical education in

Teaching Guide of Physical Education in Colleges and Universities. It has become a problem worthy of attention by the educators in the teaching of physical education in colleges and universities.

2. RESEARCH METHODS

2.1 Literature documents

Researchers access to a large number of related documents in CNKI, VIP, Wanfang and school library, and get to know about the relationship between training and teaching of physical education, as well as the problems of outward bound existing in the development of colleges and universities.

2.2 Questionnaire survey

The author has designed a set of questionnaires to investigate, count and quantify the comments and suggestions of the students on the outward bound. Based on this, the paper puts forward the problems of the application of outward bound in the development of colleges and universities. The object of the survey is from certain students in 2013 and 2014 in Jiangxi University of Finance and Economics, 426 students in total.

2.3 Expert interview

Through the interview on the trainers of outward bound, researchers can know how to improve the quality of outward bound and how to keep safe in the training; through the interview on the teachers from schools who have been carried out the outward bound, researchers can understand the feasibility and the existing problems of outward bound in physical education in colleges and universities

2.4 Mathematical statistics

According to statistical methods and statistical principles of sociology, the effective data for consultation and investigation should be analyzed.

3. RESEARCH RESULTS AND ANALYSIS

3.1 Problems in the traditional teaching mode of public physical education in colleges and universities

3.1.1 Teaching content is lack of the sense of times and practicality.

The content of the public physical education in colleges and universities is lack of practicality and sense of times, which still focus on the traditional teaching programs. It means that the teachers pay attention to the improvement of technology, but

neglect the improvement of humanistic quality. With the rapid development of modern society, the demand for the talent is increasing, especially for the talent with innovative spirit, team spirit, leadership, strong perseverance. These abilities can be improved through physical education, but the role and effect of traditional physical education played in this area is not good. The reform of university physical education curriculum can not only stay in the stage of slogan, but to adapt to the development of the times and society.

3.1.2 Teaching method is relatively simple and backward

At present, the reform of public physical education in colleges and universities is based on the idea changing from improving sports technology to improve students' participation in sports and the cultivation of lifelong physical education. However, there is no obvious breakthrough in the teaching method, teaching mode and teaching requirement. The backward teaching methods still contain the ways like "injection" and "cramming", regarding teachers as the core in the classes; or the ways like teaching students with excessive laissez faire; or the ways like "teacher continuously teaching, students doing practice again and again, resulting in poor effect and both teachers and students being tired". Therefore, at present, there is a phenomenon that the sports workers feel embarrassed, the students like sports but don't like physical education in colleges and universities. Thus, the traditional teaching mode and the teaching method are relatively simple and backward, which has seriously hindered the students' enthusiasm to participate in the sports class.

3.2 The significance of the introduction of outward bound in the teaching of public physical education in colleges and universities

3.2.1 Outward bound is beneficial to improve the practicality of public physical education

Today's social competition is becoming increasingly fierce. In such society with a fast changing, to meet the needs of social development, people should improve the comprehensive ability, including the ability of innovation, team spirit, positive enterprising spirit, good quality of personality, etc.. Outward bound is a new way of learning and training, through experiential training, students can get experiential feeling, and be improved through the communication and summary. The application of outward bound is regarded as the innovation of traditional physical education, which can greatly improve the practicality of physical education.

3.2.2 Outward bound is beneficial to enhance the interest of public physical education

The content and form of outward bound are rich and varied, which have a lot of training programs

about knowledge, exercise and fun. Through the carefully designed training programs, people can improve the students' learning interest in a short time, stimulate the potential, so that they can fully participate in the learning and training in a relaxed and pleasant mood, such as ice breaking, the trust back and so on.

3.2.3 Outward bound is beneficial to expand the function of public physical education

3.2.3.1 To cultivate students' teamwork spirit

In traditional physical education, people mainly focus on the improvement of their skills and their own quality, which is seldom involved in the cultivation of teamwork. Outward bound is aim to improve the team spirit through a variety of specific training programs, including the students' mutual trust, mutual understanding in the training.

3.2.3.2 To improve students' initiative and enthusiasm

Outward bound can give full play to students' subjective status and subjective initiative, which is insufficient in the traditional education. The application of outward bound in physical education can effectively connect "listening-watching-doing" with the action of learners, and in this process, the outward bound can promote the changing of the role of learners who can become active learning subjects. In the process of outward bound, learners can meet challenges, overcome the challenges and display their abilities from individual projects. The training of the collective projects can fully display the students' ability of leadership, and through leading others to achieve the established objectives, the ability of leadership can be further improved. Outward bound gives students full play to the ability of imagination and give students a relaxed, free and pleasant atmosphere, to a great extent to stimulate students' potential, which is different from the traditional physical education. Outward bound is beneficial to both personal and collective cooperation in the stage. The teaching design can meet the psychological characteristics of the students, so as to greatly improve the enthusiasm and initiative of the students.

3.2.3.3 To promote students' psychological quality

Psychological quality is one of the important indicators to measure the quality of students, but also an important indicator of social adaptation. At present, the college students' psychological quality is relatively poor. With the fierce social competition and growing pressure, the problems of the psychological barrier gradually emerge. Therefore, the importance of mental health education in college physical education is increasingly prominent. Outward bound can improve the personality, which is a kind of effective method to improve the psychological quality. In outward bound, it is said that, "it is not that you can not, but you dare not, not your ability, but your

psychological problems". The development of high altitude project is a process that students challenge themselves and overcome themselves, so as to realize the process of self awareness, so as to improve students' psychological quality.

3.2.4 The results and analysis of the teaching mode of the combination of outward bound and public physical education

TABLE 1. Students' attitude towards the introduction of outward bound in colleges and universities

Table 2 Effects of outward bound for special skills

	Good for skills learning	Not good for skills learning	No obvious effect
Number (people)	252	29	145
Percent(%)	59.15		34.04

From the results of the survey, 59.15% of the students believe that the introduction of outward bound is good for improving other special techniques, and 34.04% of the students believe that there is no obvious effect, and only 6.81% of the students are against the view. Outward bound can improve students' initiative in class, arouse students' function level, and it can play a positive role in students' learning. But it maybe influence the students' technology learning with less practice time to some extent.

Table 3 Effects of outward bound on the team spirit

	Have an effect	Have no effect
Number (people)	389	37
Percent(%)	91.31	8.69

It shows that 91.31% of students believe the outward bound is beneficial to improve team spirit and team cooperation. So the introduction of the training is good for students to improve social adaptability and adapt to social development.

Table 4 Effects of outward bound for improving innovation ability

	Have an effect	Have no effect
Number (people)	257	169
Percent(%)	60.33	39.67

It shows that 60.33% of students believe the introduction of outward bound has a significant effect on improving students' innovation ability, which is helpful for the students and in line with the direction of modern education reform.

Table 5 Effects of outward bound to improve the psychological quality of students

	Have an effect	Have no effect
Number (people)	362	64
Percent(%)	84.98	15.02

It shows that 84.98% of students believe that the psychological quality can be improved by outward bound. It can be known that the training plays an important role in cultivating students' good psychological quality, which can be helpful for

	For	neutral	Against
Number (people)	397	16	13
Percent(%)	93.19	3.76	3.05

From the results of the survey, 93.19% of the students support outward bound with a positive attitude. As a result, it is easy to be accepted and approved by the students.

students to improve the students' quality and enhance the competitiveness in the society.

3.3 A feasibility analysis of the introduction of outward bound in public physical education in colleges and universities

3.3.1 To meet the requirement of the reform of public physical education in colleges and universities

Social development has a higher requirement for the talent, so the education in schools should constantly make reform and update to meet the needs of social development. Physical education is an integral part of the school education. With bold innovation and deepen reform, the physical education can meet the needs of personnel training. Outward bound is a kind of way for learning and training which is in line with the reform of physical education and quality education. It is not only the innovation of teaching consciousness, but also provides a scientific and effective method for the reform of physical education in colleges and universities.

3.3.2 To meet the requirement of contemporary college students' personality development

Contemporary college students promote personality and individuality, so more and more students tend to pursue greater degree of autonomy and independence. They are active, full of curiosity, and thirsty for knowledge, creative and challenging, so the traditional physical education can not meet the needs of students' personality. Outward bound with various and flexible forms, a wide range of methods. Based on different needs, different training projects can meet the needs of different groups of people, to provide a broad space for the students creative thinking.

3.3.3 College teachers of physical education are capable of teaching outward bound after learning and training

In the class, students are the centre, while the teacher is their guide, and teachers play an important role in the quality of the education. The effect of outward bound is largely determined by the teachers' organization, guidance, supervision, summary and analysis. College teachers of physical education have

a wealth of knowledge, good communication and organization as well as excellent professional skills and a strong learning ability. Through learning and training, teachers fully can be competent for outward bound with the improvement of education, management, psychology, organizational behavior and other aspects of the knowledge. Teachers can also be qualified through the occupation qualification examination, which can ensure the quality of teaching.

3.3.4 Security issues can be guaranteed

Safety is one of the key points in physical education, which has been attached importance to by the school and teachers. In process of outward bound, many projects seem very dangerous. In fact, they are not. As long as the security measures can be ensured, it seems like "threatening but not dangerous", and this just is one of the characteristics or charming of outward bound. As long as students in the class follow the teacher's requirements with standard movements and teachers' supervision, security issues can be effectively resolved, and the training program can be carried out smoothly.

3.4 Problems that should be paid attention to in the outward bound used in physical education in colleges and universities

3.4.1 The design of outward bound should be combined with the characteristics of colleges and universities

The combination contains double meanings: one is to combine with their current hardware facilities. Professional outward bound has a high requirement on the field and equipments. At present, only a few universities have professional equipment and field for outward bound. How to carry out the training, people should design the suitable training program according to the current conditions in the school, being flexible to integrate the outward bound into the physical education in colleges and universities. The other is to combine with the talents training requirements in the school. According to different professional needs and different industry characteristics, the design of outward bound can meet the needs of different types of personnel trainings.

3.4.2 The outward bound should be gradually involved into physical education in local conditions

The outward bound is not equal to college physical education, so the application of outward bound in physical education should adapt to the current situation in the school. First of all, teachers should learn through the experience of social outward bound in the training institutions to know the connotation of outward bound. Secondly, physical education teachers should learn related theories and skills, then,

their own ability can meet the requirements of training. Finally, the introduction of outward bound should be gradual, from simple to complex.

3.4.3 Review and summary of outward bound

During training, review and summary is an indispensable part, which can make the effect of outward bound better. Review can help students to digest, collate, improve the training experience, so as to achieve the purpose of the activities. Summing-up enable students to learn from the training and then use they have learned to work in order to achieve the overall training objectives.

4. CONCLUSIONS

At present, there are many shortcomings in the teaching of public physical education in colleges and universities, for example, the teaching contents and teaching methods are backward and single, which can not meet the requirements of social development. Introducing outward bound into the traditional teaching of public physical education is bound to enrich the function of P.E. class, not only improving the students learning enthusiasm, but also cultivating students' team cooperation and innovation consciousness, as well as the students' psychological quality, which have positive significance for improving students' social competitiveness. It is feasible to expand the outward bound in the colleges and universities, which can meet the needs of the development of students, in line with the goal of the education reform. In the application of outward bound, people should pay attention to some problems, such as, in line with the personnel training in their own schools; the training programs should be carried out gradually; making review and summary of the outward bound in time.

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Analysis on Survival Pressure of Young PE Teachers in Colleges and Universities in Sichuan

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Abstract: The young PE teachers in colleges and universities are the backbones of the team of sports teachers who undertake the important tasks of physical education, sports science, sports training, social sports service and innovation as well as development of sports. The survival status of young PE teachers has determined the work enthusiasm of this group and the development of school sports in future. In this paper, the young PE teachers in colleges and universities in Sichuan have been considered as the research objects and the survival status of them has been analyzed through employing the methods of literature review, questionnaire, expert interviews and statistics. The survey results show that the survival status of young PE teachers in colleges and universities is worrying and there are some features such as the various works, heavy tasks and long working time. The working pressure, the life pressure and the occupation development pressure have been known as the “three big mountains” for young PE teachers. The young PE teachers have always been in a state of life anxiety and sub-health. In view of the survival status of young PE teachers in colleges and universities, some feasible suggestions and countermeasures have been provided to help the growth of young teachers in Sichuan province.

Key Words: Sichuan Province; young PE teachers; survival pressure

1. INTRODUCTION

Hundred years' policy is based on education; while the education policy is based on teachers. The higher education is responsible for cultivating the qualified talents, leading the development of academic disciplines and serving the society. Under the new situation, the development of higher education cannot be separated from the development of teachers. As an important part of teachers, the young PE teachers in colleges and universities have gradually undertaken the important tasks of physical education, sports training, sports competition, sports science and social sports service. The survival status of young PE teachers has determined the work enthusiasm of this group and further influenced the development of school sports. Due to the particularity of this major, the working types and the contents are different from

the ones of other teachers. Therefore, the survey on the survival status of young PE teachers in colleges and universities as well as the satisfaction for work, life, occupation planning and development is beneficial to discover the current status of the work, the life and the occupation development of this group, find the existing problems, analyze the reasons and put forward the practical strategies, which has important guiding significance for the growth of young PE teachers in colleges and universities.

2. RESEARCH OBJECTS AND METHODS

2.1 The young PE teachers who are under the age of 35 (including 35 years old) in colleges and universities in Sichuan province have been considered as the research objects.

2.2 Research methods

2.2.1 Method of literature review: 85 related articles which take the young teachers in colleges and universities, the young PE teachers in colleges and universities and the survival status of teachers as the key words have been consulted from the library of Southwest Petroleum University and China HowNet. 42 articles are selected. The views of the literature have been summarized, classified and concluded as the important theoretical basis for writing this paper.

2.2.2 Method of questionnaire survey: there are 51 undergraduate universities, 58 vocational colleges and 1 sports college in Sichuan province in which there are 17 comprehensive colleges that open the undergraduate sports major. According to the nature of colleges, 200 young PE teachers who are under the age of 35 from 20 universities have been stratifiedly selected and considered as the research objects. 200 questionnaires are sent out and 187 questionnaires are recovered. The recovery rate is 93%.

2.2.3 Method of expert interview: based on the data collection and the questionnaire survey, 8 experts are selected for interview. The survival status, the problems, the reasons and the countermeasures of young PE teachers in colleges and universities are taken as the main contents of interview. The contents of the interview are analyzed, collated, summarized, concluded, classified to provide theoretical support for writing this paper.

2.2.4 Method of mathematical statistics: SPSS 18.0 software is employed to analyze the data of collected

questionnaire.

3. RESULTS AND ANALYSIS

3.1 Analysis on the working pressure index of young PE teachers in Sichuan

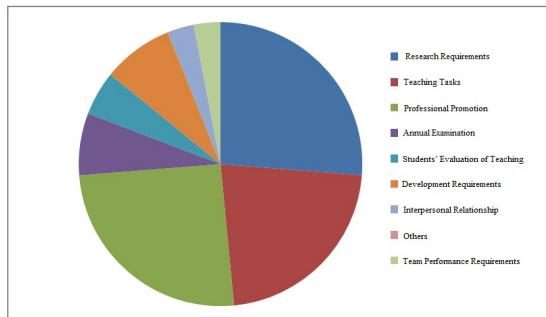


Figure 1 Working pressure index of young PE teachers in Sichuan

In Figure 1, it is found that in the analysis of working pressure index of young PE teachers, the first three ones are research requirements, professional promotion and teaching tasks according to the size of working pressure, followed by development requirements, annual examination, students' evaluation of teaching, team performance requirements and interpersonal relationship.

According to the questionnaire and the interviews, it is discovered that the sequence of pressure index has its deep reasons: firstly, the professional promotion of China's colleges and universities mainly relies on scientific research and the promotion of sports teachers are no exception. There are no specific quantitative indicators for the assessment of teaching that will inevitably lead to the inclined working center of teachers and the bias for scientific research. What's more, some colleges have employed the policy of "up or out" to urge teachers to complete the tasks of scientific research. The scientific research is directly linked with the professional title. However, the young PE teachers generally work in initial few years or are newly employed. They will always make a useless attempt in scientific research due to the short working time, the poor working experience and the weak life experience as well as the knowledge reserve. Meanwhile, the universities have increased the requirements for professional evaluation year by year, which makes young PE teacher feel great pressure in scientific research and professional promotion. Through the interviews, it is found that the universities have gradually increased the requirements for the professional titles and the educational background of young PE teachers. The young PE teachers have the development requirements in common and they will take advantage of opportunities with the increase of pressure. In the end of the year, the colleges will conduct the annual assessment for teachers. The basic standards of assessment include the research achievement, the teaching period, the students'

evaluation, the group competition and the team performance, etc. The scores of annual assessment has an important influence on teachers' occupation career and the young PE teachers generally have great pressure in these areas.

3.2 Analysis on life pressure index of young PE teachers in colleges and universities in Sichuan

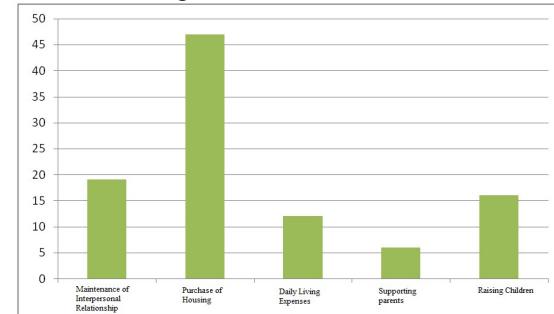


Figure 2 Life pressure index of young PE teachers in colleges and universities in Sichuan

In Figure 2, it can be seen that the life pressure of young PE teachers in colleges and universities mainly include the purchase of housing, getting married and having children, supporting the parents, raising the children, the maintenance of interpersonal relationships and the daily expenses. According to the data in Figure 2, it is found that the purchase of housing pressure is the greatest, followed by the pressure of interpersonal relationship maintenance, the pressure of raising children, the pressure of daily expenses and the pressure of supporting parents.

The greatest pressure of young PE teachers is the purchase of housing. With the increase of age, getting married and having children have become the primary tasks for this group. Due to the influence of Chinese traditional ideas, having a house is the dream of young PE teachers. However, the housing price in each area is high and a house may be the wealth accumulation of two families and three generations. The monthly mortgage payment is very high, which makes them feel great pressure. The second one refers to the maintenance of interpersonal relationship. The young PE teachers have a strong desire for self development and they hope to realize the self-development through accumulating the social relations. However, due to the restrictions of professional titles and length of service as well as the low salary, it is difficult to meet their communicative needs. Raising children, supporting parents and the expenses of daily life also need a lot of money. As a social individual, the young PE teacher plays as a mentor in the work of teaching. When out of the education field, they also play some family roles such as husband (wife), son (daughter) and father (mother) and bear with some family responsibilities and obligations. The social resources of young PE teachers are less and the salary is lower. As a social individual, the social groups under the age of 35 are in the state of "passive consumption". They need to

get married, have children, purchase houses, support parents, raise children, create and maintain social relations, etc. All of them demand the support of economic wealth. In front of the life pressure, the young PE teachers are gradually becoming the “slaves” of life.

3.3 The pressure index of career development of young PE teachers in colleges and universities in Sichuan

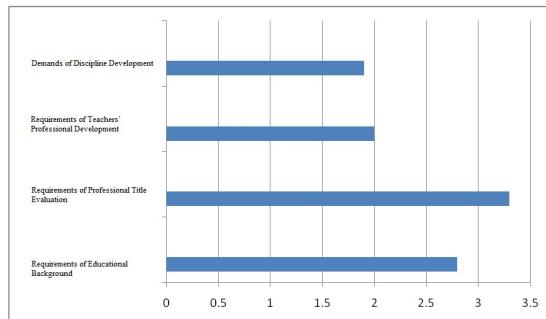


Figure 3 Pressure index of career development of young PE teachers in colleges and universities in Sichuan

In Figure 3, it can be found that in the aspect of career development, the young PE teachers in colleges and universities have the pressure of professional title evaluation, the pressure of the educational background requirements, the pressure of teachers' professional development requirements and the pressure of discipline development requirements. With the rapid development of modern society, the colleges have more and more strict requirements for PE teachers under the background of big data and “Internet +”. Through the investigation, it is believed that the promotion of professional title is still a requirement of career development of young PE teachers, followed by the requirement of educational background. Through the visiting survey, it is found that the colleges and universities have paid more attention to the educational background of PE teachers. However, the educational background of young PE teachers in colleges and universities is still between undergraduate and graduate degree. The requirement of educational background forces the young PE teachers to pursue a degree while doing the school work. With the development of teachers' specialization, the modern education requires the PE teachers with professional skills, including the information processing ability, the foreign language communication skills, the Internet searching ability, the computer using ability and the teaching ability with modern teaching tools, etc. Thus, the lifelong learning of teachers is particularly important. Since the reform and opening up, the sports, as the product of economy, has been also greatly changed along with the rapid development of economy. The competitive sports, the mass sports and the school sports are in booming development. The forms and the scales of sports industry have reached a hitherto unknown height. As the important part of sports

industry, the school sports plays a pivotal role. Under the requirements of new era, the sports discipline demands continuous improvement to meet the responsibilities of school sports given by social development and the PE teachers in colleges and universities play important roles in the development of discipline.

It is undeniable that the pressure of career development has urged the development of young PE teachers to a certain extent. In a sense, the pressure of career development has a positive side. As long as the colleges and universities can give young PE teachers enough opportunities and display platform, the pressure will be converted into the power and the young PE teachers can better service for college physical education.

4. CONCLUSION AND SUGGESTIONS

4.1 Conclusion

4.1.1 The working responsibilities of young teachers in Sichuan mainly include the teaching, the scientific research, the group competition in physical fitness test, the training and competition of school sports team, the class adviser, the social physical services and the management of stadium, in which the participation ratio of teaching, scientific research, group competition and students' physical fitness test is one hundred percent. The teaching and the scientific research have taken a lot of working time of young PE teachers.

4.1.2 For the young PE teachers in colleges and universities in Sichuan, the proportion of being the organizers, the coaches and the referees in group competition is the highest in their spare time, followed by the guiders of the sports team training of enterprises and institutions as well as the youth sports training. Due to the pressure of work and life, the young PE teachers have less time to participate in physical exercise and the exercise capacity is in a state of decline.

4.1.3 The working pressure of young PE teachers in colleges and universities in Sichuan is mainly from the scientific research, the professional title evaluation and the teaching. The life pressure is mainly from the purchase of housing, getting married, supporting parents and raising children. The pressure of occupation development is mainly from the improvement of educational background, the promotion of professional title, the requirements of discipline development and the requirements of teachers' specialization.

4.1.4 The young PE teachers of colleges and universities in Sichuan are unsatisfactory with the work, the life and the occupation development. The working pressure, the life pressure and the pressure of occupation development are considered as the “three big mountains” for young PE teachers. In front of the “three big mountains”, the young PE teachers in colleges and universities are in a state of anxiety and physical and mental sub-health.

4.2 Suggestions

4.2.1 It is required to improve the salary levels and the welfare of young PE teachers in colleges and universities. The young PE teachers in colleges and universities have a lot of work, but the salary is very low, which has greatly affected the enthusiasm and the passion of the young PE teachers.

4.2.2 It is necessary to change the evaluation criteria of professional title evaluation. It is demanded to develop the corresponding promotion standards of professional title evaluation for young PE teachers, reduce the promotion pressure and improve the initiative of research and creation.

4.2.3 The colleges and universities should offer more space and stages for young PE teachers, increase the opportunities of training and re-learning and stimulate the working enthusiasm of them.

4.2.4 The young PE teachers should actively adapt to the social development, adjust themselves at all times, keep positive attitude, continuously maintain high standards, update knowledge at any time and cultivate the habit of lifelong learning so that the professionalization of PE teachers can be realized in new era.

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The Necessity of Introduction of Sports Insurance to Universities

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Abstract: From the point of the constraint of university sport injury on university itself, sports teachings and university students, on the basis of the current situation of sports insurance in domestic china and abroad, the paper tries to make some researches and analysis on the necessity of introduction of sports insurance to universities by referring to some research methods, such as document materials, data statistics and questionnaire survey. And then the paper reaches the conclusion that the sports insurance is the win-win products between the insurance industry and universities, and also the main solution to avoid risks to promote the development of the sports teachings and can be regarded as the important guarantee for sports injuries taking place in universities.

Keywords: university; sports insurance in universities; necessity

1. INTRODUCTION

The sports injuries are inevitable as long as someone does sports, so the sports injuries are commonly regarded as a tough and thorny issue by university officials, teachers and parents, because it has a serious influence upon the normal order of daily work and sports teachings in university, and also upon the healthy development of body and mind for the university students, therefore, it is a priority right now for the universities to introduce the sports insurance to solve such tough problem to avoid relevant risks.

2. CURRENT COMPARISON OF SPORTS INSURANCE BETWEEN CHINA AND ABROAD

(1) Current situation of sports insurance in foreign countries.

In 1950s, the sports insurance company was established in America [1]. Currently, American sport insurance has already become an important part of its insurance industry and taken up a large market share. As an important part of American insurance industry, the sports insurance open to the university market consists of many kinds of insurances, for example, disaster medical treatment insurance, medical treatment in school level and university sports insurance, all of which have, to some extent, ensured the smooth sport

implementation in American universities.

In 1990s, the insurance industry in Japan has greatly surpassed that of America and west Europe and ranked the first in the world [2]. The sports insurance in Japanese schools mainly consist of sports safety insurance, disaster injury insurance of school education research, mutual assistance payment system for school disaster and school disaster compensation insurance in national level. Such variety of complementary insurances not only covers the insurance under the school management, but also the insurances for team sports. National insurances and local ones, all of which are inter-related take up the complete school sport insurance system.

(2) The current situation of sport insurance in China

Comparing with the leading Japanese sport insurance industry in 1990s, the insurance industry in China just began in the middle of 1990s, and greatly falls behind of developed countries in this regard.

On May 30 1996, the sports insurance department of Chinese national sports foundation was officially established under the approval of Chinese national sports committee, which marks the commencement of sports insurance in china. The sports insurance in china has developed for 4 years from advertisement sponsor in 1992 to the implementation of athlete injury insurance in 1998. There was no real insurance company in china during that time until the first professional sports insurance company was founded in 2004, that is, Chinese sports insurance management co., ltd. The school sports insurance has experienced tremendous development through continuous research and practice. In March 2016, the first professional pilot site in china, the campus foundation in terms of university sports accidental injury was founded to make up for the losses of injured staff for such reasons.

3. THE ESTABLISHMENT NECESSITY OF UNIVERSITY SPORTS INSURANCE

(1) The survey for understanding insurance among teachers and students in university

According to such survey among the university teachers, it is noted that the teachers who completely understand insurance takes up 7%, basic understanding for 49%, less understanding for 32%

and 12% for unknown. In terms of the necessity for purchasing sport insurance for university students, 98% teachers show their agreement. In order to avoid sport injuries, 28% teachers will lower the movement difficulty and 64% teachers sometimes do so, and only 8% disagree with such idea. As for the issue of simplification of sports course in university to avoid injury, almost all the university teachers show their agreement.

On the basis of the survey through the students, 17% students have no idea whether to buy the insurance or not after entering school. 83% remember having bought insurance. Among the students who have bought insurance, only 9% understand the insurance classification. In terms of insurance function and its scope, only less than 1% students have basic understanding.

Given the facts above, the students and teachers in university have not too much knowledge about the sports insurance, especially among the students. If the sport injury takes place, most of the students will only ask the instructor for help and go to school hospital for treatment. They have no idea to guarantee their rights and interests.

(2) The influence of sport injury upon the university, teachers and students

The accidental injury not only has a negative influence on the body and mind of the university students, but also effects directly the completion of sport courses, so it limits the teachers in university and negatively influences the depth and width for the sport education at school.

After the accidental injury happened to the students, school and parents usually go to court for the final solution if they cannot reach an agreement through negotiation in terms of injury compensation, which is a time-wasting issue for both parties, and the university reputation will be damaged in the end.

It is fatal for the sport instructors if there are some injuries in his or her classes. No matter how popular the teachers' class is, how strong responsibility he has, once the sport injury take place in his or her classes, the teacher will not avoid such punishment no matter whose fault and will be doubted among the school officials and parents. Therefore, the class arrangement in most of universities will say "no" to some sports with certain dangers. The teachers insist on the principles of enjoyable teaching and courses

simplification. In the end, the trouble caused by doing sports will be less and less, and no need for the teacher to worry about, however, the physical quality among the university students becomes worse and worse.

Therefore, the implementation of sport insurance among the students is an important part of improving the guarantee system in universities, which not only lessens the worries among the teachers and students, reduces the fund expense at school and the economic pressure among the parents, but also is beneficial for the smooth development of teachings in university.

4. CONCLUSION

Incomplete law system has prevented the commercial operation for the sport insurance, and as the principle solution to avoid risks, the sport insurance is the win-win product between insurance industry and university and the important measures to guarantee the sport injuries in university. It is necessary to strengthen the advertisement of insurance industry and to develop the insurance awareness by learning from the experienced insurance system in developed countries. The government will shoulder the task of compiling and improving the insurance law and relevant regulations to ensure the healthy development of sports insurance, so it is necessary for the university sport insurance to develop and popularize separately.

5. ACKNOWLEDGMENT

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Research on the Development of Cyber-Economy in China

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Abstract: With the acceleration of globalization, the Internet into a strong market economy, cyber-economy gradually occupy the people's life, more and more people are familiar with the Internet economy, more and more used to get the goods they need and use of network information. The economic development status based on cyber-economy, the paper puts forward some suggestions on the development of the network economy from the balanced development of cyber-economy and traditional economy point of view.

Keywords: Cyber-economy; Development; Suggestions

1. INTRODUCTION

In today's society, the rapid development of the network, the people's life and the country's political, economic and other aspects of a huge impact. From China's current economic development status shows that China's consumer acceptance model of consumption structure is greatly enhanced, at the same time in order to meet the national consumer demand, China's economic structure needs to innovate in a certain extent. With the acceleration of globalization, the Internet into a strong market economy, cyber-economy gradually occupy the people's life, more and more people are familiar with the Internet economy, more and more used to get the goods they need and use of network information economy. In order to enable people to more in-depth understanding of the cyber-economy and traditional economy, and can be an efficient use of the cyber-economy, get the things you want to make use of cyber-economy, cyber-economy and sustainable development in the fierce competition in the market environment[1-3]. Although things there is less, but the traditional economy is an important prerequisite for the development of the cyber-economy, cyber-economy promote it in the more rapid development.

