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Export Countermeasures of Hardware Products Under the Background of Cross-Border E-Commerce

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Abstract:Export countermeasures of hardware products under the background of cross-border e-commerce is the main focus of this paper. The improvement of the cross-border e-commerce logistics industry is mainly carried out from the aspect of strengthening the integration of resources. The government still needs to make a reasonable setting for the third-party logistics planning to provide a good environment for the logistics industry. By improving the system and strengthening the guidance and supervision of hardware exhibitions, we have gradually created a good hardware exhibition environment . This paper gives the novel ideas for the countermeasures of hardware products under the background of cross-border e-commerce.

Keywords: Cross-border business; E-commerce; hardware products; export countermeasures; general background

1. INTRODUCTION

According to experts, the hardware industry is a general labor-intensive technology industry. Due to the relatively mature industrial development and low labor costs, the hardware industry has a long history of development in my country. As early as the first year of Hongzhi, Anping wire mesh industry has become famous overseas. As the world's most populous country and the largest steel producer, China not only has a natural advantage in labor endowment, but also has a greater advantage in raw materials for hardware products.

Thanks to this, China's hardware export enterprises have then maintained a good development trend in recent years. And according to the relevant data of China Industry Research Network, it is expected that the growth rate of the total export value of the hardware products will remain at 20-25% in the future. Based on the review, we have listed challenges [1-4].

(1) Purchasing agent system helps the exhibition platform to expand domestic and international sales market and rich import and export channels, and plays an important role in hardware products to enter the overseas market. However, from the current exhibition activities of the general exhibition platform, the construction of the domestic purchasing agent system is still at the initial level. On the one hand, the exhibition platform neglects to maintain the procurement purchasing agent channel. This makes the exhibition platform procurement purchasing agent system can not play its own value in a specific period of the time and affect the domestic hardware play its own value and affect the domestic hardware export enterprises to enter foreign markets smoothly.

(2) Commercial software is difficult to meet the production needs of hardware companies, and the price is high. This kind of production management software at home and also abroad usually costs hundreds of thousands, and there is basically no special for the hardware industry. However, the number of the domestic hardware enterprises is huge, and the corresponding production management software penetration rate is very low. Therefore, it is very necessary to further establish a low-cost, practical and also operational hardware factory production management system.

Hence, the cross-border e-commerce is essential. The improvement of the cross-border e-commerce logistics industry is mainly carried out from the aspect of strengthening the integration of resources. The government still needs to make a reasonable setting for the third-party logistics planning to provide a good environment for the logistics industry [5-9].

Through the integration of the resources, the timeliness of warehousing, orders and inventory will not be further affected, thereby improving the overall service. The development of China's cross-border e-commerce market is not yet mature, and it is not only affected by external factors such as complex policy and legal environments, different cultural and business environments, low acceptance by users and enterprises, and a single industrial chain. There are also industry competition problems such as fierce competition among manufacturers, increased threat of potential entrants, reduced market share, and increased competition opportunities for substitutes. In the figure 1, we show the trend data information.

Figure. 1 The Cross-border E-commerce Trend

2. THE PROPOSED METHODOLOGY

2.1 The Background of Cross-border E-commerce

Cross-border e-commerce realizes direct transactions between cross-border enterprises and between general enterprises and individual consumers through the third-party international e-commerce platforms. Traditional international trade has many disadvantages such as many import and export links, long time, high cost and low efficiency.

Cross-border e-commerce completely makes up for this defect. Through cross-border e-commerce services, it weakens

or replaces some of the middle parts of traditional international trade. role, while saving some intermediate costs for traders, wholesalers and other links.

We consider from the listed issues.

(1) Strengthen the supervision of cross-border e-commerce quality and safety, and consumer rights protection and after-sales service system, and implement enterprises to assume the main responsibility for quality and safety, and guide cross-border e-commerce enterprises to operate in a standardized manner.

(2) The Chinese government should strengthen international cooperation with government departments of other countries, actively participate in summits and project negotiations of the international organizations, explore new countermeasures for the global cross-border e-commerce cross-border supervision cooperation, and establish relevant tax preferences, tariff preferences, and data security among countries. negotiation and coordination mechanisms in areas such as computer crime and computer crime, so as to better serve healthy development of cross-border e-commerce in various countries.

Due to cross-border e-commerce market all over the world, the legal system of different countries or areas, economic development level, business environment, customs, habits and shopping preferences are different, such as is necessary for cross-border e-commerce operators before choose to enter a market, to do well on the research of the target market, such as the national laws and regulations, the local people's consumption habits and shopping preferences, etc., to avoid business risk. Figure 2 shows the keys.
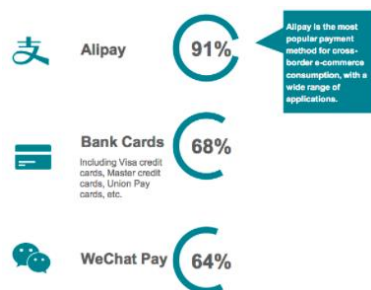
Figure. 2 Cross-border E-commerce Keys

2.2 The Export of Hardware Products

As a global hardware product production center, my country's hardware products have some strong competitiveness in the international market due to its high quality, low price and complete varieties. In recent years, the export growth rate of my country's major hardware products has been higher than the output growth rate and the domestic market sales growth rate. The products have been exported to more than 100 countries and regions around the world.

We consider the listed aspects.

(1) Developed countries will transfer low-end products to the third world. Due to the rapid development of production technology and the impact of high labor costs, developed countries have accelerated the transfer of middle and low-end products to the third world, and only produce some high value-added products.

(2) New materials, new technologies, new technologies are more and more widely used in hardware products. For the hardware industry, new materials not only enhance the quality and performance of hardware products, but also lead the

industry trend, hardware new materials as the research and development and use of new materials is greatly promote the progress of new intelligent, sophisticated process.

3. CONCLUSIONS

Export countermeasures of the hardware products under the background of cross-border e-commerce is the main focus of this paper. By improving the system and strengthening the guidance and supervision of hardware exhibitions, we have gradually created a good hardware exhibition environment and avoided the recurrence of low-level copying problems. In addition, the relevant departments can also then increase the support rate of the exhibition platform and give hardware export enterprises more participation benefits.

4. ACKNOWLEDGEMENT

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Axial Buckling of Single-walled Nanotubes Simulated by an Atomistic Finite Element Model under Different Temperatures and Boundary Conditions

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Abstract: The buckling behavior of single-walled carbon nanotubes is explored in this research, regardless of the significance of carbon nanotubes in industries, the novelty of the topic, and the ability of the finite element model approach to analyze their ways numerically. This work's primary goal is to examine how single-walled carbon nanotubes' aspect ratio affects compressive buckling force at various boundary conditions. In this regard, two forms of chiralities, such as armchair and zigzag, are taken into consideration while developing an atomic finite element model using Abaqus. The numerical results demonstrate that the critical buckling force will vary depending on the boundary conditions that are applied to the nanotube end and also increasing temperature lead to reduce the buckling load and vice versa. Additionally, the buckling stress of nanotubes increases dramatically in low aspect ratios and only minimally in higher of that by increasing the aspect ratio, or length-to-diameter ratio, of the nanotubes. Additionally, it is shown that by raising the aspect ratio, the zigzag and armchair results overlap each other more at the specified radius.

Keywords: Carbon nanotubes; Buckling; Thermal; Numerical solution; Structural mechanics; Structural mechanics; FEM analysis.

1. INTRODUCTION

By discovering the carbon nanotubes, hereinafter CNTs, in 1991 by Iijima [1], new windows of science have been opened to mankind due to the CNTs' extraordinary various potential applications in nanocomposites, nanoelectronics, nanosensors, and nanofilms. It leads to improving the strength of the material, and it isfigured out by analysis of stress and strain in different structures [2]. As in experiments, there are some difficulties in measurement at the nanoscale (10-9m), theoretical analysis come under two main categories. One of them is ''atomistic approaches'' including molecular dynamics (MD), tight-binding molecular dynamics (TBMD), and density functional theory (DFT). Since these mentioned methods are often computationally expensive, for large-scale CNTs with a high number of walls, in particular, the second method called the ''continuum mechanics'' approach is used. In the continuum method, a linkage between structural mechanics and molecular mechanics is built. In this regard, Li and Chou [3] expanded on a molecular structural mechanics approach for modeling of CNTs. Tserpes and Papanikos [4] proposed a FE model for single-walled carbon tubes (SWCNT) and by using a linkage between molecular and continuum mechanics, determined the elastic modulus of the beam element. A continuum membrane-shell model was proposed for a single-walled CNT by Chowdhury, Koh, and Wang [5]. The parameters of this equation are calibrated from the results of MD. They show that single-walled CNT under uniaxial deformation, behaves like a nonlinear elastic thin cylinder, irrespective of whether being under buckling or fracture, by using MD simulations.

Among the superior attributes of carbon nanotubes, consist of mechanical, thermal, and electrical properties, attention from many research workers has been significantly paid to the buckling performance of CNTs. Robinson et al.[6] studied buckling loads for CNTs, modeled as nonlocal Euler–Bernoulli beams, under a combination of concentrated and axially distributed loads. Their results in the form of counter plots for a combination of simply supported, clamped, and free boundary conditions, observed that the sensitivity of the buckling loads to small-scale parameters depends on the specific boundary conditions.

Ansari and Rouhi [7] developed an atomistic finite element model to study the buckling behavior of single-walled carbon nanotubes with different boundary conditions. Via a linkage between molecular mechanics and structural mechanics, the elastic moduli of the beam elements are determined. In addition, the buckling loads' behavior based on the aspect ratio of L/D was investigated for both armchair and zigzag nanotubes. Weipeng Hu et al [8] employed a complex structure-preserving method to investigate the axial dynamic buckling properties of an embedded single-walled carbon nanotube numerically with an acceptable step length. Based on the excellent ability to withstand high working temperatures of single-walled carbon nanotubes, their buckling performance under compression and at high temperatures has been

studied by Georgantzinosa and Giannopoulosb [9], by providing theoretical predictions concerning the compressive buckling response of SWCNTs under different thermal conditions. They studied the critical buckling compressive loads and corresponding buckled shapes of variously sized zigzag, chiral, and armchair SWCNTs with respect to the temperature.

Regarding that, the buckling of nanotubes is a great technical interest of scientists along with having the capability to be modeled by FEM, in this paper, the buckling of nanotubes in two forms of armchair and zigzag in different ratios of length to diameter is investigated basically.

2. THEORY

2.1 The molecular structure of SWCNTs

As depicted in Figure 1, a hexagonal lattice of graphene is rolled up into a cylindrical tube to create single-walled carbon nanotubes [10].
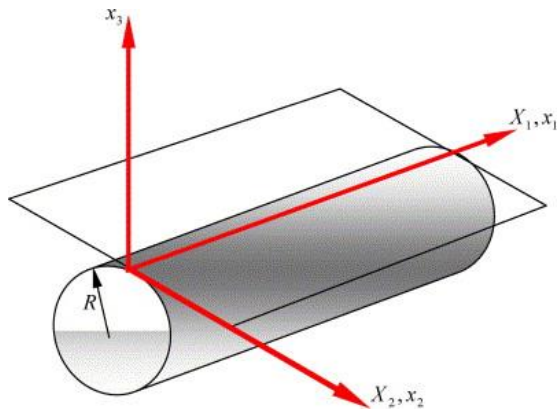
Figure 1. Rolling up a planer hexagonal lattice into a nanotube [10]

Two vectors, comprising the chiral vector Ch and the translational vector T, are used to describe the single-walled CNT in Figure 2 [11]. As a 1 and a 2 are based vectors of the hexagonal lattice of graphite, n and m are numbers that describe the type of carbon nanotubes under study, and w is the greater common divisor of the quantities $2m + n$ and $2n + m$, the chiral and translation vectors are both described in terms of these variables.

$$Ch = na_1 + ma_2 \qquad (1)$$
$$T = \left(\frac{2m + n}{w}\right)a_1 + \left(-\frac{2n + m}{w}\right)a_2 \qquad (2)$$

An SWCNT is represented by the symbol (n, m), and is named a zigzag when m=0, armchair when $n = m$, and chiral when $n \neq m$.

A temperature-based equation can also be used to determine the diameter D and length L of an SWCNT:

$$D = \frac{|Ch|}{\pi} = \frac{\sqrt{3(n^2 + m^2 + nm)}}{\pi} r_{ij}^T \qquad (3)$$
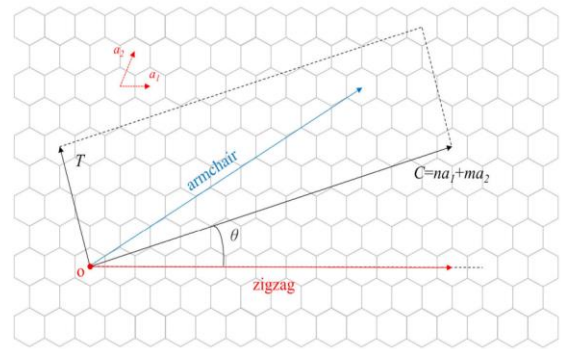
Figure 2. Armichair and zigzag nanotubes developed from graphene [11]

$$L = |T| = 3\frac{\sqrt{(n^2 + m^2 + nm)}}{w} r_{ij}^T \qquad (4)$$

The equilibrium distance between two bound atoms, I and j, at temperature T is represented by the symbol r_{ij}^T.

$$r_{ij}^T = r_{ij}^0(1 + a^T T) \qquad (5)$$

where r_{ij}^0 is the equilibrium bond length at room temperature, which is assumed to be 1.42Å [9], and a^T is the coefficient of linear thermal expansion for graphite.

In Eq. (6), a chiral angle denotes the direction of the chiral vector θ:

$$\theta = \cos^{-1} \frac{(2n + m)}{2\sqrt{((n^2 + m^2 + nm)}} \qquad (6)$$

The chiral angles are 30° and 0°, respectively, when $n = m$ and $n = 0$ are substituted for armchair and zigzag nanotubes, respectively. However, the radius of nanotubes at room temperature can be calculated as follows:

$$R = \frac{length\ of\ Ch}{2\pi} = \frac{a\sqrt{(n^2 + m^2 + nm)}}{2\pi} \qquad (7)$$

The equilibrium bond length of the atoms in the graphite sheets, is denoted by the expression $a = a_0\sqrt{3}$ [7].

The translation vector T, which is directed along the nanotubes in a single-walled type axis and perpendicular to the chiral vector (Ch), is another crucial geometrical parameter in single-walled CNTs. The following are the formulas for the vector T:

$$\vec{T} = \frac{2m + n}{\gcd(2m + n, 2nm)}\vec{a}_1 - \frac{2n + m}{\gcd(2m + n, 2n + m)}\vec{a}_2 \quad (8)$$

Since the arguments' largest common factor is gcd.

The length of the single-walled nanotube unit cell and Eq. (4), which relate the translation vector's magnitude to time, can both be used to describe this [5]:

$$L = \frac{3a_0\sqrt{(n^2 + m^2 + nm)}}{gcd\,(2m + n, 2n + m)} \qquad (9)$$

As shown in Figure 1, the hexagonal lattice of a graphite sheet is employed to create the structure of nanotubes with a radius of R.

$$x_1 = X_1, \qquad x_2 = R\sin\left(\frac{X_2}{R}\right), \qquad x_3 = R\cos\left(\frac{X_2}{R}\right) - R$$

Where (x_1, x_2, x_3) are the equivalent pictures in the nanotube configuration and (X_1, X_2, X_3) are the coordinates of an atom on the planer sheet.

2.2 Finite element modeling of SWCNTs

The geometric similarity between macroscopic frame structures and nanoscale fullerenes served as the inspiration for molecular structural mechanics [3]. In reality, using methods from classical mechanics, the behavior of SWCNTs, which are regarded as space-frame structures, can be described. A 3-D finite element model is used for this, with concentrated masses for the carbon atoms and beam elements for the bonds. The relationship between structural mechanics and molecular mechanics governs the elastic characteristics of these beams [7]. Because of two different forms of interactions, carbon nanotubes can be viewed from the perspective of molecular mechanics as enormous molecules containing carbon atoms, whose locations are controlled by a force field;

1- Nucleus to nucleus
2- Electron to nucleus

Additionally, the force field can be calculated as steric potential energy, which is associated with the spatial arrangement of atoms in a molecule and particularly impacts chemical reactions. The relative locations of the nuclei that make up the carbon molecule determine how much energy is there. Eq. (10) includes the sum of energies owing to the valence of bonded iterations of bonded and non-bonded contacts [12] and is a general formulation of the entire steric potential energy of an SWNT under modest strain while ignoring the electrostatic interactions.

$$U_{tot} = \sum U_r + \sum U_\theta + \sum U_\phi + \sum U_\omega + \sum U_{vdw} \quad (10)$$

Where the Us are energies associated with:

U_r : bond stretching energy

$$U_r = \left(\frac{1}{2}\right)k_r(r - r_0)^2 = \left(\frac{1}{2}\right)k_r(\Delta r)^2 \qquad (11)$$

U_θ: bond angle bending energy

$$U_\theta = \left(\frac{1}{2}\right)k_\theta(\theta - \theta_0)^2 = \left(\frac{1}{2}\right)k_\theta(\Delta\theta)^2 \qquad (12)$$

U_ϕ: dihedral angle torsion energy

U_ω: out-of-plane torsion energy

$$U_\tau = U_\phi + U_\omega = \left(\frac{1}{2}\right)k_\tau(\Delta\phi)^2 \qquad (13)$$

And U_{vdw}: van der Waals forces energy due to non-covalent interactions.

In Eqs. (11-13) k_r, k_θ & k_τ correspond to the force constants associated with the stretching, bending, and torsion of bonds, and $\Delta r, \Delta\theta$ & $\Delta\phi$ denote the deviation of bond length, bond angle and dihedral angle from the equilibrium position, respectively.

The different interatomic interactions and their corresponding structural mechanic equivalences are roughly depicted in Figure 3.

In reality, the first four parts of Eq.(10), which are described in Eqs. (11–13) by simple harmonic terms based on the covalently linked carbon atoms, make up the majority of the potential functions to characterize the interatomic interactions of carbon atoms for covalent systems.

Elastic beams with the qualities stated in Table1 are taken as the elements representing the bond.
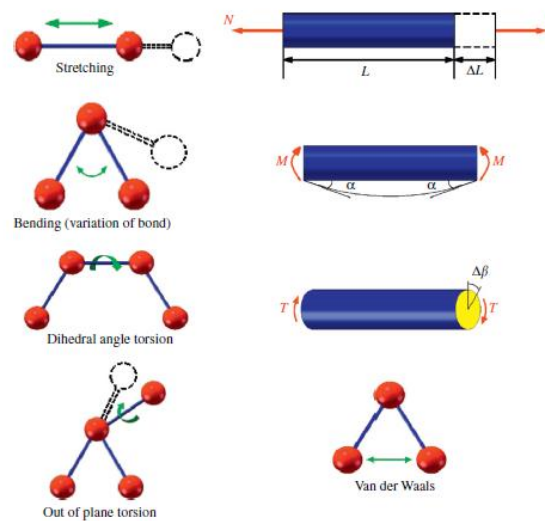
Figure 3. Structural mechanics and equivalence of molecular mechanics of interatomic interactions [7].

The strain energy under pure tension N is given by:

$$U_A = \frac{1}{2}\int_0^L \frac{N^2}{EA}dl = \frac{1}{2}\frac{N^2}{EA} = \frac{1}{2}\frac{EA}{L}(\Delta L)^2 \qquad (14)$$

The strain energy of the beam element under pure bending moment M is:

$$U_M = \frac{1}{2}\int_0^L \frac{M^2}{EI}dl = \frac{1}{2}\frac{EI}{L}\alpha^2 = \frac{1}{2}\frac{EI}{L}(2\alpha)^2 \qquad (15)$$

Table 1. the list of needed properties of elastic beams

Young's Modulus	Length	Cross-Sectional Area	Moment of Inertia	Rotational Angle of Beam ends	Polar Moment of Inertia	Shear Modulus	Relative Rotations of beam ends
E	L	A	I	α	J	G	$\Delta\beta$

The strain energy of the beam element under pure twisting moment T is given by:

$$U_T = \frac{1}{2}\int_0^L \frac{T^2}{GJ} dl = \frac{1}{2}\frac{T^2 L}{GJ} = \frac{1}{2}\frac{GJ}{L}(\Delta\beta)^2 \qquad (16)$$

Given that the potential energy terms in the molecular and structural systems, given by Equations (11–13) and Equations (14–16), respectively, are comparable, the structural mechanic's parameters can be linked to their molecular mechanics counterparts as follows:

$$\frac{EA}{L} = k_r, \quad \frac{EI}{L} = k_\theta, \quad \frac{GJ}{L} = k_\tau \qquad (17)$$

Therefore, Eq. (18) can be used to determine the elastic characteristics of the isotropic beam elements with diameter d and length L:

$$d = 4\sqrt{\frac{k_\theta}{k_r}}, \quad E = \frac{k_\tau^2 L}{4\pi k_\theta}, \quad G = \frac{k_r^2 k_\tau L}{8\pi k_\theta^2} \qquad (18)$$

Based on the covalent bond distance of the carbon atoms in the hexagonal lattice, which is 0.142 nm, the parameters that are provided to the FE model as inputs for the beam elements are listed in Table2.