So in the cyber-economy, launched a huge challenge to the traditional economy, in order to make the cyber-economy and the traditional economy can coexist, and to each other to maximize the use of resources, we have the necessary relationship between the two types of the effective research aspects of development and other issues.

2. CONNOTATION AND CHARACTERISTICS OF CYBER-ECONOMY

Because the cyber – economy is not a long time, so it does not have a complete definition of the traditional economics.

So in this period of time in the development of the cyber-economy, a lot of the definition and understanding of the cyber-economy, But these understandings are basically based on two points, the economic activities involved in the cyber-economy and the different development of network technology, these two points is also the focus of the concept of cyber-economy. The United Nations Organization for economic cooperation and development (OECD) defines the definition of the cyber-economy as: Occurs in the open network, including business between enterprises, between enterprises and consumers of business transactions. The World Trade Organization (WTO) defines the cyber-economy as: Based on electronic information technology, network technology and modern communication technology, the economic operation of the electronic [4-6]. At present, the definition of the comparative authority of the cyber-economy is the exposition of the cyber-economy in the world Electronic Commerce Conference: The cyber-economy is refers to the various stages of electronic implementation of the whole process of economic operation activities, from the scope of the market subject to electronic transactions instead of various forms of economic activity in the traditional way. This paper believes that the cyber-economy is network (including concrete, physical network, including tangible abstract, virtual network) and the sum of all economic activities. Key refers to direct application of the Internet to engage in business activities, such as online shopping, online marketing, online trading, electronic payment and management. And the government to promote policies and regulations.

According to the previous studies on the cyber-economy, we conclude that the cyber-economy has the following characteristics: Firstly, the cyber-economy can operate 24 hours a day. The cyber-economy and traditional economic activities are different in operation, its operation is not affected by time constraints, it is because the operating conditions based on network technology, and network technology is not limited by time, so on this basis, the cyber-economy is 24 hours of operation. Secondly, the cyber-economy is the economic globalization. The Internet has broken the limitation of traditional

business activities, to the greatest extent reduces the space constraints, is business activities can carry out more flexible. It is also because of the characteristics of the cyber-economy, makes the human survival state and has a certain degree of change. Third, the cyber-economy weakened the middle level. With the development of cyber-economy, which based on the traditional economy, the number of middle layer is greatly reduced, this feature allows for a reduction in the middle level in the cyber-economy, so that the pace of development of cyber-economy more quickly. Fourth, the cyber-economy is the immediate economic. The modern network is the speed of light transmission of information, the cyber-economy has become a speed type economy, cyber-economy is highly sensitive to changes in the market "real economy" or "real time running economy, real-time speed collection, processing and application of a large amount of information, the competition is no longer in the past, has also become a time competition.

3.ANALYSIS ON STATUS QUO OF CYBER-ECONOMY

(1)the network infrastructure coverage increased. From table 1 we can see that, as of December 2015, China's IPv4 address for the number 337 million, have the IPv6 address 20594 /32. China's domain name for a total of 31 million 20 thousand, including the ".CN" domain total annual growth of 47.6%, reached 16 million 360 thousand, the total number of domain names in Chinese accounted for 52.8% of the total number of China's website. 4 million 230 thousand, the annual growth of 26.3%; ".CN" site number is 2 million 130 thousand. The international export bandwidth of 5392116Mbps, the annual growth of 30.9%. Through this series of changes in the data we can see that China's network infrastructure coverage continues to expand, it is because of such a change, make our country the cyber-economy has a certain foundation, which could achieve rapid development.

Table 1 Comparison of 2014.12-2015.12 China's Internet based resources

	2014.12	2015.12	quantity of Annual increase	Annual growth rate
IPv4(per)	331,988,224	336,519,680	4,531,456	1.4%
IPv6(piece/32)	18,797	20,594	20,594	9.6%
domains	20,600,526	31,020,514	10,419,988	50.6%
.CN domains	11,089,231	16,363,594	5,274,363	47.6%
sites	3,348,926	4,229,293	880,367	26.3%
.CN sites	1,582,870	2,130,791	547,921	34.6%
international Internet bandwidth(Mbps)	4,118,663	5,392,116	1,273,453	30.9%

(2) The scale of Internet users, and the growth rate is very fast. 2015 compared to 2005 the size of Internet users, there is a significant rise, the new Internet users reached 577 million 260 thousand, At the same time through the calculation we can find that from

2005 to 2015 the average annual growth rate reached 31.38%. Through the calculation of this data we can find that the increase in the size of China's Internet users is still quite rapid. Meanwhile, from the overall point of view, in 2015, China's Internet users reached 688 million, Internet penetration rate reached 50.3%, the number of Chinese residents in the Internet has more than half. Among them, the 2015 new users of 39 million 510 thousand people, a growth rate of 6.1%, up 1.1 percentage points compared with 2014, netizens growth rate has improved. A statistical data in recent years based on, we can find that the large number of Internet users, and the growth rate is very fast, potentially huge consumer groups.

(3) Internet users spending power. From 2010 to 2014 this five years of network retail trading is huge, and the annual turnover in the network based on one year is gradually increased in.2014 relative to 2010 network trade expanded 22807 billion yuan. In 2014 it reached 27898 yuan this a high level, more than in 2013 926 billion 200 million yuan. At the same time the size of sales growth rate compared to 2013 also increased 9.2%. at the same time, we can also see that the growth rate of the size of the retail network in a relatively lower level. Through our analysis we can see that the ability of consumers is still very strong, and maintained a rising trend. This has great effect the trend of growth of the national economy.

(4) strong participation of enterprises. In recent years, the construction of the system Chinese enterprises are actively involved in e-commerce, more and more enterprises through the electronic commerce to carry out trade activities. According to statistics, China's government by the end of 2015, more than 50% of China's large enterprises have established e-commerce system, more than 30% of small and medium-sized enterprises through the Internet looking for suppliers, 24% small and medium-sized enterprises engaged in marketing through the Internet, Chinese shopping network has more than 100 million users. The development of Internet economy has promoted the development of China's Internet enterprises, China has a large number of well-known enterprises, the cyber-economy in various fields such as Alibaba, Tencent, Sohu, NetEase, Baidu, Ctrip company, many Internet companies are in foreign countries to achieve a listing. This phenomenon shows that some enterprises in our country are developing from the traditional development mode to the cyber-economy, and the participation of the enterprises is more and more strong.

3.DEVELOPMENT STRATEGY OF CYBER-ECONOMY

(1) Storing network integration business model for development

The vigorous development of the traditional economy in China based on the current, it is necessary for us to make some innovation on the business model. Because the traditional retail and online sales have

their own strengths, so under certain conditions, these two different types of retail chain can achieve business restructuring and cooperation. The traditional retail volume can effectively make up the defects of online shopping, there are high brand awareness, good reputation, stable source, rich product structure, long-term stable supply channels, mature customer service. Network marketing can be the advantage of traditional retailers and consumers in the online shopping habits of highly binding, which can not only avoid the loss of customers, but also can break the shackles of traditional values, realize the organic combining online and offline sales. A huge development space to more traditional retailers actively develop the sales network, has become the new retail channels to Suning Appliance as an example. And as one of China's largest appliance sales chain, were built in the major city has a point of sale, online shopping platform, it's also opened the online store. In addition to online shopping, but also make full use of QQ, blog, communication tools and consumers of WeChat network, provide extension services for consumers. This will not only enhance their own brand image, but also opened up a new field for the development of retail business, the Chinese retail industry has become more active.

(2) Identify the market positioning, strengthen the promotion and the formation of experiential consumption

The traditional retail enterprises have a good reputation, professional personnel and marketing experience, with many promotions to lure consumers repeatedly, frequently, the bulk purchase habits, but also by providing a variety of membership services and preferential measures to increase consumer loyalty; pay attention to the difference between dislocation management, positioning, the selection of goods focus on marketing, rather than simply a shop on the Internet. Consumers have formed online commodity prices far lower than the store spending habits of young people online shopping customers in the majority, so for the fashion and price is more sensitive. So when we will line the store into line, to pay attention to carry out experience consumption. Because the experiential consumption can give consumers a strong impression, not a presence in the imagination feelings. For example a catering shop online You can order, but because of consumer uncertainty, may not be easy to store orders. If the timely introduction of experience activities, with their own characteristics and taste to conquer the consumer, so online shop business will also be promoted. The online shopping do not have the feeling of customer experience in order to retain customers. Retail enterprises should strengthen the promotion creative, continue to introduce new brands and implantation of cultural marketing. The traditional retail enterprises to bring consumers decoration, design, site, the actual

experience of integration of hardware, people really feel, exchanges of people and things. While online shopping, people in the real world can not meet the communication needs of consumers. Experience is just the product itself. In WAL-MART and other large stores, more and more attention to customer experience, sales in the store to invite customers on the spot trial, try to eat, in order to attract consumers For the purpose.

(3) Formatting diversification, increase the service function

Enterprises should try to put people from the computer to the mall, to increase traffic. On the one hand by rearranging the format so that consumers have a more diverse experience, that the more service function and service capabilities, to meet consumer services output. On the other hand, retail enterprises should make full use of their own resources management, careful selection the operation of the product, pay more attention to attract new consumers attention. In the department store industry as an example to explain, on the basis of the original introduction of catering, entertainment, leisure and shopping center elements, can not only promote the retail business overall sales promotion, but also greatly reduce the business risk. Single shopping is more important in the change the format, some traditional industries will be considered to be due to the price difference caused by poor operating conditions, to play the "price war". But in fact is not the case. At present, people In the purchase of high-end products will still choose the retail entity. This is not only because the purchasing habits of the problem, the reason is that more trust in online shopping is not high, but also to attract consumers to buy high-end products. So, to occupy the high-end product market is still the advantages of the retail entity. Paris Galeries Lafayette, New York Messi department store is on with high-quality products and attentive service are still rising popularity, has a stable high-end customers. In the cyber-economy brings huge impact to the traditional retail industry situation, expand rapidly to the level of the city in the domestic market and the traditional retail industry reform and development. The traditional retail industry must rely on the network the platform, more cautious choice of operating region, the reasonable utilization of resources, to further improve the service and management, in order to obtain more development opportunities in the future and space.

(4) Strengthen the construction of network infrastructure

The construction and operation of the network is the carrier of the cyber-economy, the rapid rise of Internet service industry is the main way to the development of cyber-economy and the impact on the real economy. The size and network externality of the network scale is directly related to the size of the network, the external economy is more obvious. And

to promote the development of the cyber-economy first of all, is to solve the problem of the construction of network infrastructure, support the formation of the cyber-economy environment outside, it must be in the hardware and software to provide high-speed network support. At present, with China's accession to the world trade organization, to continue to develop and accelerate the telecommunications reform steps and related policies as soon as possible to create conditions eliminate, basic network market access restrictions,

To break the monopoly of telecommunication network and division system, to further expand the international financing and other folk financing, fully relax the private investment restrictions, to attract private capital, including infrastructure investment, establish good mechanism for the operation of the capital market. To encourage competition, improve the market access system, limitation of acts of unfair competition, to achieve effective competition and maintain the order of competition.

5.IMPLEMENT SYSTEM INNOVATION STRATEGY

Overall Internet technology is a tool, is neutral, what direction, can bring what kind of role, depends on the system constraints. The Internet technology can bring great benefits to our country, on the one hand depends on our understanding of it, depends on how to use it, on the other hand, depending on the application we can make the Internet technology system reform and innovation. Therefore, we must put the development and system innovation of the cyber-economy together. According to the characteristics of our country, the measures should be taken: one is the innovation of trading mode. The traditional transactions and online transactions. The two is the combination of innovative financial service system for. China's current lack of credit in commercial activities, the bank should be involved in online transactions, the innovation of financial products, by means of providing financial products and credit guarantee of new services, to achieve network Payment security, to prevent fraud in online

transactions. The three is the innovation system of the division of labor. The first is the professional division of labor between the online trading market. To establish an online trading platform of some specialized industries and according to the characteristics of the industry, every trading platform is a professional wholesale trading market. Second is the trade links between the division of labor. In consideration of the technical level, between enterprises of our country economic strength, great difference of personnel's quality, should carry out the combination and division of online transactions and offline transactions. Four is the innovation of organization system. According to the current situation of the online trading system, the organization is the most suitable membership system. It passed the qualification access, membership fees, membership management and other means to control the size of the market, reduce the risk of the market.

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Process Genre Method in the Application of Business English Writing Teaching

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Abstract: This paper analyzes the process genre method in teaching business English writing the feasibility of the application, analyzes the strategy and application advantage, to improve the students' business English writing ability, enrich students' knowledge accomplishment, promote the students' comprehensive ability has a positive role in the development.

Keywords: Process method of genre; Business English; Writing teaching; application

1. INTRODUCTION

In business English teaching of middle school students writing ability is an important standard to measure students' English level, cultivate the students' writing ability is an important goal of business English education. In business English writing teaching, the traditional writing teaching is the results of teaching, the teaching practical stronger, the teacher first analysis model, clarify model essay structure, and then list words commonly used sentences, according to the model essay writing thinking to copy write, finish the writing task arrangement by teachers [1,2]. This way of writing teaching, pay attention to the application of writing strategies, attach importance to guide the student to carry on the phrasing, can cultivate student's basic skills of writing, but its disadvantages is ignored the students' writing process, the students copy write, can't create stimulate students' enthusiasm, also restrict the further development of students' writing ability. This way of teaching students in a passive position, the writing's enthusiasm is not high, the students' ability of writing and it is hard to get promoted, the students' English composition score has been hard to get effective improvement. Traditional way of writing teaching is difficult to develop the service the talents of the society, therefore, business English writing teaching to reform actively, and the use of process genre approach is an important choice of business English writing teaching reform [1,3].

2. PROCESS METHOD

College English writing teaching in practice to explore the three kinds of teaching methods, the results of teaching method, teaching method and process. Results teaching methods focus on language knowledge and application of writing skills, and this

kind of teaching method ignores the writing process, ignoring the students' writing innovation, unfavorable to the cultivation of students comprehensive ability in writing [4,5]; The process and method of teaching writing as a process, focus on guiding students to develop a plan of writing, to carry on the material collection, write operation, review, etc., improve students writing ability in the process of writing. But this kind of writing teaching method is also insufficient, the lack of the most prominent when ignoring the articles in various subjects in the differences of thinking design and structure arrangement. Genre approach is through the analysis of discourse genre, genre analysis theory, set up discourse schema structure, in this kind of structure under the guidance of students in writing. These advantages and disadvantages of each teaching method in the summary of the three teaching methods, study English writing, on the basis of practice, experts put forward can integrated the advantages of three kinds of writing teaching the new teaching way, this way of teaching is the process genre approach. Process genre approach including six writing link, that is, communicative situation, clear purpose, taking into account the need to use words and conception, form the draft, final text. Process genre approach to highlight the writing is an important means of communication, this way of writing education application you need to set up a social situation, and have clear communication purpose. And business English writing is a purposeful communicative activity, process genre approach is applied to teaching business English writing is very applicable. In genre in the teaching process, students need to learn all kinds of the context of a specific subject matter knowledge, to master cultural knowledge, students also need to pass the writing exercise practice, standardize their specific occasions writing language application, according to the specific social situation to master more vocabulary and sentence structure. Process genre approach is applied to business English writing teaching, can effectively arouse the enthusiasm of students to participate in the writing, the writing teaching method can make students understanding of different discourse genre characteristics effectively, to enrich students' knowledge, make students accumulate contained different themes of cultural knowledge, and

can effectively improve students' English comprehensive ability and level. Compared with the traditional English writing teaching method, the process genre approach can promote students the ability of comprehensive application of writing skills, to improve students' consciousness of change, promote students' autonomous learning and cooperative learning ability has a positive role in promoting.

3. PROCESS GENRE APPROACH IS APPLIED TO THE FEASIBILITY OF BUSINESS ENGLISH WRITING TEACHING

Business English writing teaching and routine teaching of English writing, there is a difference between the main difference is a distinct genre features of business English writing teaching has, therefore, in teaching business English writing, must pay attention to different articles of different genres. In addition, business English writing teaching, on the one hand, to cultivate students' good writing habits, improve students writing skills. , on the other hand, you also need to make students master them in context, the different style according to the requirements of the different text genre in his writing, which determines the business English writing teaching must choose process genre approach, in this way, students experience writing process, raises the student good writing skills and writing habits. At the same time also need to encourage students to creative writing, so that the students can according to the requirements of the different text genre in his writing, so that the students can understand the purpose of writing and the function, so as to realize project works effective and unified language form and function. In this way, can we truly achieve the goal of business English writing teaching. Therefore, in teaching business English writing, application process genre approach is very necessary.

In addition, the process genre approach can achieve teachers, students and texts of effective contact between. This kind of writing teaching is not simply for writing skills training, but can combine the elements of effective writing, make the interactions between the factors of writing, the writing process into an interactive process. In the interactive process, the teacher can relationship with students, teachers guide students to focus on writing style, guides the student to analyze this kind of style of project purpose, guides the student to analyze the text language domain, etc. Can also occur relationship between students and the text, students design thinking of writing to meet the need of text genre, on the choice of the material. According to the text need to form a draft, modify, etc. Teachers and text and relations, the text, design range, design strategy for writing, to say the process genre approach is not purely a guide student to carry on the writing of personal behavior, but a can make writing sex all the elements of the interactive writing process, the

teaching method is very adapt to business English writing teaching, to promote the development of business English writing teaching.

4. PROCESS GENRE APPROACH IN THE APPLICATION OF BUSINESS ENGLISH WRITING TEACHING DESIGN

Genre approach in teaching business English writing application process different teachers can make different design according to the needs of teaching content, but whatever process design of the application of all need to follow three basic principles: first, to attach importance to students' writing process, to actively guide the student to carry on the writing practice, in the process of writing, make the student application knowledge, developing ability. Second, should attach great importance to the differences of genre, different writing theme design is different, teachers should guide students to meet the need of subject design, writing in his writing content selection. Third, student centered writing teaching activities. Process genre approach must highlight student's subject status, to make the students as the main body of writing to learn.

4.1 Teacher introduction text style

Genre method in the application process to carry out the business English writing teaching, first of all need to import part of the need to learn the text style to carry on the simple introduction. Teacher with a clear and accurate concise language agency need to discuss the problem of genre, writing background, writing purpose, the basic content, such as the structure of the article through introduction makes the student to the need to discuss style, have a general understanding of the teaching use three to five minutes, the teacher introduced concise style to do.

4.2 Exemplary teachers guide students to do research
In teachers simply agencies need to discuss the text style content, the student to the text style respect have an intuitive understanding of knowledge, teachers can provide students with the idol, guides the student to the idol. The selected model can come from the teaching material, also can be a business company of some actual cases, or network, by find relevant business model essay writing. Choose to typical model, model essay writing in the format to complete, all writing elements to contain among them, the happy content should be concise. Model essay presents, teachers can guide students according to the requirement analysis of the model essay writing discussion, teachers guide students thinking model essay writing ideas, and combined with the first link style introduction, guide the student to analyze the model essay relevant information to discuss, guide students to analyze how the author is writing. Happy to discuss, understand the style of writing background, writing goals, thinking and writing the text structure and so on.

4.3 Further show exemplary teachers guide students for discussion

After students complete the first model essay discussion, the student's basic knowledge of writing had been reached, but the students don't have is writing ability. Their thinking and understanding of a genre of writing text understanding is not comprehensive enough. Therefore, the teacher need more for the students to produce two or three model essay guide students for further discussion. Teachers guide students for each model essay analyses one by one according to have knowledge of writing. Through the practice of this step, teachers guide students to further clear structure and thinking of writing style of play to writing conclusions for further verification and reinforcement. The discussion of this step will pay more attention to some details, such as, language style of words, word choice, tone and other details are discussed. Not only that, the teacher needs to guide the student to the study and discussion, so that the students of business English writing statements in common, observes, for students to choose the right words to business English writing language foundation.

4.4 Set the specific writing task

The idol in the student through further discussion, the actual writing process, after have a full understanding of relevant basic writing style of information, students have to master well. At this time, the teachers can guide students in writing. Teachers set specific writing task for the students, clear writing background, purpose, and according to the genre, guided by the student experience set writing situations, to stimulate the student writing a positive heart, improve students' writing confidence. For example, in the guide students to write a business plan, the teachers will need to set up the students are familiar with the writing situation. For students, it has no business experience, and experience working in the company, if the teacher set the writing task is to let students write a business plan on how to set up a company, real life does not meet the requirement and students, students do not know how to start. But if teachers for students with an open a shop the task of writing program, students are quite familiar with this aspect of content and. Decorate the writing task, is the student can accept, and can be written. Therefore, the teacher at the time of concrete writing task arrangement, should attach great importance to the feasibility of task, contact the actual situation of the students.

4.5 And guide students to task group discussion activities

After writing task arrangement, teachers need to organize students in small groups form around how to better complete the writing task for discussion. Discussion to include the content of the author to choose what kind of writing material, what kind of writing tone, lay the use which kinds of style of language, how to design the structure of the article and thinking, and so on. Through discussion, so that

the students clearly what they want to write, how to write, how to write design. If students in the discussion is in doubt, teachers also need to do a good job of misgivings students, for students to put forward some good advice.

4.6 guide students to independent writing task

After students writing problem for group discussion, the teacher must be able to encourage students to independent writing task. In general, if the writing task is simpler, the capacity is relatively small, the teacher asked the students in the classroom to best to complete the task in time. But if the large amount of writing task, writing is difficult, teachers can guide students in the class, use more time to finish the writing task. Teachers must be able to make students realize the importance of independent writing, can make students truly independent writing, avoid plagiarism in writing. Only students truly experience the process of writing, the writing ability of students to get promoted.

4.7 For work to carry out the self-evaluation of students and student's mutual activities

After the completion of a student work, the teacher should not be directly to grade of student work, cannot directly to grade student work. Teachers to guide students to work for the self-assessment and mutual. Through mutual self-evaluation of students and students, so that the students can find the problems existing in the work, to make further changes to your work, to further improve. If teachers to evaluate students' work, directly to the point, the improvement of the student's work enthusiasm will be affected. Students are not over checking work, modify repeatedly, in this way, students lose the will further improve their writing level. Therefore, teachers should guide students to fully completes the work of self-evaluation and students mutual work. In terms of evaluation work, teachers should provide students with some evaluation criteria, such as watching whether accurate language expression, see if works structure complete, theme is appropriate, whether the ideographic clear, and so on, to be able to through self-evaluation of students and mutual, further enhance students' ability of evaluation work effectively, enhance students understanding of the standard of excellent works.

4.8 Teacher to student work for further review

After the self-evaluation of students and student mutual work, teachers need to dummy work for further review. The teacher appraisal of student work, focus on student work subject choice, the article structure and express ways, at the same time also need to consider to the accuracy of the language expression. If the teacher found that students have problems, do not to modify the problems of students, but need to be marked with a special symbol. In terms of student work score, the teacher on the one hand, the merits of the work of the students according to grade for the student, at the same time also need to

give priority to in order to encourage, avoid low scores hurt the enthusiasm of students' writing.

4.9 Guides the student to work changes

After teachers' evaluation of student work, teachers should guide students to work, modified according to teacher's tip modification, modification to your satisfaction. After modification, the students need to let the teacher to change situation for inspection, found the problem, and further modify, until success.

5. PROCESS GENRE METHOD APPLIED TO THE MEANING OF THE BUSINESS ENGLISH WRITING TEACHING

Process method can realize the combination of reading and writing. Read the text, can enrich the students' vocabulary, promote the students' English expression ability. By reading the discussion, students can fully grasp the theme of the works, the text writing characteristics have a clear understanding. Use this method to carry out the writing education, students access to a variety of form and content of the article, this is beneficial to promote the students' cognitive ability, expand student's field of vision. Process genre method applied to business English writing teaching, can give full play to its advantages, so that students in a specific writing practice, grasp the style of writing. In this process, students need to be continually discussed writing way, pay attention to the content of writing, etc., the cooperation to explore the ability of students can be cultivated. In addition, the process genre approach is set for a specific context, in the process of the whole writing, students always is the main part of the writing, the teachers also can undertake effective guidance to the students' writing, by the same body model essay more Settings, can continue to expand students' thinking of writing,

so that the students are talking about analysis, grasp the essentials of writing various works of different genres, this approach is applied to the classroom, can effectively promote the students' writing ability and level.

6. ACKNOWLEDGMENT

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The Application of Management Accounting in colleges and Universities' Financial Budget Management

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Abstract: Management accounting is separated from the traditional accounting, which is the internal report accounting paralleling with financial accounting. It mainly serves for the enterprises to improve management, improve the economic benefit. In colleges and universities, there exists some problems in the budgeting method, the budget implementation and performance management, etc. Therefore, this paper is applying the theory and methods of management accounting in the management of colleges and universities in order to improve the method of university financial budget management and improve the level of budget management.

Keywords: management accounting; Colleges and universities; budget management

1. INTRODUCTION

Management accounting, which is supportive for the enterprises and institutions' internal management affairs, will be able to predict developing prospect, participate in decision-making, planning, controlling and evaluating the future economic activities with relevant information. With the constant expansion of colleges and universities, the capital sources for operating a college have demonstrated the pluralism, and the disadvantages gradually revealed in universities financial budget management. According to the new "budget law" issued in August 2014, it is required that, in order to avoid financial risks, guarantee the sustainable development of colleges and universities' finance, the universities should comply with the trend of budget reform, and focus on the budgetary revenues and expenditures in current year. They should also transform from public-investment-management-oriented colleges to public-production-management-oriented colleges. Moreover, they should pay equal attention to analyze short-term flow and long-term stock, rather than unilaterally putting emphasis on analyzing short-term traffic based on fiscal, unit's financial situation. Therefore, it is urgent to figure out a way to apply the theory and methods of management accounting in the colleges and universities' financial budget management so as to strengthen the funds management, reduce the funding pressure, optimize the allocation of resources, and create a harmonious campus environment for the

healthy and sustainable development.

2.THE EXISTING PROBLEMS OF BUDGET MANAGEMENT IN CHINA'S COLLEGES AND UNIVERSITIES

2.1 unreasonable budgeting methods and incomplete contents

At present, China's colleges and universities mainly adopts the traditional budgeting method called "Cardinality plus Growth". "Cardinality plus Growth" is a budgeting method based on the actual income and expenditure in the previous year, concerning the fluctuation to the number of enrollment and fiscal revenue in the budget period, and calculate the next year's budget data. However, this method will lead to budgeting errors. Because in this method, the unreasonable project expenses in previous years will still be a problem in the future, and the changes in colleges and universities' demand for funds cannot be fully taken into account in the process of their development. At the same time, the universities' budget should be the "full-caliber" budget, which includes all financial revenues and expenditures. However, since the funds of universities are mainly financial appropriations and business income, they are very difficult to accurately estimate when making budget planning, and the budget planning cannot be as refined as required for making financial budget. Besides, the accountability units are unable to make feasible demonstrations based on their own development needs for their declared projects in the budget declaration, thus making an arbitrary and faked budgeting. All of these will result in missing budget content, and the budgeting accuracy and reliability can hardly be guaranteed.

2.2 the implementation of the budget is not strict, and constraining force is not effective

College budget management should take all the University's budget into management system, in order to accurately reflect the overall scale of college financial revenue and expenditure; it should be very serious and authoritative. Many colleges and universities don't have corresponding system of norms and procedures, cannot implement timely and effectively monitoring, tracking the process of implementation of the budget management and doing and can not make feedback of index assessment of various departments and the implementation of the

budget and schedule information in the aspect budget execution, control, adjustment. Some universities don't have a long term planning and perfect system, some department leaders have the thought of " having money, using it until no, without money, asking for more," the budget targets did not play a rigid and authoritative role, the implementation of the budget is not conformed to plan, some budget items directly or indirectly change their uses, which makes the budget enforcement become very weak.Budget management is weakening; the preparation and implementation of the budget have big differences, which greatly affected the efficiency of the use of funds in Colleges and universities.In addition, due to the special nature of development and the complexity of economic activities, especially after the implementation of centralized treasury payment, the lack of flexibility of most fiscal adjustment have caused disadvantages such as money assault and also has brought great difficulties to the financial management of Colleges and universities .

2.3deficient information system delayed performance management

Currently, China's colleges and universities have not established integrated financial service information system at the core of accountant IT and budget management IT, and a unified budgeting, implementing and monitoring platform has not founded within the school scope, either.Financial budget data is not connected and supportive for the data sharing, which makes several functional departments in tender, procurement, asset management still operate in the traditional way that is signing to confirm source of funding. At the same time, the superficial budget performance evaluation together with the irrational evaluation system suggest that the colleges and universities' financial management is cost-ignoring, inefficient and the budget planning, execution and assessment are mutually divorced from. In addition, The actual completion of the budget target cannot reach the intended goal for lack of effective incentive and restraint mechanism from resource allocation. Furthermore, the budget target is not binding as expected, and the economic responsibility is obscure,causing the great reduction to of the universities' budget and ultimately affecting the use efficiency of the funds.

3. THE APPLICATION OF MANAGEMENT ACCOUNTING IN THE UNIVERSITY BUDGET

3.1 a feasible study to be carried out before the budget making

First step, division of responsibility should be completed, and the strict budgeting procedures should be formulated. The main function of management accounting is to make use of the relevant information to predict the future, to participate in the decision-making, to plan the future, and control and evaluate economic activities, so some

strict and scientific demonstration will be carried out prior to the budget making. Division of responsibility unit is the first step. Responsibility unit, which can bear certain economic responsibility, is divided in accordance with the principle of unity of rights and responsibilities in colleges and universities, relatively independent. While the financial sector has the budget arrangement, they will have a first division of responsibility unit in colleges and universities, gives an appropriate publicity for the requirements and procedures of the budget making, and makes an appoint of budget making with regulated and related procedures.Secondly, the responsibility units consider the future development direction and development goals according to their actual situation, and then give a feasible report on budget in accordance with methods to formulate the budget quota standards and compiling of budget in colleges and universities, and request for all specific expenditure accounts of budget making. The financial sector should gradually improve the quota standard system of basic expenditure, and accelerate the construction of the project expenditure quota standard system, in order to more accurately reflect the financial budget of the university yearly. In addition, the financial department will have a summary of each responsibility unit budget report, recruiting related experts for their demonstration whether they are feasible in the premise of comprehensive consideration of the overall planning of college and university' development, and weighing the total funds, confirm the final budget arrangements and assign budget targets and tasks. Second step, investment decision-making methods are used to evaluate of the responsibility center budget making.With the development of social economy, our country's higher education has been in a period of rapid development, so the university should have a long-term development goal, with the maximum benefit of the limited capital investment. Management accounting is mainly based on the long-term strategic goals, its function to collect and analyze relevant information, in order to provide information for the enterprise decision-making planning, budget planning, evaluation and control, and internal management services for enterprises.Therefore, the financial department should have a demonstration for budget of respective responsibility units with adoption of investment decision-making theory, especially for major investment projects, to avoid investment risks, reduce investment costs, and improve the efficiency of the use of funds. Colleges and universities should fully consider the risks and rewards of investment projects, using the probabilistic analysis to analyze and balance the relationship between those, with a net cash flow, investment payback period, and internal rate of return for the evaluation of investment projects and business performance. They adopt the diversified investment strategies, to rationally

allocate resources, optimize the investment portfolio, and realize the purpose of spreading the investment risks and improving investment benefits. Generally speaking, negative features of investment projects, such as risks, a long cycle, many links, involves a number of factors. Once the decision-making mistakes, it will seriously affect the financial situation and cash flow. Therefore, the project investment should be on the basis of full investigation and study, in accordance with the scientific investment decision-making process of the management accounting to ensure the scientific and effective decision-making.