Table 2. the parameters used in the FEM model

$k_r(\frac{N}{nm})$	$k_\theta(\frac{Nnm}{rad^2})$	$k_\tau(\frac{Nnm}{rad^2})$	$d(\text{Å})$	$E(\frac{N}{\text{Å}^2})$	$G(\frac{N}{\text{Å}^2})$
6.52×10^{-7}	8.76×10^{-10}	2.78×10^{-10}	1.466	5.488×10^{-8}	8.701×10^{-9}

3. TEMPERATURE EFFECT ON CONSTANT FORCE FILED

As it mentioned, the potential energy of a molecular structure is calculated from Eq (10). In order to analysis of SWCNT in all temperatures under axial load, we could ignore all terms instead of the two fisrt terms. In result, Eq (10) could be presented in a different format Eq (19):

$$U_{tot} = \sum U_r + \sum U_\theta \qquad (19)$$

In other words, in SWCNT under axial loading, θ in different temperatures, in the remaining 120 degrees, and distance between two atoms is increased by increasing temperature and vice versa. Changing length is calculated from Eq (20):

$$\alpha_T = \alpha(1 + \alpha T) \qquad (20)$$

In Eq (20), T is temperature and α is the thermal expansion coefficient, the is calculated in all ranges of temperature that are present in Fig 4.

Tensile force constant K_r^T and bending angel K_θ^T are calculated from badger's equation as follows [13]:

$$K_r^T = \frac{1}{(1+\alpha T)^3}K_r \qquad (21)$$

$$K_\theta^T = \frac{1}{(1+\alpha T)^3}K_\theta \qquad (22)$$
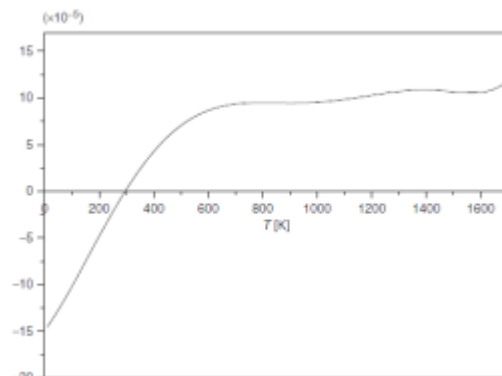
Figure 4. Thermal expansion coefficient [13]

4. RESULTS AND DISCUSSION

Using the Abaqus FE code, an atomistic finite element model with beam components is created for SWCNTs because they are space-frame structures. The three-dimensional elastic B4 element is utilized to simulate the bonds. At each node, it has six degrees of freedom, which include rotations about the x, y, and z axes as well as translations in the x, y, and z directions. The following is a list of the computed element properties:

The cross-sectional area is $A = 1.68794 Å^2$, the moment of inertia in the region is $I_{yy} = I_{zz} = 0.453456 Å^4$, and the moment of inertia in the torsional direction is $I_{xx} = 0.22682 Å^4$.

Figure 5 schematically illustrates the armchair and zigzag SWCNT with clamped-free (cantilever) and simply supported boundary conditions.

The radius R and nanotube length L, as well as the nanotube chirality dictated by unit vector indices (n, m), can be used to describe an SWCNT's geometry [7]. The closets are feasible because the dimensions of armchair SWCNTs do not always match those of zigzag ones.

A dimension is chosen to compare. The chosen $(n, m) = (15,15) \& (26,0)$ are related to the armchair, shell, and zigzag chirality, each having a radius of R=10.17 Å and R=10.1775 Å, respectively.
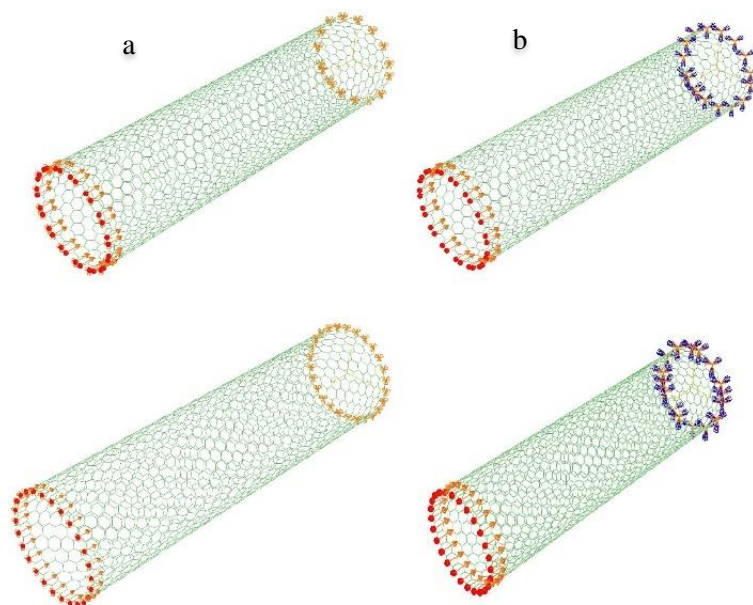
Figure 5. schematic of armchair and zigzag SWCNT with (a) simply supported, (b) clamped-free boundary conditions.

Based on the aforementioned modeling process, the buckling behaviors of armchair and zigzag nanotubes have then been investigated. The atoms at one end of the CNTs receive an even distribution of the imposed axial load. The critical buckling compressions for chiral nanotubes from the presented work (PW) are compared visually in Tables 3 and 4 for the type of clamped-free boundary conditions for both zigzag with R=1.1775 Å, & L=81.65 Å, and armchair ones with R=1.17 Å, & L=81.1639 Å.

Table 3. Comparison between the first ten shape modes of zigzag CNTs under clamped-free boundary conditions and between Ansari's results and Present Work
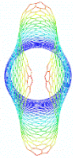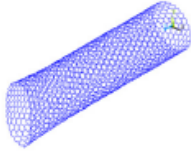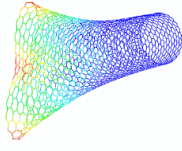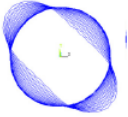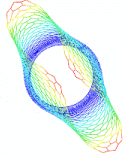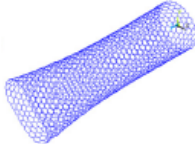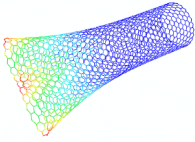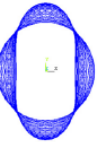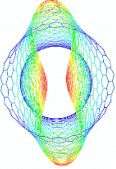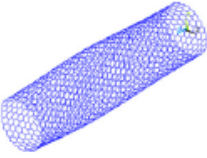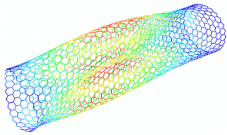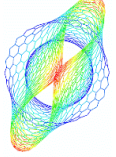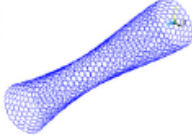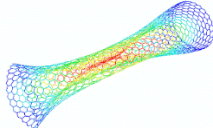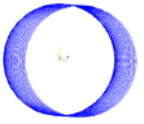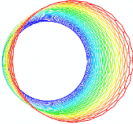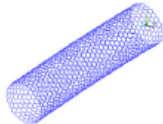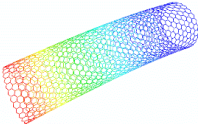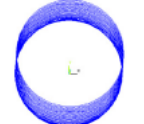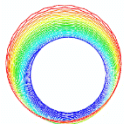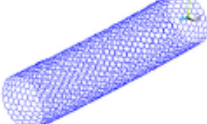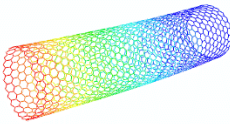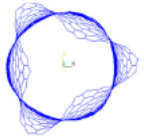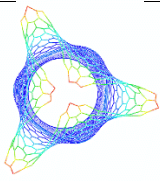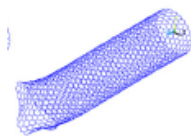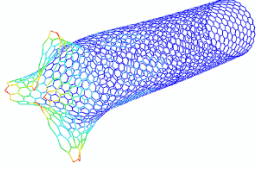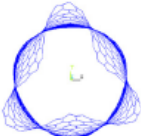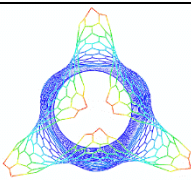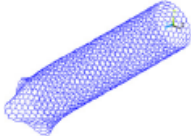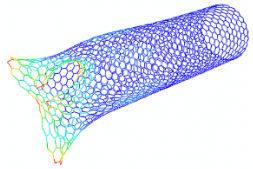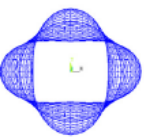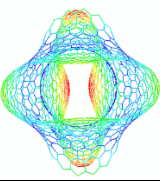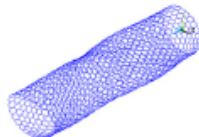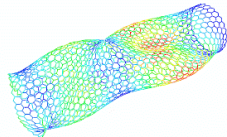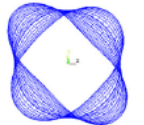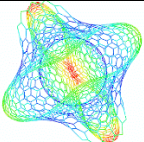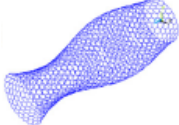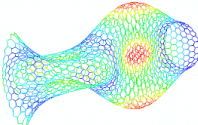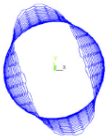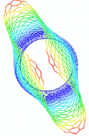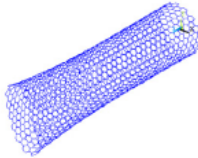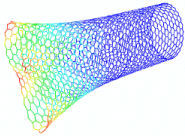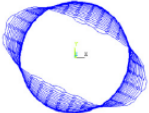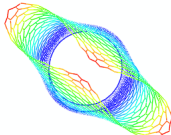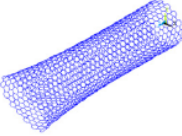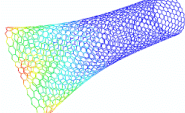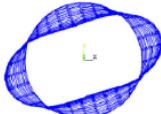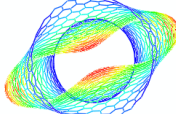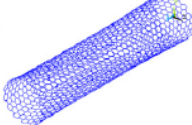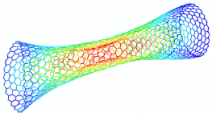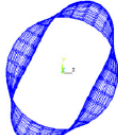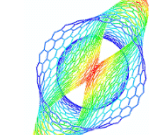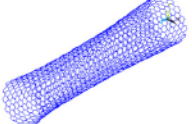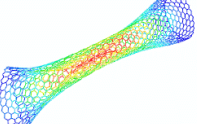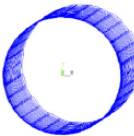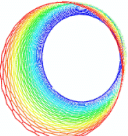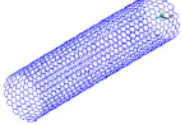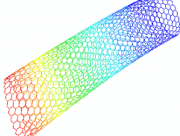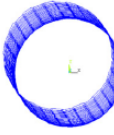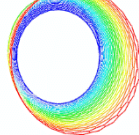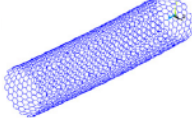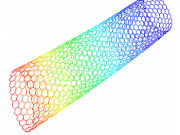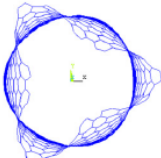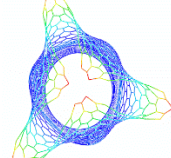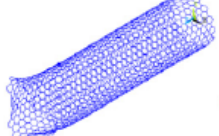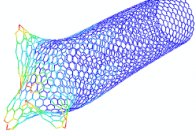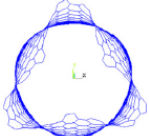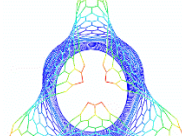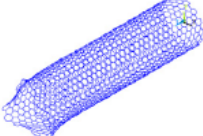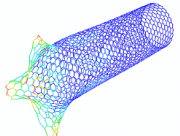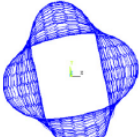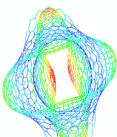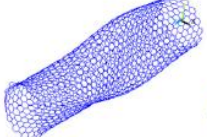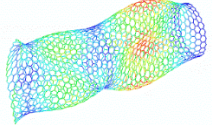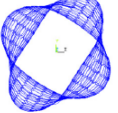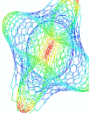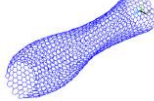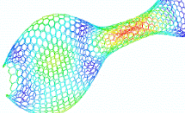
Mode shape	Cross section area		Whole of CNT	
	Ansari's	PW	Ansari's	PW
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Table 4. Comparison between first ten shape modes of an armchair CNTs under clamped-free boundary condition and between Ansari's results and Present Work

Mode shape	Cross section area		Whole of CNT	
	Ansari's	PW	Ansari's	PW
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

The armchair model's buckling deformations, which are depicted in Tables 3 and 4, and their zigzag counterpart's are quite comparable.

The critical buckling of the armchair and zigzag models of SWCNTs with (n, m)= (15,15) and (26,0), respectively, is investigated in various aspect ratios. Figures 7-8 for clamped-free supported and Figures 9–11 for simply supported boundary conditions demonstrate good agreements between the results of the current study and Ansari's [7] research. Additionally, the PW data is shown numerically in Tables 5 and 6 for both boundary conditions based on various aspect ratios.

Table 5. Critical compressive force of clamped-free nanotubes in different L/D for armchair and zigzag counterparts.

L/D	PW (15,15)	L/D	PW (26,0)
0.545	60	0.56	72.23
1.03	50.56	0.975	59.15
1.51	35.48	1.6	35.12
2	30.72	2	31.37
2.48	29.53	2.44	30.25
2.96	29.3	3.07	29.8
3.45	29.18	3.49	29.86
3.93	29	3.9	29.7
4.415	28.73	4.535	29.46
4.915	28.51	4.95	29.27
5.38	25.8	5.35	26.13
5.87	22.13	5.8	22.65
6.35	19.03	6.4	18.6
6.835	16.5	6.84	16.45
7.3	14.48	7.25	14.67
8.4	11.064	8.3	11.28
9.375	8.94	9.35	8.94
9.95	7.905	0	7.86
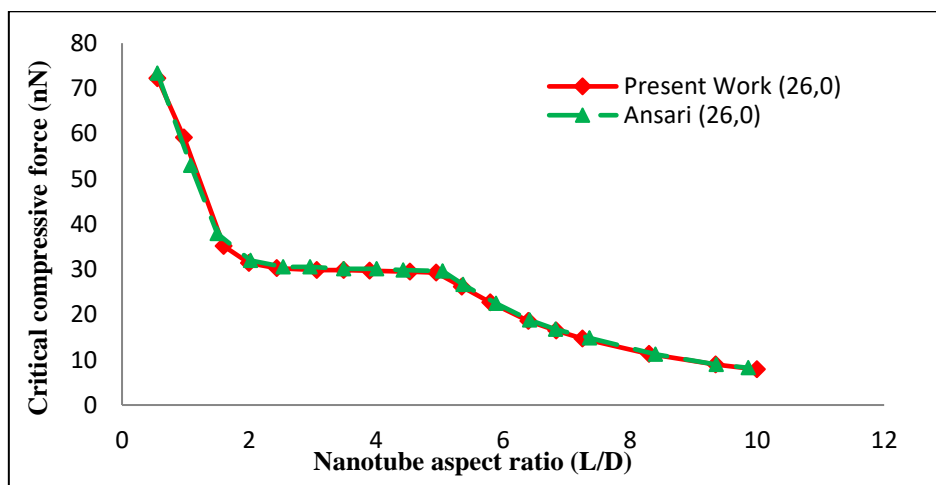
Figure 6. Comparison of critical compressive force of clamped-free CNTs with different length to diameter ratios for zigzag $R = 1.1775$Å model between Ansari's and Present Work results
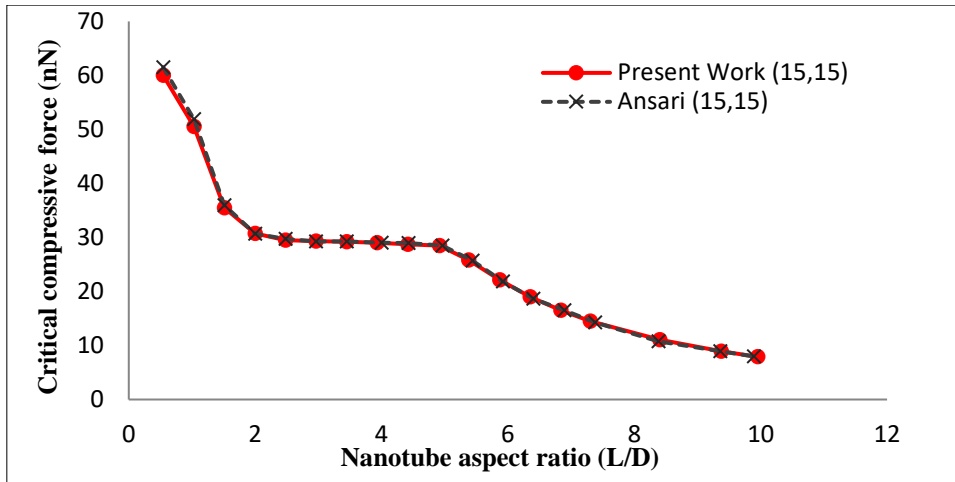
Figure 7. Comparison of critical compressive force of clamped-free CNTs with different length to diameter ratios for armchair $R = 1.17$Å model between Ansari's and Present Work results
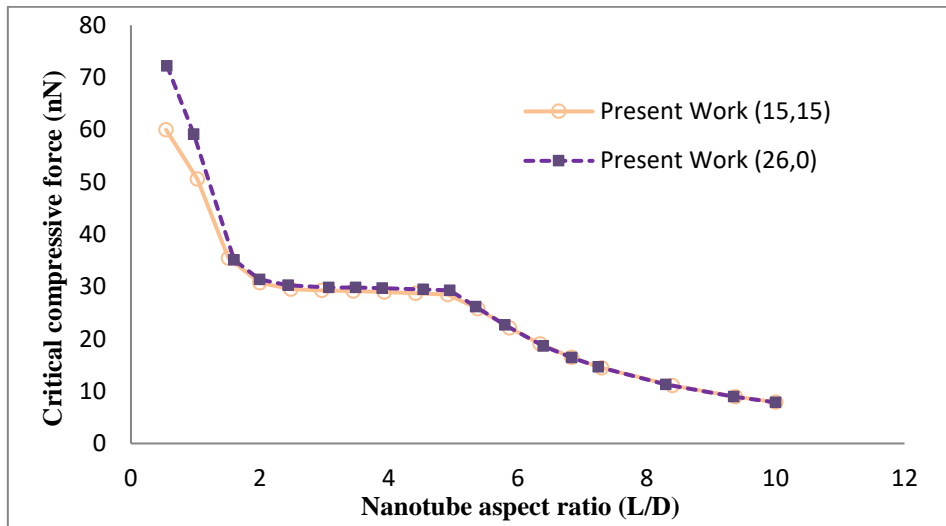
Figure 8. Critical compressive forces of clamped-free CNTs with different ratios of length to diameter for armchair in $R = 1.17$Å and zigzag $R = 1.1775$Å models

Table 6. Critical compressive force of simply supported nanotubes in different L/D for armchair and zigzag counterparts.

L/D	PW (15,15)	L/D	PW (26,0)
0.545	136.23	0.56	143.27
1.03	99.75	0.975	106.64
1.51	84.6	1.6	84.52
2	79.74	2	80.22
2.48	60.96	2.44	63.3
2.96	50.1	3.07	49.14
3.45	43.9	3.49	44.04
3.93	40.33	3.9	40.88

4.415	38.28	4.535	38.22
4.915	37.09	4.95	37.22
5.38	36.4	5.35	36.6
5.87	36	5.8	36.2
6.35	35.8	6.4	35.86
6.835	35.67	6.84	35.75
7.3	35.63	7.25	35.68
8.4	35.6	8.3	35.63
9.375	35.5	9.35	35.62
10	35.47	10	35.58
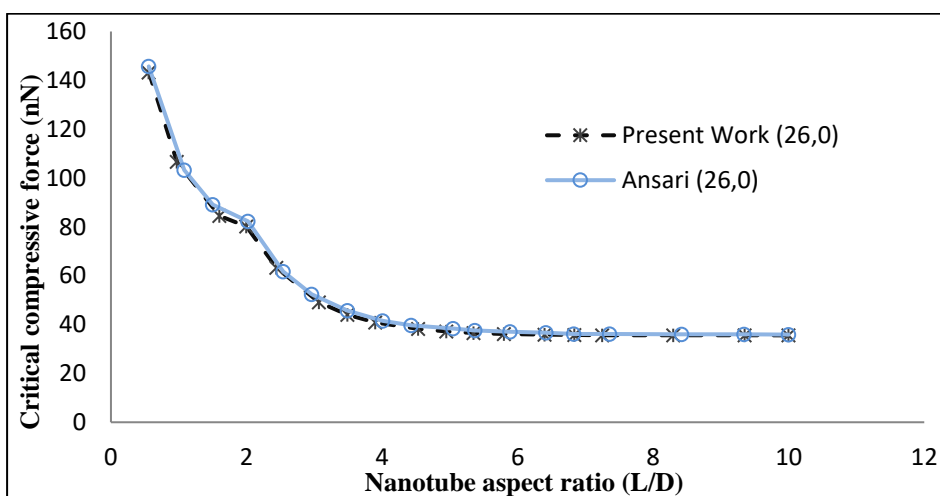
Figure 9. Comparison of critical compressive force of simply-supported CNTs with different length to diameter ratios for zigzag $R = 1.1775$Å model between Ansari's and Present Work results
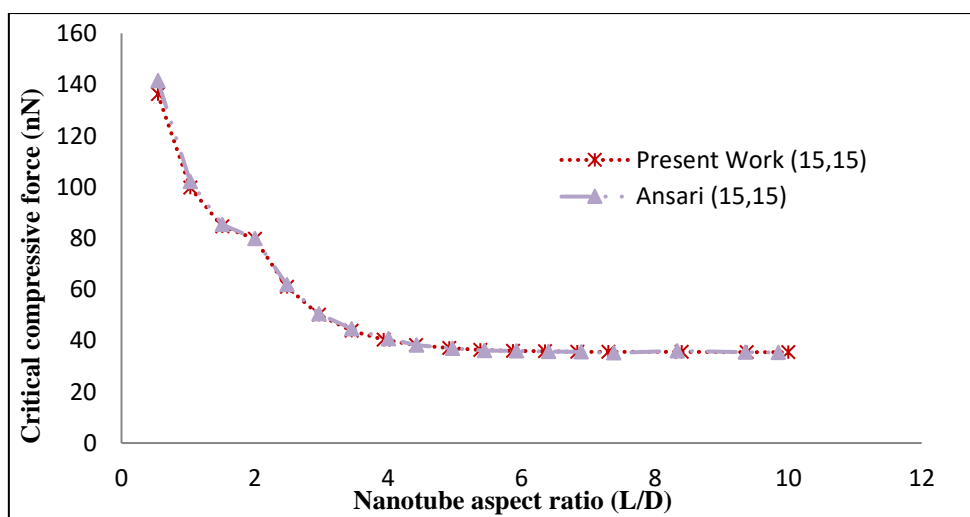
Figure 10. comparison of critical compressive force of simply-supported CNTs with different length to diameter ratios for armchair $R = 1.17$Å model between Ansari's and Present Work results
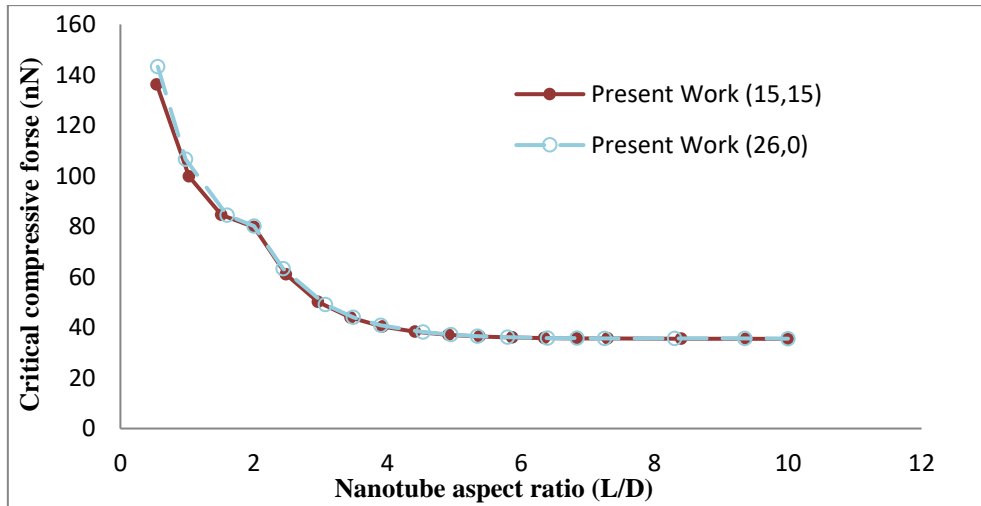
Figure 11. Critical compressive forces of simply-supported CNTs with different ratios of length to diameter for armchair in R = 1. 17Å and zigzag R = 1. 1775Å models

According to Figures 6–11 When L/D increases, the buckling force decreases, which indicates that as nanotube length increases at a fixed R, buckling occurs with a lesser force. When L/D is expanding, the critical buckling forces at low aspect ratios significantly decrease, and the pace at which the critical compressive force declines also significantly decreases. When CNTs are at high aspect ratios, the quantity of buckling forces associated with armchair and zigzag SWCNTs overlap with one another, making the value of critical buckling independent of the chirality. But because the buckling curves converge at larger aspect ratios under clamp-free conditions than they do under simply supported settings, the boundary conditions of the nanotubes can have an impact on the critical compressive forces. It's important to remember that as nanotube length increases, the impact of boundary conditions becomes less significant.

Regarding Tables 3 and 4 which show the first 10 buckling deformations of SWCNTs with R=1.17 Å & L=81.1639 Å for the armchair type of structure and R=1.1775 Å & L=81.65 Å for the zigzag model, both the armchair and zigzag models exhibit remarkably similar deformation of single-walled carbon nanotubes. It's important to note that Ansari and Rouhi's study [7] and the results of the paper we've just discussed are both in good agreement.

In addition, the effect of temperature is studied on SWCNT (15,15) and (26,0), by considering clamped-free boundary conditions. the result is shown in Fig (12) and Fig (13). By considering the result of Fig (12) and Fig (13), it is figured out that by increasing temperature, buckling load is decreasing and vice versa. While the effect of temperature on the armchair and zigzag CNT are almost the same.
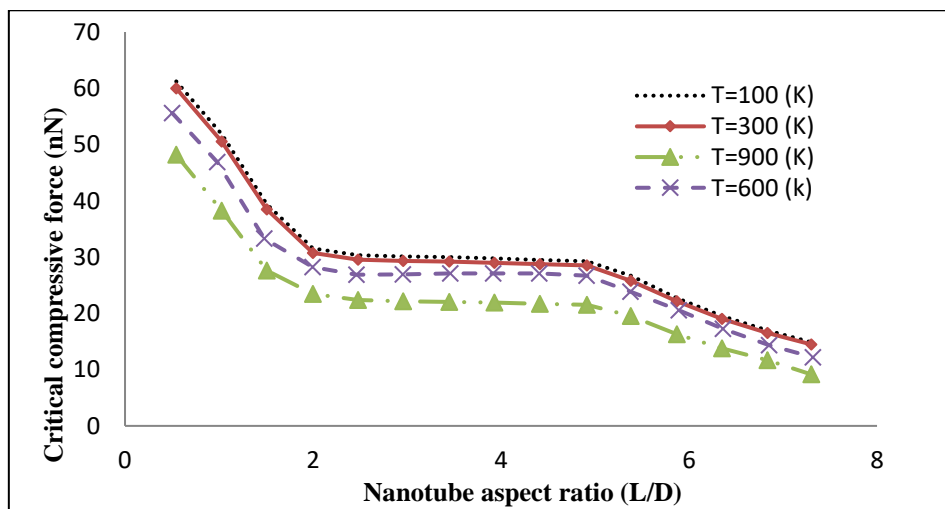
Figure 12. The effect of temperature on Critical compressive forces of clamed-free CNTs with different ratios of length to diameter for armchair (15,15) in R = 1.17Å
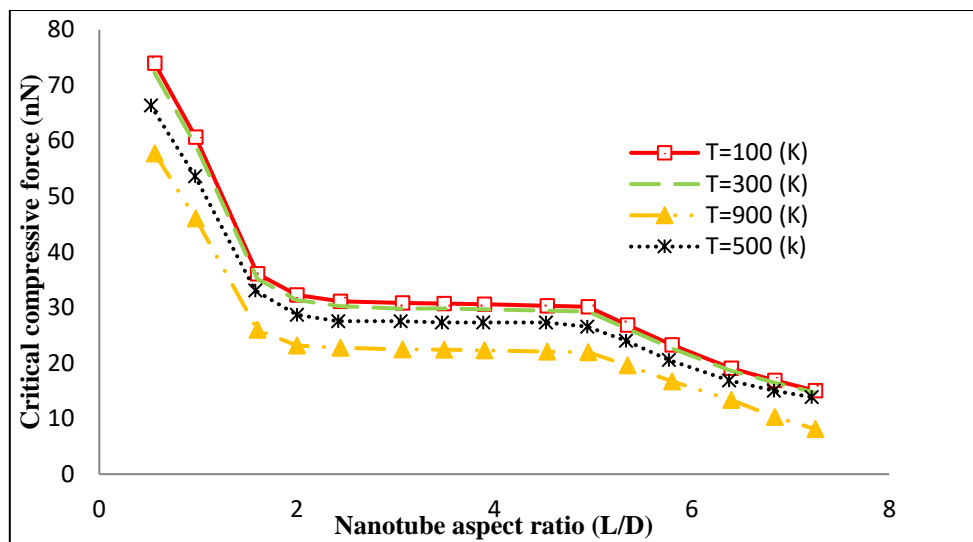
Figure 13. The effect of temperature on Critical compressive forces of clamed-free CNTs with different ratios of length to diameter for zigzag (26,0) in R = 1.1775Å

5. CONCLUSIONS

The single-walled carbon nanotubes in zigzag and armchair models subjected to axial compression were studied in this paper to investigate their elastic buckling analysis. By different boundary conditions and various L/D of both mentioned two models, a wide range of nanotubes was made to compare the critical buckling forces among them. The atomic FEM of CNTs was based on the space frame. The results show that:

- At low aspect ratios, the critical buckling load of CNTs decreases considerably with increasing aspect ratios [7].
- At higher aspect ratios, the buckling load slightly decreases as the aspect ratio increases [7].
- The discrepancy between the armchair and zigzag nanotubes decreases by increasing the aspect ratio at the given radius which shows the independence of the magnitude of critical buckling stress of chirality of the tube.
  The critical buckling stresses are sensitive to nanotube end conditions.

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Theoretical Research on the Construction of Innovative Party Organizations in Colleges and Universities

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Abstract:Theoretical research on the construction of innovative party organizations in colleges and universities is conducted in this paper. The construction of a learning-oriented party organization in colleges and universities can only vigorously promote cultural inheritance and innovation, and realize the quality of talent training and school-running level. The party's grass-roots organization is the basis for all the party's work and combat effectiveness in colleges and universities. In strengthening the construction of grassroots party organizations in colleges and universities, it is necessary to adapt to changes in management models and discipline settings. Improve the way the party organization is set up, so that the party's previous work extends to the academic level. This paper gives the novel ideas of dealing with the issues.

Keywords: Colleges and Universities; Party Organizations; Innovative Party; Theoretical Research; Construction

1. INTRODUCTION

As high-quality talent training bases, colleges and universities gather a large number of the high-level intellectuals. Their political positions and ideological and moral qualities are related to the overall development and stability of the party and the country; as high-tech innovation bases, the quantity and quality of their technological achievements directly affect the speed, level and also the effect of economic and social development; colleges, as bases for ideological and cultural dissemination, play a radiating and also guiding role in the construction of spiritual civilization in the whole society. The construction of grassroots party organizations in colleges and universities should aim at "promoting development, serving the masses, uniting people's hearts, and promoting harmony", closely focusing on important functions such as school reform and development, personnel training, education and teaching, scientific research and social services, and further clarify the party's important functions [1, 2, 3].

The relationship between the organizational construction of the school and the school's business work, relying on teaching, scientific research teams and group study organizations to establish organizational structures, so as to then realize the comprehensive integration of teaching. Based on the related study, the core ideas can be considered from following aspects.

(1) A learning party organization is a political organization with the quality, ability and mechanism good at learning and innovation. We should adhere to scientific and technological innovation and talent strengthening enterprise strategy, adhere to the core people-oriented, refining the core competitive the concept of enterprise culture with core competitiveness, build a first-class team, bring out a to build a first-class team, bring out a first-class team, and create first-class performance.

(2) Building an innovative party organization is a systematic project, which requires continuous exploration of theories, continuous summarization of the experience, the ideas for practical innovation and formation of joint forces, efforts to improve theory and strengthen guidance, and achieve results in solving problems and leading development.

The construction of a learning-oriented party organization in colleges and universities can only vigorously promote cultural inheritance and innovation, and realize the quality of talent training and school-running level, only by grasping its own political, innovative, and humanistic characteristics, and then giving full play to the functions of cultural leadership, cultural innovation and cultural education. In the figure 1, we present the Huilan Smart Party Service as the sample service and in the next sections, the details will be discussed [4-6].

Figure. 1 The Huilan Smart Party Service (http://www.huilan.com/)

2. THE KEY METHODOLOGIES

2.1 The Overview of the Innovative Party Organization

It is an important issue that needs to be solved urgently to explore the innovation motivation of local party organizations in my country at this stage, summarize the innovation mode, and then analyze the factors affecting the sustainability of the innovation, so as to realize the effective supply of local party organization innovation. As the gathering place of social talents and the dissemination place of advanced culture, colleges and universities undertake the important mission of promoting cultural inheritance and innovation.

Learning-oriented party organizations in colleges and universities should promote cultural inheritance and innovation by building a demand-oriented, future-oriented, and multi-level, three-dimensional, and full-coverage learning system for all teachers and students. The learning-oriented leadership team in colleges and universities must consciously assume the responsibility and mission of cultural inheritance

and innovation. "Focusing on the party building around the center, and doing a good job in promoting the party building center" is the principle of innovation in the construction of grass-roots party organizations in colleges and universities, and it is also the goal and task of the construction of grass-roots party organizations. The central task of colleges and also universities is the personnel training, and the central link is teaching, scientific research and social services.

We should be focused on listed aspects.

(1) Closely combine the construction of a learning party organization with the cultivation of the spirit of the university, so as to achieve "common promotion and also common development". The university spirit is the civilizational achievement of the unique spiritual form formed by the university in its own existence and development. It is the fundamental vitality of the university to ensure its own status in the social organism, and its core is the creative spirit [7-9].

(2) It is to establish and improve the project-based working mechanism of party organization activities. By establishing a systematic and hierarchical management project responsibility system, the party organization activities are closer to the life of the party members, and can stimulate the enthusiasm and creativity of party members.

(3) The development of modern governing philosophy and practice not only changes the way local party organizations govern, but also reshapes the way citizens, enterprises and governments think, as they clarify their own development needs and re-examine the role of local party organizations in social and economic life. The modern governing philosophy requires a greater focus on public services in the context of local governance, leading citizens to have higher innovation expectations of local party organizations

2.2 The Innovative Party Organizations in Colleges and Universities

Party building includes ideological building, organizational building, work style building, system building, discipline building and anti-corruption building.

It is a systematic project as the party building work in colleges and universities is an inseparable part of party building work and an important part of higher education. This requires that the party building in colleges and universities must also improve ideological construction and also the organizational construction. At the same time, the archives work should clarify the direction of serving the party building in colleges and universities. What aspects of party building are involved, and the archives work must do a good job in related services, and be able to innovate ideas to improve archives work measures, expand the scope of party building archives, and realize active, detailed and standardized services.

Hence, we have the following suggestions.

(1) In actual work, some cadres of grass-roots party organizations in colleges and universities do not fully realize that the main responsibility of the general grass-roots party organizations in colleges and universities is that the party should manage the party and play a political core role. At the same time, it has opened up a new territory for the educational space of party building work in colleges and universities, and improved the limitations of traditional regions. At the same time, it also provides a more vivid platform for the core implementation of the party's principles and policies.

(2) Colleges and universities have three major functions, such as training talents, developing science and technology, serving and promoting economic and social development. Therefore, colleges and universities must find the combination of regional economic development and school objectives, give full play to their own advantages, and cultivate high-quality innovative talents by promoting the further economic and also social development.

(3) In the co-construction and interaction, the work should mainly focus on two aspects. One is the training of student party members. It mainly solves the problem of motivation for joining the party, and continuously enhances the party spirit through education, so that student party members can truly join the party ideologically. The second is to focus on the cultivation of university talents, give full play to the leading position of student party building, and then play the leading and radiating role of student party members.

3. Summary

Theoretical research on the construction of innovative party organizations in colleges and universities is the main focus of this paper. With the further development of the reform of colleges and universities, clarifying the characteristics of party building work in colleges and universities, establishing a party building work team with full-time personnel as the backbone and combining full-time and part-time personnel, and forming a joint force of education is to improve the pertinence and practicality of party building work. Hence, this paper gives the novel ideas of constructing the efficient party.

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Intrinsic Mechanism of MOOC Innovation in Higher Education and Its Application Sustainability

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Abstract:This paper studies the intrinsic mechanism of MOOC innovation in higher education and its application sustainability. Popularization of higher education It is a trend of development and progress in the world, and it has become a priority for most countries because of economic globalization, the emergence of knowledge economy and fierce national competition. The pace of the massification has been accelerated by economic globalization, the rise of knowledge-based economy and the fierce competition for national power, and it has become a national policy or a goal of most countries. It has become a national policy or a goal to be achieved in most countries. With the development of social science and the social science itself becoming the object of general research, functional classification has been applied to social science disciplines. This paper gives the novel integration with the MOOCs to propose the suggestions.

Keywords: MOOC; Intrinsic Mechanism; Innovation; Higher Education; Application Sustainability

1. INTRODUCTION

Since the enrollment expansion of colleges and universities, although the number of people who have obtained advanced degrees has increased, the number of talents who really meet the needs of society has not increased. Although the number of schools has increased, there are fewer specialized colleges and also universities. Miscellaneous and not specialized is a common problem in most colleges and universities.

The number of master's and doctoral programs has increased, but the qualifications have been lax, so that mass production has appeared, and hence, the modifications should be further considered. With the development of social science and the social science itself becoming the object of general research, functional classification has been applied to social science disciplines. After the development of social science and social science itself became the object of the research, functional classification was also applied to the discipline classification of social science, and higher education as the research field of higher education as a social science is generally divided into basic research and applied research on the basis of its own characteristics. As a research field of social science, higher education is generally divided into basic research and applied research based on its own characteristics. The discussion on the nature of the discipline of higher education is based on the functional classification and connotation of the discipline.

The discussion on the nature of the discipline of the higher education is based on the classification and connotation of the discipline function. The focuses can be studied from below [1-7].

(1) The structure of scientific research activities is a huge and organic system composed of three types of scientific research activities: basic research, applied research and technology development. Institutions of higher learning, as the axis of society, are generators that promote the progress of social civilization, and have the potential to create giant engines of the wealth.

(2) In the stage of higher education popularization, students are still the main object of higher education quality evaluation. However, unlike the elite education stage, students are not only used as the single carrier of the knowledge, but as a comprehensive carrier of knowledge, ability, quality, etc., to receive wider social evaluation.

(3) The quality of higher education at the elite level is limited to the areas involving teaching and the scientific research activities, the higher education administration and the higher education institutions themselves as academic-based quality standards are used to set goals for training talents for society. In the figure 1, we present the modern education pattern.
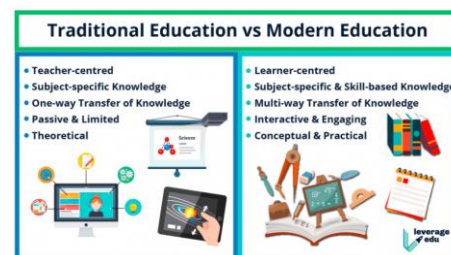
Figure. 1 The Modern Education Analysis
(https://leverageedu.com/blog/modern-education/)

2. THE PROPOSED METHOD

2.1 The MOOC Innovation Overview

MOOC courses are taught in a flipped classroom format, which means that they are re The MOOC course uses a flipped classroom format, which means that the time inside and outside the classroom is reorganized, and students use the time outside the classroom to complete their knowledge [8-14].

The classroom becomes a place for teachers and students to communicate with each other. Teaching team is a teaching business combination composed of the general teachers with complementary skills and also mutual communication and collaboration to meet the construction needs of majors and

course clusters, with teaching reform as the way, professional construction and series of courses as the platform, and to improve teachers' teaching level.

Teaching teams are often built with high-quality courses and also video public courses. Then, we can summarize the core advantages of MOOC as follows.

(1) MOOC courses include not only video teaching, but also a variety of interactive methods. Learners can comment on the course, discuss in the discussion area, and conduct teaching exchanges through forums, etc.

(2) The reason why MOOC can attract thousands of students to sign up for learning is that it is more interesting. MOOC gamification is an important manifestation of the MOOC's emphasis on fun.

(3) MOOC data is large in scale and high in real-time, so it is necessary to use computer means to analyze and study it.

Building with course groups as the carrier MOOC teaching team should first consider the combination of those who have experience in hybrid teaching and online teaching. The best place to start is with course groups that have a foundation in teaching. These course groups should have undertaken high-quality courses, high-quality video open courses, high-quality resource sharing courses and the other high-quality courses. These course groups should be responsible for high-quality courses such as high-quality courses, high-quality video open courses, high-quality resource sharing courses, etc.

2.2 The Innovation in Higher Education and Its Application Sustainability

The main goal of higher education research is to solve various problems in the field of higher education under the guidance of relevant theories. The results can be expressed in the form of theoretical discoveries, solutions to problems, reports of investigation and research, opinions on policy formulation, etc.

The internationalization of higher education is the inevitable product of the process of economic globalization It is an inevitable product of general economic globalization and an irreversible development trend; economic globalization is the material basis for the internationalization of higher education. economic globalization is the core material basis for the internationalization of higher education, which also requires higher education to strengthen international exchanges, cultivate high-quality talents who can adapt to globalization and develop international education industry. It also requires higher education to strengthen international exchanges, cultivate high-quality talents who can adapt to globalization, and develop international education industry.

In addition to economic factors, internationalization of the modern education is also related to the needs of political struggle, national power competition, culture and ideology. In addition to the economic factors, the internationalization of education also requires political struggle, national power competition, cultural and ideological competition, and the development of higher education itself.