3.2 budget making implemented with adoption of "zero base budget and rollong budget"

The new "budget law" has established a full bore budget system, strengthened the integrity of the budget, and clearly requires that all government revenues and expenditures should be included in the budget, above of which improve the scientific requirements of budget, establish a system framework of the public budget and final accounts, and strengthen the budget constraints. "Zero base budget", starting from "zero", can be used as for the basic expenditure and project expenditures within a year, whose advantages is not subject to the annual expenses and expenses standard limit, able to identify and remove items which are not sufficient or outdated. In addition, from the actual needs of sector development, it will promote full participation consciousness of all parts with fully consideration of the influence of the change of environment and risk of the funds, and make the budget making of colleges and universities more authentic, detailed and complete, and promote more efficient allocation of resources. The three-year rolling budgeting should be implemented as to the project for the long-term development goals. The planning in the first year will be constraint to its budget making yearly, and beneficial to have timely adjustment for those in next two years, and in the second year, there will be another medium-term planning(a new three-year planning) with one more year, so that it can ensure that the planning of work and arrangement of projects are undergone systematically in a relatively long period of time in colleges and universities. The system does not only make up the congenitally deficient of the annual budget funds and improve the efficiency of capital allocation, but also effectively ensure the development and the supply of funds for major projects.

3.3 establishing management accounting information system and improving the performance evaluation system

The development of computer information technology and network technologyhave laid the technical foundation for the application of management accounting in colleges and universities. Management accounting needs to analyze the

relevant financial data, andmakes forecasting, decision, planning, controlling and evaluation with the help of analytic technique of economics and mathematics and mathematical models and related formulas, whose algorithm is so complex that it is difficult to complete by hand. Therefore, it is necessary to establish the management accounting information system in the financial department of the University, in order to complete the work of management accounting by the technology of database and network communication, and improve the quality of the financial management in Colleges and universities. But the common problems of the financial budget management are still restricting the efficiency of university budget management. The establishment of budget performance evaluation mechanism line the concept of performance and performance requirements throughout the whole process of budget management and all sectors, which focus on the combine of performance management and budget management and realize the "spending money responsibly and effectively", optimize the allocation of resources and promote the healthy development of colleges and universities. First, the choice of evaluation index should reflect the principle of economy, efficiency and effectiveness, and make feasible budget performance evaluation index system for responsibility center from many aspects, such as the completion status of performance targets, the use of funds generated by the performance targets of the benefit and the measures to complete performance object. The second is to determine a reasonable index and weight coefficient, and use a combination of qualitative and quantitative methods to measure the evaluating performance goals. The methods of performance appraisal mainly include cost benefit analysis, comparative analysis, factor analysis, minimum cost and public evaluation, and so on, which should be chosen according to the performance index.The last one is making a summary to the performance evaluation results, which could be used as a basis for reward and punishment and the basis for the annual performance appraisal.

3.4 strangthen the integration of financial accounting and management accounting

Financial accounting is the basis of financial management, and management accounting also needs financial accounting as basis, which is the reprocessing for financial accounting.In the process of university financial management, it should take into account the twoand gradually strengthen the use of management accounting. Management accounting theory in China is originated from the west. The use of the western advanced thoughts should be combined with national conditions and characteristics of financial management in Colleges and universities, which should be researched in depth, and broadly use the management accounting theory of comprehensive budget management, investment decision, and CVP

analysis. Through the analysis and summary of specific cases, it could increase the practical experience, which can fulfill and improve the management accounting theory in the financial management of colleges and universities and form a set of management accounting theory associated with the development of the University.

4. TRAINING MANAGEMENT ACCOUNTING PERSONNEL AND IMPROVING THE QUALITY OF ACCOUNTING PERSONNEL

Compared with the traditional financial accounting, management accounting puts forward higher requirements for the comprehensive quality professionals, which is also the key to the financial budget management of colleges and universities. Management accounting personnel should be familiar with not only the traditional accounting theory knowledge and practice, but also need to have the enterprise strategy, financial management and other aspects of the theory of knowledge and experience, besides, they also needs to master the methods and techniques for the use of all kinds of financial software. At present, universities generally do not have the specialized management accounting personnel, and the accounting personnel belongs to the account type. If transferring to the managing account, it must strengthen the management of accounting personnel training and training. First of all, the universities and colleges should reform the education system of management accounting as soon as possible, whose training object and plan should satisfy the needs of development of management accounting in the teaching, and combine the

knowledge of management and accounting in the training contents. It should innovate the teaching methods and practice methods, and establish management accounting raining base and increase domestic enterprise internship opportunities, to combine to the theory and practice, so as to cultivate high talent management accounting that has good knowledge and practical ability. Secondly, from the quality of accounting personnel, it should organize the professional knowledge and skills training, and establish new management accounting personnel, who can master the principle and method of financial accounting, know the modern management theory, and familiar with the management of accounting software operating system. Besides, it should train a high-quality professional management accounting team with the forecasting and planning ability for future economic activities combining with the actual conditions.

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The Issue of Academic Misconduct and Its Causes Base on Data Analysis

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Abstract: Academic Misconduct (AM) cases, existing in various forms during the process of colleges and universities' innovation, which become a serious problem to the academic society. The case processing involved with reporting, investigation and treatment is rather complexity and disorder. Through the construction of AC databases, analyze the basic information of China's academic misconduct (AM), the basic information of AM offenders and the characteristic of AM cases. This study would enrich the theoretical content concerned with research misconduct in China, and also plays a constructive role in the scientific endeavors as well as social progress.

KeyWords: Academic Misconduct; Behave; Cause; Characteristic

1. INTRODUCTION

Based on website information and news media reports of academic misconduct(AM) cases, the writer applies R's XML and RCurl packages to further explore the source and screen data manually and via SQL, and uses SPSS to undertake visual analysis and processing of the data. By screening out libel, false accusations and other network violence, finally the writer collects more than 100 cases and their information on the date, place and academic background, etc. These cases are classified according to the 27th Article of Measures on the Prevention and Treatment of Academic Misconduct in Colleges and Universities and formed the case database, which could be further investigated on AM's characteristics.[1]

2. THE BASIC INFORMATION OF CHINA'S ACADEMIC MISCONDUCT (AM)

2.1 Time Distribution of AM Cases

The number of AM cases refers to the total number of misconduct cases being reported or investigated that year and the processing time refers to the official announcement time.Fig-2 depicts the growing trend of AM cases in the database. Before 2003, the case number was one, between 2003 and 2013, the case number increased dramatically and reached its peak at 29 in year 2013, which was 29 times more than that of year 2002.And it experienced two declines: 2005-2006 and 2009-2010, during which the Ministry of Education issued documents and established misconduct supervision organizations to deter AM. As for the decline in 2013-2016, the main reason is

the time delay, since the case processing involved with reporting, investigation and treatment is comparatively a slow process. This trend is similar to the overall study on withdrawn papers by Yao Changqing and Chen Xiaoqing, etc.[2]

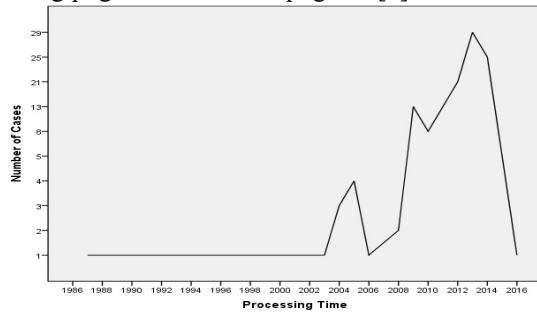


Figure 1 Time Distribution of Misconduct Cases

There are two caused that lead to the above phenomenon. Firstly, the scientific community is enhancing its self-regulating ability by applying stricter policies to research work. Secondly, more and more funds from the government are spent on research projects, and consequently an increasing number of research results have been achieved in recent years. In 2003, our country invested 153.96 billion yuan in scientific research, while the figure was increased to 1500 billion yuan in 2015, nearly 10 times more. On the other hand, the number of SCI papers in China continues to grow steadily. There were 49,788 published papers in 2003 and 2.78 billion in 2015, increased by almost 6 times.[3]

2.2 Geographical Distribution of AM Cases

In the database there are 124 cases that include the place of the offender, distributing in 28 provinces with an average case number percentile at 4.4%. Among those 14 provinces has less than 2.5%, accounting for 20%. The rest 80% are distributed in the other 14 provinces, among which Sichuan has the most cases that makes up of 8.7%. Hunan, Hubei, Jiangxi and others follow, each accounting for more than 7%.Zhejiang,Chongqing and others belong to the range of 2.5%-7% and Liaoning, Heilongjiang and others account less than 2.5% each. In general, the dominant rate in most provinces is below 7% and the province with a rate of 7% or more is classified as the one with a high incidence of AM.Fig-1 lists all the provinces with an AM rate of 1% or more. [4]

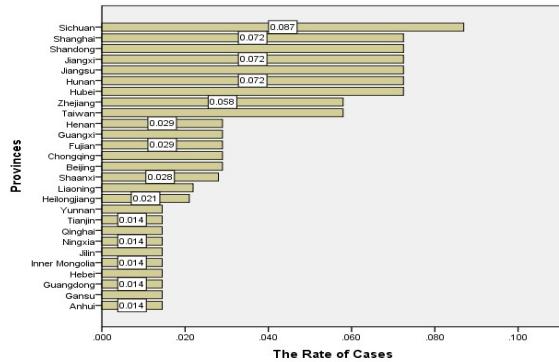


Figure 2 Regional Distribution of Misconduct Case
The reason is that the increased working force in the research institutions implies a higher incidence of AM and special attention ought to paid to those areas with less educational and research institutions but a high incidence of AM.[5]

3. THE BASIC INFORMATION OF AM OFFENDERS

3.1 The Distribution of AM Offenders' Titles

Due to different measurements about job titles and positions in various fields, this study uses four job titles, i.e. Academician, Senior Title, Intermediate Title and Junior Title in a unified scale. Specifically, academicians in Chinese Academy of Sciences and Chinese Academy of Engineering belong to the academician category; professors, senior engineers and research fellows are included in the senior category; associate professors, engineers and associate research fellows are defined in the intermediate level; teaching assistants, lecturers, assistant engineers and assistant research fellows pertain to the junior category. 90% of the AM offenders possess the intermediate title or above: academicians -1.8%; senior title-70.91%; intermediate title-17.27%; junior title-only10.00%. Fig-3 illustrates the title distribution of offenders. [6]

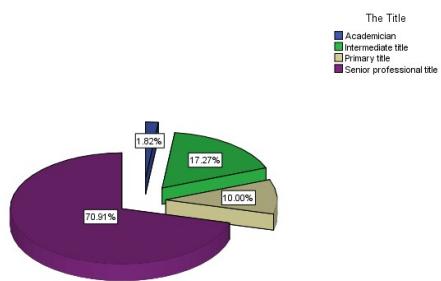


Figure 3 Titles Distribution of Misconduct Behavior Person

There are two main reasons for the phenomenon. Firstly, high professional titles have more topic and access to the scientific research resource, scientific research work is mainly composed of senior scientific research personnel titles. There are some issues will directly to the host's title has specific requirements. Secondly, lower professional titles in order to get higher title fraud in scientific research and scientific research experience, it lead to some researchers, in

order to obtain the title, is repeating in the low level of scientific research.

3.2 The Distribution of AM Offenders' Academic Backgrounds

According to "The Degree Regulations of The People's Republic of China" article3, there are 3 kinds of degree, bachelor, master and doctor. Fig. 4 on the basis of classification, describes the degree distribution of misconduct behavior. Among the research misconduct, with master and doctor degree accounted for 97%, bachelor's degree accounted for 3%, many survey show that scientific research groupof doctor student is the most serious moral problemaccounted for 87%. [7]

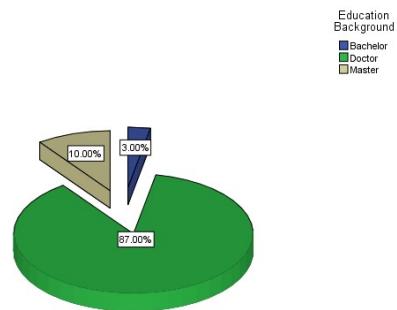


Figure 4 Degree Distribution of Misconduct Behavior Person

Because most doctors' Psychological are immature, want to get the producequickily, soproduce scientific misconduct. In "The law of the People's Republic of China Degree Regulations", compared with bachelor and master, the demand of doctor degree to the basic theory, expertise and creative achievements is higher, these led to doctor to do some risks things.[8]

4. THE CHARACTERISTIC OF AM CASES

4.1 AM Types

There are 136 cases in the database that explains the offender's behavior type. Based on the 27th Article of Measures on the Prevention and Treatment of Academic Misconduct in Colleges and Universities, there are five types of misconduct, among which plagiarism and academic frauds become the mainstream of AM, accounting for 38.41%. Falsification of research data, information, documents, notes, or results makes up more than 24.50% and 22.52% is contributed by using fake information in the application of research projects or academic degrees as well as the assessment of research results, grants and job titles. [4]

Reasons are as follows; Firstly, the cost of paper fraud, illegal copying is low. After complaints, they always use correction, withdraw manuscript, apology as punish method, this will not have an impact on the personal reputation, career development. Secondly, the limit of excavatethe existing academic misconduct. The course of journal editors, paper plagiarism system provide a number of rechecking during, data fraud cases. But for the relatively hidden

excavation way of academic misconduct, we lack the measure which is efficient and reliable.[9]

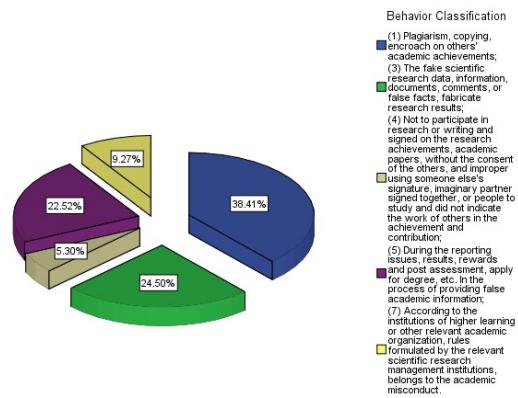


Figure 5 Classify Distribution of Misconduct Behavior

4.2AM Trigger Mechanism Methods

In terms of the trigger mechanism of AM, reporting via network, real-name and anonymity accounts for 45.77% and major reporting parties are included as follows: audit departments(19.10%),National Natural Science Foundation of China (10.05%), National Social Science Foundation (6.43%) as well as Discipline Inspection Committee (1.41%) have exposed a good number of misconducted research projects; Journal editors (7.75%) and graduation thesis reviewers have disclosed (7.04%) a lot of plagiarism cases; a handful offenders have confessed their misconduct(1.41%).[10]

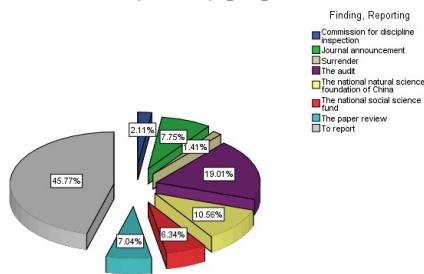


Figure 6 The Discovery of Misconduct Behavior
The lack of standardized reporting and accountability mainly contribute to AM. The majority of AM cases are exposed via the internet. Taking He Haibo's plagiarism as an example, if New Threads had not reported the allegation letter, his case would have been closed with the initial results of Zhejiang University. This incidence reflects that academic associations and organizations are not strict enough with the research activities such as the peer review.[11]

4.3AM Trigger Treatment Methods

According to Chapter 5, Article 29 of Measures on the Prevention and Treatment of Academic Misconduct in Colleges and Universities, there are five types of AM punishment: public reprimand (13.64%);termination or cancellation of the related research projects and cancellation of application

eligibility within a certain period (13.64%); withdrawal of academic rewards and honors (18.18%),dismissal(40.91%); other measures prescribed by laws, regulations and rules(13.64%).[12]

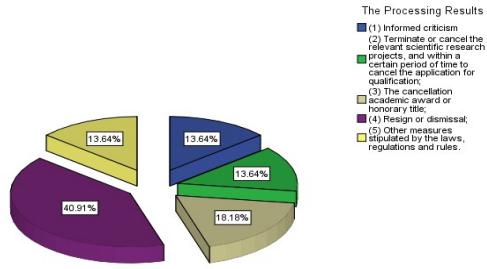


Figure 7 The Result of Misconduct Punishment

The related regulations ought to be carried out to enhance the internal self-monitoring mechanism within a research organization. On the other hand, the result depends mainly on the administrative process. Since there are none legislative regulations to address AM in China, governance of AM largely relies on documentations issued by Ministry of Education, Science and Technology Department and other administrative ministries. Therefore, dismissals are common punishment of AM.[13]

5. ACKNOWLEDGMENT

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Research on Training Mode of School Enterprise Cooperation in Higher Vocational Education

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Abstract: As an effective way to realize the training in higher vocational education, the mode of cooperation of colleges and enterprises is the basic characteristic of modern higher vocational education. In this essay, a mode of colleges and enterprises cooperation called "1+x", was proposed according to the actual situation in college of Handan, and commonly promoted in other colleges.

Keyword: Higher vocational education, cooperation of colleges and enterprises, mode, research

1. INTRODUCTION

"National medium and long term education reform and development planning" points out "Vigorously develop the occupation education. The development of occupation education is to promote economic development, promote employment, improve people's livelihood, an important way to solve the problem of 'three agriculture', then it is the key to ease the contradiction between labor supply and demand, and it must be placed in a more prominent position. Vocational education should be geared towards everyone, facing the society, focusing on cultivating students' professional ethics, vocational skills and employability and entrepreneurship."

2. ANALYSIS ON THE CURRENT SITUATION OF SCHOOL ENTERPRISE COOPERATION IN HIGHER VOCATIONAL EDUCATION

The higher occupation education in foreign countries mainly presents three different modes: first is the enterprise primary school enterprise cooperation. It is a famous German "dual system" and the Japanese university industry cooperation; second is the main mode of school enterprise cooperation, which is represented on the cultivation of comprehensive ability for the American model cooperative education [1]. Last is Australia TAFE mode as the representative of the industry leading pattern; it plays an important role in the development of occupation education [2]. No matter what mode, its common characteristics: First of all, enterprises have a very important position and role in the school enterprise cooperation. Its main performance is: The enterprise is the teaching practice of production, it undertakes the actual occupation training tasks of the basic knowledge and basic skills, it provides human resources for the implementation of school enterprise cooperation, material and financial guarantee is an important evaluation of school enterprise cooperation.

It is one of the organization implementers of school enterprise cooperation and the evaluation of its education effect. Secondly, the school also plays an important role in the cooperation; school is a place for students to carry out basic education. By imparting basic knowledge of vocational, it lays the theoretical foundation for the production practice teaching in enterprises.

Domestic vocational colleges have carried out personnel training mode reform, and achieved the stage results. But the specific implementation process surface, simplification, school enterprise cooperation status is unequal; it is difficult to achieve the depth of school enterprise cooperation. In the specific details of school enterprise cooperation such as the obligations the enterprise should undertake, the rights enjoyed by the college, the preferential measures to participate in teaching enterprises, there is no corresponding safeguard measures [3]. School enterprise cooperation management system is not perfect and no legal constraints. The management of school enterprise cooperation parties blocks segmentation, self system, lack of coordination. Resulting in the transfer of school enterprise cooperation, the parties are lack of systematic and effective management [4]. Although there are already some high schools according to the social development, timely adjustment of the specialty, but the teachers strength is weak, And it is not really effective to combine the short cycle of market and the long-term development of personnel training, which is still a major factor restricting the development of vocational education[5]. At the same time, the government is lack of effective support in terms of financial and educational policies, schools and enterprises are more emphasis on short-term interests, it is difficult to formulate long-term reasonable personnel training objectives and school enterprise cooperation mechanism [6].

To sum up, the form of "school enterprise cooperation" in China's vocational colleges is still in the initial stage of the shallow level and the initial stage of the middle level, and the depth of cooperation is far from the advanced stage. Based on these, this topic "1+X" school enterprise cooperation training mode plays the biggest role of school enterprise cooperation.

3. THE SIGNIFICANCE OF COLLEGE ENTERPRISE COOPERATION IN HIGHER

VOCATIONAL EDUCATION

Vocational education shoulders the mission of cultivating high skilled talents for the first line of production, construction, service and management. The successful experience of the development of vocational education at home and abroad proves that the cooperation of schools and enterprises is the key to ensure the higher vocational education and quality. Higher vocational education "1+X" school enterprise cooperation training mode of the "the 1" is the first year in school training, "X" for the enterprise's urgent demand time for students targeted training skills, assessment qualified directly mount guard. The model can be based on the needs of enterprises specifically for skills training, to solve the problem of market talent skills continue. The proposed model, abandons the problems existing in the previous model, enriches the mode of school enterprise cooperation, It has added a new bright spot for the development of Vocational Education in our country.

4. MAIN SCHOOL ENTERPRISE COOPERATION TRAINING MODE

It takes this college as an example, which completed the school enterprise cooperation training mode is as follows:

(1) Application of electronic technology professional and Chang Shuo company cooperation is "1+2" training plan (the first year in school, the second year and the third year to the enterprise directly to work). And it has formed a practical training model, now it is running for two years.

(2) 2012 level of network technology professional and the 2012 level of embedded systems engineering cooperate with communications companies for the "1+0.5" training model (the first year in school training basic knowledge skills, the second year of the first semester it dedicated to the class by the enterprise, after the final assessment if qualified it directed to the company to work, if not qualified they was returned).

(3) 2013 level of mobile communication technology professional cooperates with network education company cooperation for the "1+1" training mode (the first year in school training, the second year by corporate personnel and college personnel training, direct employment by the company for the third year).

(4) 2016 level of embedded technology and application of professional cooperates with Guidant cooperation training mode for the "1+1.5" mode (the first year in college training, the second years of college and company training, the first semester of the third year by the enterprise training, all recommended employment for the second semester).

5. THE REALIZATION OF SCHOOL ENTERPRISE COOPERATION MODE IN HIGHER VOCATIONAL EDUCATION

(1) Through the "1+x" mode of training, the first batch of students engaged in the work and technology related, and the work is relatively stable. And the can be able to fully qualified for the tasks assigned by the company.

(2) According to the existing resources, with the cooperation of enterprises jointly it negotiates the "1+X" teaching training program. Teaching construction project is based courses, professional courses and training courses, among them, the professional course and practice course have been recorded for video. Schools and enterprises have allocated and implemented their respective responsible teaching courses.

(3) Established the school enterprise cooperation teaching management mechanism.

According to the requirements of enterprise management, the professional teaching standards and curriculum standards are completed, school personnel training standards is consistent with the standards of social demand for talent, School curriculum standards is consistent with enterprise job skills.

In the school enterprise cooperation mode, "Work study combination" talent training mode has been widely promoted; the students master the skills in the real working environment of the "factory in school" or "factory in school"

For the needs of work study combination and school enterprise cooperation training mode, school has innovated the ideas of teaching management, reformed the traditional teaching management mode and adjusted teaching management method. It has established the teaching management operation mechanism which can adapt to the needs of the enterprise and benefit the alternation of work and study.

6. SUMMARY

For long-term and effective embodiment strength of school enterprise cooperation training model, it needs to improve and perfect encourage policies, rules and regulations, assessment methods with the development of the social.

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Research on the Construction of Cheerleading Sports Culture in Colleges and Universities

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Abstract: Cheerleading is a new movement with unique charisma and broad stage. It has been popular among many countries in the world after a brief international communication. It has the potential of prosperity and further development. For college students, cheerleading is reflected in their youthful vitality, health, teamwork, and sport. This not only enriches the students' campus cultural life, but also can promote the survival and development of cheerleading, which promotes a harmonious campus culture.

Key words: cheerleading sports culture college sports culture construction

1. THE ORIGIN AND DEVELOPMENT OF CHEERLEADING

La Laqua comes from the early tribal society ritual. In order to encourage warriors to go out to war or hunt, they usually hold a ceremony in which tribal people cheer, dance to encourage the soldiers, and hope to triumph. La Laqua is a new sport in sports, which originated in the United States. All over the United States NBA, football, baseball, swimming, athletics and other competition site has 100 years of history. Initially for the American football is cheerful tactivities of development, and now has become a worldwide sports by the people around the world [1]. China's cheerleaders first appeared in 2000. The State Sports General Administration of Science and Education Department held the "National Sports College Students Style Competition" [2], 2002 was formally introduced into China, and based on China's own national conditions to carry out, Level school youth population in the popularization and promotion. With China's social transformation and the era of globalization, China's cheerleading movement is more than 10 years of rapid growth and the localization of international and domestic cheerleading exercise, which is an important opportunity for the emergence of Chinese cheerleading movement ushered in with the international Cheerleading exercise full integration of the opportunity. In the face of international cheerleading pattern appears happily changes and domestic La La exercise endogenous demand power continues to strengthen, standing at a historic opportunity and challenge, the development of Chinese cheerleading exercise should pay attention to "7

And the ICU internationalization, "people-oriented,

with students as the most important thing" mass development and the "I-oriented" specialization of the development of the concept of transformation. The development of the concept of transformation and development, from the "parallel intersection" quantity expansion to the "meet the lead" quality promotion type; conversion market image, shaping the independent brand business card; transfer requirements goals, emphasizing the audience to meet the cause of professional aspirations; Training team construction, adhere to the concept of market-oriented development and transfer set up procedures to judge competition thinking from the sub-type to simple generalization of the transition. Chinese La La exercise should be set strategic development goals to create an authoritative competition system. The establishment of the Huimin professional training, and the development of pro-industrial intensive marketto maintain the characteristics of domestic demand set to establish the development of ideas carefully examine their own strengths and weaknesses, scientific planning for future development [3].

2. THE CHARACTERISTICS OF COLLEGE CHEERLEADING SPORTS CULTURE

2.1 the stability of cheerleading from the United States after the birth lasted 100 years during which cheerleaders or enthusiasts for the cheerleaders on the constant innovation and improvement. It has become a technology, Culture, sports, art in one of the cheerleading cultural wealth. In the cheerleading, the sports culture is distinguished from other cultures which is a distinctive feature of the team spirit. Cheerleading team members rely on slogans and various actions of mutual coordination, rely on team members love each other, and integrate of the spirit of cohesion. Although the cheerleading style of artistic creation and technology with the rules of the game, the trend of the times and the changes in aesthetic tastes, this change is more abundant cheerleading sports culture connotation. Cheerleading has been steadily moving forward, therefore cheer leading sports culture grow with stability and continuity.

2.2. Diversified cheerleading sports spread throughout the world, and its cultural atmosphere is not the same. Thus in the artistic style of showing a wide range of characteristics, mainly on the national culture of heritage. For example: China is a multi-ethnic

country and each nation has different cultural backgrounds, which promotes the Chinese cheerleading sports culture of diversity and prosperity, especially in Guangxi Zhuang region is most famous cheer leading. The unique Guangxi Of the national flavor contains an abstract beauty of the East.

2.3.Originality in the cheerleading competition, the coaches are often from the cheerleading originality, reflecting the pursuit of outstanding team of art, and the referee and the audience will be its unique creativity as a measure of the measure. China's cheerleading sports culture originality embodied in the national culture into to find cheerleading and the best fusion of national culture. The world stage shows the Chinese nation's artistic creation style. Guangxi Normal University cheerleading team has five times in the world cheerleading competition won the championship. This fully reflects the national culture and cheerleading the integration of sports culture.

2.4The collective in the cheerleading gymnastics, each member plays a different role in the different roles which maintains a high degree of consistency with the team. It is equivalent to the earth in the autobiography while It is also revolving around the sun. Cheerleading the whole is equivalent to the sun, and each team must make the whole range of action. No matter how beautiful the action, but also has nothing to do with the collective how to reflect the beauty of cheerleading collective creation. In the community of different collectivities it is the most stable of the collective of colleges and universities, so cheer leading sports culture in the collective development of college students have been stretched, which is also appropriate to education, sports, culture, and organic integration of the three. Through the cheerleading exercise cultivates the collective consciousness of the students, the students fully understand the strength of the weak, and the collective strength of the powerful.

3.THE RELATIONSHIP BETWEEN CHEERLEADING SPORTS CULTURE AND UNIVERSITY CAMPUS CULTURE

Cheerleading is usually cheerful in the game and active game atmosphere to promote the friendly and pleasant activities carried out. At the same time cheerleading on the active campus cultural life and sports and cultural life has a great role in promoting.

3.1 la la gymnastics to promote the role of campus culture

In many campus cultural life, cheerleading sports and cultural activities are the most passionate and enthusiastic activity. It can incite the entire campus together, and often the school held what game. There are friends group appeared. The scene can not be calm, in the distance you can feel the lively scene which will attract a lot of people to participate in cheerleading sports activities to increase the solidarity between the students and friendship, but

also increased the teachers and students of the Between feelings. Cheer leading can play up the school's vibrant atmosphere, infected with countless students efforts, struggle, strong, and hard work. Through the cheerleading exercise embodied by the incentive and team spirit. It is a rich sports culture atmosphere wrapped. With the youthful vitality of the players, reflecting the pulse of the times the music, difficult throwing skills and colorful dance types of dance from the heart of the cry and cheer slogan and so on to create college students cheerleading unique campus culture atmosphere [4]. Cheerleading sports activities enrich the campus cultural life, and promote the development of sports culture.

3.2 the campus culture to promote the role of cheerleading

La La Cao's basic requirements and the basic similar to the school are based on the school, and the players come from college students only the passionate, vibrant college students to lift the atmosphere of cheerleading up, Driven up. No social experience of college students organizational discipline is relatively strong, collective style and team spirit are stronger than the social cheerleading enthusiasts, cheerleading only in the university campus in order to more fully play its role in sports culture and function, colleges and universities often All kinds of events and activities, which can provide a platform for the display and development of cheerleading, which fostered the students sports fitness and lifelong sports awareness, and promote the physical health of students and the physical dimension of campus sports culture can be friends Therefore, if there is no other content-rich, diverse forms of campus sports and cultural activities as a support, cheerleading will also be difficult to support, it will lose the survival and development of the soil (<http://www.agile-news.com/>), The development of the human resources and related facilities, [5].

4. THE UNIVERSITY CHEERLEADING SPORTS CULTURE IS SUSTAINABLE FOR DEVELOPMENT STRATEGY

From the Western culture, cheerleading into our colleges and universities have more than 10 years of the scene ,during which gradually localization. The content into the unique cultural characteristics of the Chinese nation and the formation of unique technical style has been a new development prospects.

4.1.'one school one baixi one gymnastics' program for the dance cheerleading to provide a good opportunity for development

With the deepening reform of China's sports undertakings, "hundreds of millions of students sunshine sports activities" and the further development of the National Fitness Program to promote the formation of various types of schools at all levels of campus physical exercise atmosphere and the whole people

Participation in the mass physical exercise

atmosphere for the development of Chinese cheerleading to provides a good platform. March 2015, the two sessions of the "Chinese football reform and development of the overall program," the introduction of accelerates the "football into the school.

The national cheerleading committee took this opportunity, combined with the national cheerleading the implementation of the first five-year plan, the full establishment of the "five-year plan" starts the "national" a school a ball a gymnastics "action" [6]. This program for cheerleading in the development of colleges and universities provides a sustainable development opportunities, which is full of youthful vitality, healthy cheerleaders comply with the needs of the campus sunshine sports. cheerleading watch strong, action intensity is not the venue requirements .In the campus starts it without hardware barriers. 2014 years for the development of cheerleading years, combined with "one school one ball one gymnastics" program, the colleges and universities are in full swing to develop the sports culture construction.

4.2 the chinese characteristics of the cheerleading sports culture focus on spiritual development

Lala exercise is not just sports, but also acts as a carrier of sports culture and resources. We can blindly pursue the Western style to integrate our personalized national characteristics, which is the essence of Chinese culture to be prosperous and development.La La is the spirit and the spirit of the system and other culture, for the healthy development of cheerleading to establish a good cultural atmosphere and the project ecology to promote the healthy development of the environment, Environment [7].

5. CONCLUSION

As a new type of sport, the cheerleading has played a positive role in promoting the construction of Chinese sports culture. The sport of cheerleading enriches the young people's amateur life and strengthens the cultural cultivation of young people. In college cheerleading sports activities enriched the connotation of campus sports culture, but also led the campus culture to rise to a new level. La La exercise in the popularization of the university, so that students appreciate the campus sports culture inspiration and influence of the soul, cheerleading by the subtle influence of the team to shape the

personality of the students, so that school spirit and style of learning integration. By cheerleading learning,it improves the physical quality of students, and improves their sports skills,developing their sense of cooperation and competitive spirit [8].

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Effects of PE scores on the Comprehensive Test Results of University and College Students' Psychological Qualities - Taking Tarim University as an example

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Abstract: Strengthening the physical and mental health of university and college students is a fundamental task in the university and college PE education, as well as one of the most effective ways to promote the development of physical and mental health. The physical education (PE) course is an important part of school education and important means to promote all-around development of morality, intelligence and physique. The essential function of PE is to enhance people's health, strengthen people's physique, and promote people's socialization. This paper took universities and colleges in southern Xinjiang as samples, and adopted the method of combining the interview survey with the questionnaire survey, to launch a comprehensive test of the psychological quality of 389 students after the physical exercise. Survey results showed that the PE course has small effects on the gender difference in the psychological test score; the PE course has a positive effect on the psychological status of all students; PE scores of most students are between 75 and 85 points; physical exercise in the PE class can promote the change in students' psychological quality and improve psychological test results of most students. Therefore, it can be concluded that strengthening the physical exercise can adjust and eliminate university and college students' psychological confusion and psychological disorder, so the PE course in universities and colleges should prompt students to adjust their psychological quality in time.

Key words: public physical education curriculum evaluation; western colleges and universities; public physical education curriculum; construction

1. INTRODUCTION

University and college education is the key content of national education. It is an important mission for China's current university and college education to teach students how to maintain a good psychological quality in the current social environment. PE is an important part of school education, as well as an important means to promote the all-around development of students in morality, intelligence and physique. The essential function of PE is to enhance people's health, strengthen people's physique, and

promote people's socialization. PE in universities and colleges is one of major courses to cultivate modern qualified and innovative talents, playing an important role in shaping strong physique, complete personality, tenacious persistence, stable emotion, good adaptability and quick response ability of university and college students. PE is a teaching process which promotes the harmonious physical-and-mental development of university and college students and dynamically integrates ideological and moral education, cultural and scientific education and life and physical skills with physical activities. PE must follow the "health first" guiding ideology and strive to be people-oriented, in order to promote the all-around development of students in the physical and psychological aspect.

In order to implement the "sports law" and "school sports work", Ministry of education and National Sports Bureau in May 2007 issued "on the further strengthening of the school sports work to improve the health of the students" opinions, college sports as an important part of school education must actively carry out curriculum reform [2]. The exploration and practice of the reform of physical education curriculum, and actively expand the sports function, optimization of college physical education teaching mode, integration of teaching resources, according to the students' interests, give full play to their initiative, to make physical education to the development of multi functions, the direction of diversification. The sports teaching should not only strengthen the students' physique, but also cultivate the students dare to face the difficulties and overcome the self and overcome the difficulties, hard work, unity and cooperation and other aspects of the will and quality, the college physical education and to achieve physical and mental education, adjustment and treatment of College Students' mental confusion and mental disorder, which is the aim of this paper is [3]. In order to test the relationship between sports more comprehensive and college students' psychological quality, to the Southern College of Tarim University as an example, combining questionnaire with interview method, comprehensive testing of all the pupils, effects of sports on College Students' psychological problems in questioning the

relationship.

2. THE RELATIONSHIP BETWEEN PHYSICAL EXERCISE AND MENTAL HEALTH

2.1 The definition of mental health of College Students

The mental health of college students is a psychological academic term, most of the students had just adult, childish, easily influenced by the social ideology. The mental health of college students can not be simply defined and measured by a standard, the standard also changes with the changes of social and cultural environment. The mental health of college students is a continuous process, there is no obvious mental health or no point. WHO believes that human health is a physiological and psychological health of fusion, health and psychological health are mutually, can promote the integration, vigorously develop the function of their own motion, but also promote the development of mental health; in this regard, the famous American psychologist A.H.Maslow put forward ten standards of healthy people should have. There are embodied individuality and personal ability and social communication [4]. The American scholar Kpismre proposed a psychologically healthy person should have four criteria: (1) personal identity; (2) to the appropriate identity of others; (3) to accept the social environment; (4) the subjective experience, can be available in [5].

Our current research on the mental health of college students, generally take the method of personality questionnaire, the new students each year according to the survey is divided into A, B, C three, which is a more serious psychological problem of the students; the students of class B for psychological problems less; class C for psychological health students. In each of the colleges and universities are set up a psychological counseling room, to help students solve the psychological problems of growth and different levels of psychological barriers [6].

2.2 The influence of physical exercise on mental health

To strengthen the health education of college students, is the fundamental task of college physical education, is one of the most effective way to promote the development of physical and mental health, is the need of the healthy growth of college students, is the inevitable requirement to cultivate high-quality innovative talents in the development of the times and social progress. Along with the continuous deepening of the reform of college physical education curriculum, college students pay more attention to mental health education, the relationship between College Physical Education and mental health of college students is more and more recognized by the people [7]. This should not only attach importance to the physical quality, we should pay more attention to mental health, mental health, morality, intelligence, it is difficult to get all-round development, in turn,

all-round development of morality, intelligence and physique and can effectively promote the development of mental health. According to the actual situation of the school, according to their own characteristics and development requirements, through the selective increase of curriculum content of college sports curriculum reform, enhance diversity, interest, collective security and activities; through the creation of the characteristics of the times of sports, and gradually formed its own physical characteristics, improve the students' consciousness of participation in physical exercise consciousness. Through scientific physical education and training process, the overall development of students' physical quality, improve the level of mental health. From the perspective of the reform of physical education curriculum in Colleges and universities, the sports education on College Students' mental health promotion, physical education related to the specific educational methods, methods, evaluation and other issues of a series of reports less [8]. Therefore, this topic from the reform of physical education curriculum on the impact of mental health of college students to carry out research, has a very important significance.

3. SURVEY METHODS

3.1 questionnaire survey

In the Southern College of Tarim University as an example, combining with the questionnaire by interview, to the Tarim University freshman, sophomore, junior and senior issued a total of 389 copies of the questionnaire, the freshman, issued a total of 242 copies, 87 copies of the girls; sophomore, issued a total of 66 copies girls, 24; Junior, issued a total of 50 copies, 35 copies of the girls; senior, issued a total of 31 copies, 12 copies. The questionnaire was designed in a unified way, which is divided into three parts. The first part of the professional, including the questionnaire object family situation, whether independent of children; the second part includes the questionnaire object of sports loving, love sports test; the third part includes the questionnaire object through sports on learning, life and psychological changes.

3.2 psychological quality test

By using the method of test questionnaire, the students who carry out the education of physical education project were assessed by comprehensive evaluation. The test were carried out according to the proportion of men and women, among them, male college students were tested the number of 231 people, 158 girls, the test for two times, the first test for the admission of the psychological test, psychological test over second times for the physical education curriculum. After the comprehensive test, according to the freshman, sophomore, junior and senior students, respectively.

3.3 result statistics

After the investigation, the score of the MATLAB

software was used to analyze the influence of the different grades of students and male and female students on the single factor of psychological changes after the physical exercise of the spass software. Sports scores in accordance with the following 60 points, 60-75, 75-85, 85 points or more than four grades for the classification of the fine grade.

4.SURVEY RESULTS AND ANALYSIS

4.1 The Effect of Physical Exercise on the Gender Difference in the Psychological Status

According to a questionnaire survey and comprehensive psychological test of university and college students in the southern Xinjiang ,As shown in table1. results showed that physical exercise has a significant effect on university and college students' scores in the comprehensive psychological test, because the significance $P < 0.05$. However, the gender difference in the psychological test result is not huge, indicating that the PE course has a small effect on the gender difference in the psychological test result. However, the PE course has a positive effect on enhancing the psychological status of all students.

Table 1 Effect of physical exercise on Gender Psychology

Number	score is under 60	score is 60-75	score is 75-85	85 points or more	Remarks
Schoolboy,231	2	6	202	21	First test
Girlstudent,158	1	7	101	49	First test
Schoolboy,231	2	4	154	71	Second tests
Girlstudent,158	0	8	81	69	Second tests

4.2 The Effect of the PE Score on the Psychological Test Results

PE scores of students have an obvious effect on the psychological test result,Shown in Figure 1. Compared with the results of the first psychological test, the PE score has a significant effect on the psychological test result. PE has a greater effect on the psychological status of students whose PE scores are less than 70 points. Students with lower PE scores tend to have lower scores in the psychological result, and show some potential of improvement in the psychological quality. Students whose PE scores are greater than 80 points obtain higher scores in the psychological test, and PE produces non-linear effects on their psychological status. However, in terms of the PE effect on the psychological test result of male and female students, male and female students have little difference in this aspect. That is to say, the gender difference in the effect of PE on the comprehensive psychological test result is small, and PE has a positive effect on enhancing the psychological status of all students.

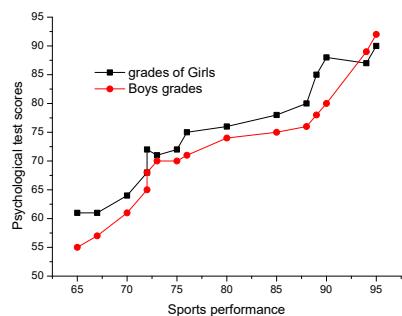


Figure 1 Effect of score on psychological test results

4.3 Analysis of PE Scores and Psychological Test Scores

PE scores and psychological test scores have some

correlation,Shown in Figure 2. According to survey results, 75.3% of freshmen have a PE score of 75 to 85 points; 76.8% of sophomores have a PE score of 75 to 85 points; 72.1 % of juniors have a PE score of 75 to 85 points; 78.6% of seniors have a PE score of 75 to 85 points. Thus it can be seen that PE scores of most students are between 75 and 85 points. Physical exercise can promote the change in students' psychological quality and improve the psychological test result of most students. It can be concluded that physical exercise has a great effect on enhancing students' psychological quality.

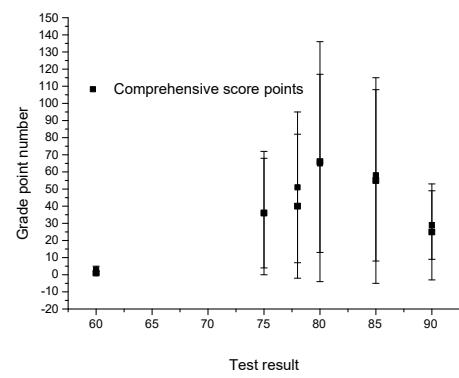


Figure 2 the number of sports performance score points

5. CONCLUSIONS

The investigation on the students of Xinjiang University, that through sports training, promote the changes of students' psychological quality, enhance the psychological test results, the majority of the students showed that physical exercise has a greater role to improve students' psychological quality. Through the investigation of students, students in the process of sports training is to enhance students' ability to face difficulty, cultivate the students dare to face the difficulties, overcome self, to overcome the difficulties, hard work, unity and cooperation and

other aspects of the will and quality, the college physical education and education to achieve physical and mental adjustment, and treatment of college students the psychological confusion and mental disorder.

Through the results of the survey also found that students in Xinjiang university psychological quality level is still a large space in the sports training, should guide students to maintain good exercise habits, to guide students from the psychological problems of the transition to sports level question; should play a coordinating communication between school counselors and teachers the timely discovery of the psychological problems of students, out of the psychological obstacle area.

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The Research on the Countermeasures to Cope with the Problems of Traditional Education by “Internet plus Higher Education” and Its Influence on Culture

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Abstract: The workers from higher education come to realize the crisis when the “Internet plus” conception is penetrating into the people’ consciousness. The paper puts forward some existing problems for the traditional advanced education and suggests the corresponding countermeasures. They are the mixture of internet information and classroom teacher improving teaching quality; the group finishing online homework to train team cooperation ability and spirit; the form of character education carrying on the reform; teachers guiding students to objectively treat the network virtual; the managers advancing the management level of universities and so on. In addition, this paper analyzes the impact of “internet plus higher education” on teachers, students and other managers: cultivating the students’ ability of independent study and their creativity, decreasing their collective sense of honor and aggravating social coldness.

Keyword: “Internet plus Higher Education”; Online resources; Teaching quality; Character education; Cultural influence

1. INTRODUCTION

Today, the internet has embedded into the daily lives of most people and has brought big impacts on many fields. For instance, with the increasing growth of E-learning resources, the traditional education is undergoing a big change.

Many educators are beginning to reflect the true value of the classroom teaching in Colleges and Universities. Spada(2014) think that in the digital age, institutions and educators must go forward hand in hand to lead the change. He puts forward that everyone involved in higher education like administrators, educators, and students focuses on the inevitable increase in online and hybrid course offerings such as Coursera, distance learning, MOOCs, etc. Gikas and Grant (2013) suggest that the teachers had been merging mobile computing devices like cellphones and smartphones into their courses for years. mobile devices offer a variety of ways to learn, communicate and collaborate, and students "blur the lines" between social networking tools and mobile devices. Castaño-Muñoz et al.(2013) mentioned that Recent research on e-learning shows that blended learning is more effective than face-to-face learning.

Van Dusen(2014) concludes that higher education will continue to be market driven, some people will integrate a variety of available distance learning venues into traditional learning. This process of integration includes assert the value of technology-based learning and avoid pitting traditionalists against technology enthusiasts and what not. O’Flaherty and Phillips (2015) proposes that flipped class has the ability to build lifelong skills for 21st Century learners and the flipped approach improves academic performance, student and staff satisfaction. DefengChu(2014) suggested that the change from the teachers need to establish the “survival” teaching idea and construct the diversified quality evaluation system of classroom teaching. However, the condition of building the diversified classroom teaching is that the teacher needs to prepare many teaching resources like the related network information, some materials about micro-lectures and MOOCs and consider how to organize them and express them. Anderson et al.(2013) thought that network promote the development of online courses, create the blended Learning environment, and lead to the transition of traditional education model into lifelong learning model and the transformation of the structure of diversified education certification. What’s more, Shenyang City College in China sets the first secondary college oriented to internet application and develop some school-enterprise cooperation projects with many enterprises after it recognized the impact of internet on classroom teaching and the future development of college students. Economist Intelligence Unit predicted that Sweden is one of the developed countries that have been ready to develop E-learning. HongfangJia (2011) illustrated that a network alliance was established including 35 Sweden Universities and colleges in Sweden in order to further promote its higher education based on network and is open to the public. YuhongCao(2014) think that with widely application of information technology, the open education resources are effectively used in education fields. In addition, the flipped classroom makes use of online teaching videos to enhance the students’ self-taught abilities and changes the traditional teaching mode such as instruction in the classroom and homework off the

classroom.

2. ANALYSIS ON THE PROBLEMS ABOUT THE INFLUENCE OF THE INTERNET ON TRADITIONAL HIGHER EDUCATION AND THE CORRESPONDING COUNTERMEASURES

2.1 The realistic problems that the internet brings to the traditional higher education

Now in China, many university professors, lecturers, tutors and university manage staffs are often helpless to those students who bow to play with their cellphones. Some of these students send messages or chat with somebody by QQ, WeChat or other chat tools installed in their cellphones. Some of them read network novels, watch TV serials or other video materials by means of cellphones. And the others browse, release or respond to all kinds of topics that they are interested in. what does that means?

It shows that network brings a big challenge to the traditional mode of higher education. For most university students, their outlooks on life, world outlooks and values mostly formed in the first 3 years of college. Therefore, the information that they contact during that period will directly affect their future and has an influence on the future of our country. However, today in the developed internet times, all kinds of information are overwhelming. Then management level and executor of higher education need to consider how to transform these information into the motivation to stimulate college students' creativity and craving for knowledge, how to use the network platform to enhance the professional level of college students and guide them to form the correct outlooks on life, world outlooks and values. And it is also the new opportunities and challenges that internet brings to advanced education.

2.2 The countermeasures of "Internet plus Higher Education"

It is as follows for how does the traditional higher education associate with internet education resources by the big data on the internet and how does this cooperation exert their big energy.

First, the teachers should effectively connect the related materials on the internet related to college professional knowledge with the traditional classroom teaching to enhance the level of teaching and management.

For most university teachers, considering students' professional characteristics and their learn capacities, they need to download a variety of the relevant electronic resources from the big data on the internet and make full use of these animation, cartoon, video-course and the other electronic materials to make PPT or new synthetic video to make a present for students. In addition, the teachers should search for all kinds of video-course, animation, knowledge picture, papers linked to a certain topic and the other online-and-offline materials that can be downloaded or watch them online by the students to facilitate students to study off the class. In the meantime, the teachers still select some online materials that the related professional teachers lecture on the web education platform and education alliance platform as

their professional optional courses or compulsory courses.

For management staffs for higher education, in order to make university students to get the better education about the specialty and the moral conduct, they begin to draw up new credit management including online class classroom that the other teachers working in colleges and universities lectured at home and abroad. On the one hand, the diversified online teaching can expand the students' professional view. On the other hand, it can reduce colleges' operation costs. However, the teaching units should organize some directors to be in charge of resolution of those major questions that students meet when they learn online. From the view of the national education managers, they should guide the local education departments to integrate those excellent educational resources and open to all regions to make students or learners at work in the underdeveloped areas to obtain proselytizing instructs and dispelling doubt with high professional standards.

Secondly, the teachers should make full use of internet resources and information technology to enhance the teaching quality for advanced education. At the present, many colleges and universities are beginning to promote micro-class construction in recent two years under the guideline of the Ministry of Education and all kinds of the provincial or municipal competition about excellent micro class and MOOCs. At meanwhile, the teaching management staffs are active to carry forward this work about the construction of online resources platform, online feedback from students and teachers to enhance the higher education quality construction. The professional teachers can utilize information technology to integrate all kinds of online materials and paper resources to make a serial of teaching videos and design a serial of cases to broadcast in their college' online teaching platform. Thus, students can learn them and ask some questions or answer others' questions by the platform. For those colleges and universities who don't have online teaching platform, the teachers can use Webchat, QQ or the others' information platform to release the related teaching materials while their students can read these materials, ask some questions or give some solutions to those problems that the other students question on these platforms. Moreover, the teachers need to guide students to use all kinds of tool books from the library or network materials to solve those problems by using diversified methods. Thus, the teacher can enhance the abilities of students' active learning. The teachers can cultivate students' spirits of mutual help and improve students' abilities of analyzing problems and resolving problems by means of adding grade or giving a reward. Of course, the teacher needs to give some results the students cannot answer.

Thirdly, the teachers use the form of groups to make students to submit online homework to train students' abilities and spirits of team cooperation.

When the teachers arrange online homework after class, they need to encourage students to make

independently groups according to the students' learning situation and preference. Next, the students discuss about allocated learning tasks by QQ group or QQ discussion group or Web chat's Circle and so on, and make assignment for sub tasks within a group. Thus, every group member will need to present his/her PPT in the class to illustrate his task. Meanwhile, the other classmates can ask some questions to the presenter, and then, the teachers will make some comments for the student. The process of the study and presentation that a student become the member of a group to discuss about problems with the other members, get a task, summarize his/her thinking into PPT and express the idea in the classroom that the other students participate in discussion, cultivates students' team cooperation capacity, teamwork spirit and their sense of collective honor. In addition, the teacher that releases videos-course can get many advices from the online platform to improve his teaching level.

Fourthly, the teachers adopt heuristic teaching to stimulate students' ability of thinking independently in the class, organize some professional interest groups off the class to train students' creative abilities. The teachers should take full advantage of the big data resources on the internet and select out some healthy and useful electronic material that are conducive to students' physical and mental development and are relevant for invention and creation to make video or animation to expand students' visions. At the same time, the teachers also organize students to set up a science and technology association or group consisting of those students who have a passion for science and technology or have creative power or have the ability of independent thought and assign some research tasks to them. In the process of students finishing these tasks, they can learn to how to go to the library to look up for the relevant materials and how to search for electronic materials, experience the hardships of scientific research and enjoy the pleasure of finishing work. Moreover, the students have the opportunity to know about the public' opinions and begin to think how to enhance his own level when they release their works to the public web platform. Certainly, if the students' works have originality, novelty or practicability, the teachers can help them to apply for the patent to protect their intellectual property. Gradually, the students' potential in invention and creation are developed.

Fifthly, the teachers improve the traditional moral education in a simple sermon, make full use of Internet resources to cultivate students' noble moral characters. That is to say, the teachers should gather some electronic materials including all kinds of spot reports on the internet to introduce the living conditions, learning environment of the domestic and foreign peers, their expectations, and their traumas from the disaster caused by the war area, broadcast these materials to the children and make some analysis and explanation for them. By these living broadcast, teachers lead students to think how to treat

what happened or are happening, how to cherish the present life, how to help the others, how to honor their elders. Accordingly, the process of this kind of trains can reduce children's pursuit for material desires, improve the pursuit for spiritual life, and cultivate children's great love spirit and social responsibility.

Sixthly, the teachers should strengthen students' awareness of the virtual network and the complexity of society to avoid that the students are cheated by certain people as a tool. The students met a lot of people from all over the world through the Internet. Therefore, the teachers are obliged to tell them in a proper way that the strange people who the students chat with may bring some harms to them for some reasons, some of the news reports on network may not be true, the online comments may be manipulated by some people with some political goals, and they are involved into battles between countries or between good and evil, etc. Consequently, the internet can bring both positive power and negative power. At last, the management mode of colleges and universities should be changed. It means that if the teachers use the modern teaching methods like micro-class, MOOCs, the application of information technology or the flipped classroom should be added up to the quantitative evaluation system for the teachers. Accordingly, the means of evaluation and management about students need to be changed. They should also include what degree of information technology the students grasp, how they work in a team, what level of creation and invention their works are in, how their abilities of thinking independently are, how their expression abilities are and so on. These versatile indicators covers many modern information technologies can enhance the management level of colleges and universities.

3. THE INFLUENCE OF "INTERNET PLUS HIGHER EDUCATION" ON EDUCATION CULTURE

"The Internet plus Higher Education" will produce its own unique thinking culture, educational ideas and creative consciousness. Because the Internet's resources cover many fields and different viewpoints in the same field, as long as the teachers give the students good guidance and they also study hard, they can form a unique personal thinking through the analysis and understanding of a variety of viewpoints. Thus, they will shape the creativity to drive the development of realistic productivity when they use this kind of thinking habit to solve the practical problems. If the teacher urge the students to solve the online problems with the incentive measures, and finally, they finished these tasks by their own, the students' abilities to actively analyze and solve problems are shaped. To improve the students' creativity in the process of teaching, the teachers should set homework and preview scopes including the related materials different from off-the-class homework on network resources according to the teaching situation. Therefore, the teachers need to change the existing work habits and design the

specific knowledge points in the classroom and homework from different perspectives to stimulate students' interest in learning and creativity while they have the full understanding for network information associated with the curriculum.

There are some problems for the new culture that "The Internet plus Higher Education" creates. That is to say, somebody say that internet will take place of education on campus. However, this standpoint ignores the shortage of remote network. If the students study only through the network teaching, without the collective learning process in colleges or universities, they cannot feel the unique university cultures, collective life fun, mutual interaction between them and tolerant mentality. Consequently, this situation will lead to appearance of some problems that the students only live in their own living space, don't have the experience of the collective sense of honor and sense of social responsibility, do not feel the warmth between people in collective activities, cannot accept the guidance of tutors and teachers and schools' cultural heritage, etc. At last, the students will have the weakness of selfishness and indifference for society.

Therefore, the advanced education cannot do without the traditional education. The big data on the internet can be integrated into traditional education by means of information technology to enhance students' creativity and cognition and improve the tolerance of students. At the same time, students also experience the rich and colorful college life.

4. CONCLUSION

Online education continues to have the big impact on the mode of the traditional advanced education, change the perception of people for teaching methods of higher education, change students' learning style, cognitive style and their cognition on social ethics. Therefore, the Ministry of Education and the education departments at all levels are gradually promoting the teaching reform through information-based teaching like MOOCs and micro lesson. The management staffs in colleges and universities are promoting online education resources. The teachers carry out the effective teaching reform by the diversified teaching means and measures like associating the professional knowledge with the resources about the students' healthy development chosen from the big data on the Internet. College students enhance their self-control ability in the face of all kinds of resources, the ability of independent thinking and the ability of analyzing and solving problems by mixed teaching methods. However, on the one hand, the new culture that "the Internet plus higher education" creates can cultivate students' unique thinking mode and cognitive concept. On the other hand, it will also cause the students' indifference for the society and the lack of cognition for the collective sense of honor due to being short of the experience of the collective life and the long online study time. Hence, it is impossible to replace

the traditional college education with online education. The online resources and traditional education can make up each other's shortage, penetrate mutual advantage, draw on advantages and avoid disadvantages to put forward advanced education to a new level.

5. ACKNOWLEDGEMENTS

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Research on College English Teaching Based on Mobile Learning

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Abstract: With the development of wireless network technology and the popularity of mobile intelligent devices, mobile learning has become a learning trend in the information age. Mobile learning is a new way of learning that learning environments can be accessed in various contexts and situations. So mobile learning is becoming more and more popular among people, as well as among college students. College English is a compulsory course for college students. There are many problems with regard of college English learning, such as lack of learning enthusiasm, poor ability of English listening and speaking, and lack of autonomous learning ability, and so on. So a college English teaching reform model is proposed, which is based on mobile learning. The new teaching model can effectively improve the learning efficiency, enhance self-learning ability, and achieve individual learning.

Keywords: mobile learning; college English; teaching reform

1. INTRODUCTION

College English is a basic course in colleges and universities, and also an integral part of higher education. In order to improve the quality of college English teaching, and to actively cultivate interdisciplinary elites, colleges and universities are sparing no effort to promote the reform of college English. In 2007, the Higher Education Department of the Ministry of Education promulgated the "College English Teaching Requirements", pointing out that higher education institutions should make full use of modern information technology. [1] A new teaching model of compounding the computer-based English teaching and classroom-based English teaching is adopted to replace the single teaching mode. The new teaching model should be based on modern information technology, especially the network technology, so that English teaching and learning can be unshackled from classroom constraints. "National Medium and Long-term Education Reform and Development Plan (2010-2020)" also made it clear that students are encouraged to use information technology to realize initiative learning, thus enhance the problem-solving ability with the use of information technology. [2] So mobile learning based on wireless network technology and mobile intelligent terminal provides new direction and ideas for college English reform.

1. Current situation of college English teaching in China

In 2003, the Ministry of Education officially launched the college English teaching reform. The main contents are: aiming at improving students' integrated English language competence, especially listening and speaking ability; implementation of new college English teaching model based on computer technology; combination of formative assessment and summative assessment; focusing on the development of students' self-learning ability. [3] With the implementation of teaching reform over the past decade, China's college English teaching has achieved some success. The colleges and universities actively promote multimedia teaching and computer network-assisted teaching, and began to focus on students' comprehensive English ability especially listening and speaking ability. However, we should also notice that there are still many problems in college English teaching, mainly reflected in the following aspects:

- 1) Although advanced classroom teaching equipment and technology, such as multimedia, electronic whiteboard, are introduced to English teaching, the main teaching form is still teacher-oriented.
- 2) For the lack of language environment, English listening and speaking abilities are the two major problems of college students. Most of the students can not communicate well in English.
- 3) College English teaching emphasizes practicality but ignores humanities. Students know little of Western cultural traditions, humanistic values, ways of thinking, living habits, etc., so that language learning is separated from the cultural background.