In addition to economic factors, there are also the needs of the political struggle, national power competition, cultural and ideological competition, and the needs of the higher education itself. As the cradle of talent cultivation, higher education institutions should take up the historical responsibility of actively historical responsibility of cultivating and spreading ecological culture. Higher education is responsible for to

cultivate a large number of high-quality talents to participate in, to organize and promote the construction of ecological culture for the society. The higher education is responsible for cultivating a large number of high quality talents to participate in, organize and promote the construction of the ecological culture. Universities are also ideal educational bases to further enhance the ecological culture of future citizens. Therefore, in the popularization period, in addition to the products of the whole higher education, the process of higher education, higher education organization, higher education system and internal management of colleges and universities will also be subject to social supervision and evaluation.

In addition, it should be emphasized that the evaluation of higher education quality itself should also be the object of evaluation and supervision, which is an important guarantee for the scientificity and effectiveness of the higher education quality evaluation.

3. CONCLUSION AND SUMMARY

This paper studies the intrinsic mechanism of the MOOC innovation in higher education and application sustainability. The comprehensive quality view of higher education is proposed for the diversity view of higher education quality. Diversity is an irresistible trend in the development of higher education, and it is also the only way to then realize the popularization of higher education. This paper gives the novel solutions to the choices and in the future, the applications will be tested and studied.

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Practical Exploration of College Students' Ideological and Political Education and Cultural Self-Improvement In the Information Age

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Abstract:Practical exploration of college students' ideological and political education and cultural self-improvement in the information age is the focus of this paper. Cultural awareness is essentially the comprehension of cultural values and awareness of local culture. It is not only the spiritual cornerstone of cultural inheritance and innovation, but also the confidence to calmly deal with exchanges and conflicts between different cultures. The process of constantly awakening and recognizing one's own essential power. The so-called cultural self-emergence means that the culture creates its own local cultural brand on the basis of self-consciousness and self-determination, so that it can gain a foothold among domestic and foreign brands. This paper gives the novel ideas regarding the ideological and political education, the applications will be further tested.

Keywords: Information age; practical exploration; college student; ideological and political; education; cultural self-improvement

1. INTRODUCTION

The essence of culture is the unity of "humanization" and "humanization". People are both the main body of cultural creation and the main body of cultural enjoyment [1-5]. The process of cultural self-consciousness is the process in which people's freedom and consciousness are constantly manifested, and it is also the main body of human beings.

The process of constantly awakening and recognizing one's own essential power. The so-called cultural self-emergence means that the culture creates its own local cultural brand on the basis of self-consciousness and self-determination, so that it can gain a foothold among domestic and foreign brands. It requires us to end the "era when the Chinese were considered uncivilized" and make the Chinese nation a highly civilized nation. To respect and protect the cultural rights and interests of the people, to develop a public welfare culture and improve people's cultural awareness, we must vigorously build a public welfare culture brand. The public welfare cultural brand is an important manifestation of the development achievements of the cultural undertakings, an important cultural symbol of a country or a region, and an important symbol of development and prosperity of cultural undertakings.

Public welfare cultural brand is an important carrier of spirit, value and concept, and an important cultural guide, which can greatly stimulate citizens' cultural participation, core cultural enthusiasm and potential, and enhance the citizens' cultural awareness while meeting their high-level cultural needs. We then should consider listed aspects.

(1) Chinese culture pursues "harmony" and We are building our national cultural brand on the basis of "harmony". national cultural brand. Even the "Korean Wave", which has a strong impact on Chinese culture Even the "Korean Wave", which has an impact on Chinese culture, is a copy, extension and also innovation of the traditional Chinese culture. It is the promotion of the essence of Confucianism and the richness of Chinese culture. The Korean Wave is a replication, extension and innovation of the traditional Chinese culture. It is the embodiment of Chinese culture's rich connotation, enduring value, wide applicability and strong regenerative capacity.

(2) The Chinese culture has a long history, is broad and profound, and has accumulated the deep spiritual genes of the Chinese nation, representing the spiritual code of the Chinese nation, and nurturing the temperament and character of the general Chinese children. The ideological connotation, spiritual quality, core value concept, etc. precipitated in our traditional national culture and the red culture promoted by the party leadership still have a unique charm of the times and a profound social foundation, and become the strength and source of cultural consciousness of the party and the people.

(3) There is no end to cultural self-awareness. It will be a gradual accumulation of general "quantity" and continuous improvement of "quality". The road of progress as long as we continue to strengthen the reflection of cultural subjects, raise the ideals of the cultural values, and make efforts to create cultural practices, we will actively promote cultural awareness. and to carry out the creation of cultural practices, and to actively promote. As long as we continue to strengthen the reflection of the cultural subjects, raise the ideals of cultural values, and make efforts to create cultural practices, and also actively promote the independent transformation and the innovation of culture.

Practical exploration of the college students' ideological and political education and cultural self-improvement in the information age is the focus of this paper. In the following sections, the ideas will be discussed in detail.

2. THE PROPOSED MODEL

2.1 The University Ideological and Political and Informatization Research

Socialist core values are the core of the socialist core value system The core of the socialist core value system, reflecting the fundamental nature and the basic characteristics of the

socialist core value system, reflecting the rich connotation of the socialist core value system and practical requirements of the socialist core value system, and is the highly condensed and concentrated expression of the socialist core value system [6-10].

The integration of socialist core values into higher-level Civics courses has promoted the The reform and development of the Civics class. In terms of content, socialist core values accurately express the value goals and moral requirements of socialism in China. These values and moral requirements are integrated into the teaching system of Civics and Political Science class, making it a valuable tool for higher education. The content of the course has been greatly enriched by integrating these values and moral requirements into the teaching system of Civics and Political Science courses and making them known and accepted by the higher vocational students. The content of the course is greatly enriched.

The scientific and also reasonable long-term communication mechanism is conducive to creating a certain platform to make the substantive content of the general ideological and political education subject through the reasonable exchange of the two teams, so as to guide the practice in a targeted manner.

Our country's basic economic system is based on the public ownership as the main body and the common development of various ownership economies, which fundamentally promotes the healthy development of my country's social economy and injects new vitality into the socialist market economy.

Other specific systems are more detailed and comprehensive, covering all aspects of socialist construction, and are a perfect complement to our country's fundamental system and basic system. The education department should establish and also improve the corresponding computer training mechanism and plan for in-service teachers from a macro perspective, and organize some targeted training activities and courseware production competitions. Schools can create a better teaching environment for ideological and political teachers from a micro level. The library should introduce different books so that ideological and political teachers can then be in an information-based teaching atmosphere, and naturally they have to learn and apply information technology.

2.2 The Cultural Self-improvement in the Information Age

The most concentrated and profound cultural power is the theoretical charm contained in it. Whether there is a scientific, continuously developing, and also advancing with the times theoretical system is fundamentally related to the success or failure of cultural construction. Our Party's understanding of the laws of Chinese cultural construction and the relationship between ancient and modern China and the West is constantly improving, and gradually it has then formed guidelines and policies to guide the construction of socialist culture with Chinese characteristics. Based on Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory and Jiang Zemin's "Three Represents" thought, the "cultural soft power" proposed at the 17th National Congress of the Communist Party of China fully reflects our party's belief in the ability of cultural self-determination. We should further enhance theoretical self-awareness, adhere to the guiding position of Marxism in our ideological field, promote the popularization of contemporary Chinese Marxism, interpret Chinese practice

and Chinese roads with Chinese theoretical research and discourse system, create an academic discourse system of the philosophy and social sciences with Chinese characteristics, Chinese style and Chinese style, and cultivate the spirit of cultural autonomy. Measure the world with Chinese own eyes, consider problems with Chinese own way of thinking, and judge things with Chinese own values.

With the advancement of science and technology and the rapid development of the knowledge economy, culture has penetrated into the entire process of economic development. Cultural resources such as history, tradition, and folk customs have increasingly become the basic resources of economic development. Cultural innovations such as creativity, design, and conception have increasingly become value creation. Important fulcrum, intangible assets in cultural forms such as brand, image and reputation have increasingly become the key to market competition. Only when culture shows a stronger power than material and monetary capital, and when the economy has more cultural content, can the economic development enter a higher level and a higher level, and can it have the staying power of sustainable development.

3. SUMMARY

Practical exploration of THE college students' ideological and political education and cultural self-improvement in the information age is the focus of this paper. The so-called cultural self-determination refers to cultural autonomy, having its own mainstream culture among many cultures. It requires us to further deepen our understanding of Chinese culture, expound its connotation, grasp its essence, and explore its value. This paper gives the novel suggestions that will be essential.

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Effectiveness of College English Blended Teaching Based on Foreign Language Teaching Platforms in Universities

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Abstract:Effectiveness of college English blended teaching based on foreign language teaching platforms in universities is studied in this manuscript. From the perspective of teaching method, teachers should have a predetermined goal in teaching. In order to achieve the goal, teachers should first make his predetermined goal become the effort goal of students. Blended learning is the recent international international education field on the traditional education reform and the reflection on networked learning after the convergence of change. From the teacher's perspective, the student is the center of teaching and learning, and this paper gives the novel ideas of the solutions.

Keywords: College English; blended teaching; foreign language; teaching platforms; universities

1. INTRODUCTION AND BACKGROUND

Learning English autonomous learning is supported by the general modern information technology, especially network technology, so that English teaching and learning can be independent of location to a certain extent and then develop towards individualized and autonomous learning [1-4]. Transform the current passive model of teachers speaking and students listening to a personalized and active education model based on the general computers, networks, teaching software, and comprehensive classroom use. The modern college English community has long struggled for the status of the college English status as a subject. However, as a multidisciplinary and interdisciplinary field of study, the discipline of university English seems to have been built on the basis of a multi-disciplinary approach. discipline as a multidisciplinary and interdisciplinary field of study, it seems to be stuck.

However, the development of the university English as a multidisciplinary and interdisciplinary field of study seems to be stuck in a stage of development characterized by linguistics and linguistic knowledge centrism. The understanding of the attributes of the discipline has not advanced with the times, but lags behind the development of the discipline. Based on the background, the education can be focused on listed issues.

(1) The university stage is directly confronted with the social reality of "lifelong learning". English learning is no longer limited to staged goals such as graded examinations, and more emphasis is placed on the cultivation of the lifelong English learning methods and thinking methods. In addition to the functions of knowledge acquisition, attention should also be paid to students' experience in the process of the knowledge acquisition and the formation of their ability to then acquire knowledge.

(2) As a new modern teaching concept, there is no strictly fixed teaching method of college English "dialogue teaching", but in the concrete implementation process, it is necessary to follow its internal teaching principles.

(3) Language and literature mainly studies language itself, and language teaching needs to use a lot of teaching and research methods in related disciplines such as pedagogy to study how to better teach and learn language.

2. THE CORE METHODOLOGY

2.1 The Blended Teaching

Blended learning is the recent international international education field on the traditional education reform and the reflection on networked learning after the convergence of change. The international educational technology community has reached a consensus after in-depth research and reflection on the computer or network-assisted teaching that only by combining classroom teaching with online learning can the maximum the advantages are complementary to achieve the ideal learning effect. Blended teaching requires a combination of multiple learning styles in practice such as the combination of classroom teaching and online learning [5-8].

The combination of collaborative learning and autonomous learning, educational technology, teaching design, teaching methods and teaching practice of blended teaching will all reflect the mixture of the modern educational technology and traditional teaching methods.

Blended learning is to complement the advantages of the E-learning and traditional learning methods, that is to say, it is necessary to then give full play to the traditional classroom teaching method teachers' role in monitoring and guiding the teaching process, and to fully reflect the subjectivity and also creativity of the students in the learning process. Network technology enables education to have a wide range of the interactivity. Therefore, in the mixed teaching of college English, teachers should establish a new type of collaborative relationship with students, treat students with an attitude of equality, democracy, respect, understanding, concern and appreciation, and further establish a good and harmonious relationship with the teacher-student relationship. In modern online teaching, in the face of the massive resources and diversified learning channels, how to learn independently and how to use various learning resources, many students are

often at a loss. learning resources, many students are often at a loss. This is when. Teachers need to guide students to develop appropriate learning strategies based on their The teacher should guide the students to set appropriate learning goals according to their actual language situation and needs, choose the best way to achieve the goals, and create a variety of teaching methods. The teacher should guide students to set appropriate learning goals based on their own language situation and needs, choose the best way to achieve them, and create a variety of teaching situations.

The teacher should guide the students to set appropriate learning goals according to their actual language situation and needs. The teacher should guide students to set appropriate learning goals according to their own language situation and needs, choose the best way to achieve them, and create the colorful teaching situations.

2.2 The Foreign Language Teaching Platforms in Universities

Setting up courses and organizing teaching with students as the center has always been an ideal state in foreign language teaching. The specific performance is to encourage and also develop students' autonomy and initiative, allowing students to decide their own learning plans and choose learning content according to their own interests and hobbies, so that students' personal potential and needs are met. In addition to teaching, teachers also provide consulting services. As we all know, the progress of society depends on the progress of science and technology, and the foundation of scientific and technological progress comes from education.

"The basis of business warfare and intellectual warfare is education. The image of the argument is that the victory or defeat in the battlefield and the market ultimately depends on the quality of teaching in the classroom." At present, a common problem in foreign language teaching in Chinese colleges and universities is the selection of textbooks. Improper selection of textbooks, outdated content, boring, or out of touch with the actual needs, to a great extent, will discourage students' enthusiasm for learning. Therefore, we should choose and update teaching materials according to the actual needs of teaching and learning from different teaching purposes when formulating teaching syllabus, setting up the courses and selecting teaching materials. For the teaching, we can use the BBS for the assistance. BBS effectively cooperated with the development of classroom teaching activities, but in the process of implementation, the author also found some problems. First, objective factors will affect the smooth operation of the forum, such as: the forum is maliciously attacked; the server provider adjusts the server; the network speed of the student dormitory slows down, etc.; Moderators need a lot of time and effort, especially teachers. How to fully mobilize the enthusiasm of students to participate in forum activities, and make students develop the habit of sharing good materials with everyone, this is a problem that teachers must think about.

3. CONCLUSION

Effectiveness of college English blended teaching based on foreign language teaching platforms in universities is studied in this manuscript. From the teacher's perspective, the student is the center of teaching and learning, requiring the teacher to have a clear and up-to-date understanding of each student's personality, cognitive style, independence, motivation and also expectations, target language intake, learning progress, difficulties and problems, and many other factors. This paper provides the novel idea of improving the efficiency of the education.

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Study on the Innovation of Crop Breeding System and Protection of New Plant Varieties in China

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Abstract:Study on the innovation of crop breeding system and protection of new plant varieties in China is conducted in this paper. Agriculture is the foundation of a country's national economy, and developed agriculture is the symbol of a country's modernization. The commercialization process of new crop varieties involves multiple links such as research and development of the new varieties, technology transfer, seed production, and seed marketing. This paper conducts the comprehensive analysis for the efficient models.

Keywords: Crop Breeding System; General Protection; New Plant Varieties, China; General Study

1. INTRODUCTION

Generally speaking, under the current agricultural model, the planting and processing methods of industrial raw materials such as biomass and bioenergy are the same as those of other crops. With the emergence of the biomass and bioenergy market, breeders will decide what crop varieties to adopt, the corresponding planting system and the environmental impact of that system. Unless breeders and policy makers give due consideration to the sustainability of new varieties and rural development, the profits from biomass or bioenergy, as with current commercial crop production, that will go entirely to landowners. Features of the seed production can be then summarized as the follow.

(1) The seed production industry pursues the maximization of benefits, while taking into account the interests of seed marketing companies and seed production farmers. Generally, the benefits of seed production enterprises are determined based on the interests of seed production farmers, and the price affordability of seed marketing companies.

(2) Seed production enterprises to then ensure the smooth implementation of seed production and task completion, are detailed in the development of seed production organization management rules and management methods, such as seed production base management methods of technical personnel, seed production base management methods, seed production base farmer organization management methods, etc.. The development and also implementation of these management methods, such as the effectiveness of the implementation of the seed production enterprises have then become the main indicators of the seed management department of the seed production enterprises to assess the enterprise.

With the mentioned ideas, we will study the details of the innovation of crop breeding system and protection of new plant varieties in China in next section.

2. THE PROPOSED IDEAS

2.1 The Overview of Chinese Agriculture

Agriculture is the foundation of a country's national economy, and developed agriculture is the symbol of a country's modernization. Sustainable agriculture, a term derived from sustainable development, represents a brand-new agricultural development and an important part of further implementing sustainable development strategies, and is attracting more and more attention in our country [1-4].

Development scale of China's agricultural industrialization is small, the level is low, and the competitiveness is not strong. At present, the coverage of agricultural industrialization operation covers more than 7.8 million households, which is less than 32% of the national total. The proportion of the agricultural product processing output value in the total agricultural output value is very low, and agriculture is not well developed to extend the industrial chain. According to the support for agricultural development in many countries around the world and the WTO regulations for supporting agricultural products, most countries have implemented different types of subsidies for their agriculture.

The intensity of subsidies directly affects the demand of the product market and indirectly affects the supply of the agricultural market. The intensity of agricultural subsidies in China is also increasing year by year. However, compared with the requirements of developed countries such as the United States and objective situation of China's agricultural development, there is still a big gap and there is a huge room for improvement.

2.2 The Crop Breeding System and Policy

The commercialization process of new crop varieties involves multiple links such as research and development of the new varieties, technology transfer, seed production, and seed marketing. The innovation chain is long and has a high degree of uncertainty. Transaction fees are high. For the convenience of analysis, this paper simplifies the commercialization of the new crop varieties as the transaction relationship between R&D institutions and seed industry institutions. The influence of other parties is included in the research on the contractual relationship between the two parties [5-7].

For example, the farmers' analysis of the adoption of the new varieties is attributed to the seed industry organization. Based on the related work, it can be studied from listed aspects.

(1) At the end of the key link in the seed production process that easily affects the quality of the seeds, the technician shall issue a quality inspection certificate to the seed production farmers according to the results of the inspection and also acceptance. certificate, clearing the male parent certificate, and drying certificate; tomato seed production should be

issued with a mixed certificate, a seed washing and soaking certificate, and a drying certificate.

(2) Through extensive introduction and collection of corresponding crop varieties at home and abroad, classification and sorting of various breeding materials (including progeny stable materials) accumulated over the years, and systematic identification of morphology, quality and resistance, the scope of parental utilization has been expanded as much as possible. Created better conditions for screening ideal parents and formulating hybrid combinations that meet the breeding goals.

2.3 The Protection of New Plant Varieties

The new plant variety protection system has effectively established the market position of new varieties, protected the rights and interests of breeding units and breeders, thereby promoting optimal allocation of scientific and technological resources, and excellent varieties can continue to emerge. Our country is a big agricultural country, and the protection of new plant variety rights is of great significance. First, more application of new plant variety resources can create higher output value and promote the development of the national economy. Secondly, the protection of new plant variety rights is also conducive to the sustainable development of wild and rare plants, and is conducive to enabling our country's new plant varieties to enter the international market and promote the development of international trade. Hence, we should consider the listed aspects.

(1) Germplasm resources are the basis of new plant glazes and the carriers of genes that control crop traits. From the perspective of germplasm resource utilization, crop breeding is actually a process of selection and combination of genes in crop germplasm resources. The cultivated new plant varieties still have new genetic characteristics and are new germplasm resources.

(2) Through conventional and modern breeding methods, various germplasm resources have been development and utilization of various germplasm resources, a large number of new materials have been created, including excellent, exceptionally shaped materials of different shapes, and also those that meet the requirements of varieties and become new varieties. All these can be called new germplasm resources.

3. CONCLUSION AND SUMMARY

Study on the innovation of the crop breeding system and protection of new plant varieties in China is conducted in this paper. New plant varieties are an important part of germplasm resources. Its particularity lies in that it can be directly applied in production and can exert huge economic and social benefits. This paper gives the novel ideas and in the future, the core applications will be considered.

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Landscape Design under the Influence of Digitalization

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Abstract:Landscape design under the influence of digitalization is studied in the paper. The ultimate purpose of environmental design is to apply social, economic, artistic, technological, political and other comprehensive means to meet the needs of people's existence and development in the urban environment. The artistic image generation of forest landscape is in its various constituent elements and space with its own laws of formal beauty. The interplay of different elements as the interweaving and fusion of different elements constitute the garden environment, form and other different artistic The artistic image of the garden landscape space is more harmonious and unified, and in the human aesthetic interest in the world of human emotions. This paper gives the novel ideas for the digital analysis and provide the novel suggestions.

Keywords: Landscape Design; Influence of Digitalization; Image Sensing; Data Analysis; Design Pattern

1. INTRODUCTION

In urban planning, architectural landscape design is mentioned more and more by people, it plays a very important role in the city, such as parks, communities, streets, residences, interior and exterior design of buildings, etc. The modern sense of landscape planning and also the design, because of industrialization, environmental pollution, general human unreasonable felling of trees, etc. on the modern landscape planning and also design has emerged as a result of the industrialization, environmental pollution and also human's unreasonable cutting down of trees, which have both damaged nature and human's body and mind [1-4].

The most fundamental difference between modern landscape planning and design and previous gardening is that The main object of modern landscape planning and design is the human home, i.e., the entire ecosystem; its service objects are the humans and other species; the emphasis on human.

The most fundamental difference is that the main object of modern landscape planning and design is the human home, that is, the entire ecosystem; its service targets are human beings and some other species; and it emphasizes the human development and sustainability of resources and environment. Based on the existing work, the principles can be summarized as the follows.

(1) Most of the urban construction is the renewal and also transformation on the original basis. Today's construction has become a bridge connecting the past and the future. For the scenery with the historical value, commemorative value and artistic value, it is necessary to consciously excavate, utilize and maintain, so that the urban space and landscape operated by the past dynasties can be continuous.