2. DEFINITION OF MOBILE LEARNING

The study of mobile learning began in the United States in 1994, when Carnegie Mellon University conducted a research project called Wire Andrew. The study eventually makes the faculty and students can enjoy the convenience of wireless communication technology in teaching and learning. With the popularity of mobile learning, domestic and foreign scholars have carried out extensive and in-depth study on it. Mobile learning (M-learning) is defined as "learning across multiple contexts, through social and content interactions, using personal electronic devices." [4] Mobile learning enables learners to learn anything from anywhere with the use of technologies, which include smart phones,

notebooks, tablets, handheld computers, iPads, MP4 players. Mobile learning focuses on the mobility of the learner, interacting with portable technologies. [5] Using mobile tools for creating learning aids and materials becomes an important part of informal learning. This new mode of learning gives students a great degree of freedom to improve their self-learning ability.

3. FEATURES OF MOBILE LEARNING

In recent years, China's mobile Internet industry has developed rapidly with the largely increasing number of network users. According to the 38th statistical report on internet development in China from CNNIC (China Internet Network Information Center), up to June 2016, China had 710 million Internet users and the Internet penetration reached 51.7%, up 1.3 percentage points from the end of 2015. The number of mobile Internet users in China reached 656 million. The mobile netizens accounted for 92.5% of the total netizen population. The netizens who only use mobile phones to access the Internet accounted for 24.5% of the netizen population, and mobile Internet devices were more widely used. The proportions of those using desktops and laptops as means to access the Internet were 64.6% and 38.5% respectively; and this proportion was 30.6% for tablet computers. [6] With the improvement of mobile communication networks and the popularization of smart phones, the mobile Internet application penetrates into every aspects of users' livelihood, promoting the increase in the number of netizens accessing the Internet via mobile phones. As shown in figure 1, we can see that mobile phones, desktops, laptops and tablets are the main Internet access devices. Among which the proportion of the Chinese netizens using mobile phones to access the Internet is the highest. According to the statistical report, the average online duration per netizen in China was 26.5 hours a week. That's to say Chinese netizens spend a lot of time in accessing the Internet via mobile phones, which provides a great opportunity for mobile learning. College English teaching model based on mobile learning has the following characteristics:

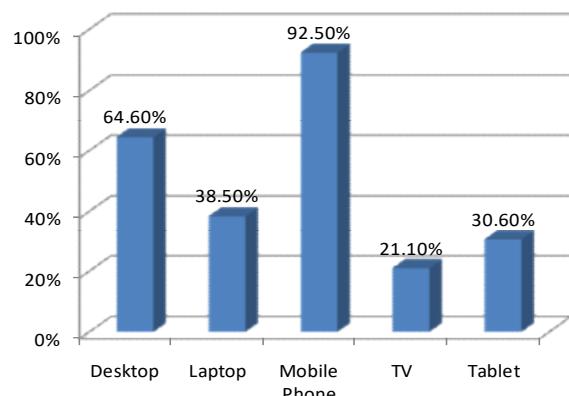


Figure 1 Usage of Internet Access Devices

3.1 Information-based learning

Teachers release learning tasks before class by asking students to collect learning materials. Learning materials, including text, images, audio and video, can be accessed over a wireless network with a smart-phone or tablet, and can be presented on the mobile device at any time to help students acquire, learn and consolidate their knowledge.

3.2 Communication-based learning

With traditional teaching methods, in addition to face-to-face classroom teaching, there are little interaction between teachers and students after school. Through the social platform of smart phone such as WeChat, QQ, MicroBlog, etc., students and teachers can easily carry out online communication; students can also start group discussion on line. For the questions brought forward by students, teachers can give the solution timely or delayed. Communication among students and teachers is not restricted by time and space.

3.3 Real-time learning

Through mobile devices such as smart phones, classroom teaching can become more efficient. In the English class, when students come across unfamiliar words they can immediately get the meaning and pronunciation of the words by a smart phone. Students can also search for answers with regard of the difficult points with the searching tool of the smart phone. Instant query takes only tens of seconds, which will not affect the normal lectures while lifting the students' doubts, so as to improve classroom learning efficiency.

3.4 Initiative learning

Mobile learning gives students a great deal of autonomy in the learning process. Students can decide when and where to learn. Learning places are no longer limited to the classroom or library. Students can learn in the bus, subway, restaurants and other places as long as they have a smart phone or a tablet. Learning time has become flexible. The fragments of time are used to study, such as remembering words, listening to videos, and so on. There is also a lot of choice about learning content for students. There are a lot of Applications about English learning, such as CC talk, Grammar Up, English LaunchPad, Wordflex Touch Dictionary, SpeakingPal, etc. Students are able to download these apps according to their own learning interest and learning levels.

4. COLLEGE ENGLISH TEACHING MODEL BASED ON MOBILE LEARNING

College English teaching model based on mobile learning makes use of wireless net and smart phones or tablets. Students get knowledge not only in the class, but anytime before class or after class. Interactions between students and teachers become frequent and convenient. This new model can be illustrated as in Figure 2.

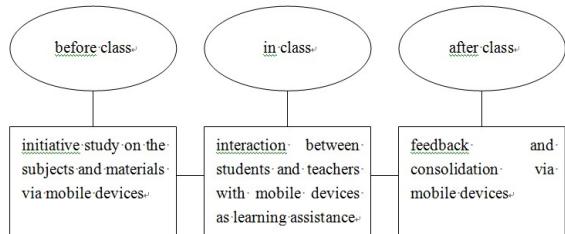


Figure 2 College English teaching model based on mobile learning

The whole process of study is divided into three stages. In the first stage, teachers deliver learning task via WeChat, QQ, or other social platforms. The students start initiative study on the subjects and materials via mobile devices. They search for relevant information on the Internet in advance.

In the second stage, students and teachers get a face to face communication. Teachers give the lecture in the classroom, students interact with the teacher and among themselves. Mobile devices are used as a learning assistance which can present and store information. For example, smart phones can easily record the process of teaching by taking pictures or recording teachers' talks.

In the third stage, teachers get feedbacks via WeChat, QQ, or other social platforms. Students review what they learned by mobile devices and continue to search for further information.

4. CONCLUSION

Due to the convenience, popularity and versatility of mobile devices, more and more students are learning by smart-phones and tablet computers. Mobile learning has become an important way of learning for contemporary college students. By analyzing the characteristics of mobile learning and the current situation of college English teaching, we can see that mobile learning can effectively solve some problems

in college English teaching. The combination of mobile learning and English teaching has become the trend of English education. Mobile learning helps to improve learning efficiency and enhance interaction between teachers and students. College English teaching model based on mobile learning is an effective way to improve students' self-learning ability.

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Research on Financial Problems in Universities under the National Treasury Centralized Payment System

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Abstract: The national Treasury centralized payment system means the way of public financial management. The financial capital is changed from appropriating funds step by step traditionally to the state Treasury single account payment, which is a fundamental change for the way of the fiscal expenditure management and also the crucial measure to struggle with corruption from the source. The national Treasury centralized payment system puts forward new requirements for university budget management and accounting. The paper puts forward improvement suggestions on the national Treasury centralized payment system from the budgeting and execution, financial foundation work and the process, the network construction, etc.

Keywords: colleges and universities; national treasury centralized payment, financial problems

1. INTRODUCTION

The national Treasury centralized payment system means the way of public financial management. The financial capital is changed from appropriating funds step by step traditionally to the state treasury single account payment, which supervises and controls the whole process of financial funds. Specifically, it means that the government concentrated all the fiscal capital to the state treasury single account system. The budget department issued annual budget index to the budget organizations. When the budget organizations purchase goods or pay the service fee according to the budget plan, budget organizations entrust special account bank of zero balance account to manage specific payment procedure, and allocate the funds directly to supplier or organizations. [1] Although the using permission of funds in universities doesn't change, it can fundamentally solve the disadvantages of multi-link appropriation of fiscal funds, bull management, and multi-family deposit. Moreover, it can improve the use of funds efficiently and reduce the operation cost, prevent effectively financial funds from being misused, misappropriated or intercepted, and eradicate corruption from the source [2].

2. THE INFLUENCE OF NATIONAL TREASURY CENTRALIZED PAYMENT SYSTEM ON THE FINANCIAL MANAGEMENT WORK IN UNIVERSITIES

2.1 Regularize the budgeting in universities.

Traditional budget management in universities has its disadvantages: the implementation of budget is general but inaccurate; the execution of budget focuses more on gross amount than details; the procedure of preparation and implementation of budget is carried out separately. These disadvantages lead to some special funds being misused, misappropriated or intercepted to a variable extent. As the national Treasury centralized payment system is carried out, the financial department will be able to supervise the whole execution of budget fund in universities and control the actual payment schedule of any budgetary revenue. As a result, universities are urged to establish a set of standardized budget management system to promote the scientificity, comprehensiveness and refinement of the budget, thus providing a true reflection of financial demand of organizations, on which basis, a more appropriate budget plan will be made to reduce some unnecessary adjustment during the process of execution [3]. This new system, however, has its weakness. During the process of execution, various potential problems may show up, therefore necessary changes have to be made, such as on capital projects, equipment purchasing, admission & employment, department and profession settings. All these will definitely make the budget, which is required to be finished in the first half year, more difficult.

2.2 Change the business process of financial accounting.

The national Treasury centralized payment system requires universities to set up a separate account named "zero balance account with credits" in order to account especially financial revenues and expenditures. Besides, financial expenditures need more detailed accounting according to function classification and economy classification, which is especially true when it comes to determine the government allocated quota and check detailed expenditures. The accountants have to separate all the data according to its capital category and specific program category, of which the latter can be elaborated into hundreds of items. Consequently, accountants need to record detailed accounting in accounting system after finishing their traditional checking work. As Table 1 shows. Meanwhile, when dealing with each payment business, accountants must record and audit the application in the national

Treasury payment system, which later generates payment vouchers. Therefore, the new system not only increases the workload of accountants, but also changes the business process of financial accounting. Figure 1 shows Processes of national Treasury centralized payment system.

Table 1 Accounting system records

Capital category code	01
Capital category name	General budget
Function classification code	2050205
Function classification name	Higher education
Economy classification code	301
Economy classification name	Salary welfare spending
Program code	2013067929
Program name	2013 central prize money of national student loans

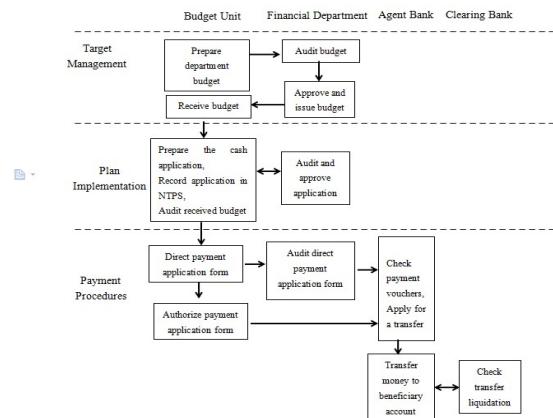


Figure 1 Processes of national Treasury centralized payment system

2.3 Limit the flexibility of universities to use funds.

In general, universities practice the system of separation between revenue and expenditure, and shall turn in all the non-tax revenues to national Treasury. In a traditional way, the financial department will appropriate monthly-allocated financial funds and non-tax rebate to their own capital bank account. With these funds, universities are able to meet their development needs. For example, they can purchase new lab equipment required by some department to improve its experimental conditions. They can also use the unused funds as a financial guarantee to apply for a bank loan if they need more money to expand their education scale or invest in infrastructure. Besides, they can put the money in their bank accounts for interest. After the new system comes into practice, universities can apply to the financial department for fund plan and schedule according to their own development needs of necessary equipment or daily goods. Financial department will later directly appropriate funds to the assigned zero balance account of these universities. In other words,

universities will have a limited budget fund in their account, but they can't withdraw the money. In that case, universities are not able to use these funds flexibly.

3. COUNTERMEASURE RESEARCH ON THE TREASURY CENTRALIZED PAYMENT SYSTEM IN UNIVERSITIES

3.1 Perfect the preparation of budget and regularize the implementation of budget in universities.

Before the national Treasury centralized payment system comes into practice, the financial department only has a control over the preparation and implementation of the total budget in universities. After the new system is executed, the financial department not only controls the total amount, but also appropriates funds according to detailed budget. Universities, at the same time, shall apply for a payment plan by the detailed budget. The General Scheme of Deepening the Reform of the Fiscal and Taxation Systems, passed on June 30th, 2014, makes clear requirements to improve the budget management system, strengthen the budget constrain and establish a modern budget system which is comprehensive and open. Therefore, according to the new Financial Rules of Public Institutions and provisions of superior authorities, universities have to refine the content of their annual budgeting. On one hand, they must take their own development into consideration to establish inter-annual budget balance mechanism, carry out the medium-term fiscal planning and management, strengthen the constraint of the three-year rolling financial planning over the annual budget and finally have a comprehensive analysis of payment planning of each department. On the other hand, they must refine their expenditure into detailed items according to the new system, determine the name and the time of the project that needs the money in strict accordance with the prepared budget, and then transfer the money through their zero balance accounts. In conclusion, the national Treasury centralized payment system enables universities to strengthen budget implementation management, strictly control the budget target as well as the use of funds, ensure the seriousness of the department budget and reinforce the budget constraints and supervision.

3.2 Strengthen financial foundation work and improve financial accounting process.

The national Treasury centralized payment system increases the approval process of financial management in universities as well as the workload of financial accounting. Therefore, universities should continually improve and perfect the basic financial work to match the requirement of reforming national Treasury management system. First, according to the requirements of the national Treasury centralized payment system, scientifically design classification system of budget, revenues and expenditures; build up accounting system of zero balance account to be consistent with the payment system; regularize business process; clearly state financial work dealt with by each position. Second,

according to the requirements of reforming budget management system, train financial personnel in a way of simulation training or system business to strengthen updating and restoring financial knowledge, to improve professional quality and working ability with job rotation,to familiarize with and flexibly master the implementation of the procedures and methods of using national Treasury centralized payment system and to improve the work efficiency. Third, for the reform of national Treasury centralized payment is involved in all aspects, strengthen coordination and communication between departments in universities, between universities and the department of finance or bank treasury payment, and between the university and the opening bank; exchange and feed back opinions through various ways; cooperate mutually, and coordinate work to ensure the smooth operation of the national Treasury centralized payment system.

3.3 Improve the construction of network construction and optimize the national Treasury centralized payment and settlement procedures.

After national Treasury centralized payment system is put into practice, it is realized by network construction that the financial department allocates the amount of funds and delivers business expenditure information to universities, and that universities apply to the financial department for funds, submit an application for payment and receive financial instructions. In order to achieve clear connection to the network construction of the financial department, developed network construction should be set up to ensure the exchange of the entire payment information. First, set up network construction with reliable performance and full functions shared among the special account of the bank, universities and the financial department; regularize the process of funds payment; and reduce mutual accounting and monitoring and improve the efficiency of the national Treasury centralized payment through shared data. Second, formulate the match of network management between the national Treasury payment system and the financial accounting system of universities; integrate budget, accounting and final accounting of financial management in universities.

3.4 Practice government procurement system and improve the proportion of direct financial payment.

The government procurement system is consistent with the principles of openness, fairness and justice, which greatly enhances the transparency of purchasing process, and effectively prevent appearance of corruption. The national Treasury centralized payment system can improve the efficiency of financial funds, strengthen the supervision of financial funds, and reduce corruption. Thus, the government procurement system and the national Treasury centralized payment system are complementary to each other and cooperate with each other. In addition, the major way of the national Treasury central payment is the authorized financial

payment for which direct financial payment means that financial funds are directly allocated by single account of the national Treasury to goods suppliers and service providers, reducing the payment procedure of financial funds and monitoring financial funds more directly. Therefore, it's more effective on supervising financial funds and decreasing risk of payment to strengthen the government procurement system and increase the proportion of the direct payment.

3.5 Widen channels of universities' financial management and realize the sustainable development of universities.

There should be enough funds to be put into infrastructure construction, teaching instruments and equipment purchase and so on, if universities aim at developing and expanding the scale. But after the implementation of the national Treasury centralized payment system in universities, universities only have a fund level instead of being allocated with funds to universities' accounts, which means that universities only have a right to use funds but not to dispose. Under this circumstance, universities should be open-minded and widen channels of universities' financial management. First, increase bank account balance of universities' funds by introducing the "campus card" management system on a large scale; strengthen the management of precipitation funds by using financing tool. Second, universities should actively establish communication mechanism with the bank. National Treasury centralized payment system makes the funds of each budget university into the national Treasury single account entirely, but zero balance account quota is still current assets of the university, which does not affect the structure of assets and liabilities and information evaluation. Thus, try to improve cooperation between universities and banks, strive for preferential loans policy of banks, and improve the current situation of insufficient funds in the process of universities' development. Third, income of scientific research funds between universities and enterprises, which needn't be turned over to the Treasury, are calculated by ordinary VAT invoices or special invoices, therefore, universities should encourage teachers to cooperate with enterprises and formulate policies to make up for the insufficient funds.

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Coping Method to Encounter Violent Attacks by Ax in the Very Near Distance

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Abstract: When police in the course of law enforcement, if the suspect is in a very close distance, once he attack the police, the police will be in a very passive environment, personal safety will be greatly hurt. Therefore, the way to deal with violence in a very close range is the main content of the research of public security organs at all levels. In this paper, through the summary of many cases, consulting experts and teaching experiments, hoping to help the grassroots police security law enforcement.

Keywords: very close distance; being attacked; coping way

The very close distance is the distance within 1 meters with the criminal suspect. Usually, in the process of law enforcement, law enforcement officers will deliberately keep a relatively safe distance with the suspect in order to face the unexpected situation, you can have a full response time. But in many cases, such as the seemingly simple dispute events, etc., law enforcement police can not effectively maintain a reasonable safety distance. In this case, once the security changes, sudden violence assaulting case, this is a great harm for the police. And most of the civilian police casualties are also caused by violent attacks in the near distance. Therefore, how to deal with the law enforcement police in the near distance suffered violent attacks is a technical content of grassroots police to be solved, especially at present in all kinds of violent terrorist crimes and violent attacks on police are increasingly serious, this technology is particularly important.

1. THE PRINCIPLE OF DEALING WITH VIOLENT ATTACKS IN THE NEAR DISTANCE

(1)Do not fear

Fear can affect people's thinking and confusion, and then affect the judgment, reaction ability, and then affect the ability of people's behavior. This will cause all the skills which learned or mastered can not be cast.

(2)Pay attention to dodge route

When the suspect in a very close distance to our attack, in order to avoid the attack, we often use the way to retreat back to escape. This is because only the backward, theoretically far away from the attack. However, because the suspect attack is active, the police Dodge is passive, so the suspect has a comparative advantage in speed. If we move the escape way back, no matter what kind of mobile

method is used, unless you have strong physique, otherwise it will be always in a passive way. Therefore, if possible, we should adopt the method of lateral movement to win the level speed advantage, and to avoid the attack. If the condition is not allowed, we will have to facing forward, using special techniques to avoid attack.

2. COPING WITH THE VIOLENT ATTACKS IN THE NEAR DISTANCE

(1)Tangent moving method

The suspect is bound to take a short cut to us when the suspect is in a violent attack on us. Because of the advantages of vertical velocity, it is hard for us to change the situation in a very short time. But in the horizontal direction, we and the suspect velocity is zero, if we take the tangent direction of movement to attack the suspect, we will obtain the relative speed advantage in the tangential direction, which can provide us with relatively enough time and space to avoid suspect attack and disposal the corresponding method.

(2)Block and attack method

The block is based on a reasonable Alert posture. Generally speaking, shifting method based on a hand guard. When using the hand guard, he left hand is up, the right hand is down. When the other party suddenly cut off from the top with the knife, our left arm quickly to the left front 45 degrees to block the other side of the arm to change the direction and stop it go on moving and then pull out the gun to attack the criminal. The choice of attack is also related to the state of firearms. If the gun has been loaded, we can choose the appropriate angle according to the conditions of direct fire. If the gun unloaded, we can through the gun attack each others' face, throat and other parts, the other because of the pain quickly give up, for we do good firing bullets loaded enough time and space.

If the other side using a knife stabbed, we can take the left arm down, out of the grid of technical action, the position and role of the lattice block and shifting the same knife, weapons to attack and take the way are the same.

(3)Diving escape method

This method is applicable to be cut by criminal with ax. When criminal suddenly pulled out the ax cutting from top to bottom to us, If the area narrow, we cannot move to the side, the best way is to quickly meet the suspect. When the suspect just cut down by ax over his head, I quickly lower the center of gravity

and move the behind from the other arm. When reached behind each other, if the other party can not turn around, I pushed the suspect to the front, with the counter force of pull with the suspect in the distance, and then drew the control. If you move to the other side behind, not push each other, take advantage of forward distance after control.

(4)step on arms control

With the same method to avoid diving, When the suspect holding ax to us, When we can not dive or the surrounding environment is not allowed to avoid other methods , We can use the left foot to step quickly, the body as close as possible suspects, not to melee attack opportunities. Then, our arms extend forward. With his left arm and the left side of the neck grip the criminal's arm, so that the big arms can not move forward or down, such a limited range of motion of the small arm, could not immediately be stabbed. At the same time, the right hand quickly pulled down the other side of the neck, the use of the

knee on the head, abdomen attacks, has achieved the purpose of uniform suspects.

3. CONCLUSION

Overall, coping methods suffered violent attacks near distance is the last ditch method. If possible, law enforcement officers should try to maintain a reasonable safety distance with the law enforcement objects. Therefore, before using the previously described content is the case cannot but skills. Of course, there are many ways to deal with the violence in the face of the near distance, the several methods mentioned in this article are just a few of the many methods.

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On The Role of Emotion in Singing

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Abstract: The emotion is a kind of emotional expression and catharsis, generally it refers to the psychological state of the people. This kind of mental state is constructed on the basis of human emotion, it is the external performance which changes with the change of people's inner state, and it is also the basic and important guarantee of personality. Emotions are a way to express our indispensable. The Positive emotion is of great benefit to our life, work and learning, and positive emotions can effectively improve people's work efficiency and learning enthusiasm. In contrast, negative emotions have a negative impact on people's lives, which also affect the efficiency of people's work and study. Music is an expression of emotion, which may have a very important impact on the individual's emotions. The first point, the author analyzes the importance of emotion for singing, and the integration of resources. Each person's mood plays a very important role in the singing of the song. Because the positive personal emotions will play a very important role in the interpretation of the song, and the positive individual emotions can make the song of the real performance of the level of performance. In addition, under the guidance of a positive personal mood, the singer can be more vivid performance of the song. To a certain extent, it can promote the singers and songs for understanding between the listener. This will not only promote the songs of the performers to perform more vitality of the songs, so as to enhance their ability to sing more songs, get more opportunities. Secondly, this paper analyzes how to make a good interpretation of the effect of singing emotion, emotion and personal emotion on the songs. At last, this paper makes a summary of the dialectical relationship between emotion and singing in the singing. The interpretation of the musical concert and how to better use of their talents and improve their singing quality and accomplishment.

Keywords: singing emotion; emotion regulation; singing skills; relationship between emotion and singing; Singing Psychology

1. THE SINGING EMOTION

In the process of music, vocal music has three important aspects, of which two is the singer's works have mood and emotions, one of the most important aspect is the singer for the works of emotion understanding and interpretation. Only these three roles, vocal music can be more attractive. In order to better performance and interpretation of the work, the

singer needs to control their emotions, and to make their emotions more in line with the singing repertoire of emotions. This requires singers from song lyrics and singing tone and other aspects to accurately grasp the works of emotion, the only way to make the mood of the song and singing emotion rhythm and pace consistent, so that we can make more reasonable interpretation of the singer. This is also a kind of comprehensive ability, we must pay attention to the lyrics, melody of emotional experience, so as to develop good emotional beauty, so that the expression of thoughts and feelings to express the feelings of the heart to become a natural revelation of life experience.

In fact, the vocal music is to express feelings through singing. In this process, we need to contact the vocal analysis articulation of lyrics, and analysis, which can better express the emotion and express their emotions. In our study of the contents of the vocal music, the concert needs to be sympathetic, need to have the sound level of ups and downs, there is sound technology conversion. This is the description of the vocal music learning process need to pay attention to the expression of vocal music. In addition, in the voice of the individual training and promotion, but also in the music learning process, the key technology. At this stage of the study of vocal music, most of the training focused on the training of muscles, so that it is easier to ignore the individual's emotional expression and control. On the other hand, there is a relationship between emotion and muscle training. If the mood is not stable, even if the muscle training is correct and stable. To a certain extent, muscles can maintain a relatively stable state after a long time of training. This can also control the mood of the singer to a certain extent, but the process is very long, and in the process more need to continue to practice and improve.

2. THE EFFECT OF EMOTION ON THE PERFORMANCE OF SINGING

According to psychology, there are three main psychological reactions, that is, the normal reaction, deviation from the normal reaction and the three types of allergy. Among them, the normal reaction is independent of the individual can be well adapted to the environment at that time, can be normal communication and communication with other environment, this kind of normal reaction is reflected in the positive emotional response when singing.

Good performance technology and good psychological quality to ensure the normal play in the

process of singing. Departure from the normal response is different, although some people can be directed to answer, but there are still a lot of problems in terms of spirit and correctness. Because of this reaction also showed a negative emotion, which has a strong uncertainty and fear, which can make the singer appear deviation in sound performance and appeal to some extent. Usually we call the normal state of the psychological state of the normal state of mind; the deviation from the normal reaction and the abnormal state of the psychological state of the reaction is referred to as the bad psychological state.[1]

Singing requires various functions of the body to be fully coordinated, and the health of the body, especially the condition of the voice is very important. This will also affect the singing process in the play of the skills. For example, the phenomenon of vocal fatigue, occurrence laryngitis or cold, which will affect the play singing skills. In addition, resulting in different tension, the singer appears to be too nervous emotional reasons are many aspects of the. For example: the singer's psychological quality is poor, singing skills skilled enough, rich enough experience on the spot, singing mentality is not correct, only according to the specific circumstances of singers gradually overcome, in order to ensure an antidote against the disease, singing smoothly.

3. THE IMPACT OF PERSONAL EMOTIONS ON SONGS

3.1 The influence of the personal emotion on the singing of songs

Emotion, as a kind of personal thoughts and feelings of the singer, also directly affect the performance of songs in the process of performing. It can be seen that the individual emotional response to the important influence of song interpretation, which has a great relationship between personal emotions and the level of the singer. In the process of singing, the songs of the singer should pay attention to grasp their own emotions. But in the process of singing in the process of personal emotions revealed too much or too little is not conducive to the performance of the song, it should be a good grasp of the degree of. Thus, in the process of performing songs in order to improve their stage performance, in addition to the correct grasp of the singing skills, should pay attention to keep a good mood and attitude, so that it can impress the audience most songs may appreciate those infected. Only in the case of good performance skills, with a positive mood to perform, it is able to make the singer's singing level has been improved, so that the song singer has a better development. The development of individual emotions will give a profound impact on the interpretation and expression of the whole song. In addition, the individual emotional differences will also affect the expression of the recipient to a large extent.

Many of the songs of appreciation will not be clearly

accepted connotation interpretation of the song, the song appreciation is difficult to form the emotional resonance in the songs between performers and songs, songs and songs to show the performers themselves in the future society in good development [2].

3.2 Some suggestions on the effect of personal emotion on the singing of songs

First of all, before singing the song, the performer should calm their mood and adjust their mentality, so can the maximum extent to avoid because of the singer's own factors caused by the deviation of the songs, which requires singers should strive to adjust their mentality. Only in this way can it be more accurate to show the mood of the singer. During the song, maintain a positive mood can make the singer can better express their strength, enhance the appeal of the song, and the song can enhance the greatest degree of appreciation between the two party and the link between performers and sympathy. In order to maximize the performance of the song, the song performer should try to adjust their mentality before the performance, and maintain a positive balance, we can ensure the performance in the process of perfection. In addition to what has been stated, if the song's performers want to rule out the negative effects caused by the improper performance of individual emotions, it should be noted in their daily lives to strengthen their own exercise. Because only based on the usual contact, we assisted by singing before calmly, can ensure singing required relatively large capacity under the condition of the psychological endurance can be improved to a certain extent. And the ability to withstand the psychological can also be a certain degree of improvement. In any case the singer appeared in the face of the songs in the process can maintain the retention performance of panic disorder, relatively calm, so as to ensure the greatest degree of the successful completion of the concert. Therefore, it is very important to strengthen the self - attitude adjustment and strengthen the self - exercise in daily life before performing the performance.

4. THE DIALECTICAL RELATIONSHIP BETWEEN EMOTION AND SINGING

4.1 The internal relation between singing emotion and breath

Mood is very important in the process of singing, and the singing process of the atmosphere is also very important, and the mood can keep the breath of smooth and smooth. There are two kinds of people who are good at singing. The first is because the technology can do, including thoracic opening, lung expansion, diaphragm, psoas muscle, lower abdomen expansion decreased adduction in addition; In addition to the performance of the emotional impact of breathing, which is not shown, is the embodiment of the singer's emotions, you can make the process of breathing more stable breathing. However, the smooth breathing to a certain extent, is also the

embodiment of the singer's emotions, to maintain the breath can be stable to a certain extent, to develop a more correct singing breath. The respiratory details of singing are very precise, and the muscle energy structure is complex, and singing breathing requires hundreds of complex muscle contraction and coordination. Our physical condition under the action of the impossible to breathe in a standard way, to stretch the muscles, we can not only regulate part of the respiratory muscles, which mainly in the brain under unified command. When the brain sends out the instruction, the emotion and the breath muscle can simultaneously coordinate the work, can achieve sings the breath to be thorough and the smooth. If at the beginning of the song, it is not ideal, inappropriate and unsatisfactory, and the sound of the song is not ideal, inappropriate and unsatisfactory. It is not ideal, inappropriate and unsatisfactory. [3]

In the process of singing, we should pay more attention to the singing process of people's breathing. Although there are a lot of people who choose to take the breath and breath in the role of singing in a profound interpretation, but they ignored a very important point, which is the important factors of emotional singing in the process. So a lot of singing, although a lot of people for the singing skills are very good, for a lot of contact, but still can not be very good interpretation of the meaning of the song to be expressed. This also makes the performance of the voice to a large extent are reduced. It is only in the case of grasping the tone of the work and forming a clear command in the mind that the work performance can be obtained.

4.2 the internal relationship between singing emotion and throat stability

Singing can help to open the singer's throat to a certain extent. In the singing training process, such as "yawning" can greatly help the singer to open the throat, which can make a more pleasant voice. However, in many cases, due to the "yawn" this means the master is not in place, so that only rely on this. But in the actual singing process, many singers can fully arouse the emotion in the process of singing in the singing practice. The singing can be more powerful, and can help correct singing singing in singing. To maintain the correct sound in the process of singing, so that the sound can be more smooth, more stable atmosphere. At this time the mood excited, can contribute to breath deeply, such as amazing gasped, throat down stable and open, with breath will sink to the pubic region feeling, will also open cavity expansion, driven by emotional voice mellow sweet [4].

At the beginning of learning to sing, many people have a common difficulty is the need to control emotions. Emotions can affect the state of the singing to a large extent, because as a beginner, the voices of these people are in a state that has not yet been fully opened. These people only some singing skills, but

the lack of a concert should have the mood, they can not completely understand the concept of the cavity, in the process of singing can not form a complete state. Therefore, under such conditions, the singer is often relatively sluggish and stiff in singing, the connotation of not complete song.

4.3 make full use of positive emotions to enhance singing

Singing is the process of reproducing music information. In this process, it is very important to understand and grasp the emotion of the information. Therefore, we believe that the choice of positive emotions should be the process of vocal music teaching, as the basic, through, power and dominant mood, then, on the basis of financial information itself to a more complete representation of emotions, and interpretation of information - music. In the process of learning to sing, we should pay attention to in the process of singing some students with ebullience demeanor, eager manner, the teacher can be sure that the student's mood is positive. In such an emotional state, the teaching effect is not bad. Therefore, in the process of learning, teachers should try to arouse the positive emotions and capture students, and train them to form a good singing style and the spirit of optimism, enthusiasm, and create a good atmosphere, and to ensure the mutual infection of positive emotion between teachers and students, and make a good foundation for the smooth progress of the teaching task.

4.4 To maintain a stable mood to ensure the effectiveness of learning

In the teaching, in addition to the positive emotion is the key, the stability of the emotion is also to ensure that the basis of the successful singing learning. We often hear from students and teachers. The teacher said: a student at this time the mood is low, always is not up to the requirements for the class, while the students said: I always grasp the methods and skills of acoustic area transition to not loud area, the teacher is not satisfied, I am also very discouraged, etc. This tells us from the negative side, whether it has a stable mood, mainly from the ability to cross the difficulties encountered in teaching and some external factors such as interference. Vocal music learning and exercise is a long-term and arduous task, because of its special physiological structure and its special way of learning. Therefore, in the study, shall not be any hasty and impatient, there have been difficulties, or even retrogression is always exist, which requires students to have a firm determination and confidence, perseverance and willpower, the world who made some achievements of music artists, not through long-term unremitting efforts, and always maintain a positive, active emotional state. Therefore, whether it can self - control, in the process of learning to maintain a stable mood, which is an important standard to test the psychological quality of a vocal learner, but also the key to its success or not.

In the process of singing, we do not rigidly adhere to a small range, you can put the entire concert environment as their own stage, you can freely with the content of the situation and music with action or eye as an auxiliary. A person's mood is easy to affected by the external environment, so the singers should to create their own emotions according to their feelings and the external environment, resulting in different music, imagination and emotion to accurately grasp their emotions. Only in this way, their emotions will really be in concert with their own music as a whole, showing the mood is the most sincere. At the same time, the singing skills will be with the emotional vent to get an unexpected upgrade.

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On The Training Theory of the Core Strength of the Police

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Abstract: The strength training of police physical fitness, which belongs to the key component of police combat training, has been the concern of the police training personnel. This paper stands in the angle of core strength training, expounds the features of police strength training and core strength training can play in police combat role, further discusses the relevant theory of core strength training as well as the principle of route, hope to improve the level of police physical training, promote the further development of the core power of the police.

Keywords: Police core strength training, theory, Police physical fitness

1. POLICE FORCE TRAINING CHARACTERISTICS

For police law enforcement, it is inseparable from the police physical training, in order to achieve the goal of fighting against crime, there must be sufficient physical strength as a support. In physical training, strength training is the most fundamental training, therefore, occupy a more important position. However, in the practice of police combat training, this training is usually more training of the strength of the limbs, while ignoring the trunk and other locations of the training. However, with the progress of theoretical research, the characteristics of the police industry gradually emerged, the main task of the field of police training is how to find a feasible and can reflect the strength of the police training methods.

The police force training includes conventional strength training, including police training, the former is the police as an ordinary individual expansion, while the latter reflects the occupation characteristic of the police, a police combat training focus on work and design. Since the police force training will reflect the characteristics of the work of the police force, and therefore, and competitive special forces training and conventional strength training compared, there will be a lot of different, the following specific:

1.1 based on the absolute strength, strengthen the speed force, dilute the strength of endurance

In law enforcement, the police are faced with the suspect, can give each other a deterrent to the occupational characteristics and law enforcement equipment, in addition, should also have the appropriate professional skills and adequate physical. Only to ensure absolute full power, in order to successfully complete the capture or escort work, social stability and thus act as guardians, in order to achieve this objective requires in the training, pay attention to the absolute power. For the police, the

most important is a quick fix, in a relatively short period of time, there will be other uniforms, which requires quick action and limb movement have explosive force, so in strength training, to enhance the speed and strength training. In addition, in the strength endurance training, is mainly aimed at the special police sniper, for the rest of the police is not very important.

1.2 ensure the safety and stability of the police, according to the law to combat crime

For the police work, not only to fight against crime, but also to ensure the safety and stability of the police. In the physical training, strength training needs to focus on the stability and balance of the body, so that it is conducive to the actual combat, to ensure safety. The investigation shows that the former is more important in the modern police fighting skills, police training, status declined, the reason is this skill is likely to hurt the criminal suspect, the formation of risk can not be expected, but the requirement of present law enforcement of police work must be standardized, civilized, not violent law enforcement, both have violated, so, in the fight against crime, we must adhere to the principle of moderation, which requires the police force training, pay more attention to the control of nerves and muscles, and to achieve effective training.

1.3 Training environment, to quantify the concentration of unarmed training, deepen the equipment support training

Police training includes special training and regular training for strength training, in order to simulate the real environment, usually unarmed training methods, such as absolute power will exercise, resistance to body weight means, and in a test of strength, such as push ups, also take the hand exercise way, to achieve quantitative assessment. In the training equipment for training, general combat training, such as the use of batons or shields, strength training, in this way can the occupation of strength training highlights.

Through the above analysis, in order to guarantee the security and stability of the police themselves, to combat crimes, strength training mainly by increasing the limb explosive force, unarmed and the use of training equipment to achieve. Core strength training is the main part of the training and the core muscles, so that trainees can better balance and control of his body, to enhance the stability, so the core of the trunk, according to police training, exercise physiology and biomechanics theory, in-depth study of issues related to the police core training.

2. THE ROLE OF CORE STRENGTH TRAINING IN POLICE COMBAT

This training method is mainly to train the balance and stability of the core muscle group and deep small muscle. Specifically, through the training of core area muscles and make it more stable, improve the ability to control, in order to force, so that is conducive to play the movement function of the whole body. The core strength training can not only improve the athletic ability, but also can make the police better combat law enforcement.

2.1 Core strength training can ensure the safety of police law enforcement

In law enforcement, not only asked the police should have the quality of law enforcement, but also have the ability to respond quickly, to ensure the balance of the body, so in the face of unexpected situations, it does not appear the body imbalance, and bring harm. Therefore, in the police training, to make the police have in a short time, the ability to change the body's center of gravity, but also to ensure the stability of the body.

Core strength training is mainly to the core area of the pelvis and spine consists of parts, more stable, so that the body can rotate around the axis of rotation of the flexible body, which is conducive to maintaining stability and balance in a variety of conditions, to the maximum extent to prevent damage. Through this training, to enhance the core strength of the police, can reduce law enforcement the body load, to avoid the police combat damage phenomenon, to ensure the personal safety of police officers.

2.2 Core strength training can enhance combat effectiveness, to achieve the purpose of law enforcement

For combat, whether the police arrest or police beat and beat by defense, all cannot do without the core parts of the body, which play the role of fulcrum to support the body force, and the transfer of the limbs strength coordination, burst of physical energy. So, through the training, can make some core muscles work force, such as hip, waist, limb by momentum transfer to the peripheral closed kinematic chain, the largest role in the realization of policing skills, improve the police's fighting force, to law enforcement.

2.3 Core strength training can improve the psychological quality of the police

Through the core strength training, the police's physical movement skills have been improved, the core muscle group and small muscle groups are getting stronger and stronger, and the experience of the hard process is in line with the requirements of police combat. In training, the police should be in a longer period of time, and constantly switch body state, but also to overcome various obstacles in physical and mental aspects, so that they can improve their psychological quality, cultivate their strong will. Through this training, you can make the police in law enforcement, the courage to move forward, not afraid of hardship, the courage to face a variety of problems, to better combat illegal and criminal, maintaining the normal order of society.

3. DEVELOP AND IMPLEMENT THE TRAINING PROGRAM FOR THE CORE STRENGTH OF THE POLICE

First, the training of the core strength of the police force must be highlighted. Police training not only to enhance physical fitness, but also to highlight the fight against crime and maintaining social stability of the work characteristics. In the core strength training, occupation of the principle of output form the training methods and the need to follow the advantages of traditional strength training, resistance training means, method of adjustment, so as to achieve the purpose of training. The core strength training not only in training time, density and strength with the occupation of requirements, at the same time in the intramuscular system including nervous system based on muscle spindle, Golgi tendon organ and body hand feeling for the core area of spinal ligament muscle recruitment and coordination, have launched special training for police actual combat sensitive things we often encounter rapid reaction and special crime environment stimulation, must carry on the strength related to the design, which highlights the work characteristics.

Second, for the training of the core strength of the police, to correctly view the diversity of the group as well as the difference. Compared with college students and athletes, police groups have different features of the age, there is a large age span, some are just participate in the work of the more than and 20 year old young people, who have rich experience in the more than and 50 year old soldier. Moreover, different kinds, different requirements for training, such as the police, police and special police training required for the certain differences, gender differences will bring training differences, so in the analysis, with age, gender and the police as the basis for the design of training content, the training the training time, etc., so as to better realize the training effect.

In the field of rehabilitation and sports training, core strength training has been very popular, but the core strength training requirements reflect the occupation characteristics, meet the actual requirements, also need to further explore, constantly improving. The research of core strength training and police research together, discusses the basic theory of the core strength training and related route from the whole, conducive to the standardization of police physical training, to promote the core strength to the systematic, functional and reasonable direction of development.

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Problems and Countermeasures of Yoga Teaching in Colleges

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Abstract: As a popular way of body building, Yoga is mainly a combination of gymnastics, dance, Tai Chi and other health concepts, which can play an important role in enhancing physical fitness, improve body size, adjust the psychological, and now has become an important course in college sports. However, there are many problems in the current college yoga teaching, which seriously affecting the improvement of the level of yoga teaching and the expected teaching goals. Therefore, this paper first introduces the positive significance of College yoga teaching, and then analyzes the problems of College yoga teaching, and finally discusses the reform strategy of College yoga teaching.

Key words: College yoga; teaching; college students; problems; Countermeasures

1. THE POSITIVE SIGNIFICANCE OF YOGA TEACHING IN COLLEGES

In the highly developed material civilization today, people pay more attention to their health, especially many young people like to exercise. Because this kind of movement may have the stronger fitness effect, the Yoga becomes the people sports the first choice has certain necessity, each big university also has the introduction Yoga project. For Yoga this special fitness movement, the most prominent feature is the combination of mental and physical, to enhance physical fitness, adjust the mentality, cultivate good character plays a very important role. There is no doubt that in order to fully tap the cultural inheritance of yoga, yoga program within the fitness function of College PE teachers must pay attention to the problems and Countermeasures Existing in the teaching of yoga, which has certain practical significance for the development of the national fitness campaign

Yoga is one of the most popular sports, young people are the main force of the movement, the introduction of college sports Yoga project teaching has a very positive significance. First of all, yoga teaching in Colleges is helpful to enhance students' physique. For example, Students will go to the society, employment is directly the problems they face, brought a lot of pressure on the heart, and the increasingly fierce competition in the reality to them in the course of time, the inner sense of oppression will have a negative impact, while the movement is the best medicine to alleviate this problem. Students are practicing yoga, will be immersed in the quiet and elegant environment, accompanied by the teacher's words and music to allow students to release inner

pressure, and maintain a happy mood, with a positive attitude to face the reality. Finally, yoga teaching in Colleges and universities is helpful to cultivate students' good character. For example: yoga practice, college students is a kind of slow breathing, this process can help students to know themselves, understand life, imperceptibly cultivate their strong will to overcome difficulties, and ultimately the formation of good character.

2. PROBLEMS IN YOGA TEACHING IN COLLEGES

2.1 Single teaching method

Although the teaching reform in Colleges and universities continues, but yoga teaching as a new curriculum, teaching methods are not perfect, basically showing a single teaching method of training. In most cases, the yoga teacher in front of the demonstration, students imitate, teaching method is very old-fashioned, too "programming", and the lack of innovation and flexibility, it is difficult to achieve the desired teaching effect. For example: before class, students practicing meditation; in the class, the students imitate the yoga teacher's action; finally, the students to practice repeatedly, the cycle is very mechanical. In addition, the yoga teacher ignored the students' psychological state to grasp, no in-depth experience of students in each action of the mind, leads the teachers act blindly, it is difficult to grasp the essentials of yoga, the lack of scientific and practical, did not reach the ideal teaching effect.

2.2 Students enthusiasm is not high

In most cases, the enthusiasm of college students to participate in the yoga exercise is not high, not serious, that balance and control ability of many students is not in place, every yoga movements are very stiff, not natural, coupled with the uneven shape and students' physical quality, implementation will affect the yoga teaching goals. For example: students better tenderness can naturally make the body relax, to feel the pleasure of the movement; tenderness of poor students will produce a sense of inferiority, aversion to yoga. That is to say, because the yoga teaching method is not scientific, students repeated training action, not only the same dull as ditch water and ineffective, and some students not standard completion of action, they have a feeling of boredom, loss of confidence from the heart, not to understand yoga in the spiritual realm, and even lost to learn yoga course of the patient.

2.3 Lack of interaction between teachers and students

From the current point of view, the yoga teaching also has the lack of interaction between teachers and students -- an important issue, not very good

communication, teachers do not know the problems of students, will not timely help students solve problems yoga training. As everyone knows, teachers and students tend to age difference, different thinking and understanding, students think of things, they would think that it is wrong, if the teacher let students according to their own ways to learn, not rigid that normative student corrective action, is bound to arouse students' dissatisfaction with this situation the yoga teaching effect is as can be imagined. In short, many of the current college yoga teachers neglect their true thoughts, in the rush hours, the schedule of the case, mistakenly initiative into students become passive, and students in order to keep up with the teacher's teaching progress, teachers say what they learn what caused the students of yoga in the "learning will do but not standardized" state, these must be attributed to the lack of interaction between teachers and students.

3. THE REFORM STRATEGY OF YOGA TEACHING IN COLLEGES

3.1 Expand the teaching content, improve the quality of teaching

In the process of College yoga teaching, into the rich content of yoga teaching, can greatly stimulate the enthusiasm of the students to learn yoga. Specifically, the teaching contents of yoga become novel, students will be interested in the learning initiative of learning will be greatly enhanced, this will be devoted to the teaching of yoga, and have strong learning effect. In addition, as an excellent college yoga teacher, not only to support the most basic yoga skills, but also has the profound knowledge, try to understand some yoga and the history of the development of the culture can be cleverly interspersed with the origin of yoga in a yoga class, the development path, the future trends of the content, can also be show students some unique skills, only to expand the content of yoga teaching, it helps to arouse the students' interest in learning.

3.2 Strengthen the training of students' Yoga Technology

As a kind of sports fitness project, some training techniques have yoga, the yoga teaching in colleges must strengthen the content, only to strengthen the students' yoga techniques training, yoga teaching goals can be truly implemented. First of all, teachers should give students a full grasp of the essentials of each Yoga action, effectively grasp the laws of breathing in the exercise, the correct understanding of the correct posture of yoga; Secondly, teachers should guide students to consciously protect their muscles and ligaments, everything from personal reality, not excessive tension, adhere to the principle of "training step by step, not anxious, constantly improve the fitness effect of yoga in safety training; Finally, teachers should also be good at finding out every student's mistakes, and timely guide the students to

correct the wrong action, so that they gradually grasp the basic skills of Yoga technical training and action skills.

3.3 Gradually improve the teaching methods and means of Yoga

During the reform of yoga teaching in Colleges and universities, it is necessary to gradually improve the teaching methods and teaching methods. First of all, it is clear that the importance of yoga courses, increase the sports venues, sports facilities and equipment, such as investment, optimize the construction of yoga teaching staff, in a timely manner to solve the problems of yoga teaching. Secondly, to strengthen the interaction between teachers and students, teachers should communicate with students, understand their inner thoughts and needs, can the students into groups for training, for example: the game teaching method, in order to fully mobilize the initiative of student learning yoga courses, so they all the training. For example: in the "double Yoga show" activities, you can be active in the classroom atmosphere, increasing the students' self-confidence, so that students will be able to encourage students to adhere to the end of yoga, develop good habits of lifelong exercise.

4. CONCLUSION

All in all, to improve the quality of yoga teaching in Colleges and universities is helpful to promote the development of the cause of yoga, to achieve a comprehensive improvement of the physical quality and psychological quality of the whole people, which is also an important significance of yoga teaching in Colleges and universities. Based on the analysis of the existing problems of yoga teaching in universities, the countermeasures to solve these problems from three aspects: one is to expand the teaching content, the two is to strengthen the students' training in the technical aspects of yoga, yoga is three to gradually improve the teaching methods and means to enhance the level of yoga teaching fundamentally, realize the yoga fitness function. Of course, as a new type of teaching in Colleges and universities sports curriculum, yoga plays an important role in students' physical and mental development, yoga teachers must adopt more effective teaching strategies to enhance college yoga teaching quality from the whole, let more students love yoga, let more students benefit from yoga.

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The Study on Cross-border Education

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Abstract: With the continuous development of international education in recent years, the cross-border education and international talents cultivation has increasingly become a high-profile topic all over the world. It plays an important role in the increasingly fierce international competition. Therefore, how to cultivate and attract a large number of talents with international competition awareness and intercultural communication skills will be an important challenge for the most universities in the future.

Keywords: Cross-border education; personnel training; teaching strategies

For all countries in the world, we need to establish a more opening education system and cultivate more comprehensive international talents if we want to be win in the fierce competition in the position. Therefore, the development of cross-border education has become a demand of the times [1]

In order to understand the development status of the current stage of cross-border education teaching methods and problems, the investigators through questionnaire survey and analysis for a long time, we have a relatively comprehensive understanding of a series of phenomena at the present stage of cross-border education teaching mode.

1.THE BASIC INFORMATION OF THE RESPONDENTS

The survey is anonymous and nearly 150 undergraduate collage school students take part in this investigation. After that, about 100 questionnaires were recovered and 92 questionnaires were valid.

In terms of the basic information of the respondents, all the respondents were from the undergraduate stage. There are 29 boys and they all 17 years old to 21 years old. The proportion of male students is 31%. All the students come from HeBei province except a JiLin boy. There are 62 students study in the national key universities and 20 students study in non-key universities. The majority of them are mainly artist and literature and the amount of them are 54 people and 13 people. The rest of the students are from other majorities.

In terms of student family basic situation investigation, the students' family annual income under 100 thousand are 47 people, accounting for 51% of the total number. And about 36 students' families annual household income are from 100 thousand to 500 thousand. During the period of study in school, the students' basic costs of living for every month are 500 to 1000 Yuan and 1000 to 2000 Yuan.

The most number of the students in these two stages are accounted for 47.82% and 42.39% of the total number. The percent of each student's average annual educational cost accounts of the total annual household income is 30%-50% and the number is 49. In school, in addition to the monthly basic living expenses, there are 84 students often or occasionally have extra spending, including dinner with friends, shopping and tourism. These costs for a large part, but most of these extra expenses are maintained at 500 Yuan. About 64.13% students choose to live frugally or ask their parents for money when they encountered economic problems and there are also 48 students choose to look for a part-time job or borrowed from a friend to through the difficult time. About 15 students think they don't have any nonexistent economic problems.

2.The Present Investigation of Cross-border Education

Relative to other countries, the cross-border education started late in our country. Although the development rapid is fast, the level is still in its infancy. So the development market of cross-border education in China is very broad at present. In the survey, almost 93.48% respondents have the willingness to study, of whom 33.72% students are intense. When there are opportunities to study abroad, there are 72 students will choose to go and 18 students are not sure, only 2 students made it clear that there is no willingness to study abroad. In the investigation about the family attitude, there are 88.04% students said clearly that they will go abroad if they have opportunities and their parents will have a supportive attitude. But educated abroad for most students' family economic has different degrees of influence. Only less than 10 students do not take into account the cost in the early period of the budget.

2.1 Investigation of Students' Professional Learning

According to the investigation, it is found that there are two mainly ways for students to study in the current stage. One is listening to the teachers and the other is working by themselves. The rest of the main way to learn is to communicate with classmates. After class, they usually arranged some activities to relax. Such as participating school community activities, reading in the library, playing games in the dormitory or travelling to rich their life.

In the survey of relevant professional learning satisfaction, the investigators found that 55.43% of students object in school satisfaction. And even 5.56% of the students are not satisfied with the institutions now. About the satisfaction of school courses, students who choose satisfied and general

satisfied are 45 and 46. The percent of the satisfaction about school community activities is 33. So although the students have a relatively good satisfaction about school curriculum and school extracurricular activities, there are still some students who are not satisfied with the overall development of the school and the school curriculum or activities, they have clear personal opinions.

2.2 Investigation of Students' expectations

A lot of surveyed students have obvious willingness to study abroad. Among them, 38 students want to study abroad during the undergraduate period, accounting for 41.3% of the total number of students. There are 47 students expected to study during the master period, accounted 51.09% of the total population. Only 1 person wants to go abroad in his PHD. If students want to study abroad, they will know about the schools through school websites, study institutions and through acquaintances.

If there is a chance for students to study abroad, they will make the decision after mature and thorough consideration, the main purpose for them is to broaden their horizons. And 69 students hold such ideas. A part of students think foreign diplomas are more competitive in the future competition and a part of students love foreign cultures and ways of life so they hope to settled in foreign countries after completing their study. When students face to choose a school, they mainly considered about the school teaching quality, the international reputation of the school, the employment rate of graduates, study fees, school location, environment and other aspects. The school's teaching quality, the international reputation of the school and the employment rate of graduates are the three basic elements.

At the early stage of professional knowledge learning, the students hope to get varied professional knowledge; the most important two are the professional language training and related professional courses. The next two are the school culture background and customs issues, etc. The teachers, the mark and the content will be the most important aspects for learners if the students attend preparatory class before going abroad. What's more, they consider about the fees and whether they can get different cultures and histories. In the investigation of student learning outcomes, there are 68 students hope they can get double degrees after graduation and transfer credits can obviously marked on the transcript. This accounts for 73.91% of the total number of students surveyed. there are 19 students want full-time regular diploma issued by the foreign school and another two students want overseas diploma, but part of the credit is in domestic colleges, they also hope to have transfer credit note on the report. 1 student think both are ok as long as he can eventually get the diploma.

Surveyed 92 students, 75 students think that studying abroad is not unpatriotic, going abroad and then

returning home is also a way of love. While 16.3% of the students think that studying abroad will have a certain influence on the modernization construction of our country and it also can't avoid the phenomenon of brain drain. But, more than half of the students made it clear that they will go home and there are 26.1% of the students can't be sure. Only five classmates made it clear that don't come back after their graduation.

3.THE STRATEGIES OF CROSS-BORDER EDUCATION

First of all, cross-border education mainly recruits local students, the ultimate goal is to enhance the overall level of education in the country and enhance the country's international competitiveness. Therefore, we should have a correct school-running attitude at the beginning; abandon the concept of the supremacy of economic interests and introducing foreign advanced education resources. "Take the essence and discard the dregs". We should strengthen the independence of education in the process of the cooperation, cultivate and strengthen our own teaching and management power, update the traditional concept of education, then to promote the continuous development of cross-border education [2].

Secondly, pay attention to training the students' language ability in the early stage. During the investigation, more than 61.98% students hope to have fluently communication ability if they have opportunities to go abroad. From this, it's very necessary to master the language ability in pre-professional training, even some students want teachers to teach them all in English so they can enhance their language ability.

Thirdly, according to the investigation, nearly 97% students tend to the developed countries such as Britain and the U.S. when they choose the destination to go abroad. Only five students want to go to Japan and South Korea and there is no students choose Southeast Asia. When facing the method of going abroad, about 83 students wants to go abroad through the Sino foreign cooperative education project, accounting for 90.22% of the total number of all students. 8 students choose to go abroad through intermediary. Visible, the Sino foreign cooperation in running a school has broad prospects for development. Therefore, in the process of Sino foreign cooperation in running schools, we must be strictly remanding the foreign partners.

Fourth, strengthen the construction of school teachers. In the investigation of cross-border education expectations, 58 students expect they can both have Chinese teachers and foreign teachers, account for about 63.04% of the total. There are 28 students expect they can have foreign teachers of all courses. Only 4 students expect they can have Chinese teachers in their all courses. Therefore, in the future development of cross-border education, we should

continuously improve the professional level of teachers, and strictly control the selection of Chinese and foreign teachers. The universities should try their best to meet the expectations and requirements of students and parents. [3] In the aspect of course, there are 56 students expect the Chinese and foreign course both, 18 of them gave specific suggestions, hoping to set up a number of practical courses to enhance students' practical ability to operate.

Thus, in the process of cross-border education development, the universities should pay attention to the proportion of the curriculum setting and distribution, focusing on compulsory courses, elective courses and activities in the course of practical courses in the specific time. They should promote students' learning ability and professional level. On the choice of teaching methods, there are 65 students expect to take the form of mixed Chinese and western teaching methods, they hope the university can pay attention to the professional and comprehensive knowledge taught. 22 students want to take a completely western way of teaching, while only 4.35% of the students hope school adopts the pure Chinese style teaching method. Therefore, in the future development of cross-border education, all the universities should learn to pay attention to the East West cultural exchange and integration, taking into account the specific link between Chinese and foreign knowledge, as much as possible to improve students' intercultural communicative awareness and

practical ability and then enhance students' awareness level of international competition .

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To Improve Comprehensive English Teaching through Communicative English Teaching Approach

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Abstract: Based on Communicative Language Teaching approach, this essay aims to find possible solutions to improve English Language Teaching of the comprehensive English course in a Chinese university and help the learners develop language communicative competence.

Keywords: Communicative Language Teaching; comprehensive English; roles of teacher; roles of learner; teaching and learning activities

1. INTRODUCTION

According to my years' teaching experiences, I found a majority of English major students even the senior students have great trouble in using English either in social interactions or functional communications. It can be commonly observed that the students cannot be competent to communicate with foreign teachers even about daily issues; The students have difficulty in demonstrating their personal views clearly in class activities; Seldom of the graduates are capable to perform well in a job interview in English or present a good trial lecture with fluent English. The learner's reading ability is apparently much higher than the other three basic abilities and the learner's communicative competence is largely hindered from being fully developed. The poor communicative language competence could be mainly resulted from the inappropriate teaching methodology applied in the ELT.

2. COMMUNICATIVE LANGUAGE TEACHING

(1) Theory of language

Communicative Language Teaching views language as a set of linguistic forms with meanings which can perform functions. CLT originated from an assumption that language is for communication. Language competence is believed as communicative competence rather than grammatical knowledge held by GTM or a structural linguistic system advocated by Audio-lingual Method. Hymes first put up with the term "communicative competence" which refers to the knowledge and skills which speakers need to be competent in communications for various purposes. [4] He believes language is not only about knowledge of linguistic form held by structuralists but also something related to appropriation, feasibility and communicative factors which effected by social , cultural and other contextual factors.

Canale and Swain's interpretation of communicative competence had a beneficial instructional influence on language teaching. They assumed communicative competence is composed of four sub-competences: grammatical competence, sociolinguistic competence, discourse competence, and strategic competence.[2] Grammatical competence refers to grammatical and lexical capacity which is the foundation of language producing. Sociolinguistic competence refers to the ability to figure out the roles of interlocutors, the topics, and the communicative purpose in different social contexts. The discourse competence is the ability to understand and produce language which is beyond sentence level such as utterance or text in which cohesion and coherence should be well achieved. Strategic competence is a kind of problem-solving competence that communicators apply to start, maintain , compensate ,redirect and end communication in both verbal or nonverbal way. Although the communicative view of language was refined and extended as it attracted more and more attention in language learning and teaching, there is a view in common --language is not only about knowledge of linguistic forms, but also about functional meanings and how to realize the functions in social contexts appropriately.

(2) Theory of language learning

CLT derives primarily from theory of language. Compared with the academic studies about communicative language theory, the discussions on communicative language learning theory are not so much. There are three learning principles compatible with CLT proposed by some theorists 1). Language learning can be promoted by authentic communication activities. 2). Meaningful task-based activities promote learning.[6] 3). Language is meaningful rather than mechanical to the communicators encourages learning process. [9]

(3) Objectives

Developing learner's language communicative competence is the general goal of language teaching. Communicative competence is neither grammar knowledge in GTM nor an linguistic system of structurally related elements in Audio-lingual Method, but an combination of knowledge and skills to use language to communicate appropriately in various social contexts, which could be decoded into

grammatical competence, sociolinguistic competence, discourse competence, and strategic competence.[2] However, In my teaching context, objective is limited in improving grammatical and lexical knowledge which only refers to the one parameter of communicative competence and cannot guarantee the fulfilling of language functions. In CLT it is believed that in order to be able to be communicative competent in the target language, firstly, learners should learn the linguistic knowledge in terms of forms, meanings, and functions. Secondly, learners should be able to know how to select appropriate language according to their cognition of the given social context. Thirdly, During the communicative process, learners should be able to keep thinking and adjusting to negotiate with the other communicators in order to achieve successful communication.[8] Obviously, CLT holds that to develop language communicative competence learners not only need to accumulate knowledge of language but also acquire the skills of using it, while overemphasis on linguistic forms and ignorance of language meaning would not promote language learning.