(2) Landscape design should also fully consider people's taste and interest in life, the design of the composition of the elements of beauty and rational analysis of the constitutive elements and laws of design beauty, and fully consider design, art, economic economic, general aesthetic function and comprehensive function, so that the garden design can on the basis of comprehensive design, it reflects the beauty of design.

(3) Although the landscape architecture in Chinese history has made remarkable achievements, it is only a civilized record of the farming era. With the development and evolution of the society, it has been unable to adapt to the group feeling of the urban population in the post-industrial society.

In the figure 1, the design pattern is presented and in the next sections, the proposed model will be discussed.

Figure. 1 The Landscape Design Pattern
(http://www.build.cn/Item/6990.aspx)

2. THE PROPOSED METHODOLOGY

2.1 The Influence of Digitalization

The virtual world based on the digitization has become an indispensable part of real life, and digitization has become a way to reshape the world. All kinds of things, whether human or material, can be well displayed in this virtual world [5-10].

For landscapes dominated by culture, digitization is favored because of the large amount of culturally relevant information. In the digital design and construction of landscape, based on the teaching idea of "comprehensive application, effective practice", the interdisciplinary knowledge of general bionics, interactive digital design, adaptive environmental science, mechanical design and manufacturing, and materials science is creatively applied. Integrating into the process of digital design and construction, it has initially formed a technology based on self-generation of form, human-computer interaction technology, and further environmental performance analysis technology. Spatial modeling is expressed by the two-dimensional hand-painting, which tests people's spatial thinking ability. The transformation of spatial modeling into two-dimensional graphics will be limited in terms of the observation and

understanding, while the three-dimensional models can express design content more comprehensively than two-dimensional graphics.

Then, we consider listed aspects.

(1) Even partially digitized landscapes have brought further extraordinary experiences to people due to the changing relationship between virtual and real news. Entering its digital world is not only immersive, but also brings a strong visual beauty and a general grasp of landscape culture.

(2) The advent of computer-aided design has brought a new creative experience to designers. Computers are faster and more accurate in data processing is faster and more accurate than the human brain, and through computer language can perform very complex logical operations, and the software software is a collection of many kinds of complex computing instructions, and in traditional architecture design, landscape design in a large number of the repetitive, complex in the traditional architectural design, landscape design, a large number of the repetitive, complex work, through the software corresponding instructions can be can be completed quickly and accurately through the corresponding instructions of the software.

Figure. 2 The Digitalization Demonstration
(https://www.mana.art/article/detail/1652679518283175025#!en)

2.2 The Landscape Design under the Influence of Digitalization

The outline of the urban garden landscape, the shape and the color of the scenery, etc. reflect the artistic feeling of beauty. We use different design ideas for different types of landscapes, and adapt measures to local conditions and times, which is conducive to the formation of differences in landscape spatial forms and cultural content, and creates a variety of landscape types and diversified forms of beauty; this is in line with people's understanding of the complexity of the environment as the characteristics of the demand and the trend of the diversification of aesthetic standards are also the material reflection of the people's diverse life content, reflecting the inclusiveness and dynamic development of culture.

The cultural nature of the landscape should meet the cultural needs of the public, raise the awareness of public participation, refer to the public public opinion, to create a civic landscape; and should not be only the aesthetic preferences of individuals and the expression of their will. The cultural expression of the landscape should be subjective and the subjectivization and rightsizing of cultural expressions in the landscape are not conducive to the healthy development of the landscape and the modernization of culture.

Landscape design is the embodiment of the artistic beauty, scientific beauty and social beauty. In the design of modern garden landscape, the first priority is to ensure that the design conforms to the modern landscape style, so that the garden landscape has a good aesthetic function.

3. CONCLUSION

Landscape design under the influence of the digitalization is studied in the paper. The cultural expression of landscape design is conducive to the protection of the uniqueness and diversity of the landscape, but the way and true meaning of the cultural expression does not lie in the reproduction and continuation of traditional forms, but in the current self-cultural cognition and innovation. This paper gives the novel ideas to the digitalization. In the future, the further discussions will be considered.

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Realization of Deep Integration of Information Technology and University Education Development

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Abstract:Realization of deep integration of information technology and university education development is the key focus of this paper. We should then consider establishing a specification for the construction of digital resources for continuing education and a certification system for online education courses promote the establishment of a co-construction and sharing mechanism for high-quality digital education resources, and provide high-quality digital education resources for all types of learners in the whole society. This paper gives the novel ideas to consider the deep integration of information technology and university education. The details are discussed and application scenarios are considered as well.

Keywords: University education; education development; information technology; deep integration; intelligent model

1. INTRODUCTION

Modern college students live in a society that is extremely rich in the materials. The social environment is relatively complex, and there are certain differences in the character formation, consciousness formation, and also psychological formation. Formation is particularly important, and the pursuit of self is an important manifestation of this period: it is easy to form self-centeredness, less consideration for the needs and feelings of others, and some even become selfish. Under the conditions of the market economy, people's pursuit of material wealth is becoming more and more obvious, and university education has also become an excessively utilitarian pursuit [1-5].

Hence, the challenges are:

(1) Compared with the past, the evaluation methods of the university teachers are more index-based. Under the pressure of rigid academic indicators, today's university teachers are oriented by scientific research results, and do research purely for the sake of scientific research, so it is naturally difficult to do research independently and freely.

(2) The education of people should focus on the whole person. While developing one ability, it is important to take into account other areas of competence. If there is a one-sided emphasis on one area, its development will be out of the balance will be lost, leading to deformities. If some potential abilities of human beings are not developed and exercised If some potential abilities are not developed and refined for a long time, their functions will be lost, and the extreme development of this one-sidedness will cause one's If this one-sidedness is taken to an extreme, one's mind will be damaged.

(3) Education is the foundation to improve the gratitude consciousness of contemporary college students, and it is necessary to hold tightly to the important link that affects the formation and development of the college students' sense of gratitude should be grasped tightly. We should grasp the important link that affects the formation and development of the thanksgiving consciousness of college students, and carry out thanksgiving education among all the college students through their families, schools and all aspects of society, and instill the traditional virtues of the traditional virtues of the nation are constantly instilled into the minds of all college students, so that they can be awareness and enhancement of gratitude consciousness.

We should then consider establishing a specification for the construction of digital resources for continuing education and a certification system for online education courses promote the establishment of a co-construction and sharing mechanism for high-quality digital education resources, and provide high-quality digital education resources for all types of learners in the whole society. Continue to develop online education in vocational schools, improve adult correspondence education by means of informatization, and explore a high-level open education model with Chinese characteristics. In the figure 1, the trend is demonstrated.

Figure. 1 The University Education Development Trend
(https://www.researchgate.net/figure/The-proposed-Organizational-Development-Model-ODM-for-the-higher-education_fig2_273910999)

2. THE PROPOSED METHODOLOGY

2.1 The Informatization Education Pattern

Education informatization is an important part of national informatization and also has then been incorporated into the overall strategy of national informatization development. The above three aspects that constitute information power, whether it is information technology industry, informatization or information security, ultimately depend on the people to develop, master and operate.

Therefore, education informatization is of great significance to enhance information power and enhance the comprehensive national strength. For the information model, we consider the listed aspects [6-11].

(1) Due to factors such as the long construction period and the difficulty in determining the distance of the construction site, the interior decoration project cannot be synchronized with the actual teaching schedule, and there are certain safety hazards in the on-site teaching at the construction site. In order to make students feel the current work situation better, playing videos in the classroom or video recordings of current construction can solve these problems well.

(2) At present, we have entered an era of informationization. Information technology represented by multimedia and the global Internet is changing our way of living and learning at an alarming rate, and promotes education to be networked, personalized and informatized develop.

The main body of the "educational informatization person" is currently serving teachers and education administrators. It is the basic goal of "humanware" construction to transform them from ordinary educators into or train them into "educational informatization people". It can be seen that the key to the education informatization is teacher education informatization training.

2.2 The Deep Integration of Information Technology and University Education development

The core of humanistic education is to cultivate and enrich the humanistic spirit, not just to acquire relevant humanistic knowledge. Therefore, strengthening humanistic education does not simply refer to the establishment of the humanistic courses, but a multi-faceted and comprehensive approach. Humanistic education can be strengthened mainly by creating a campus cultural atmosphere, setting up humanistic forums, and organizing college students' club activities.

The core of the idea of the humanistic quality education is to require the cultivation of talents to achieve from adaptive growth to creative growth, which essentially clarifies that perfecting personality is the starting point and attribution of education. This positioning requires that we must give up the social tool value of people's adaptation and obedience to society that education emphasized in the past to the intrinsic purpose value of education promoting people's development and the development of people's potential. Then, we provide the following suggestions.

(1) Introducing the new students to the setting, development direction of the major, the main courses and also major characteristics of the major they are studying, the teaching staff of the major, employment situation, etc., to help students stabilize their professional thinking and build professional learning confidence.

(2) Educational alienation is a product of history and has different characteristics and coping strategies in the different periods. The outstanding performance of the alienation of contemporary university education is that the utilitarianism is too serious, and the proper role of education is forgotten. Therefore, this paper believes that based on humanistic care, the problem of alienation in higher education is resolved by strengthening humanistic education and other measures.

(3) To carry out employment education among freshmen, graduates and leaders of employers can be invited to give special reports, and teachers in the employment office of the school can be invited to introduce the situation of economic and social development and talent demand, guide them to make personal development plans according to their own conditions, and help them prepare for their future career and life orientation.

3. CONCLUSIONS

Realization of deep integration of information technology and university education development is the key focus of this paper. Analyzing the problem of alienation in the university education is only to make people look at the real face of education through their understanding of the alienation of university education, reflect on what role education should play in the social system, and give the university education a correct orientation. Then, the educational issues will be applied for the further analysis.

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Research on Ideological and Political Practice Based on Innovation and Entrepreneurship Education Courses in Colleges and Universities

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Abstract:Research on ideological and political practice based on innovation and entrepreneurship education courses in colleges and universities is conducted in this paper. The value of practical activities of entrepreneurship education lies in its contribution to the overall development of society and The degree of satisfaction of the needs of comprehensive human development. Therefore, only by establishing the social value of the individual value of the individual, the personal value of the society, and the self-value of the individual are intrinsically unified. The effectiveness of entrepreneurship education can be improved only by establishing the concept of entrepreneurship education with the inner unity of individual social value, individual value of society and individual self-value. Education is the pillar and foundation of national innovation system, and university education and postgraduate education are the bases for cultivating high-level innovative talents. This paper gives the novel ideas and the detailed discussions are presented.

Keywords: Colleges and universities; entrepreneurship education; courses; ideological and political; practice based on innovation

1. INTRODUCTION

UNESCO pointed out: "Entrepreneurship education, in a broad sense, refers to the development of pioneering people, and it is equally important for people who are paid, because employers or individuals require employees to be successful in their careers. Employers are increasingly valued for their entrepreneurial and independent work ability, technical, social and managerial skills. Based on the analysis on the recent of the related study, listed aspects should be considered [1-4].

(1) Entrepreneurship education should include entrepreneurial awareness, entrepreneurial knowledge, entrepreneurial ability, and entrepreneurial psychological quality. The setting of the teaching content should not only meet the core needs of the majority of the students, but also meet the needs of students' individual development. Entrepreneurship education in higher vocational colleges should focus on cultivating students' basic entrepreneurial quality and ability as the main goal and task.

(2) The professional setting of the higher vocational education should be market-oriented. By reforming content of teaching materials, curriculum setting, and educational methods, efforts should be made to improve education system, continuously improve employability of students, and cultivate compound talents with good professional ethics and psychological quality to better achieve goals of traditional higher vocational education.

(3) Entrepreneurship education is a highly professional job, which requires teachers to have the knowledge of sociology, psychology, economics, management, marketing, law and the other aspects. They should be proficient in the basic theory of entrepreneurship, master entrepreneurial skills, and have the skilled operation and demonstration ability.

However, in general, China's entrepreneurship education is still at the stage of finding a way for college students' employment, and has not been raised to the height of "driving force" of national economic development. Entrepreneurship education in China's colleges and also universities is not widespread enough, and there are no unified requirements for curriculum, teaching requirements and assessment standards, and many cities do not have supporting policies to encourage college students to start their own businesses, which makes it difficult for entrepreneurship education to achieve significant results. In the next sections, the details will be studied and to begin with, the figure 1 shows the sample of the education.
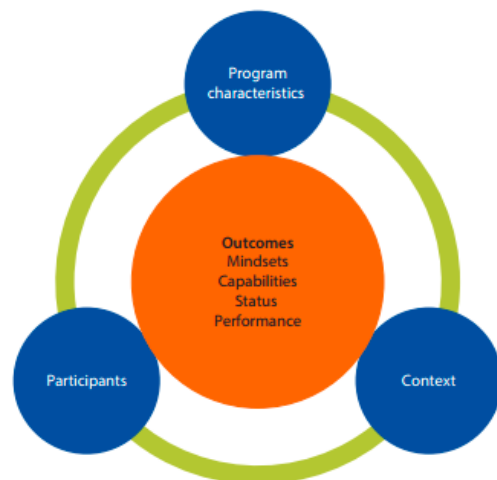
Figure. 1 The Entrepreneurship Education
(https://www.kauffman.org/currents/entrepreneurship-education-and-training/)

2. THE PROPOSED METHODOLOGY

2.1 The Innovation in Colleges and Universities

Education is the pillar and foundation of national innovation system, and university education and postgraduate education are the bases for cultivating high-level innovative talents.

Disseminating knowledge and cultivating innovative talents has also become an important way and goal of the innovative education. In order to cultivate the high quality talents, each higher education institution should, according to the quality education should be carried out throughout the whole process of cultivating talents according to the characteristics and also advantages of the school disciplines to improve the cultural quality of college students, the cultural quality of college.

The quality education should be carried out in the whole process of talent cultivation, so as to improve the cultural quality of college students, the cultural quality of college teachers and the cultural taste of the university itself.

The quality education should be carried out in the process of talent cultivation in order to improve the cultural quality of college students, the cultural quality of college teachers and the cultural taste of the university. "Natural selection" is the law of nature. With the rapid development of the market economy, while the market demand for talents is increasing, the requirements for the quality of talents are also becoming more and more demanding.

The purpose of college employment guidance courses is to help students establish career plans, establish a correct career choice concept, and make them work hard to achieve their career goals during their school days. Therefore, the pressure of social competition is closely related to the employment guidance courses in colleges and universities [5-8].

The greater the pressure, the higher the teaching requirements for employment guidance courses in colleges and universities. Hence, we consider listed aspects.

(1) The construction of the course evaluation system begins with the clarification of assessment indicators. The design of the evaluation indexes should pay special attention to the principle of applicability, that is, the set evaluation index system must be in line with the current reality of the college career guidance courses.

(2) How to make full use of the limited resources to make greater contribution to the development of local economy and society, and how to give full play to their own comparative advantages so as to achieve greater development is a subject worthy of serious discussion and active practice.

2.2 The Entrepreneurial Ideological and Political Education

Under the new situation, establishing a new carrier of the ideological and political education and establishing socialist core values is one of the ways to deal with the challenges of ideological and political education in the higher vocational colleges. For entrepreneurship education in colleges and universities to be effective, it is necessary to improve the educational resources to then meet the material needs of the educated. First, strengthen the construction of the teaching staff and improve the professional level of the teaching staff. The construction of teaching staff is the most critical factor for the success of entrepreneurship education.

The teachers needed for entrepreneurship education should be entrepreneurs and scholars with the entrepreneurial passion, entrepreneurial ability and entrepreneurial practice. Because of this, organically integrating the quality education of the planing industry and the course of "ideological and morality" has special practical significance and far-reaching influence on cultivating the entrepreneurial quality of college students integrity opens up new avenues and is a valuable exploration. Finally, strengthen school-enterprise cooperation and increase the practice base of entrepreneurship education. To realize entrepreneurship education, in addition to professional faculty and strong financial support, there is also a need for realistic space to act out entrepreneurship education. This is the need for a good support of the social system environment, and the support of enterprises is the support of enterprises is an important force in the social system environment.

3. CONCLUSION

Research on ideological and political practice based on innovation and entrepreneurship education courses in colleges and universities is conducted in this paper. It is generally believed that "ideological and political education refers to the use of certain ideological concepts, political concepts and moral norms by a society or social group to exert a purposeful, planned and organized influence on its members, so that they can form a form that conforms to a certain society or a certain class. The ideological and moral social practice activities required." This paper gives the novel ideas for the analysis.

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Research on the Cultivation Plan of College Students' Autonomous Learning Ability Based On Blended Teaching Mode

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Abstract:Research on the cultivation plan of college students' autonomous learning ability based on blended teaching mode is the main focus of this paper. Self-directed learning is actually metacognitive monitoring of learning It is a process in which students proactively adjust their learning strategies and efforts according to their own learning ability and the requirements of the learning task. The process of Self-directed learning requires individuals to have conscious awareness and response to the questions of why, whether, what, and how they learn. and how to learn. In the process of the teacher-student interaction, learning feedback and online mutual evaluation are the main ways for teachers and students to communicate. We give the new suggestions of improving the performance.

Keywords: Blended teaching mode; autonomous learning; learning ability; college student; cultivation plan

1. INTRODUCTION

Primary responsibility for learning has shifted from teachers to students, and also curriculum has shifted to place more emphasis on learner-centredness. The reshaping of the roles of teachers and learners has drastically changed the long-held pattern of the distribution of rights and authority in traditional pedagogy. What is autonomous learning? What are its essential characteristics? This is the first question that must be answered in the study of autonomous learning. In this regard, the views of several representative learning theories in the west are different.

The Villelu School represented by the Vygotsky believes that autonomous learning is essentially the verbal self-directed process, a process in which individuals use internal speech to actively regulate their own learning. For achieving this, we should be focused on listed aspects.

(1) Self-directed teachers regard students as explorers, and the role of teachers is almost all of the helpers. The teaching arrangement is completely revolving around allowing students to explore and draw their own conclusions [1-4].

(2) Learning is the understanding meaning; Learning is an explanatory process aimed at understanding reality; Learning is a form of personal change. Autonomous teachers view learning as a form of personal change, which helps to select learning activities with personal significance.

(3) Learning strategies are special thoughts or behaviors that learning subjects use to help them understand, learn, or retain new knowledge. Their definitions are basically consistent with Wenden's interpretation. That is, learning strategies are what learners use to learn a new language and also manage ideas or implementation steps towards this goal.

Especially, the blended teaching mode is essential. Students mainly study in the whole teaching activities, group study and independent study become the main way for students to study, and they are also accompanied by the related achievement presentation and self-assessment.

In the process of the teacher-student interaction, learning feedback and online mutual evaluation are the main ways for teachers and students to communicate. In the figure, the sample scenario is demonstrated and in the next sections, the proposed ideas will be discussed [5-9].
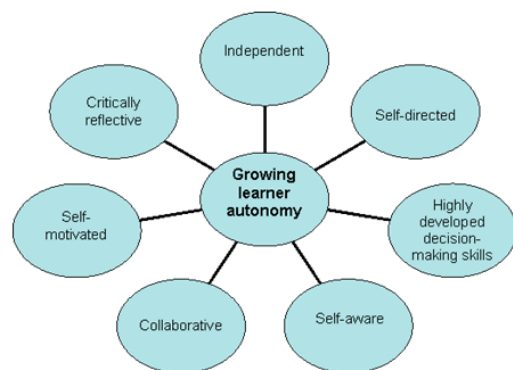
Figure. 1 The Autonomous Learning Scenario
(https://steemit.com/steemiteducation/@mistamistong/the-challenges-faced-by-teachers-in-promoting-autonomous-learning-models-2017919t215353735z)

2. THE PROPOSED METHODOLOGY

2.1 The Discussion of Blended Teaching Mode

How to fully reflect the active participation of online learning, and how to give full play to the guiding role of teachers or experts, the influence of personality, and the penetration of learning and research methods have become issues of the common concern. Blended learning is mainly the fusion of the classroom learning and online learning. In the blended teaching, the introduction of the curriculum is particularly important. Generally speaking, curriculum introduction means that teachers and students should communicate the learning objectives and learning methods of the curriculum in a certain way, so that teachers and students can understand the teaching objectives of the curriculum, the network, the organization of

classroom learning activities, learning support methods and examinations with the consensus on the evaluation method. We can understand blended learning as the effective mixing of various learning media, learning media, learning modes, learning environments, and learning content, and the effective mixing of online learning and traditional classroom learning. We can understand blended learning as an effective mixture of general various learning media, learning modes, learning environments and learning contents, and the combination and complementarity of online learning and traditional classroom learning. It can optimize the integration of learning resources and improve the learning effect [10, 11].

The combination of online learning and traditional classroom learning can optimize the integration of learning resources and improve the learning effect. Therefore, blended learning is to give full play to the complementary advantages of traditional education and modern education in teaching and learning, which needs to be promoted. It is believed that the blended teaching will play an important role in future teaching.

2.2 The Cultivation Plan of College Students' Autonomous Learning

The topic selection of research classroom learning is based on the expansion of the topic of the textbook learning, requiring students to expand and apply what they have learned on the basis of mastering the basic knowledge and skills, and build a new knowledge and skill platform.

Its scope is extremely broad, not only in the classroom, but also outside the classroom. Teachers should pay attention to the life-oriented content selection on the premise of teaching materials. Because only by being close to the reality of the students and social life, can the learning content be full of the breath of the times, and students can have the impulse and desire to learn. We focus on listed aspects.