(4) Roles of teacher

Breen and Candlin identify teacher roles as the one who "facilitate the the communicative process among all communicators and among communicators, different activities and teaching materials" [1] Compared with the teachers' roles in my teaching context, in CLT teacher is not the knowledge transmitter but the organizer to create situations or activities for communication and the co-communicator engaged in teacher-student interactions and communicative activities; Teacher is not the commander to give orders but the consultant to offer suggestions in communicative learning process or facilitator to help learners solve problems to maintain communicating process; Teacher is not the evaluator to point out errors but the monitor to observe what progress they have made and the learner to improve the knowledge of language learning and teaching from class organization, management, reflection, and research. Contrary to the central role of authority in my teaching context, in CLT teacher plays much more positive roles in stimulating learners' learning interest, providing communicative opportunity, facilitating learners to enjoy the learning process and improve language competence.

(5) Roles of learner

Learner's main role is not a passive knowledge recipient as in my teaching context but an active communicator. As communicators, learners can use language as a tool to achieve various purposes, have freedom to select different language forms to express, and receive feedback on their performance, which would inspire them to learn, reflect and improve language competence through engaging in the learning process. As Harmer said, "If learners are

engaged in communicative tasks as communicators, language learning will take care of itself".[3] Compared with the teaching approach in my context, in CLT the learners are much more centered in class since they are more encouraged to use English as communicative tool in a motivational environment with teachers' scaffolding and all the teaching settings are designed for providing communicative preparations and opportunities for learners to learn English through realizing functions of language rather than passively assimilating linguistic knowledge.

(6) Teaching and learning activities

Unlike the tedious translation practices focusing on language forms in GTM and the prevailing approach in my teaching context, the main activities in CLT are functional communication activities and social interaction activities focusing on the language usage.[7] All the well-designed communicative activities are marked with three features which are information gap, choice, and feedback. [5] Information gaps exist in real communications, and communicators need to predict and negotiate to bridge the gaps. Choice means learners have the freedom to choose what and how to express under the given social context and the language they produce is not limited in fixed linguistic forms determined by teachers or teaching materials but by themselves. In communicative activity language accuracy is not as underlined as in translation exercise or drills in language-centered methods since communication is not fixed dialogue but a complicated negotiating process. Feedback means response given by the listeners. If the speaker keeps talking without any feedback from the listeners or to say the listeners are not provided with any opportunity to feedback, this kind of exchange cannot be called communication but just a presentation. Some typical communicative activities in classroom are introduced as follows: role-play, problem-solving activities, drama, chain activities, discussion, and debate. Besides communicative activities, there are some pre-communicative activities also compatible with CLT, such as activities for gaining grammar and lexical knowledge, activities for increasing discourse knowledge for example --"scrambled sentences" focusing on the coherence and cohesion in discourse, and activities for predicting appropriate language forms in keeping with the different social contexts. CLT has different strands of how to teach and what to teach, so that both meaningful communicative activities focusing on language functions and traditional activities emphasizing linguistic forms could be all involved in CLT to develop the learners' competence to communicate.

(7) Teaching techniques

Because CLT is not a method but an approach which is a set of believes in the nature of language and principles in language learning, there are no agreed

specific techniques and prescriptions in CLT. There are just some common believes in teaching techniques compatible with CLT which are not exclusive.

In CLT, native language is neither as favored as in GTM nor completely banned as an interference to learn a new language. Native language can be used when it is necessary to help achieve some particular teaching goals in CLT. However, target language would be the main instructional language used in giving instructions, facilitating in communicative activities, and evaluating learner's performance, because language is considered meaningful as vehicle to realize communication and class interaction is a kind of language communication.

Small -sized class is favored in CLT, because firstly, the fewer the students are, the more opportunities each student has to communicate in class. Secondly, with small-sized class the teacher can carry out more attentive observations and provide learners with more individual consultations and suggestions.

In CLT there is no strict restrictions about the teaching device of linguistic items as in GTM and ALM. Linguistic knowledge learning is the preparation only for catalyzing the achievement of communication. Whether grammar and vocabulary are explained deductively or inductively depends on the teaching context.

Errors are not considered as negative as in GTM and ALM but as natural in language learning. Many communicative activities are fluency-based ones, in which errors would be accepted as natural outcome and could not be corrected immediately but after the communicative goals have been achieved because correcting is considered as an interference to communicating. Teachers' evaluation of leaners' performance would not be "right " or "wrong" but some comments. CLT advocates believe that the tolerance to errors would help leaners increase confidence to communicate. Generally speaking, Leaners' performances are evaluated according to the extent they achieved communicative goals. Specifically speaking, Language accuracy is not the only standard to evaluate learner's language competence, and in most case the fluency is another or even more essential standard to assess learner's language competence.

3. THE PREVAILINGTEACHING APPROACH

The common features of the prevailing teaching approach in English comprehensive classes are analyzed in terms of objectives, roles of teacher, roles of learner, learning and teaching activities, and teaching techniques as follows:

(1) Objectives

The long-term teaching goal of comprehensive classes in my teaching contextis to develop reading comprehension, since cultural introduction, lexical and grammatical explanation, reading comprehension questions, text analysis and structureanalysis are all

the regular settings for facilitating students to understand and appreciate the literatures in the textbook. The short-term teaching goal is to help learner expand grammatical and lexical knowledge since the teachers spend almost two-thirds of class time in explaining grammar and vocabulary. Writingpractice is always assigned as homework after a unit is finished, but there's no specific instruction from teachers about how to write. Listening and speaking abilities are not emphasized.

From the objectives setting, we can see that language is viewed as a system of linguistic items constructed by grammatical rules and Language learning is seen as a process of learning linguistic knowledge. English competence is not considered as an integrated competence for realizing communicative functions but a system of linguistic knowledge mainly for reading comprehension.

(2) Roles of teacher

Firstly, the teacher is the authority as the source of knowledge since they spend most of the time in transmitting knowledge to learners by analyzing the linguistic items with little interactions with learners and little care on the feelings and attitudes of learners. Secondly, teacher is the center and dominator who decides what to teach and how to learn. It is common to see that a teacher nominates students to answer questions regardless of whether they are willing or not and teacher's evaluation on the answers is mainly based on the accuracy of language form, which turns into pressure to the learners who would avoid interacting with teacher and lose motivation to use English.

(3) Roles of learner

During most time, learners are passive recipients by taking notes of linguistic knowledge quietly. Occasionally, some students will be nominated to answer the questions imposed by teacher. It is hard to find volunteers to interact with teacher, probably because learners are afraid that they can not offer the "correct" answer, which will cause a shame to themselves and disappointment to teacher. Learners have few communicative opportunities and critical thinking is not encouraged in class.

(4) Teaching and learning activities

Almost all the teachers would follow the same teaching sequence specified in warm-up discussion, background introduction, reading comprehension activity, explanation of vocabulary and grammar, text analysis, structure analysis, and summary.

The main teaching activities are language explanation and text analysis which are language-accuracy orientated ones for improving learners' reading competence by transmitting grammatical and lexical knowledge. The language explanation is similar to teacher-centered knowledge transmission. The teacher keeps presenting the Chinese meanings and usage rules of new words, phrases and structures followed by individual example sentences with

Chinese translations, and the students keep taking notes and occasionally are nominated to translate example sentences. In the part of text analysis the whole text would be translated sentence by sentence and the sentences which are difficult to understand in either semantic or syntactic way would be picked out to be paraphrased.

Warm-up activities are discussions about a topic related to the theme of the reading text. Although the teachers encourage students to discuss with their classmates, many of them are still reluctant to engage in the activity. In the reading comprehension part, the students are asked to answer the comprehension questions after reading the text within limited time. The students appear not active or passionate to read and answer. They are only allowed to mechanically scan for information but with no freedom to think critically. In the structure analysis, students are asked to divide the text into several parts and summarize main ideas of each part. Finally, the text is summarized as a whole in terms of filling in blanks with newly-learned vocabulary.

From the activity design we can see: First, reading comprehension is attracted much more attention than other three basic English skills, since text analysis, structure analysis, summary are all contributing to developing it. The teachers ignore the fact that language competence should be a integrative competence consisting of reading, writing, speaking and listening abilities. Second, grammatical competence is emphasized in activities, and language competence is biasedly considered as linguistic knowledge only related to language form but not to language meaning or functions.

(5) Teaching techniques

The answers given by learners are responded in forms of "correct" or "wrong". The teacher always holds the standard answers to all the questions, and the more the answer is close to the "standard" answer, the more "correct" the answer is. Linguistic accuracy in written form is emphasized since linguistic form errors would be pointed out immediately. However, the over-emphasis on language form and ignorance of fluency would withdraw learners' motivation to use English and reduce their confidence to learn English. Through the detailed introduction to my context, we can clearly see the problems existing in the prevailing teaching approach applied in comprehensive classes in terms of objective setting, roles of teacher and learner, activities and techniques. The approach focusing on language forms severely hinders the development of English communicative competence and also lead English language learning to be a boring and meaningless process. It is right time to find an appropriate contextualized teaching approach to redirect the ELT and help the learners improve English communicative competence. In the next part, I will review some current communicative methodology in order to find the possible solutions.

4. SUGGESTIONS

After reviewing CLT, we can see that many beliefs and principles of CLT contribute to the development of learners' communicative competence and provide valuable implications to improve ELT in my teaching context. However, it is unreasonable to solve all the problems of the ELT in my teaching context by applying CLT thoughtlessly, since there is no one-size-fits-all restrictive methodology which could not be influenced by the contextual constraints such as teacher's English level, learner's former educational experiences, teaching conditions, institutional requirements, education policies and so on. It might be much more feasible to develop a set of particular communicative teaching views appropriate to the particular teaching context. Some brief personal methodological views on how to help my learners improve communicative language competence are provided as follows:

Instead of mastering grammatical and lexical knowledge for developing reading comprehension, improving communicative competence should be the primary teaching objective in my teaching context. It is acknowledged that Language learning is for communicating. Language teaching only focusing on knowledge of linguistic forms but ignoring language meaning and function would hinder learner's communicative competence development. 2. Authentic communicative activities or tasks featured by information gap, choices and feedback could be added as the main activity in the course. Meanwhile, various activities for developing sub-communicative competences as discourse competence, social competence and strategic competence should be also designed to promote the improvement of communicative competence. 3. Teacher's main role should not be the knowledge transmitter, commander, and authority but the organizer, facilitator, and adviser to provide communicative opportunities, offer suggestions, and stimulate learners' motivation to learn, to reflect and to improve. Learner's main role should not be the passive knowledge receivers but the active communicator to acquire language competence through real communicating. 4. Language accuracy should not always be the evaluation standard and teacher's tolerance of learner's errors would encourage learner to use language as a vehicle to fulfill communicative functions.

5. CONCLUSION

The current language teaching approaches provide me with a valuable resource of teaching beliefs and principles which would encourage me to reflect and guide me to establish my personal teaching method appropriate to my teaching context for improving the learners' communicative competence. I have put up with some personal suggestions in the aspects of teaching objectives, roles of teacher and learner, teaching and learning activities, and teaching techniques on the basis of my understanding of

communicative approaches, and I am firmly convinced that the appropriate teaching methodology should be established through deeper reflection of the daily teaching practices, further research of teaching methodology and more awareness of both micro and macro teaching contexts.

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Promotion Countermeasures about Employment and Entrepreneurship of New Generation of Overseas Returnees

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Abstract: The new generation of overseas returnees own professional knowledge, proficient foreign language skills, grateful feelings and broad international views, so they are a group labeled with high intelligence quotient. They play an important promotion role for the development of national and social economy, transformation and upgrading of industrial structure as well as construction of a moderately prosperous society. It is required to optimize employment and entrepreneurship environment for new generation of overseas returnees, offer more superior services for them, let them devote themselves into employment and entrepreneurship heart and soul, create favorable environment and atmosphere, contribute their knowledge and strong points in all walks of life and facilitate the development of national economy and society.

Key words: new generation of overseas returnees; employment and entrepreneurship; promotion countermeasures

1. INTRODUCTION

With in-depth development of reform and opening-up, internationalization degree and level of Chinese higher education have improved significantly [1], and studying abroad has become a new normal condition. The number of Chinese people studying abroad and returning to China is on the rise yearly. The trend that overseas returnees return to China to work and start up business has formed gradually [2]. From 1978 to the end of 2014, the number of Chinese students studying abroad reached 3,518,400. 74.48% of them chose to return to China after their graduation, amounting to 1,809,600. In 2014, the number of Chinese students studying abroad exceeded 459,800, and the number of people returning to China exceeded 364,800, equivalent to over 30 times of the number of people returning to China in 2001 [2]. Different from the past, most overseas returnees were born in 1980s-1990s. They are young and full of vigor, with quicker thinking and stronger practical operation ability, so they are called the new generation of overseas returnees [3]. However, under the severe employment and entrepreneurship situation, the new generation of overseas returnees is also faced with many difficulties in employment and

entrepreneurship. To apply the knowledge of overseas returnees in the development of society and economy, various measures should be taken to guarantee employment and entrepreneurship of new generation of overseas returnees. Besides, it is required to formulate specific support policy, offer venture capital channels, improve management mechanism and make the new generation of overseas returnees take root. This paper will expound from three aspects: current situations and features of employment and entrepreneurship of new generation of overseas returnees, problems and countermeasures.

2. CURRENT SITUATIONS AND FEATURES OF EMPLOYMENT AND ENTREPRENEURSHIP OF NEW GENERATION OF OVERSEAS RETURNEES

The new generation of overseas returnees have learned cutting-edge international knowledge and mastered advanced commercial management technology as well as own extensive view and unique commercial thinking mode. Their success of employment and entrepreneurship contributes to driving transformation and upgrading of China's industrial structure, innovatively developing commercial mode and improving international economic level [4].

2.1 Current situations and features of employment of new generation of overseas returnees

(1) Overseas returnees tend to be young.

At present, the number of overseas returnees choosing employment in China occupies an absolute advantage over the number of overseas returnees choosing entrepreneurship, and overseas returnees tend to be young. The overseas returnees in 1980s-1990s are the main forces. The proportion of overseas returnees with the age below 35 exceeds 95%. Their experience is single, with relatively little social experience [2].

(2) The first choice of overseas returnees is the overseas-funded enterprise.

The enterprise culture, working environment and development concept of overseas-funded enterprises are very similar to overseas enterprises. In addition, overseas-funded enterprises own large development platform, considerable compensation and overseas returnees can well apply what they have learned in daily work. Therefore, overseas-funded enterprises

become their first choice [5].

(3) Posts are dominated by research, development and sales.

The posts for overseas returnees are dominated by research, development and sales. Overseas returnees have single experience and lack relevant social practice experience and work experience, so they need to start from fundamental work [6]. Thus, overseas returnees are required to position themselves correctly, adjust their mentality, learn modestly and work hard, instead of reaching what is beyond their grasp and glorifying themselves.

2.2 Current situations and features of entrepreneurship of new generation of overseas returnees

(1) There is short of venture capital resource.

Capital accumulation for entrepreneurship is the key to and guarantee of successful entrepreneurship. Without capital support, everything is fantasy. Venture capital of overseas returnees mainly comes from their savings, the support of their parents, money borrowed from their relatives and friends and some venture investment funds, while the support degree of bank loans is low [7]. The lack of initial cost becomes a major obstacle for overseas returnees to start up business.

(2) Entrepreneurship industries concentrate relatively. Following the era trend, new forces such as real estate, finance and internet suddenly rise, and develop rapidly. These industries are the main industries which earn money. Hence, finance and internet become the main investment direction of overseas returnees, and entrepreneurship programs concentrate relatively [8]. As the state enhances the investment in cultural industry and increases attention to it, cultural creative industry also gradually becomes a hot industry.

(3) Venture businesses are mainly technology-intensive enterprises.

Comparatively speaking, overseas returnees own more intelligence advantage. Small and micro enterprises as well as technology-intensive enterprises are suitable for venture businesses. Such enterprises have small investment and small scale, and need knowledge-based talents, with fast return effect and small risks. Thus, the possibility of venture success is larger.

(4) Achieving self-vase is regarded as the entrepreneurial motivation.

The entrepreneurial motivation of new generation of overseas returnees is to achieve self-goal and prove themselves with visible performance. More importantly, they want to achieve their value of life through the success of entrepreneurship [9].

3. PROBLEMS EXISTING IN EMPLOYMENT OF NEW GENERATION OF OVERSEAS RETURNEES

The employment and entrepreneurship way of new generation of overseas returnees is not so smooth and

easy as we expect, but full of difficulties, hardships and failures. The main problems encountered by overseas returnees in entrepreneurship include the following:

(1) Since they are unfamiliar with domestic conditions, it is slow for them to blend in domestic environment.

Overseas returnees keep away from the motherland, live and work overseas in a long time, so they are disconnected with domestic environment and pace. After returning to China, they are unfamiliar with China's employment and entrepreneurship policies, relevant laws, and the development situation of market economy etc. They have to study and understand them from the beginning. Besides, they live overseas for a long time, so their thinking mode, methods to handle affairs and living habits are disconnected with domestic conditions, and they cannot keep pace with the due rhythm of market. Meanwhile, they fail to fully cognize social development, commercial culture and governmental public relations, so their entrepreneurship process is more difficult [2].

(2) Social relation network is small and interpersonal support is insufficient.

Overseas returnees live overseas for a long time, so their social relation network is small and interpersonal support is limited in China. With insufficient human support, it is difficult for them to form an appropriate entrepreneur team. Moreover, with weak teamwork awareness, they cannot efficiently handle interpersonal communication in the interpersonal communication and do not know latent rules, so they often meet with a refusal. These bring about large difficulties and obstacles for their employment and entrepreneurship [2].

(3) Policy support degree is low and policy support and preferential measures are few.

Currently, government's encouragement policies mainly tilt to high-level and especially excellent overseas returnees in scarce fields, while the support degree for general and low-level overseas returnees is small. The government offers very preferential policies for high-tech industry, while the coverage for traditional industries is very small and the capital support degree is weak. This seriously affects and strikes entrepreneurial zeal and enthusiasm of overseas returnees. The polarization phenomenon presents the increasing trend.

(4) Entrepreneurial environment remains improving and entrepreneurship procedure is not flexible and convenient enough.

At present, it is still tedious to handle all kinds of evidentiary materials for starting up business, and there is lack of special green channel. It will take much energy and time for overseas returnees to handle household register certificate and evidentiary materials for social security and medical insurance after they return to China, so the time cost is large

[10]. When relevant departments execute encouragement policies for employment and entrepreneurship of overseas returnees, the workers fail to accurately cognize the policies, position inaccurately and do not know well the service. Meanwhile, the procedures for examination and approval are miscellaneous, and the handling way is not concise enough. Thus, some overseas returnees give up application of the preferential service policy and fail to get real support and privilege.

(5) Entrepreneurship expectation is too high and psychological gap is large.

In the new generation of overseas returnees, most of them study abroad at their own expense, while few study abroad at public expense. They have to spend a lot for the several years. This intangibly increases their economic pressure and high expectation for employment and entrepreneurship. All expect to work and start up business in the industries with high profit rate and huge return so as to gain high return and remuneration [6]. However, in the most difficult employment and entrepreneurship period, the too high expectation of new generation of overseas returnees will often be crushed in the ruthless reality, so their psychological gap is very large. Their psychological enduring capacity is limited, and anti-setback capacity is insufficient. After being rebuffed, they will feel dispirited, abandon themselves and cannot recover.

4. PROMOTION COUNTERMEASURES FOR EMPLOYMENT AND ENTREPRENEURSHIP PROBLEMS OF NEW GENERATION OF OVERSEAS RETURNEES

(1) To hold various activities and improve their sense of belonging

All kinds of organizations for overseas returnees should gather overseas returnees together in real time through carrying out various activities, enhancing publicity and holding all types of exchange meetings, parties and entrepreneurial experience sharing meetings. Besides, it is required to hold the activities beneficial to exchange, improve theirsense of belonging andsense of social responsibility, and better facilitate their employment and entrepreneurship success. At the same time,overseas returnees should enhance communications, actively carry out communication and cooperation in fields of culture and technology, share experience, learn from others' strong points to offset their weaknesses, and hold regularly employment and entrepreneurship exchange meetings, talent consultation meetings, information sharing meetings and cooperative exhibitions etc. so as to strengthen exchange and cooperation among overseas returnee elites, form the common strength ad drive the development of society and economy. In addition, domestic college resources can be integrated to achieve face-to-face and zero-distance contact and exchange between domestic college graduates and overseas returnees.

This can help them learn, discuss and exchange mutually as well as enhance the exchange and cooperation with colleges. The resources of overseas returnees may be utilized to help domestic college students to obtain employment and start up business.

(2) To detail service content and meet employment and entrepreneurship demands of overseas returnees It is necessary to analyze current situations and features of overseas returnees, and offer differential services according to individual differences and needs. For the overseas returnees who just return to China, they will feel unaccommodated in life and psychology. Thus, social organizations and others should give them more care and help. For the problems of insufficient venture capital, information asymmetry and insufficient interpersonal resources in the employment and entrepreneurship process, it is required to pay attention to and follow up these problems, and contact relevant departments to offer necessary guidance, service and help for overseas returnees. In this service process, the opinions and requirements of overseas returnees for the government and relevant organizations should be solicited. Furthermore, it is required to coordinate with relevant departments, hold talent supply and demand meetings for overseas returnees at regular time and provide more employment guidance and services for overseas returnees. Meanwhile, it is required to improve the channels for overseas returnees to collect useful information in an effective and timely way, provide material support, set up employment and entrepreneurship exchange platform for overseas returnees, analyze the new situation, focus in the hotspot, break through difficulties, and offer information, guidance, capital, talent and intelligence support etc. so as to lay a solid foundation for successful employment and entrepreneurship of overseas returnees.

(3) To expand the channels to enter the management department and increase government support degree Overseas returnees own advanced international technology, broad national view, cutting-edge management philosophy, active thinking, innovation consciousness, and strong executive force. Some excellent overseas returnees can be selected or recommended to public relation management department to lead innovation of service mode and content of social public relation management, popularize the wisdom of overseas returnees among the public, promote innovation and development of social public management, and offer realistic support for building a moderately prosperous society. Meanwhile, relevant departments should attach important to the flexibility of policies and seek the balance between traditional industries and high-tech industry.

(4) To create good environment and provide considerate employment and entrepreneurship services

Employment and entrepreneurship instruction center for overseas returnees may be set up to provide special and systematic services for overseas returnees, formulate Employment and Entrepreneurship Guide for New Generation of Overseas Returnees and distribute it to overseas returnees. Besides, employment and entrepreneurship consultation platform for overseas returnees may be founded to provide convenient and efficient guidance and help for overseas returnees. Meanwhile, training activities about industrial and commercial tax bureau, talents, law and financial investment to help them know domestic environment, domestic policy and development trend and get on the right track as soon as possible. Moreover, the public number of employment and entrepreneurship services for overseas returnees may be established to publish all kinds of beneficial dynamic information at regular time.

(5) To enhance investigation and correctly guide overseas returnees

It is required to enhance investigation, interview and understanding of overseas returnees, improve their information records, standardize guidance and services, guide them to offer advice and suggestions actively through interview and tea party so as to give advice and suggestions for social and economic development and better serving overseas returnees in employment and entrepreneurship process. At the same time, it is required to pay attention to their psychological change trend, interview with them regularly, know their conditions, make rational estimation and adjustment according to their expectations, and let them return to the psychological expectation which conforms to realistic society as soon as possible and adjust their mentality.

5. CONCLUSIONS

The new generation of overseas returnees owns the advantages and strong points that domestic college graduates do not have. Correct guidance, encouragement and support of them to obtain employment and start up business in China have great significance for building a moderately prosperous society in an all-round manner and also play an important role in promoting transformation and upgrading of industrial structure. Therefore, it is required to take actions to create favorable environment and atmosphere, offer high-quality services and guarantee successful employment and entrepreneurship of new generation of overseas

returnees.

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Mobile Internet Information Propagation Study

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Abstract: When smartphone becomes popular and mobile Internet gets everywhere, social network is getting more attention for marketing and advertising. WeChat and Weibo, those two most popular mobile applications in China, certainly become the most important platforms for advertisers. This paper studies the propagation of two hot events, the well known documentary “Under the Dome” and a celebrity’s divorce event explains how information spreading on social network can become viral, and the propagation difference between these two platforms.

Keywords: information propagation; WeChat; Weibo

1. INTRODUCTION

Based on report from CNNIC [1], as one of the fundamental applications on mobile phones, population of using instant messaging has increased 17.8 percent to 508 million by end of 2014. By June 2016, this number has already reached 641 million [2]. On the other hand, 91.9 percent of mobile phone owners use instant messaging, which also increased 8.3 percent compared to end of 2015. WeChat and QQ are the most popular instant messaging application in China, both developed by Tencent. WeChat was released in January 2011 and it grows rapidly and dominates the social networking in China. By early 2016, the number of registered accounts has exceeded 1.12 billion, with more than 700 million monthly active users [3].

Weibo is a Micro-blogging system, which is another popular application on smart phones for information sharing. It's operated by Sina Inc. Based on report from Weibo[4], Monthly active users ("MAUs") in September 2016 grew 34% year over year to 297 million, 89% of which were mobile users. Average daily active users ("DAUs") in September 2016 grew 32% year over year to 132 million.

Given these two mobile applications are most popular ones, in this article, we'll take them as examples to analyze the information propagation in mobile internet.

2. INFORMATION PROPAGATION IN WECHAT AND WEIBO

Though both WeChat and Weibo are popular mobile applications in China, they take different approaches.

Weibo is a microblogging system, which is open for public. WeChat is originated from instant messaging, which is closed for connection circles. This key difference determinate how information is propagated through the networks. In short, Weibo is one-to-many broadcasting, through weak social links by following; Instead, WeChat is to share information in close circles. Weibo's mechanism has advantage for public topics' broadcasting, for example, official announcement, governmental statements, etc. WeChat instead is a platform to share private topics or personal interests. However, if the topic has both public properties and private interests, like the hot documentary “Under the dome”, we can expect to see the compound effect of both platforms.

“Under the Dome” is a Chinese documentary filmed by Chai Jing, a former China Central Television journalist, discussing air pollution in China [5]. Air pollution is a public topic, which impacts everyone's daily life. Other than this, Jing shared her personal reason why she spent more than one million Chinese Yuan out of her own pocket to produce it. This documentary went viral after it was first released on February 28, 2015 through Chinese video websites. it was played more than 200 million times within three days. WeChat played a very important role in the explosive success, the 103 minutes' independent documentary becomes a literally overnight success.

According to CTR's latest online poll, 45% of the 1,580 respondents have watched the video, 33% have heard of it but haven't watched it. WeChat has driven more audiences to the video than any other platforms, because 41% of those who had watched it watched it through WeChat. The poll also showed that 76% of the audiences discussed it through social media - 57% on WeChat's Moment feed, 42% on Weibo [6].

From the Weibo's statistic data FIG 1, we can also trace the spike of key word ‘Under the dome’. It surged immediately after it came out on February 28th, topped at around 960k activities, with contribution of roughly 720k from mobile clients. It lasted for a week until it was taken down. The diagram also clearly shows mobile clients have been the major sources of Weibo Activities, with roughly 75 percent of all.

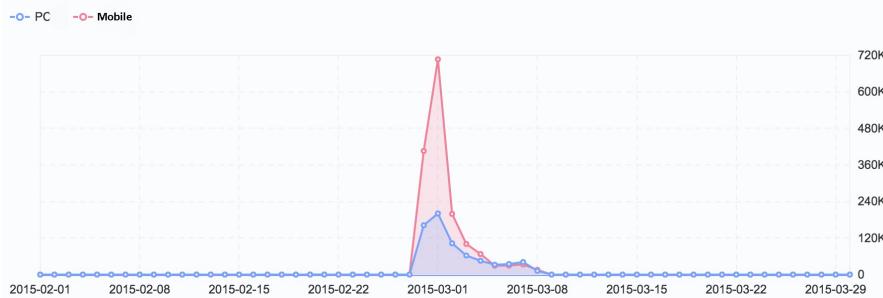


FIGURE 1 Weibo's statistic data

Both WeChat and Weibo played an important role for the information propagation, with some advantage of WeChat due to its stronger social media's attribute. When people share same interest of the topic, it spreads incredibly quickly inside and between social circles. However other topics could go completely different, like the recent celebrity's divorce event. The 'Wangbao Qiang's divorce' event aroused at midnight of Aug 14th. Within a few hours, the mobile clients' activities went up to 1500 K, following by some delay of computer clients with another roughly

500K activities FIG 2. This data overwhelmed all other platforms, including WeChat. The first WeChat article was pushed out about twenty minutes later after the original release on Weibo. Even though there are also a lot of related articles being published soon after, and in next couple of days the total readings of those articles reached up to hundreds of thousands times, it's clearly not comparable with the scope on Weibo. This implies that they do differ from each other on certain attributes.

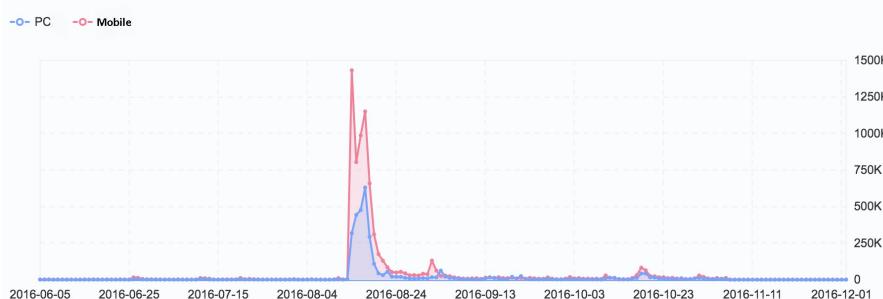


FIGURE 2 500K activities

Weibo is better at one directional information broadcasting, it's efficient to deliver the message to broader audience at unbeatable speed. The information fans out quickly. However, the content might or might not get people's attention. In another word, the audience would simply ignore the topic completely and this makes the propagation less effective. Given this example, the divorce event is more of a private topic, and most of people might just watch the progress without any real attention. Instead, the propagation of 'under the dome' is more impressive because it implies the audience shares the same concern on the topic. Hence it gets audience's involvement and is more effective.

3. CONCLUSION

In this article, we start from the latest mobile internet statistics, with focus on two dominant applications, WeChat and Weibo. Then we dive deeper into these two applications' development data. After that we analyzed two big events, documentary 'under the dome' and celebrity's divorce 'wang bao qiang' and their different propagation models on these two platforms. And last we share the conclusion that both WeChat and Weibo have its own advantage on certain topics. WeChat is better at sharing personal interests, which implies the information spreading

with audiences' acknowledgement and involvement. It is more effective. However, Weibo has the advantage of one direction information broadcasting and propagation speed, with the weakness of effectiveness.