(1) Self-monitoring refers to a kind of observation, review and evaluation conducted by students for their own learning process; self-direction refers to students adopting behaviors that lead to the learning results, including making learning plans, choosing appropriate learning methods, and organizing the learning environment. etc.; Self-reinforcement refers to the process in which students reward or punish themselves according to the learning results, so as to then facilitate the maintenance or promotion of positive learning.

(2) In the practice of inquiry, students have active thinking, show personality, mental development, skill improvement, and vision expansion, which effectively promotes their creative spirit and independent thinking ability. Open inquiry learning organically combines students' innovative spirit with practical ability, which plays a great role in further improving students' English literacy.

(3) When a learning task is presented, students need to understand that the learning experience has a deeper meaning than just the immediate purpose. and that the core student understands the intent of the learning task, ensuring that the student understands exactly what is required of him or her so that Students will engage in the task in a self-directed and focused manner.

In short, we must always adhere to the teacher-led, student-centered approach in teaching, pay attention to each student, stimulate their interest in learning, and let students stimulate students' subject consciousness through general perception, experience, practice, participation and cooperation.

3. CONCLUSION

Research on the cultivation plan of the college students' autonomous learning ability based on blended teaching mode is studied in the paper. Self-determination means that individuals can make self-evaluation of their own learning behaviors, and adjust the intensity and direction of their own learning behaviors on the basis of the evaluations. When necessary, they can obtain learning results with the help of others. This paper gives the novel suggestion for improving the overall performance.

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Exploration on the Blended Learning Mode Of Physical Education Teaching In Colleges and Universities Under the Background of Internet +

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Abstract:Exploration on the blended learning mode of physical education teaching in colleges and universities under the background of Internet + is studied in this manuscript. We should organize various activities for students to observe classes or focus on teaching and training, so that physical education teachers can raise their awareness, popularize traditional national physical education teaching methods, and truly inherit and spread the cultural treasures of our country. For example, Skinner's procedural approach to the teaching, Skinner found through experiments. Animal behavior can be formed using the method of gradual reinforcement of operant conditioning reflexes. This paper gives the novel ideas regarding the blended learning mode of physical education teaching in colleges and universities under the background of Internet +.

Keywords: Internet +; blended learning; physical education; teaching; colleges and universities

1. INTRODUCTION

The new teaching mode is based on deduction, which shows that the changes in teaching theory and research methods are mostly based on some modern theoretical frameworks. On the basis of the framework, and through deductive reasoning, the corresponding teaching mode is then derived. Therefore, the development of teaching practices to a new level will promote the development of advanced teaching models.

For example, Skinner's procedural approach to the teaching, Skinner found through experiments. Animal behavior can be formed using the method of gradual reinforcement of operant conditioning reflexes. Physical education is an activity in which students are directly involved in teaching and learning with their bodies. activities, which will basically take place outdoors with the teaching practices.

How can we make students enjoy the hard, repetitive How to make students enjoy physical education in the process of hard and repeated practice? To get the improvement of quality. It is necessary to strengthen ideological education, to strengthen motivational motivational teaching evaluation, and to do everything possible to make students gain the success of the experience, so that they have a strong interest, and can To make students "happy with suffering". From the perspective of self-organization theory, physical education is obviously not a simple system under the deterministic scientific view, and the nonlinear relationship among its internal elements is interrelated and mutually supported, which makes it show obvious complexity characteristics. Chaos research reflects on and interprets the physical education system [1-4].

The aim is to gain a deeper understanding of the complexity in physical education and to explore a purpose of this study is to understand the complexity of the physical education and to explore a way to use this complexity to then drive physical education to a higher level of the purpose of this study is to gain insight into the complexity of physical education and to explore a path that uses this complexity to drive the physical

education to higher levels of self-organized evolution. In the figure 1, the scenario is defined.

Figure. 1 The Physical Education
(https://blog.petrieflom.law.harvard.edu/2021/12/14/physical-activity-and-physical-education-after-the-cal200-litigation/)

2. THE PROPOSED METHODOLOGY

2.1 The Internet and Sports

The teaching mode under the new situation of online teaching not only conforms to the spirit of the "Outline" of the Ministry of Education, but also has good teaching effects. We will use scientific methods to then investigate, analyze and study the application of Internet teaching in physical education.

Currently, we are facing with listed challenges [5-8].

(1) The realization of network teaching of college sports must depend on the education network, but in the process of actual network teaching, schools have not paid enough attention to the construction of sports network. Colleges and universities, as the units with the highest degree of the Internet penetration, will inevitably change the way of learning, life style and way of thinking of students in the process of using the Internet, and sports, as an important subject, will also be affected.

(2) Since the construction of the Internet teaching model requires the use of various hardware and software facilities, this process consumes a lot of cost and funds. Colleges and

universities are limited by funds, and their investment in the online physical education teaching is insufficient.

Therefore, we believe that mobile Internet learning refers to a learning method that makes use of the modern digital communication devices (such as smart phones, mobile phones, handheld computers, etc.) to let learners get rid of time and space limitations and learn anytime and anywhere, so as to achieve personalized learning and the lifelong learning. We should then follow listed aspects.

(1) Teachers should let students understand the importance of participating in sports learning, form good scientific values, and make effective plans for sports learning: fully affirm the role of the Internet in teaching, and then correctly analyze the problems in the process of sports online teaching.

(2) The establishment of a sports teaching website requires the cooperation and cooperation of professional teachers from multiple projects, and strive to enrich the teaching content according to the design requirements of the website.

(3) Pay attention to the collection and arrangement of new technologies, new knowledge, and new methods, and update the teaching content and information provided in a timely manner.

(4) At the same time, in the era of mobile Internet, the evaluation method of teachers' physical education is no longer mainly oral and written, but mainly digital. Teachers reflect students' recent learning conditions through the network platform, and students can check them out at any time. The evaluation related to oneself breaks through the limitation of the classroom communication, and teachers can quickly give answers to students' doubts, which makes it easier to help students learn physical education.

2.2 The Exploration on the Blended Learning Mode of Physical Education Teaching

In the process of physical education, we should pay attention to the personality and characteristics of students, make good use of emotional teaching methods, and combine them with various teaching methods to give full play to the role of the emotional teaching. Physical education is a way to break the limitations of the classroom. To organize physical education from a long-term perspective. Through the corresponding sports knowledge system, the cultivation of various emotions and emotions, improve students' awareness of the sports, and make students become a positive person.

Actively participate in the main body of sports activities, and develop a good awareness and habit of lifelong sports is essentail for the development. Based on hybrid intelligence Based on the theory of hybrid intelligence, the school-based curriculum is developed for the purpose of focusing on the physical education and cultural connotations of the curriculum cultural connotation, adapting the curriculum content to new developments and new achievements, mainly including the main contents of curriculum include: linguistic intelligence, logical and mathematical intelligence, interpersonal content, physical intelligence, and the visual intelligence, the physical intelligence, visual intelligence. Hence, we consider the list of the aspects for analysis.

(1) In sports, any one is produced under a specific national cultural background, produced in a certain historical stage, developed in the process of historical development, gradually developed and matured, and has the core national style and national style of the nation. style, which is an integral part of the national traditional culture.

(2) The concept of inevitability has a profound impact on physical education, and it pushes the understanding of the laws of physical knowledge or skill system to the only center of physical education. For physical education teachers who hold traditional concepts, these laws are objective, inherent, and cannot be changed or created. The only thing students need to do is to try to understand and learn these laws and to guide physical education life according to them.

3. CONCLUSION

Exploration on the blended learning mode of the physical education teaching in the colleges and universities under the background of the Internet + is studied in this manuscript. Carrying out ethnic traditional physical education in schools, on the one hand, can enrich the education system of school physical education, effectively enhance students' physique, on the other hand, it can also carry forward national culture and cultivate students' national consciousness, national spirit and patriotism. In the next stage of the study, the further discussions will be conducted.

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Governance Mode and Formation Mechanism of Continuing Education in Colleges and Universities from the Perspective of Stakeholders

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Abstract:Governance mode and formation mechanism of continuing education in colleges and universities from the perspective of stakeholders is studied in the paper. Continuing education is a kind of post-degree education, which is the extension and development of academic education; its main body of learning is adults, and it is a lifelong learning activity for social members who have received a certain degree of education or vocational education. Strengthening the technological innovation of enterprises is an important link to enhance the competitiveness of enterprises, and participating in the technological transformation of enterprises and developing new products and processes is an important content of university-industry research cooperation. Hence, this paper gives the novel ideas for improving the educational performance.

Keywords: Perspective of Stakeholders; Colleges and Universities; Continuing Education; Governance Mode; Formation Mechanism

1. INTRODUCTION

Since the founding of the People's Republic of China 60 years ago, our country's continuing education has made great progress, achieved brilliant results, and played a huge role in promoting national economic and social development in all the aspects. With the gradual completion of general academic compensation education and the national education policy adjustment, the demand of society for the college continuing education has also has then changed, i.e., from the previous demand for academic certificates to nowadays, the demand for technical ability is the main demand.

General colleges and universities must change their concepts, reposition themselves, and fully understand the needs for technical ability [1-5]. The concept and repositioning of general colleges and universities must change and fully understand the importance of accelerating the development of the continuing education and the urgency of changing the development mode. The university must change its concept, reposition itself and fully understand importance of accelerating the development of continuing education and the urgency of changing the development mode. In-depth study and exploration.

We should change from focusing too much on the academic education to vigorously developing non-academic education to meet the needs of the economy.

We should change from focusing on academic education to developing non-academic education to meet the demand of the talents for economic development demand. Institutions of higher learning are not only important places for disseminating knowledge, cultivating talents, carrying out knowledge innovation and incubating high-tech enterprises, but also the only institution that can apply knowledge and information dissemination and innovation to the whole process of production. Colleges and universities have first-class scientific research talents and technologies, which are radiation sources of the high-tech. Therefore, it is the best shortcut for enterprises to realize technological innovation and transform scientific research achievements into general real productivity by taking advantage of the human resources,

intelligence and scientific research resources of colleges and universities and using continuing education as an intermediary to realize the cooperation between colleges and enterprises. In the figure 1, the sample is presented.
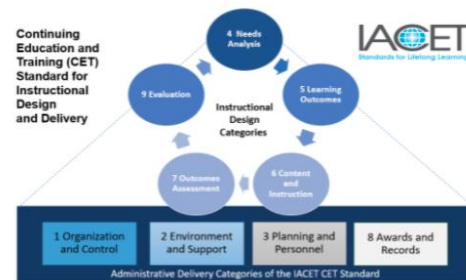
Figure. 1 The Continuing Education
(https://www.iacet.org/standards/ansi-iacet-2018-1-standard-for-continuing-education-and-training/)

2. THE PROPOSED METHODOLOGY

2.1 The Continuing Education in Colleges and Universities

With the advancement of the science and technology, the acceleration of social change, and the rapid update of knowledge, educators should transmit new knowledge content to social practitioners in a timely manner [6-12].

The main methods are as listed follows: people engaged in continuing education organize teachers to sort out, synthesize and discuss new knowledge content, and evaluate whether such knowledge is necessary as continuing education content, and when necessary, report to relevant departments.

Once approved, a teaching plan will be developed and also then implemented. The implementation can be in the form of the form of bringing the participants together to learn or teaching on the Internet, or be implemented in the other forms, and after the new knowledge education is popularized, then the effect of this education.

After the new knowledge education is popularized, the effect of this education content will be evaluated, and the economic and social benefits will be seen in the near future. After the new knowledge education is popularized, the effect of this education content will be evaluated, the economic benefits will be seen in the near future, the social benefits will be seen in the far future, and the experience will be summed up to expand the scope of education. Hence, we should focus on the listed aspects.

(1) Scientific positioning is the primary issue of education development. Research on the management model of the continuing education. One of the key objectives of the study is to solve the problem of scientific positioning of continuing education, from the importance of adhering to the scientific positioning, how to adhere to scientific as the importance of scientific positioning, how to adhere to scientific positioning, and the problems that need to be paid attention to in order to adhere to scientific positioning.

(2) We will explore the connotation of the theoretical level from several aspects, such as the importance of adhering to scientific positioning, how to adhere to scientific positioning, and the problems that need attention in adhering to scientific positioning.

(3) The professionalization of the college teachers is a requirement for the professional development of college teachers, an important platform for improving the social and professional status of college teachers, and an important guarantee for improving the quality of school teaching and deepening the reform of colleges and universities.

2.2 The Perspective of Stakeholders

University stakeholders are those individuals or groups that can influence or be affected by the realization of the general university strategy, including the faculty, government, administrators, students and their parents, alumni, creditors, employers, other universities, and community, etc. In general, theoretical research on stakeholders has made great progress and has served as a guide to the governance practice of the universities. However, the current research still needs to be deepened. To date, only a few scholars have conducted field research on the interests of university stakeholders, but no researcher has yet addressed the issue of how to realize the interests of university stakeholders. In fact, each university has different stakeholder groups and their interests are vary and change with time, information, environment, and other factors.

In fact, each university has a different group of stakeholders, and their interests are different, and change with the time, information, and environment. The limited resources of universities require that in the face of the different interest requirements of many stakeholders, resources should be allocated as reasonably as possible, in order to achieve a balance among various stakeholders.

Different types of the stakeholders have different ways of realizing interest requirements for the university, and there are differences in the degree of emphasis on the realization methods of various interest requirements.

3. CONCLUSION

Governance mode and formation mechanism of continuing education in colleges and universities from the perspective of stakeholders is studied in the paper. General colleges and universities must change their concepts, reposition themselves, and fully understand the needs for technical

ability. We give the novel suggestions for improving the quality.

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Construct of Racial Cultural Identity in Dramatic "Reversal"

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Abstract:Aristotle expounds in his Poetics the function of "reversal" in producing twists and turns of drama plot. The expounding is however confined to its formal function. In the tragicomedy "A Raisin in the Sun", the playwright Lorraine Hansberry breaks through the confinement and employs creatively "reversal" as a link to connect the "explicit" plot with the "implicit" cultural context. Hansberry uses the main characters' reversal of fate in the explicit plot to bring forth the value narrative in the implicit cultural context. Reversal urges the characters to forsake the values of white oppressors and to reclaim the root of African American culture so that they are on the right track to construct their racial cultural identity.

Keywords: Reversal; "explicit" plot; "implicit" cultural context; value narrative; construct of racial cultural identity

"A Raisin in the Sun" is considered to be the first naturalistic and realistic depiction of black characters and their struggles. Lorraine Hansberry adopts an objective tone throughout the work, describing a black American family whose members struggle to find their cultural identity and realize their dreams. Set in 1950's America, the play reflects the racial conflict between black and white. In this context, the Youngers confront the adversity, and try hard to find and construct their own racial cultural identity.

Throughout the whole work, there are two plots in the form of shock waves. The first shock wave is the "explicit" plot clue of the whole play, which indicates the characters' situation. The other is an "implicit" plot clue, which goes hand in hand with the "explicit" one and takes on a completely opposite trajectory. The implicit plot is the core of the play. It represents a change in the cohesion of the Youngers. This cohesion is held together by black family traditions and black racial and cultural identity. It peaks at the death of the father. With the settlement of death benefit later, family members begin to part ways. The cohesion falls to the lowest point. When the Youngers closely unite to resolutely face adversity and take their first step to struggle in the end, the strength of the family is at its highest. The family members have also got the answer to the question: "who are we?". The whole drama then reaches the climax.

1. Plot Arrangement of the Play

According to the drama theory, "A Raisin in the Sun" (hereinafter referred to as "A Raisin") combines the characteristics of tragedy and comedy. The main characters of the play are ordinary and humble. However, facing social pressure, failure, suffering and even death, they all show the courage of resistance, which is the uncompromising spirit of tragedy. In addition, "A Raisin" also contains comedy effect. The heroes of the play struggle with their fate, and have the possibility to overcome it, which is the characteristic of tragicomedy.

In his great book Poetics, Aristotle summarizes the characteristics of tragedy. In his opinion, "tragedy is an imitation of an action."[1] Through the action, the work presents a series of tragic events and then presents the tragic effect. The tragic effect means that the tragedy can make the

audience appreciate the vicissitudes of life, produce pity for the fate of the hero in the play and fear that they will suffer the same fate, so that the emotion can be cathartic. He also believes that the plot is the imitation of the character's action, which is actually the arrangement of a series of events that the tragic character experiences. In tragedy, the tragic effect is presented through the plot. The plot of a good tragedy must be complex. According to Aristotle, a complex plot is one in which the change of the tragic hero's fate involves either reversal or discovery or both.[2] Reversal is an indispensable element for a tragicomedy as well. It generally takes on a "interlace of sadness and joy".[3]

The first explicit plot clue of "A Raisin", that is, the situation of the characters in the play, reveals the tragic fate of the protagonist through the technique of reversal of the plot arrangement. Lorraine Hansberry creatively applies "reversal" to lead from the first "explicit" plot clue to the second "implicit" cultural context, the change in the cohesion of the Youngers. This change is exactly the process of awakening and constructing the racial and cultural identity of the family.

2. "Reversal" and Its Function in the Play

Aristotle discusses the definition of "reversal" in his Poetics. In his view, "a reversal is a change to the opposite in the actions being performed."[4] As mentioned above, plot is the imitation of the character's actions and an arrangement of events. Therefore, "reversal" is a sudden turn of the character's circumstances, especially a change from good to bad, presented by actions and arrangement of events in plot.

As for the function of "reversal", Aristotle does not discuss it systematically in Poetics, but only uses it to highlight the suffering of the protagonist. Generally speaking, "reversal" is mainly used to create the twists and turns of the plot and produce dramatic effect. This is the function of "reversal" in terms of form and structure. In the "reversals" of "A Raisin", the protagonists experience rollercoaster-like effects, and let the audience feel that "people are always fooled by the god of destiny".

In terms of the first plot clue, the Youngers experienced two great reversals. The first one came when the family was devastated by the sudden death of their father. This is also the first trough of the shock wave. The second reversal occurred

in the second trough of the shock wave and consists of two small reversals superimposed together. The family, who had just recovered from the grief of their father's death, received a generous life insurance payout. The family began to regain hope, but two successive small reversals shattered their dreams. The first one is that the eldest son Walter secretly invested with part of his father's death benefit, but finally lost every penny. The money was to pay for the youngest daughter, Beneatha, to attend medical school. However, misfortunes never come singly, and a second reversal almost followed. The mother, Lena, had considered using some of the money to buy an apartment in a better neighborhood so the family could move out of Chicago's slums. Everything was ready, and they were prepared to move. But the white community refused to let the black family in. Carl Lindner, a representative of the community, came to show his hand, promising to pay the Youngers three times the price of the house if they did not move. At this point, the family's hope for the good was mercilessly trampled by racism. The Youngers' fortunes followed suit, and then hit rock bottom.

In comparison to the first plot clue, the second one is hidden under the surface. It is the trajectory of the Youngers' family cohesion, based on their black cultural identity. The author uses the explicit plot clue, which is marked by two great reversals, to introduce the implicit plot clue with the theme of African-American racial cultural identity. It is reflected in the fact that although the Youngers were treated unfairly, they still found the basis of the black family's foothold in American society, which is the racial and cultural identity of African Americans. Identification is "constructed on the back of a recognition of some common origin or shared characteristics with another person or group, or with an ideal, and with the natural closure of solidarity and allegiance established on this foundation."[5] This identification process is arduous. As Stuart Hall puts it, identification is "a construction, a process never completed - always 'in process' "[6]

As black people, the Youngers' racial and cultural identity is their weapon in their struggle against the reversal of fortune. The reversal in the play is a catalyst. Although it is the source of the family's suffering, it is also a formal technique of reversal to "express and deepen the theme and ideological connotation of the play".[7] In "A Raisin", the reversal transcends the formal function of creating the tragic fate of the protagonist. Moreover, it is also a key means for the author to express the importance of the construction of black cultural identity in the face of adversity.

3. Text Analysis

The story takes place in the 1950s.The Youngers live in a slum on the south side of Chicago. They, like many other black families, did not enjoy the benefits of the postwar boom. Although segregation had been legally abolished, black people still suffered from white people's exclusion and discrimination under the pretext of "separation but equality". While affluent white families were fleeing the cities (white flight)[8], many blacks remained trapped in cramped, crowded, run-down slums, struggling for a meager living.

At the beginning of the play, the first reversal in the "explicit" plot clue occurs. The sudden death of his father is a major blow to the family. "Money" becomes the most sensitive topic in the family. Especially for black families, when money is gone, everything is gone. At their wit's end, the family received a handsome sum of money from their father's life insurance. This sum of money improved their lot. The

trajectory of the first plot begins to rise and then reaches its climax. At this point, everyone in the family began to regain confidence. But the truth is that the family members had their own agendas around money. The youngest, Beneatha, wanted to use the money to finish college and eventually become a doctor and live a prosperous life. The elder son, Walter, wanted to use money to invest in his business, and to support his family. Although mother Lena did not make a clear commitment, but she wanted to use part of the money to buy an apartment as a down payment, and let the family move out of the slum. Money helps solve the emergency, but it also makes the family fall apart. Family members' argument on money reflects the weakening cohesion of the family. This is also the development trajectory of the "implicit" plot clue in this process. More importantly, it reflects the conflict between family members' different values. Some of these values are the cause of the weakening of family cohesion, but also the root cause of the confusion in the construction of family identity. They are the ones that the author wants to get rid of through this play.

Beneatha is taken good care of by the family. The family has been working hard to afford her schooling. Beneatha, who seemed to have grown accustomed to such affection, was not impressed. After learning about the compensation, she and Walter broke out in an argument. Here's the conversation:

Walter: You know the check is coming tomorrow.

Beneatha: That money belongs to Mama, Walter, and it's for her to decide how she wants to use it. …

Walter: Now ain't that fine! You just got you mother's interest at heart, ain't you, girl? You such a nice girl—but if Mama got that money she can always take a few thousand and help you through school too—can't she?

Beneatha: I have never asked anyone around here to do anything for me!

Walter: No! And the line between asking and just accepting when the time comes is big and wide—ain't it![9]

Beneatha has always prided herself on being an educated and independent woman. She has a dismissive attitude toward the traditional black woman who hovers around the pot all day. Deep down, she seems more attuned to the values of the white middle class, the idea that if you work hard, you can earn a decent living. For this, she can sacrifice the affection between the family members.

Beneatha is not the only one affected by the compensation. Walter also clashes with his family, especially his mother, over the money. As the only adult male in the family after his father's death, Walter becomes the pillar. However, there is always an insurmountable gap between the beautiful ideal and the cruel reality. Walter thinks he can barely support his family on his small income. He feels very desperate and even afraid that his wife would run away with someone else. Walter is talking to his mother about his job in the following:

A job. Mama, a job? I open and close car doors all day long. I drive a man around in his limousine and I say, "Yes, sir; no, sir; very good, sir; shall I take the drive, sir?" Mama, that ain't no kind of job … that ain't nothing at all.[10]

Walter knows very well that it is impossible for a black man to get ahead in such an environment. One reason is that they are rejected by the white majority. The other is that they have no money and have to live from hand to mouth with money in their pockets.

Speaking to his son Travis about the life he hopes to lead, Walter goes:

Rich people don't have to be flashy … though I'll have get something little sportier for Ruth—maybe a Cadillac convertible to do her shopping in … And I'll come up the steps to the house and the gardener will be clipping away at the hedges and he'll say, "Good evening, Mr. Younger." And I'll say, "Hello, Jefferson, how are you this morning?" … and we'll go up to your room to see you sitting on the floor with the catalogues of all the great schools in America around you … Just tell me where you want to go to school and you'll go. Just tell me, what it is you want to be—and you'll be it.[11]

In this passage, Walter expresses his longing for the white middle class life. The imagination of all this is a desire for wealth. In Walter's view, only wealth can turn a family around.

Then, when Walter learned that the family could get his father's life insurance, he and his mother broke out a fierce conflict. Mother totally disagreed with Walter's plan to invest in liquor stores. For Walter, money is life.

At this point, the "explicit" plot clue and the "implicit" one develop in opposite directions. The former, because of the compensation money, turns the family's situation from despair to hope. On the other hand, the money threatens to tear the family apart, and the cohesion of the family plummets to near zero.

At the same time, a second reversal occurs in the "explicit" line, including two small ones. The first is that Walter's investment failed, and the second is that the idea of moving met with hostile rejection from the white, racist residents of the community. Hopes of a better life for the family were dealt a blow. The desire for money and a mainstream white lifestyle has not prevented them from falling from their previous peaks to their lows. When money is gone, the family is no longer united.

Thus, the money brought by the first reversal does not save the family. The author uses reversal as a formal technique to present the first theme in the "implicit" line. That is that the black family tradition can play a great role in coping with adversity. And the family is an indispensable element of the black American racial and cultural identity.

In that money was swindled out, the family became nearly devastated. At this time, it was the mother who persuaded the family to have courage. In the end, the mother bravely made the decision not to give in to the evil forces and insisted on moving out of the slum. This is because mother always believes that the family is all they have for them to survive in American society. "The love of the family that has been passed down for generations among African Americans has been a powerful force"[12]. This has enabled them to fight adversity and racism.

The author further answers the question of what it means to be an African American with another theme, which is introduced by reversals as well. Values of the family members parted ways under the first reversal. Conflicts ensued. As mentioned earlier, Beneatha and Walter both strongly believe that money is everything. They strongly identify themselves with the materialism and consumerism that pervades mainstream society. The mother believes that family, faith and freedom are always more important to blacks. As shown later, mother's values are proved correct.

The second reversal brings home to the Youngers that blacks could not have freedom even if they had money. In the process of the second reversal, apart from the mother, there is another character who plays a key role in the construct of the racial cultural identity of the family. He is Asagai. Asagai helped the Youngers, especially Beneatha, see the confusion and error of their values.

Asagai is a student from Nigeria. He is Beneatha's classmate. The man is proud of his African identity. He criticized Beneatha, a black American who claimed to reject assimilationism. "Assimilationism is so popular in your country,"[13] he told Beneatha. As LeRoy Jones argues, the so-called "assimilationism" refers to the blacks (especially the middle-class blacks) who desire "not only to disappear within the confines of a completely white America but to erase forever any aspect of a black America that had ever existed."[14] And the "assimilationism" can directly leads to the confusion in the construct of black identity.

After the second reversal, the Youngers became almost despondent. At this point, Asagai pointed out that Beneatha's self-proclaimed "independence" is false. Beneatha and her family only built their future on money and the mainstream lifestyle. Besides, Asagai also offered another choice. He believes that black Americans should return to their African roots.

By this time Beneatha was awake. She was the assimilationist she despised. She concludes that assimilationist is "someone who is willing to give up his own culture and submerge himself completely in the dominant, and in this case oppressive culture!"[15] Therefore, she immediately broke up with her black boyfriend, George Murchison. This man cherishes the values and lifestyle of the white majority and reduces the splendid civilization of his African ancestors to "some grass huts"[16]. Beneatha realizes that she is not white, but a black woman from a black family. Beneatha also rejected Asagai's offer to return to Africa. She thinks the idea of returning African Americans to Africa is too "idealist"[17]. Africa for African Americans is no longer an option but a cultural legacy. For they have become too intertwined with the soil where they now live.

Two reversals led to the Youngers' epiphany. In the first one, they forgot who they were, which led to the subsequent tribulations. In the second one, they began to wonder who they really are. Now, they have a clearer understanding of these questions. Through reversals, the author creates a tragic effect, and presents the family's separation and unity, and introduces the value narrative. The value narrative records the process of family identity construction. First, wholesale acceptance of white values and lifestyles is not feasible because they are not white. Second, blacks cannot return to Africa. Separatist values are not viable, because they are not African. At the end of the drama, they are determined to move into the unfriendly white neighborhood. It seems to send a message to the readers that the Youngers have rejected material compensation as much as they have rejected the values and lifestyles imposed on them by whites. Their racial and cultural identity is not provided by others, but is defined by them. The dual identities of Americans and blacks are indispensable for them. The "American dream" promoted by the white society represented by Lindner is "based on abolishing the racial individuality of black people and completely assimilating black people to the white materially and spiritually"[18]. The dreams the Youngers pursued are both black and American.

4. CONCLUSIONS

The Youngers' experience, and their search for racial and cultural identity, confirm the assertion that "identity is mobile, a process not a thing, a becoming not a being"[19]. The construct of cultural identity is more an interactive process with tradition and "the invention of tradition"[20] based on it. The identity of African Americans is formed in the game of "root seeking" and "Other culture". This inevitably leads to its multiplicity and resistance.

At the end of the play, the Youngers are united again. The "explicit" plot line that symbolizes their situation starts to turn for the better. At the same time, their family cohesion of the "implicit" plot line also begins to rise. They know who they are and what they want. Everything seems to be moving in a positive direction. In fact, the good expectations here are not real, but a vision. The uncertain future of moving to white areas also shows that the author is still pessimistic in the light of social reality. At the time, the black civil rights movement was beginning to make some progress, but it was also met with strong backlash from racists. In the opening lines of the play, Lorraine Hansberry cites the image of a "raisin in the sun" in Langston Hughes's poem. What becomes of a raisin in the sun? The author gives no clear answer. However, in the face of sudden adversity, the characters still show a positive, optimistic, indomitable spirit. This is perhaps what the author intends to present by means of reversal.

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Aesthetic Elements of Calligraphy Appear In Chinese Films

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Abstract:Aesthetic elements of calligraphy appear in Chinese films is the main focus of this paper. The transition of calligraphy works from practicality to artistry is actually a process of constantly surpassing techniques, and it is a logical evolution from technique to Dao. In this process, the subject's emotions are continuously infiltrated, enriched and expanded in the realization of techniques. Hence, we will consider to apply to the real scenarios. In essence, film is a way of cultural dissemination. Each film has its own cultural concept and cultural orientation and the process of dissemination is a process of concept diffusion. Accordingly, this paper gives the novel suggestions.

Keywords: Chinese films; calligraphy appear; aesthetic elements; performance estimation; comprehensive modelling

1. INTRODUCTION

As one of the most important and most influential forms of cultural practice in contemporary culture with the possibility of the global dissemination, film will naturally become an important carrier of cultural pluralism and a field of pluralistic disputes and diversity is influencing the construction of global film culture. When culture enters the field of consumption, it will inevitably become consumer culture, and it will also become a product virtually. At present, the arrival of visual culture affects the development of the film, television and advertising. People pay more attention to visual effects and ignore the existence value of culture itself. Movies convey themes through audio-visual language [1-6].

Usually, the impact of visual images is often short-lived and cannot achieve a good effect. Therefore, the film must be able to integrate the visual and themes well in order to have the best effect on the audience.

In essence, film is a way of cultural dissemination. Each film has its own cultural concept and cultural orientation and the process of dissemination is a process of concept diffusion. With the study of the related industry, we can focus on listed.

(1) The development of industrial clusters can maximize maximize the potential of the resources, give full play to comparative advantages, and realize the optimization of the resource allocation and effective concentration of production factors. optimization of the resource allocation and effective concentration of production factors, promoting enterprises to areas, improve the level of specialized production, and form different characteristics of advantageous products and leading industries.

(2) The economic network relationship established by cluster enterprises on the basis of trust between people under the common industrial cultural background and values can reduce mutual fraud between enterprises and play a very important role in maintaining the stability of the cluster and improving production efficiency.

(3) As an art form created by modern industrial civilization, and as an information carrier, film has the characteristics of a "knowledge economy" industry. However, we should still be soberly aware that compared with countries with developed film industrialization, we still have a big gap, especially in the development of post-film products, whether an industrial model has basically been formed, and post-film products have become an industry model.

(4) The emerging high-growth industry is of great significance to the survival and development of the film industry itself, and also affects the interaction between the film and also related industries.

Hence, this paper studies the aesthetic elements of calligraphy appear in the Chinese films. To begin with, the figure 1 firstly show the sample scenario.

Figure. 1 The Aesthetic Elements of Calligraphy Appear in Chinese Films (https://www.chinadaily.com.cn/culture/2015-09/10/content_21837131_2.htm)

2. THE PROPOSED IDEAS

2.1 The Related Study of Chinese Films

Today, we can see from a large number of excellent film works that the aesthetic orientation and creative concept of Chinese films have changed from a single objective use of color to a diversified use of subjective color. The creators make use of the traditional Chinese cultural elements to give profound aesthetic meaning to the colors of films, and through color suggestion, they guide the audience's psychology and also feelings to undergo aesthetic changes, leaving them with

profound cultural reflections, thus making the works have a higher level of cultural meaning. There are various forms of artistic expression in modern film art, but the elements of traditional Chinese culture are most indispensable.

Chinese traditional cultural elements are classified into some different categories, and they all shine in the film, among which color and traditional folk rituals are more prominent.

First of all, the China's unique traditional culture is mainly manifested in modern movies, such as traditional folk rituals, folk customs, etc. In addition, the fitting and eye-catching environmental design and also natural scenes, the expressive cinematography, highly skilled actors and actresses, a highly capable post and a smart sales strategy are all factors that ensure the international success of a film. are all factors that ensure the success of internationalization. In the next section, the details of the proper combination will be discussed.

2.2 The Film Calligraphy Integration

The expression object of Chinese calligraphy is written symbols, which are produced in the production practice of human society. Xu Shen's "Shuowen Jiezi" pointed out that the words are not merely a rational explanation of some natural phenomena [7-11].

Rather, it is closely related to ethics, moral politics, and also personnel misfortunes and fortunes. The creation and use of words are inseparable from politics, ethics, and morality. That is to say, words also convey the thoughts and feelings of the people. We summarize the listed features.

(1) In ancient times, the development of the five elements of calligraphy was not completely balanced. On the one hand, because the pictographic elements of the Chinese characters became less and less, the abstraction was gradually completed, and the art of calligraphy became more and more mature.

(2) The official script replaced the seal script, and the official script was replaced by other script styles. This is the inevitability of the law of historical development, and the replaced objects naturally received less attention and less writing. On the other hand, the practical function of writing will inevitably lead to the development of writing in the direction of simplification. It is inevitable that the seal script is weak and the regular script is strong. It is not surprising that the ecological balance of calligraphy is unbalanced.

(3) The art of calligraphy uses lines as a means to express emotions. It pays attention to the extension of space and time, and penetrates some concrete factors, disappearing into the stream of feelings, and connecting into a line that breaks the meaning of the pen in time and runs through the whole.

Building momentum is the highest principle of form creation in the calligraphy art creation. By building momentum, the conflict will reach the extreme of unresolved and unmoved, so as to leave a rich space for the viewer to appreciate the inexhaustible implicit beauty in their imagination.

The predecessors summed up the saying that there are hanging needles hanging out when using a pen. In the further discussions, this will be proper integrated to the film.

3. CONCLUSION

Aesthetic elements of calligraphy appear in Chinese films is the main focus of this paper. As the body and life of the calligraphy, fully understanding and accurately grasping imagery will help to understand the body of calligraphy, thus providing a new dimension to contemporary calligraphy creation and research, and helping to then understand the traditional art of calligraphy. In-depth understanding. With this integration, the efficient model is built for the analysis.

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An In-Depth Discussion on the Education Management of College Students from the Perspective of New Media

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Abstract:In-depth discussion on the education management of college students from the perspective of new media is the main idea of the designed study. At present, the research and practice of school knowledge management mainly involves two aspects: teacher's personal knowledge management and also school-level knowledge management, and there are few researches on college students' self-knowledge management. Multi-channel information carriers such as the Internet, coal, books and magazines make their ideological concerns show a clear wide-area feature, covering various issues of history and reality, domestic and international, but it is precisely this kind of informatization. The extreme richness, rapid change and dispersion of various information in society also breed the superficial development of the ideological and cultural needs of contemporary college students. This paper gives then ovel suggestions.

Keywords: New media; college students; education management; in-depth discussion; perspective

1. INTRODUCTION

The management and development strategy of the enterprise management and also development based on the knowledge management has become the knowledge in the field of the management and enterprise management. Become the hotspot and focus of management. However, knowledge management in the field of education started relatively late [1-4].

At present, the research and practice of school knowledge management mainly involves two aspects: teacher's personal knowledge management and also school-level knowledge management, and there are few researches on college students' self-knowledge management. The self-management of college students has the following three remarkable characteristics. First, from the perspective of the management subject, oneself is the subject of self-knowledge and the manager of oneself; secondly, from the perspective of the management object, the self-management takes oneself as the object of knowledge and management.

Ideas, time, emotions, behavior, body, information, etc. are the management objects. This is one of the most basic features that embodies the essence of the self-management. Hence, we should consider the listed focuses.

(1) Educators can give college students certain incentives and affirmations as a means to fully mobilize the enthusiasm of the college students, make their individualized behaviors more aggressive, and at the same time make college students feel honor and satisfaction be guided educated in an atmosphere.

(2) We consider emotion management as the process of the controlling and regulating an individual's emotions. It is the study of people's perceptions of their own It is the study of people's awareness, coordination, guidance, interaction and also control of their emotions and the emotions of others.

(3) The development of emotional intelligence, the ability to manage emotions, and It is a series of processes and methods to build and maintain good emotional states.

(4) The individualized behavior of college students not only shows the unique style of the contemporary college students,

showing their youthful style, but also then shows the cultural heritage of a school.

Hence, the integration with the media is essential. The narrative mode of new media information has changed from the one-sided nature of traditional media to multi-angle and multi-faceted [5-9]. The form of new media information is more comprehensive and diverse. The comprehensive expression of the new media such as pictures, text, and videos has changed the relatively single form of traditional media. In the figure 1, the education management sample is presented.

Figure. 1 The Education Management of College Students
(https://edwardscampus.ku.edu/higher-ed-admin)

2. THE PROPOSED METHODOLOGY

2.1 The Perspective of New Media

The new media are time-sensitive, informative, fast-spreading and cover and this provides favorable conditions for college students to understand the world, to increase their knowledge and broaden their horizons [10-11].

It provides favorable conditions for the college students to understand the society and it meets their intellectual and also interest requirements. The influence of the media can be then summarized as the listed aspects.

(1) The core essence of the new media is the information technology service provided by network technology, which has the advantages of the large information capacity, strong interaction, speed and convenience. Information technology

service builds a bridge connecting college students' daily life, study and education.

(2) The new media allows individuals to mobilize their mobilize their own enthusiasm and energy, and become the center of information dissemination The new media allow individuals to mobilize their own initiative and energy, and become the center of information dissemination, overturning the further monopoly control of communicators over the communication process.

(3) Because the new media adopts the information browsing mode of hypertext, the audience can select the desired content from the huge information network arbitrarily and quickly. At the same time, based on the development of the multimedia technology that integrates video, audio, text and other forms of expression, the amount of the information contained in the same file has grown exponentially, further meeting the needs of the audience for information.

2.2 The In-depth Discussion on the Education Management of College Students

For college students, how to manage time is an important factor that directly affects the academic performance and the quality of college life. The development of college students is not only related to their own development, but also to the school and even the whole as the development ofthe college students is not only related to their own development, but also related to the development of the school and even the whole society. It is very important to manage the individual behavior of college students.

With the progress and development of times, the environment in which the college students live is also the environment in which college students live is constantly changing, which affects their personal behavior. This will affect the world view, life view, and values of college students, which in turn will affect their personal behavior.

This affects the worldview, life view, and values of college students, which in turn affects their individual behavior and makes their behavior more contemporary.

Their behavior becomes more contemporary and humanistic as this will affect the world view, life view, and values of the college students, and then affect their personalized behavior, making their behavior more contemporary and humanistic, more full of individuality. The system is to comprehensively and systematically determine the content of practice file management. That is to say, the general establishment of the internship file itself must be systematic, and the contents reflecting the professional status of the academician and the factors that affect the professional development of the students should be included. The second is to be consistent in the selection and use of assessment tools. In day-to-day management, teachers should take students' compliance with discipline during class as their usual grades, and include them in mid-term and final exam grades.

The counselor should link the students' usual performance of abiding by the law, collective concept, labor concept, and civilized behavior with class committee elections, student council elections, scholarship evaluations, bursary evaluations, three-good student selection, party membership, and also the graduation distribution.

The organic combination of the process management and goal management can effectively mobilize the enthusiasm of students for the self-education, self-management, self-development and self-improvement.

3. CONCLUSION

In-depth discussion on the education management of college students from the perspective of new media is the main idea of the designed study. A very practical way to identify learning resources is to build your own knowledge map. Knowledge map is an explicit and structured network of organizational knowledge relationships. It then depicts the knowledge stock, structure, function, existence position and query path in an organizational system. This paper gives the novel suggestions for the referring models. In the future, the related studies will be then integrated.

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Research on the Basic Theory of Contemporary Pedagogy: From Background to Recent Advances

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Abstract:Research on the basic theory of contemporary pedagogy from background to recent advances is conducted in this paper. The cultural nature of pedagogy means the existence of cultural hegemony in pedagogy, and cultural colonization directly affects the way of speaking and academic trajectory of comparative education scholars. Pedagogical knowledge, as one of the human knowledge categories, has been accompanied by the development of human society, the improvement of cognitive ability and the three major transformations of human knowledge type. The three major transformations of human knowledge have presented different knowledge beliefs, structures and contents, and thus different knowledge forms and paradigms in various historical periods. and paradigms. Hence, this paper gives the novel suggestions regarding the related studies.

Keywords: Recent Advances; Basic Theory; Contemporary Pedagogy; Theoretical Study

1. INTRODUCTION AND BACKGROUND

Not only has pedagogy never got rid of metaphysics from the very beginning, but now its pursuit of the metaphysics has evolved into a kind of self-consciousness [1-5].

The educational propositions put forward by pedagogy, the normative system of the educational actions and the proposed curriculum teaching system can be called the ideal country of the education. For example, in the case of school education, the content of knowledge and culture taught in school at a particular time is the knowledge content prescribed by the knowledge type at that time, which occupies the mainstream position, and the knowledge content that does not conform to this knowledge type will not be accepted into the knowledge system of school education.

Education itself is an important mechanism for reproducing knowledge power on its own, an important means for the members of general society to enter every level of knowledge discourse, and a necessary condition for individuals to have social membership and various social capital, and the function of the knowledge type for human identity also lies in this.

Therefore, only by taking culture as a foothold can we have a deep understanding and understanding of educational practice. Culturalness is the inherent nature of pedagogy. Culture is the time and space of pedagogical activities [6-12].

Any educational activity is an educational activity in a certain historical and also cultural time and space. Every element in education is full of cultural symbols and is the projection of people's values and interests.

The main body of educational research is not only a A rational and also cold subject, but a complete person with unique personality qualities and unique life experience. The cultural nature of pedagogy inherently encompasses another of pedagogy's characteristic of pedagogy, namely, the ethnicity of pedagogy, because any nation has its own unique historical and cultural traditions, and the pedagogical activities of any nation are conducted in its core specific cultural field and are deeply influenced by its historical culture.