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Teachers' Vocational Delay of Gratification and Organizational Career Management

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Abstract: The delay of gratification effectively reveals individuals' skills and strategies of impulse control and will maintenance in the face of lures. It is an important research topic in the fields of personality and social psychology & development and educational psychology. At present, vocational delay of gratification has gradually become a focus of psychology, management and business circles. This research discussed the definition of vocational delay of gratification and analyzed the influence of individual career management on teachers' vocational delay of gratification. The research on the relationship between organizational career management and vocational delay of gratification can provide scientific and effective management basis for administrators, facilitate teachers to achieve higher-level vocational success to certain degree and supply more effective methods for teacher management from the perspective of "humanity management".

Keywords: Vocational delay of gratification; Individual career management; Teacher

1. INTRODUCTION

In 1974, the concept of delay of gratification was put forward first by Mischel – a social psychologist from Stanford University through a classical experiment, i.e. children's candy delay of gratification [1]. Later, a series of relevant researches showed that delay of gratification effectively reveals individual skills and strategies of impulse control and will maintenance in the face of lures [2]. Confucius also said in The Analects of Confucius · Zilu that, "Don't pursue speed or be greedy for petty profits; more haste, less speed; if one's eyes are fixed on petty profits, one can hardly succeed in great ventures." His view is same with the standpoint of delay of gratification [3]. Since 1990s, the research on delay of gratification has gradually extended to more extensive objects and fields. Domestic and overseas scholars have carried out theoretical discussion and empirical study of delay of gratification in such aspects as research paradigm, mental mechanism, influencing factor and cross-cultural comparison [3]. However, such researches mainly focus on developmental psychology field, and the study on vocational delay of gratification is still in the initial stage. In recent years, vocational delay of gratification has become

the focus of psychology, management and business circles [4].

2. DEFINITION OF VOCATIONAL DELAY OF GRATIFICATION

2.1 Definition of delay of gratification

Popularly speaking, delay of gratification is "endurance", i.e. extending the time to gain gratification through effective control. It refers to a kind of value orientation or choice, i.e. giving up immediate gratification for longer-term value. Since it is required to give up current lure and control the desire for delay of gratification, strong self-control ability is reflected in delay of gratification [5]. Such ability is an essential condition for individuals to complete the task or coordinate interpersonal relationship so as to better adapt to the society. Delay of gratification is applied in many fields. In particular, it is widely applied in juvenile education field. Children have been taught to learn "endurance", abandon current lure and gain more benefits since their infant period. In the career development of adults, delay of gratification also plays an important role. It can enhance patience and endurance and well adjust work and social life [6]. In one word, delay of gratification refers to individual choice tendency to actively abandoning immediate gratification so as to pursue more valuable long-term results and self-control ability shown in the waiting process [4].

2.2 Definition of vocational delay of gratification

Vocational delay of gratification applies delay of gratification in work. In general, vocational delay of gratification means employees delay gratification and acquisition of profits in individual career. Vocational delay of gratification can make employees better finish the job content and gain more profits [7]. Employees give up temporary profits for higher vocational objective or more attractive value, such as entertainment, rest or benefit. The concept of vocational delay of gratification has received extensive attention of scholars in management, psychology and so on since it was proposed [8]. Many researchers and scholars in other fields start to study this field. The general definition is that, vocational delay of gratification refers to self-control ability of individuals who are willing to abandon immediate gratification opportunities which are adverse to current work such as rest, entertainment or impulsive behavior for the sake of more valuable

long-term results such as better completing the task, gaining more benefits and achieving a higher career goal [4].

3 CURRENT SITUATIONS AND DEFICIENCIES OF VOCATIONAL DELAY OF GRATIFICATION

3.1 Foreign development status of vocational delay of gratification

Vocational delay of gratification has a long development history overseas. This concept was proposed in the 19th century, and scholars from various countries tested and studied it. Ray and Najman researched 407 adults in Questionnaire on Delay of Gratification, analyzed the mutual relationship between delay of gratification and professional ethics and obtained the following conclusion: delay of gratification and professional ethics show a significant relation [9]. In 2002, American psychologist Miller found that delay of gratification is significantly related to effort level, self-reliance, relaxation, job center, moral sense and waste of time [10]. Besides, he drew such a conclusion that, college students can accept delay of gratification more easily than their peers who have worked, while the people who are willing to delay gratification perform excellently in work. Since Miller, more researchers have paid attention to vocational delay of gratification. In 2003, Twenge et al. investigated the influence of social refusal on vocational delay of gratification through experiments and situation questionnaire. The results indicate that social acceptance group is more willing to accept delay of gratification, and that social acceptance level is another factor influencing delay of gratification [11].

3.2 Development stats of vocational delay of gratification in China

Compared with foreign countries, China started late in terms of studying delay of gratification. Liu et al. took enterprise employees as the object of study and applied questionnaire survey to research the influence of employees' delay of gratification on their job satisfaction. They obtained the following conclusions: vocational delay of gratification has significant positive correlation with organizational career management, occupational commitment and job satisfaction; training emphasis and fair promotion present significant predictive effect on vocational delay of gratification; years of working and other demographic variables have no obvious predictive effect on vocational delay of gratification; vocational delay of gratification plays an intermediation role in influencing occupational commitment and job satisfaction; vocational delay of gratification also plays an intermediation role among fair promotion, training emphasis, occupational commitment and job satisfaction; vocational delay of gratification does not play an intermediation role among vocational development, occupational commitment and job satisfaction.

4. INFLUENCE OF ORGANIZATIONAL CAREER MANAGEMENT AND VOCATIONAL DELAY OF GRATIFICATION ON TEACHERS

Organizational career management means enterprises start from employees' individual career development demand, consciously associate, coordinate and match it with organizational human resource demand and planning, provide continuous growth and development opportunities for employees' occupation, help and support employees' individual career development through various policies, measures and activities so as to furthest mobilize their working enthusiasm. Enterprises' production and management objectives as well as sustainable development are achieved, while employees' individual career goals are realized [12]. Career management as an excellent way to meet the needs of both employees and enterprises combines the needs, goals and interests of both to reach dynamic equilibrium, coordination and "win-win" effect.

Organizational career management generally refers to a series of scientific and effective management modes and methods which are implemented by organizations to deeply explore employees' potential and all-round abilities, retain employees and help them achieve their value. Organizational career management has an important effect on teachers' vocational delay of gratification. Organizational career management contains four aspects: firstly, training emphasis; secondly, fair promotion; thirdly, career development; fourthly, information supply. Vocational delay of gratification plays an intermediation role in influencing occupational commitment and job satisfaction. In other words, vocational delay of gratification plays an important intermediation role in fair promotion, job satisfaction and occupational commitment.

4.1 Organizational career management can meet dual requirements of both organizations and individuals
In essence, the needs of organizations and individuals are consistent. Firstly, employees' individual value realization and personal attainment improvement cannot be separated from the guarantee provided by organizations, such as the support in the aspect of human source, material resource and financial resource. When career management fails to satisfy the requirement of organizational development strategy, career management activity cannot proceed. Secondly, the employee is the object of career management. Without employees' active participation, career management activity is ineffective or is doomed to fail. Thus, the difficulty of organizational career management is to achieve mutual combination of enterprise development strategy with employees' individual value realization. In real society, many enterprises are confronted with brain drain, which results from multiple factors. However, in the aspect of organizational career management, the fundamental cause is that enterprises fail to design

organizational activities from the people-oriented perspective. Once the dual gratification of organizations and individuals is achieved, the benign development of organizational career management can be driven.

4.2 Organizational career management can provide more development opportunities for teachers

The contents of organizational career management include: helping employees do career development planning well, establishing various channels suitable for employee development and providing all kinds of guidance and trainings according to employees' career development demand etc. Organizational career management should do talent management and planning well, retain and utilize existing talents, provide more training opportunities and development space for employees, mobilize employees' learning and working enthusiasm to the largest extent, guide employees to achieve their value and combine self-improvement with enterprise development objective. In addition, existing talent potential should be transformed to explicit ability, and explicit ability should be transformed to efficiency so as to finally achieve value appreciation, employees' self-development, self-actualization and enterprise development. During organizational career management, universities as the dominator of career management should start from teachers' basic needs, carefully study teachers' psychological development features, respect teachers' needs and rights, mobilize teachers' initiative, enthusiasm and creativity and let them form delay of gratification.

4.3 Organizational career management can combine organizational needs and teachers' development

Based on the research on organizational behavior, organizational career management proposes the concept of external and internal needs. The proposal of this concept contributes to meeting multiple needs of teachers. In fact, the distinction of external and internal needs can better meet the needs beyond work activities. The resources which can satisfy their needs are also beyond work. This forms effective complementation with internal needs and is realized through the experience outside work activities, such as comprehending the sense of achievement and joys in work, and enhancing the purpose of work. Therefore, it is required to distinguish the methods to meet two kinds of different needs. In organizational career management, teachers' multi-aspect development is facilitated through satisfying the bilateral needs, which plays a crucial promotion role for teachers' vocational delay of gratification. Teachers can achieve the sense of delay of gratification in career management.

5. CONCLUSION

In one word, organizational career management is a profound science. Favorable teachers' career management can effectively promote teaching work and also contribute to achievement of teachers' value.

Under the background of knowledge-based economy, it is especially important to do career management well. Career planning and management work refers to a complete set of systems, rather than a set of rules or regulations. It does not restrain and restrict employees, but continuously motivates employees' potential, promotes their success of career, improves individual post promotion, enhances work efficiency and creativity, and achieves dual development of organizations and individuals.

5. ACKNOWLEDGMENT

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Research on Financial Risk Management and Preventive Measures

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Abstract: Under the new form of economic development, the structure of enterprises in our country is increasingly complicated, and the scale is also gradually expanding. As the market competition becomes more and more fierce, enterprises in China have been confronted with more complex financial risks. Many enterprises have not formed the perfect financial risk management system at the moment, but it is necessary for them to improve. This paper expounds the new connotation of financial risk management. From the enterprise reality, it analyzes the status of financial risk management, using quantitative and qualitative analysis and dynamic model to identify and evaluate the risk. It also analyzes the cause of the formation of financial risk deeply in depth. Based on the above, this paper makes the strategy to guard against and defuse the financial risk.

Keywords: Financial risk; Risk identification; Risk assessment; Risk prevention

1. INTRODUCTION

Financial management is an important part of business administration. As an important branch of financial management, financial risk management is particularly important in the imperfect market economy development today. Financial risk refers to the dispersion between obtain and expect caused by a variety of uncertain factors in the enterprise financial activities, which make enterprise lose opportunities and earnings. Risk management refers to the fact that the enterprise uses appropriate strategies to control risk after risk identification, assessment and confirmation. Risk management is from the insurance. It can obtain the biggest security with the minimum cost. Financial risk management, with its special risk management function, is directly related to monetary value of the enterprise.

At present, many enterprises in our country do not have the perfect financial risk management system. It cannot be easy for them to deal with the sudden financial crisis, therefore, perfecting the enterprise financial risk management system is advantageous to the enterprise on enhancing the ability of bearing risk and avoiding the dead weight losses. It can also help enterprise achieve the goal of profit maximization and have more power to guarantee enterprises to realize sustainable development.

2. LITERATURE REVIEW

The purpose of this article is to discuss the concept and the necessity of financial risk management from the perspective of enterprise practicality in the new economic environment. The study of financial risk management originated from the founder of the school management process, Henri Fayol(1916).He narrowly thought that the protection to the workers and property from the enterprise and other functions of security form the risk management. Then through some famous economists' study, such as the American scholar, Hans(1964), the risk management scholar, H.Felixkloman, YacovY.Haimes and it eventually formed a relatively complete theory. At this stage of rapid development of world economy, risk management has been widely accepted.

Rios, j; Anikeev, K et al (2014) supposed the cause of the financial risk is the lack of financial data analysis in formulation and implementation of enterprise strategy. His research showed enterprises need to set up an internal control and form a mushy information group. He believed any strategy should be combined with date analysis.Echeverri Arias, Jaime Alberto Arias Serna at al(2015) said on the meeting materials that financial enterprises should learn to deal with variable capital risk to meet consumer's demand. They presented to use four clock strategies to deal with the risk of portfolio. While Chen Wenqian (2013) showed that the actual deviating from the expected financial interests makes enterprises suffer a loss. Starting with the present situation of our country's financial risk, she put forward some strategy to response to the financial risk mainly from the financial early warning. JieXiuyu, Qi Peipei (2012), after the questionnaire survey and analysis report, they indicated that the enterprise should improve the level of financial decision-making through dynamic regulatory mechanism. XuJinyuan (2016) studied the relationship between the financial risk management and the internal control, then indicated risk avoid should control each link.

In this paper, it analyzes financial risk management status, using quantitative, qualitative analysis and the dynamic model to evaluate and identify the financial risk. At last, the article focuses on the causes of the formation of financial risk to guard against and dissolve the strategy.

3. THE PRESENT SITUATION OF THE ENTERPRISE FINANCIAL RISK MANAGEMENT

3.1 The Lack of Scientificalness in Enterprise

Financial Decisions

Financial decision-making errors can lead to the happening and the promoting of risk. Due to the validity of the scale and resources, many enterprises do not have perfect workers to make scientific decisions or use the actual data to prove. When making decisions, decision makers tend to rely on personal opinions and experience, these decisions which are lack of positivism and scientific basis will lead the problem occur in the progress of rising and assigning of fund, then cause the financial risks to rise substantially. At present, the lack of scientificalness in financial decision-making is the problem for many enterprises.

3.2 Financial Design Scope is Wide and Management is Difficult

With the rapid development of capital financial markets, enterprises have more frequent and comprehensive funds settlement activities, which leads to enterprise management more difficult. The increasing difficulty of management makes enterprise undertake more responsibility and risk. Financial relationship is not only limited to the enterprise interior, and it gradually develops and exists in the relationship between enterprises and investors, debtors, creditors and other government audit departments; it also lies between the internal departments. The complex financial relations directly lead to increasing difficulties of management.

3.3 Financial Risk Management System is Not Sound

The problem of absence of a sound financial risk management system widely exists in the enterprise. Because the enterprise have not established comprehensive budget system, it's hard for enterprise to regulate the risk and improve the quality of employees and carry out financial system strictly. Management chaos and ambiguity of power and duties existing in the progress of money management use and profit distribution seriously lead to fund loss and low return on capital. Some Enterprises do not have the capacity of risk identification, assessment and control in advance, which brings potential risk to the sustainable development of the enterprise.

3.4 Enterprise's Capital Structure is Unreasonable

Unreasonable capital formation reflects in irrational capital size and structure. Many enterprises don't realize the importance of rational scale of financing, and they aren't able to use the perfect ERP system to analyze the business objective and market share. The behavior of financing blindly leads to huge risks to the enterprise. In addition, capital structure is embodied in the excessive rate of assets and liabilities and the unreasonable structure of stockholder's right. Enterprise can't make a detailed budget of the cost and the capital of operating, the gaining of economic profit and the tax planning. The imbalance of cost control and profit may cause the financial burden to increase, and make the enterprise have no ability to repay the debt.

4. THE REASONS FOR THE FORMATION OF FINANCIAL RISK

4.1 The Direct Cause

4.1.1 The Proportion of Corporate Structure is Not Appropriate

Capital structure refers to all kinds of capital structure and the relationship with the proportion of the total amount of business capital. The unreasonable capital structure can aggravate the burden of enterprises, and make the enterprise not be able to repay debt in an emergency situation. In the process of financing, most of the enterprise in our country like the way of bank loan. While small and medium-sized enterprise's financing is difficult, they will borrow from the small loan companies or financing by the way of folk lending. Their cash flow is not sufficient, and the high cost of funding makes them once mismanagement, which will get a fatal blow. Therefore, unreasonable capital structure is the main reason for the financial risk.

4.1.2 Enterprise Asset Liquidity is Not Strong

Ample liquidity is the condition of the normal operation of the enterprise. Even if the rate of assets and liabilities of enterprises is very low, current assets turnover is not high, which also affects the enterprise actual benefits and make the enterprise appear in potential danger. In particular, inventory and inventory goods heap pressure cause of depreciation and impairment. Accounts receivable bad debts or those can't take back can affect the real earnings. While non-current assets account for high proportion of assets means enterprise essentially doesn't have enough money to deal with emergency.

4.2 The Indirect Cause

4.2.1 The Errors in Investment Decision-making

Choosing the best investment decisions makes the enterprise get the maximize returns with the minimum cost. Due to the complexity of the investment environment and the properties of high risk and high return in investment, enterprises must evaluate their own capabilities objectively and study the external and internal capital market environment roundly, and make a reasonable investment plan. Enterprises must avoid such cases as the investment cost is higher than the return on investment. This kind of blind investment is one of the important causes of financial risk.

4.2.2 Internal Control is Not Sound

Because financial risk management and internal controlling have the same goal, unsound internal control is one of the reasons for the financial risk happening. Internal control system is not perfect; owner and entrepreneurs have different aims; internal control can't work or adapt to the external environment; internal audit and risk management personnel have low quality; all the five internal control problem can cause financial risk.

4.2.3 The Complexity of the External Environment

The complexity of enterprise external environment

includes the instability of national economic policies, laws and regulations, the cultural differences in different areas. Enterprises have difficulty in grasping the change of external factors. For example, the implementation of the camp changed to increase the need for real estate, construction, financial industry and catering enterprises to adjust the business structure. The research of intangible assets also needs to adopt the external environment. If the internal control of risk can't adopt the external environment, the financial risk will come.

Inappropriate proportion of corporate structure and weak asset liquidity are the immediate causes for the financial risk. While errors in the investment decision-making, incomplete internal control and the complexity of the external environment are the indirect reasons. The enterprises should consider all the direct and indirect reasons in the progress of financial risk management.

5. IDENTIFY AND ASSESS THE FINANCIAL RISK

5.1 The Identification of Financial Risk

Risk identification is the precondition of risk management. There are many methods to identify risk, such as financial statement recognition method, index method, Delphi method, and Day recognition method. The identification includes relationship between the various financial risks and the probability of their risks. We can use both quantitative and qualitative methods to analyze the diversity and complexity of the financial risk identification. Qualitative analysis refers to a detailed analysis of financing, investment, management and profit distribution, etc. Quantitative analysis is the analysis of the results of qualitative analysis. Qualitative analysis can be realized through the financial early warning. For the possibility and severity of a risk, we can use the matrix of chart 1 to analyze. Finally, the level of low, medium, high and higher financial risk is judged accurately. Matrix statistics can be expressed in Table 1.

Table 1 The nature of the financial risk in matrix estimation

	slight	smaller	medium	major	emergency
basic affirmation	higher	higher	higher	higher	higher
may well	medium	high	high	higher	higher
moderate probability	low	medium	high	higher	higher
may be smaller	low	low	medium	high	higher
small probability	low	low	medium	high	high

5.2 The Assessment of Financial Risk

Enterprise financing investment, management, profit distribution and other operational activities generated cash flow is a continuous dynamic progress. Due to the nature, the process of financial risk management should be continuous and dynamic. Therefore, for the assessment, we need to grasp the time, the degree of influence and the opportunity (possibility) at the same time, which means that we should assess the financial risk in different time intervals and in a dynamic progress. Supposing that a complete process of financial total risk of cash flow is the R , and assess the first risk occurred in t_1 , at the back of the first risk range in turn, is $t_2, t_3 \dots t_n$.

In each interval, financial risk assessment includes the effect of two factors and opportunity. In the following figure axis, the two factors embodied in the two-dimensional plane.

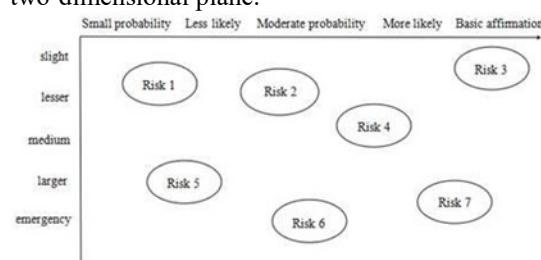


FIGURE 1 seven circles represent different risks

In fig1, seven circles represent different risks, and every point in the coordinate axis represents a kind of risk factor. Risk factors in the origin of the coordinate axis most closed beta indicates small degree of risk; if the risk factor is located in the bottom of the vertical axis, it means the possibility of risk factors appears smaller, but once appears, it will cause serious financial risk; The more risk factors are located outside the axis of the coordinate axis, the more the risk factors are higher probability, and enterprises should pay more attention to such risks.

Supposing that enterprise wants to study the size of the total risk of cash flow for R , we can study the financial risk at each time interval in picture 1, assuming for the $R_{t1}, R_{t2}, R_{t3} \dots, R_{tn}$. Then $R = R_{t1} + R_{t2} + R_{t3} + \dots + R_{tn}$. Enterprise can enhance the effectiveness of the financial risk management through this method.

6. THE PRECAUTION AND SETTLEMENT OF FINANCIAL RISK

6.1 Establish a Reasonable Capital Structure and Investment Diversification

Reasonable capital structure requires to reduce the asset-liability ratio. Enterprises should establish reasonable sheet and prevent the crisis that can't repay the debt. Using the method that establish a good financing environment and develop god

financial credit to ensure that the enterprise with the minimum cost of interest to meet the demand of financing. When enterprises in the face of the capital structure decision, they should set up diversified portfolio between debt capital and equity capital, then seek the best target capital structure. Enterprises can't just for earning but ignore risk and establish debt investments too much, they should find the optimal solution between risk and profit level. In the progress of investment, enterprise can use the raised funds in a variety of investment to make profit and loss achieve a complementation, and then achieve the aim of diversification.

6.2 Improve the Management of Liquidity

Enterprise asset liquidity is too weak is the cause of financial risk. Weak asset liquidity brings the financial risk produce. Companies need a long time to complete a business activity. Weak liquidity will lead to capital chain rapture, even lead to bankruptcy. Enterprises should strengthen the management of assets, speed up the influx of cash flow and speed more turnover, reduce inventory pressure and badly damaged, and reduce the credit business. All these methods are beneficial for enterprises to form good cash flow and prevent the financial risk appearing which caused by the nature of latency and cumulation.

6.3 Financial Risk Management Combined with the Internal Control

Financial risk management and internal controlling both have the goal that using the lowest cost to obtain the maximum economic benefit. Internal control is an important approach to reduce and defuse risks. It is implemented by the corporate board of directors, board of supervisors, managers and all staffs. Under the trend of flat organizational structure, sound internal control help companies avoid man-made factors leading to unnecessary risks.

The internal control which based on the financial risk requires that every employee or department should not control a separate economic activity. The business rights of department should mesh cross, and business decisions can't only rely on management, it need specific implement to the parent company and subsidiaries, internal departments, every employees. Enterprises can make common efforts for the financial risk management through regular joint conference system.

6.4 Perfect the Internal Control Environment

When an enterprise manages the finance, it must pay attention to the internal control environment. It must pay attention to the cognition of employees for financial risks, perfect the financial system and manage the enterprise culture. Internal audit and other regulators can play a big role in internal control. Enterprises should improve the quality of internal auditors and evaluate the implementation of internal accounting control timely, feed back of information and improve mistakes of the accounting control. All

these will contribute to avoiding risk. A good punishment system is helpful for enterprises to form high quality environment, which is good for risk aversion.

6.5 Establish a Sound Financial Warning System

6.5.1 The Basic Theory of Financial Early-warning and Meaning

Financial early warning is a warning system which is to prevent enterprise economic activities deviating from normal orbit. It has some characteristics, such as forward-looking, dynamic and timeliness. Perfect financial warning system can help enterprises identify and monitor financial risk before the arrival of the signal, and make the enterprise have plenty of time to set the strategy before the risk, then nip the risk in the bud.

6.5.2 Analyze a Sound Financial Early-warning

Due to the financial condition mainly reflected in the solvency, assets operation ability, development ability, and the cash flow, etc. We need the theory study on the representative indicators to make early warning more specific applied in the regulatory process. Enterprise financial early warning system as shown in table 2:

Table 2 The system of the financial early warning

The Indicator System Of The Financial Early warning	First class index	Second class index	Computational formula
	Debt paying ability	Liquidity ratio Shareholders' equity ratio Asset-liability ratio	Current assets/current liabilities Shareholders' equity/total assets Total liabilities/total assets
	Ability to operate	Total assets turnover ratio Current assets turnover ratio	Net sales/the average total assets Net sales/the average current assets
		Accounts receivable ratio	Net sales/average balance of receivables
		Inventory turnover ratio	Cost of goods sold/inventory review balance
	Earning power	Main business profit margins Rate of return on total assets Return on equity	Main business profit/main business income Total profit/average total Retained profits/net assets
		Sales revenue growth rate Total assets growth rate	Sales growth rate/net sales revenue Total assets growth rate this year/the beginning of the total assets
	Development capacity	Equity growth rate	Growth in equity for the year/amount of equity

Compared with expected values and parameter values in table 2, enterprise can find the reason for the financial problems. Finding details of the problem can make the enterprise prevent and deal with the risk with a higher possibility.

7. CONCLUSION

In conclusion, under the condition of the increasingly fierce competition in the market economy, enterprise must establish perfect risk management system, achieve real-time monitoring of business activities, prevent and avoid risk as soon as possible by the way of combining the financial risk management with the internal control. Increasing the capacity of financial risk helps to improve competition ability and avoid the risk of losing, which can make the enterprise have more power to guarantee sustainable development.

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Optimization of Teaching Content and Practice on Solid State Physics Course

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Abstract: In the teaching practice of solid state physics, by changing the teaching concepts, improving the contents and methods, and optimizing the means of achievement performance evaluation, the student's interest in learning can be continuously stimulated with the combination of management education. It can further improve the students' learning initiative and creativity, guide students from passive to receive knowledge to actively explore thinking, and be better adapted to the diverse needs of the development of society.

Keywords: solid state physics, teaching concepts, performance evaluation

Solid state physics is a closely integrated theory and the experiment subject, which involves various aspects, such as mechanics, thermology, acoustics, electricity, magnetism, and optics[1]. Specifically it mainly studies on solid physical properties, microstructure, the regularity of particles movement in solid forming and their mutual relations[2]. It is also the foundation of advanced optoelectronics, microelectronics technology and materials science, and the bond between basic theory and many technology applications disciplines. In addition, the achievements and experimental methods based on solid state physics growing influence on chemical physics, life sciences and catalytic disciplines, which make a new interdisciplinary take place.

Recently, the requirements of modern education reform are put forward for solid state physics with new social development, that should be adapt to their own sustainable development aims and talent training of the new requirements. A famous educator says that training talents is the basic task and the ultimate goal of university education, but the curriculum teaching is a key link in the process of talent training and the effect of classroom teaching directly determines the quality of teaching. So exploring the education reform and improving the quality of teaching are not shirk responsibility and obligation for a college teacher. After four years of solid state physics teaching practice, our group attempt to optimize the course from contents, teaching methods and achievement evaluation combined with teaching experiences.

Firstly, teachers need to change the teaching concepts. due to the research means of solid state physics

gradual diversified, the interdisciplinary trend is more obvious[3]. However, the traditional teaching contents and methods of solid state physics are lagging and could not meet the requirements of modern subject development and students' training objectives. Therefore, it is necessary to change concepts to optimize the course of teaching reform. Because of the traditional teaching content with the crystal of long range order as the research object, the teaching contents of physical terminology arcane, space graphics transform and mathematical algorithms complex, most teaching step-by-step and scripted, it makes the effect not obvious for different learning objects with unified course and teaching methods.

In response to these problems existing in long-term teaching and learning practice, by extensively studying the current materials at home and abroad, and combining with our school personnel cultivating program and actual situation, we extract suitable learning content for the students in our college, and optimize the course knowledge from hard to understand to easily to learn. While in actual teaching practice, following the ideas of focus on physical thinking, despising mathematical formula derivation, and making business simple, which are obvious different from the traditional cramming teaching, we achieve the good teaching effect and improve the students' learning interest.

Secondly, the course content needs to be optimized. the traditional teaching contents of solid state physics are mostly restricted to the interpretation of textbook knowledge, but it rarely introduce the corresponding frontier knowledge including some research results, some new concepts and trends[4]. So it caused students no interest in learning and teachers hard to teach. Aimed at these questions, the plans are made according to under-graduates cultivation schemes and practical situation of students. For some who are engaged in teaching physics in middle school after graduation, are required to further understanding the network structure of knowledge on the basis of mastering the basic concepts, which can help students establish the net system of physical knowledge. While for those students occupied in condensed matter physics and computational physics give priority to postgraduate study, on the foundation of the former requirements, are still asked for

understanding some latest research results and connections among different knowledge modes in the discipline. It should be useful for students' future study. In addition, we have obtained the good teaching effect by refining content pertinence of different knowledge modules in actual practice.

Thirdly, the teaching methods need to be improved. The traditional teaching patterns of solid state physics are that teachers are main subjects with lots of formulas derivation on the blackboard, and the students can only passively follow[5]. As a result, the students lose the principal role in studying, with single thinking model and short of subjective initiative to acquire knowledge. To meet the social needs and the target of training person with ability of innovation and application, in classroom teaching, not only teacher's leading role should be exerted adequately, but also the dominant role of students must be pay more attention. Thus, by bringing in some latest research reports into teaching, the transition from passive receiving knowledge to active exploring can be achievable. In modern teaching process, we can make full use of multimedia resources to clearly display the physical images related to the key issues of solid state physics, and visually demonstrate the pictures such as closed-packed arrangements, lattice vibration and energy band splitting by utilizing two- or three-dimensional dynamic images, which make students change from tough spatial imagination to direct cognition. So these fundamentally change the traditional way of teaching and learning and inject new vitality to solid state physics teaching.

Finally, the final grades need to be optimized. In most cases, the final request for the test is the way of traditional resulting evaluation on solid state physics, which make students deem that learning process is not important and they can pass the exam with a few hours of sandbox-limitation study. So it virtually increases the difficulty of students learning and teachers teaching. Thus, it is necessary to optimize

the way of teaching evaluation reform, correct students' misconceptions. In our actual teaching, we improve the students' attention and further enhance the effect of classroom teaching by combining test with inspection and increasing the in-class quiz. In addition, the traditional close-exam is still kept to check the control of basic theory and open book exam is employed to test the innovative thinking ability.

In a word, in teaching practices we optimize the course from contents, teaching methods and achievement evaluation combined with teaching experiences in order to stimulating students' interest in learning, improving the students' learning initiative and creativity, and guiding students to change from passive receiving knowledge to active exploring. The ultimate aim of students learning solid state physics is to better meet the needs of social development. This subject is the foundation course of physics majors, and will play a huge role in the future studying.

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