The pedagogical activities of any nation are carried out in its specific cultural field and are then deeply influenced by its

historical and cultural traditions. The pedagogical activities of any nation are carried out in its specific cultural field and are deeply influenced by its historical and cultural traditions. In the figure 1, we present the contemporary pedagogy and in the next sections, the detailed studies will be conducted.
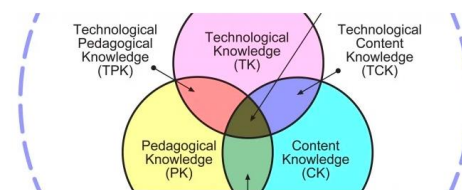
Figure. 1 The Contemporary Pedagogy
(https://gregmiller68.com/2012/02/11/pedagogy-for-a-technology-world/)

2. THE PROPOSED METHODOLOGY

2.1 The Information of Contemporary Pedagogy

If pedagogy wants to become a discipline, the first condition is to find the right research object. What is the research object of pedagogy is not a simple question. In order to answer the question of the object of study in pedagogy, we need to first first establish a general holistic framework for understanding educational practice.

When we focus too much on confused by focusing too much on the local, we need to retreat to the whole. The development of the current education focuses on the listed.

(1) From the perspective of the evolution of the modern and also contemporary pedagogy, the innovative significance of the autonomous pedagogy is that it challenges the traditional concept of teaching and learning, which is still popular today.

(2) Although the heterogeneity of pedagogy has won a certain "status" and "identity" for pedagogy, underbureaucraticization of heterogeneity, discipline of pedagogy continues to present a pattern of bureaucratic differentiation.

(3) The emergence and development of pedagogy is closely linked with the gradual broadening of basic theories. And the broadening of the basic theory. It is also synchronized with the development of society, the progress of the science and

technology, and the awakening and updating of the educators' self-awareness.

The "Pedagogy Course" of the former Soviet Union emphasizes the exposition of teaching and educational problems from the perspective of individual factors, widely applies the research results of psychology and pedagogy, and introduces the general problems, teaching theories, and educational theories of macroscopic aspects of pedagogy. and methodological principles, as well as micro aspects of specific school management issues.

This Japanese pedagogy foundation is very rich in content. It is equivalent to a "pedagogical handbook" for people to learn by themselves. It includes the basic issues of pedagogy, the history of education, and the relationship between education and people, society and culture. In the teaching chapter Small enough to include the teaching of language and mathematics, and the teaching of nature and society, it aims to "organize and summarize the latest results of scientific research in the education.

2.2 The Basic Theory of Contemporary Pedagogy: From Background to Recent Advances

Since human nature is not a priori, it is a valuable feature of human beings created and selected through practice, the inheritance of human nature by individuals cannot be a way of "mechanical reproduction", nor can it be a way of "let it be natural". It can be a core way of the re-creation under certain constraints. Humanity is not the result of the germination of some mysterious seed, but the result of self-selection under the pressure of external shaping forces, the result of others treating individuals in human ways and causing individual choices. This will then guide our general study of the model.

We consider the listed focuses.

(1) The old knowledge paradigm is replaced by the new knowledge paradigm and a new paradigm, and new beliefs, structures, systems, and methods about knowledge begin to occupy an authoritative position.

(2) From the perspective of the form and content of thinking, educational theoretical thinking has some certain forms and contents: in terms of content, it is dialectical thinking; in terms of the form, it is theoretical thinking. This means that educational theoretical thinking is based on the dialectical nature of pedagogical concepts. It deeply reflects the inner nature of the educational world and educational practice through contradictory movements of pedagogical concepts, judgments, reasoning, and evolution of theoretical systems.

(3) The positivist research paradigm believes that educational facts should be the object of study, and the researcher engages in educational research with objectivity and neutrality, rejecting any value involvement and trying to find methods and findings that transcend all the historical cultures. The historical research paradigm tries to replace factual research with value research, and to find the methods and results that transcend all historical cultures.

3. CONCLUSION

Research on the basic theory of contemporary pedagogy from background to recent advances is conducted in this paper. Education itself is an important mechanism for reproducing knowledge power on its own, an important means for the members of general society to enter every level of knowledge discourse, and a necessary condition for individuals to have social membership. Hence, this paper then gives the novel suggestions for improving the overall quality of the related requirements. In the future study, we will consider to integrate the efficient analysis models.

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Exploring the Ways of Constructing Organizational Cultural Atmosphere in Colleges and Universities

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Abstract:Exploring the ways of constructing organizational cultural atmosphere in colleges and universities is the main focus of this study. A university is a social organization whose mission is to inherit and innovate human civilization. Everything that happens in this organizational system is influenced by its culture, and ideological and political education is no exception. Management theory argues that the success or failure of organizational behavior is often attributed to organizational culture. Organizational culture is a general term for group consciousness such as values, ways of thinking, work styles, and codes of conduct that are commonly accepted by members of the organization. By cultivating and shaping this culture, the organization influences the working attitude of members and guides the achievement of the organization's goals. Hence, this paper gives the novel ideas of nehancing the organizational cultural atmosphere in colleges and universities. The proposed ideas will be tested in the future study.

Keywords: Colleges and universities; cultural atmosphere; organizational model; ways of constructing

1. INTRODUCTION

Organizational culture is the most basic way of thinking of an organization, that is, the way of thinking that is then created, discovered and developed in the process of adapting to the external environment and internal integration.

This way of thinking has been proven to be effective and thus considered correct. transfer the way of the thinking to new members of the organization, so that they can consciously use this way of thinking to then observe problems, think about problems, and feel things in the process of using the external environment and internal integration. For the organizational analysis, we should consider listed aspects.

(1) Organizational culture [1-5] refers to the organization's long-term survival and also development, which is unique to the organization and is the highest goal that most members of the organization follow.

(2) The content of organizational culture includes five aspects: the highest goal or the purpose of the organization, common values; Style and traditional habits with the general codes of conduct and regulations.

In short, the current research shows that the construction of college student organization culture is of great significance for strengthening college student organization management, then promoting college students' ideological and political education, and assisting college students to grow into talents. As a carrier of culture, systematic, perfect and also the scientific rules and regulations are conducive to standardization, systematization and scientificization of the logistics organization culture of colleges and universities, help to form the correct direction of the development of the logistics organization culture of the colleges and universities, and help ensure that the logistics organizations of colleges and universities create rich material wealth and spiritual wealth. Material culture consists of the organization's behavior, core products, image, environment, technological status, etc.; institutional culture includes the organization's rules and also regulations, leadership system, organizational structure, democratic system, etc.; spiritual culture includes organizational goals, general organizational philosophy, organizational spirit, organizational ethics, etc.

The university system culture is the middle layer of the university culture, and the also organizational structure and management system of the university as well as the default behavioral norms among members are the main components.

University organizational structure refers to the internal components and the various forms of relationships established by a university in an effort to achieve school goals.

University management system [6-15] is a variety of mandatory rules and regulations formulated by the universities in educational practice. The role of organizational culture on organizational development is receiving increasing attention. According to sociological research, consistent cultural values within an organization are less costly and more efficient than various formal formal governance mechanisms, it is less costly and more efficient, and it can better regulate.

It can better regulate the behavior of organization members to fit the organization's goals. In the following figure 1, the cultural atmosphere in colleges is demonstrated.

Figure. 1 The Cultural Atmosphere in Colleges
(https://courses.lumenlearning.com/suny-lifespandevelopment/chapter/cultural-differences-in-the-classroom/)

2. THE PROPOSED MODEL

2.1 The College Atmosphere Analysis

College students should be a high-quality group, the hope and future of a country and nation, and the civilization quality of college students is also the best embodiment of a country's civilization. A harmonious society is not only rooted in the long-standing traditional culture, but also has a brand-new connotation of the times. Libraries of colleges and universities are the center of dissemination and exchange of information resources, and the place where talents are cultivated and cultivated and they should have more responsibility, more attention and contribution to building a harmonious society.

University is different from other fields. As an academic and cultural organization, it is a general place where high-level intellectuals gather, and it has unique learning resources and conditions: high-quality teaching staff, college students with strong learning ability and innovation ability, and perfect software with the hardware equipment, etc. We should guide and promote the formation and improvement of teachers' leading behavior. Teachers' leading behaviors include bathing course construction behaviors, the teaching organizational behaviors, "double-qualified" quality training behaviors that are compatible with some higher vocational training goals, educational characteristics, and students' psychological and behavioral characteristics, as well as being a model for others, a harmonious relationship, and tireless behavior.

Exploring innovation and the other exemplary behaviors. Vocational colleges should guide and promote the formation and improvement of teachers' leading behaviors from the aspects of the theoretical study, disaster practice research, assessment and incentives. The construction of the learning atmosphere is a crucial link in the process of establishing learning party organizations in colleges and universities.

A good learning atmosphere can not only arouse the enthusiasm of party members, but also improve the efficiency and service quality of party organizations in colleges and universities. It is necessary to strengthen the research and exploration of the characteristic behavior patterns of campus management services. The teaching management, student management, administrative management and other behaviors of higher vocational colleges should obey the training goals of higher vocational colleges, serve thousands of teachers and students, and play the guiding role of management and service behavior.

2.2 The Organizational Culture of Colleges and Universities

Value orientation is the basic value position, value attitude and basic value tendency that college students hold when they face or deal with the various contradictions, conflicts and relationships. With the growth of age, the physiology and psychology of college students gradually mature, and their minds have developed to a certain level, and the construction of organizational culture has become extremely important.

The organizational culture emphasizes a people-oriented management approach, the core of which is to create common values. An excellent organizational culture is to create a cultural atmosphere where everyone is valued and respected.

The starting point and destination of university management are people, the driving force and core of management are people, and the success and failure of the management also depends on people. The organizational goal of colleges and universities is to promote the development of human beings,

which requires teachers to have high cultural literacy, and can effectively transmit knowledge to students, so as to achieve organizational goals. Therefore, in colleges and universities, the role of the human element in organizational culture is particularly prominent.

Hence, we should be focused on listed aspects.

(1) The material culture of an organization refers to the cultural elements such as the philosophy and value orientation of the organization carried and reflected by the tangible objects in the organization. Such as the school's architectural style, campus environment and school emblem, etc.

(2) As an important position of the campus culture, student organizations can fundamentally enhance the cohesion of the student organizations, improve the level of motivation for student organization members, regulate the words and deeds of general student organization members, and optimize the organization's self-regulation function only by strengthening cultural construction.

(3) As an important work in the university organization, ideological and political education has many commonalities and strong complementarities with organizational culture construction. University organizational culture is an important foundation for ideological and political education. The reason for saying this is mainly determined by the connotation and characteristics of organizational culture.

3. CONCLUSION

Exploring the ways of constructing the organizational cultural atmosphere in colleges and universities is the main focus of this study. Colleges and universities are the cradle of cultivating talents and undertake the task of cultivating outstanding socialist builders with ideals, morality, culture and discipline. Excellent organizational culture can create a harmonious and motivated organizational atmosphere among organizational members, and provide strong motivation and support for the development and progress of the organization. In the future, the proposed model will be applied to the applications to then validate the overall performance.

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Research on the Application of Information Technology in Physical Education Teaching in Colleges and Universities

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Abstract:Research on the application of information technology in physical education teaching in colleges and universities is studied in the paper. In physical education in colleges and universities, teachers and students should clearly understand that building an excellent sports culture under the needs of the modern era and society is the organic integration of physical training and moral education in a subtle way. With the advent of the Internet, it has provided a wealth of rich information, which enriches people's brains and enlivens students' minds, modern information technology provides information resources that are far beyond the reach of the teacher. Hence, this paper discusses the novel conbinations of the different models into the idea and propose the novel comprehensive information technology in physical education teaching in colleges.

Keywords: Colleges and universities; physical education teaching; educational system; information technology

1. INTRODUCTION

Traditional sports are rich in content and in various forms, and the cultural value contained in it is created by people and in turn serves the shaping of human beings. From the perspective of anthropology, traditional sports have absorbed the essence of the philosophical thoughts of "Confucianism, Buddhism and Taoism". Advocating the intimate relationship between people and between people and nature [1-5]. It pays attention to people's moral cultivation and social cultivation.

The educational function of its cultural form has both the Confucian "gentle, kind, respectful, general frugal, and the accommodating" style of the mean, as well as the Buddhist self-cultivation, generosity, charity-based, forbearance and also subtlety, olerance and philosophical philosophy. From the perspective of sports teleology, sports are activities to enhance human physique, cultivate sentiment, and enhance people's awareness of cooperation and friendly relations [6-10].

That is to say, the main body of sports is people, and it is carried out around people in order to meet people's all-round development. important way. The development of the sports model can be understoond from listed aspects.

(1) Fashion sports are colorful and have own characteristics, which can meet the different needs of people of the different genders, ages, specialties and hobbies, and people get great fun from them, so it is easy for people to become interested in it. Interest is a key factor in fashion sports appeal.

(2) In modern college physical education, the introduction of digital sports mode, teachers can use its technical means to take the fast and slow, playback and other transformation functions when showing technical movements, highlighting the teaching content, making the key points and difficulties of teaching clearer and easy to learn.

(3) In modern society, with the increasingly fierce competition of competitive sports, the application of the

science and technology often plays a vital role in sports competitions. In digital sports, the core of scientific and technological content is digital technology as the basic platform, and with the help of the application of information technology, to optimize the competitive training method and then effectively improve the sports performance.

Considering this, the paper discusses the application of the information technology in the physical education teaching in colleges and universities and to begin with, in the figure 1, the sample scenario for college sports is shown.

Figure. 1 The Sample Scenario of College Sports
(https://www.collegiateparent.com/student-life/when-to-quit-college-sports/)

2. THE PROPOSED METHODOLOGY

2.1 The Information Technology in Physical Education

The organic integration of the modern information technology and teaching is a new trend of computer-aided teaching. Now it has developed from a single teaching mode using computers as teaching media to various forms of teaching ideas. Through the review, the advance models are as follows.

(1) The use of information technology in teaching work can greatly improve the work efficiency and save manpower. For example, curriculum setting, the students' required courses,

elective courses, professional courses, etc. must be reasonably arranged, and it must also cooperate with teachers without conflicting class hours. If only human resources are used to complete their workload It is quite large and time-consuming; but using the relevant software only needs to then enter the relevant information, and the result can be obtained in an instant.

(2) The application of the information technology makes the educational means become diversified from single, and the teaching methods become personalized from standardization. It can show the educational content according to the logic of the image, and the image can show the reality sensitively, intuitively and concretely.

With the advent of the Internet, it has provided a wealth of rich information, which enriches people's brains and enlivens students' minds, modern information technology provides information resources that are far beyond the reach of the teacher. The information resources provided by the modern information technology are far beyond the reach of a teacher.

In the ocean of the Internet, the student is free to get what he wants Students are free to get what they want in the ocean of the Internet. In the process of exercise activities, students are forced to change from passive to active passive to active, and the learning ability and exercise ability are constantly as the learning ability and exercise ability will be then improved. Teaching through multimedia is often more intuitive, more vivid, and easier for the students to accept than teachers' demonstration explanations.

Therefore, on the one hand, information technology improves students' interest in learning, makes it easy for students to learn and understands, and makes a deep impression; on the other hand, it also promotes students to use scientific methods to actively engage in the general physical exercises.

2.2 The Suggestions for College Sports

With the general analysis, we can see that the integration of traditional sports into physical education teaching in colleges and universities can not only enrich the teaching content, but also help promote teaching reform. The unique entertainment function of the project itself can also greatly activate the classroom atmosphere and meet people's physical and mental needs and emotional experience to the greatest extent.

Therefore, to build an excellent physical education culture in colleges and universities is to realize the development of the college physical education activities that combine in the classroom and outside the subject, which is an effective measure to build an excellent sports culture. We not only want to promote the development of students' physical and mental health, but more importantly, we want to make the students acquire the ability to engage in practical physical activities through physical education. course of study to acquire the ability to engage in practical physical activities and to lay the foundation for the general lifelong physical and mental health development. The foundation of lifelong physical and mental health development.

Taking physical education as a perspective, we grasp that physical education is a skill-based educational activity that focuses on students' physical activity. The core of the physical education curriculum is a skill-based educational activity that focuses on students' physical activity. We should promptly establish and improve a set of the relatively complete and systematic social service policies for the sports facilities, including financial investment policies, industrial project capital construction investment policies, social fundraising policies, tax policies, sports funds, etc. The hierarchical policy system creates a good environment for the development of the sports in colleges and universities.

3. CONCLUSIONS AND PROSPECTS

Research on the application of the information technology in physical education teaching in colleges and universities is studied in the paper. To sum up, in the physical education of colleges and universities, build an excellent sports culture. It then reflects that college physical education is not only the cultivation of college students' physical quality, but also the optimization of the trend of comprehensive education. This paper gives the novel ideas regarding the related models to then construct the efficient teaching methods.

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Discussion on Marxist Theory and Innovation of Ideological and Political Education Teaching Research

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Abstract:Innovation is the inherent requirement of the ideological and political education in colleges and universities, and it is an inevitable choice for ideological and political education to effectively respond to changes in external time and space conditions. Under the premise of the comprehensive coverage of the Internet and the gradual strengthening of the information construction in colleges and universities, all kinds of trace information, such as the teaching behavior of educators, the scope of the education process, the behavior characteristics and the state of mind reflected by educators. This paper gives the novel ideas under the discussions on the Marxist theory, in the future, we will consider the different applications.

Keywords: Ideological and Political Education; Teaching Research; Marxist Theory; Discussion; Innovation

1. INTRODUCTION

The content of ideological and political education has become increasingly rich, and it has become a comprehensive system. It is an important task of the basic theoretical research of the ideological and political education to classify and summarize these rich and diverse contents and make them appear as an organic structure, and considerable achievements have been achieved through everyone's efforts.

The content of general ideological and political education is "information such as ideology, values and moral norms" that the educators select and design to transmit to the educational objects. Content is the key element of ideological and political education, mainly refers to the ideological and political ideas that need to be transmitted to the object of education in educational activities [1-5].

It has the decisive position in the ideological and political education system, and is the concentrated embodiment of the political nature of ideological and political education, with advanced nature and scientific nature. For the analysis, we should consider the following aspects.

(1) Ideal and belief education is the fundamental content. Noble scientific beliefs and firm ideals and beliefs are the fundamental content of the people's ideological and political quality, and ideological and political education in the new era should take ideals and beliefs as the core. Ideological and also political education in the core new era inevitably requires strengthening the education of ideals and beliefs, and guiding the educatees to deeply understand the scientificity of Marxist theory and the superiority of socialist system.

(2) In the national carnival of digital participation in culture, it is of great practical significance to give full play to the function of ideological and political education, and to promote national strategic processes such as maintaining cultural security, improving the level of the social governance, and building morality.

College teachers and students, as the typical group of the "Internet generation", the use of the Internet has been deeply integrated into all aspects of their study, work and also life, providing fertile soil for the digitization of ideological and political education practices in colleges and universities, and

further digitizing the evaluation of ideological and political education, transformation becomes possible.

Under the premise of the comprehensive coverage of the Internet and the gradual strengthening of the information construction in colleges and universities, all kinds of trace information, such as the teaching behavior of educators, the scope of the education process, the behavior characteristics and the state of mind reflected by educators, are recorded by the network in the form of various structured or unstructured data. In the following sections, the ideas will be integrated and to begin with, the figure 1 shows the theory model.

Figure. 1 The Marxist Theory
(https://revisesociology.com/2019/08/12/the-marxist-perspective-on-the-news/)

2. THE PROPOSED METHODOLOGY

2.1 The Discussion on Marxist Theory

For the characteristics of the Marxist theory, from the generalization of science and revolution, to the generalization of science, people, practice and openness, to generalization of science and truth, people and practice, openness and times The generalization is the sublimation of the understanding of the historical development and theoretical system of Marxism, the condensing of the historical vision and ideological essence of the Sinicization of Marxism, especially the Sinicization of Marxism in the 70 years of New China, and the wisdom and the theory of Marxism in the 21st century as the display of the

glamour. Different from the empirical common sense, as a conceptual system to explain, guide, and regulate human thought and behavior, theory, a special way of grasping the world, has a distinct logic and systemicity [6-10].

Theoretical innovation is, in the certain sense, discourse innovation. However, why a general theoretical discourse is innovative, and why it becomes a theoretical innovation with a certain discourse power, is not the "magic" of the theory itself. To explore from the dimension of Marxist epistemology, and its deep root root is that the creator of this theoretical discourse has a deep understanding of the basic issues of the philosophy. Of course, this does not mean that understanding the totality of Marxist theory does not require the support of specific disciplines, nor does it mean that the scientific nature of specific disciplines can be excluded from Marxism, but that the disclosure of the totality of Marxist theory can be specific Disciplinary research provides a basic perspective, avoiding the subsidence and loss of the principled positions in detailed research. The academic development of the Marxism and the Western bourgeois tradition has been taken two completely different paths: the dualism of knowledge and belief, limiting science to the empirical knowledge and leaving belief to mysticism, which is the basic trend of the Western philosophy and social sciences. Western philosophy and social sciences simply copy the standards of the natural sciences, advertise value neutrality and non-ideology, and take the road of the positivization. Because this overall social history has become the research object of Marxist theory, Marxism is different from traditional metaphysics and modern positive science in the research object.

2.2 The Innovation of Ideological and Political Education Teaching Research

At present, we are standing at the historical intersection of the "two centenary goals", with unprecedented opportunities and unprecedented challenges. The ideological and also political education in colleges and universities should justly strengthen positive guidance, so that students can truly understand why the Communist Party of China can, why Marxism works, and why socialism with Chinese characteristics is good, inherit the glorious tradition in growth, and actively learn, recognize, comprehend, practice and carry forward mainstream values.

The ideological guidance of the students should prevent the educational method of simply preaching, but should examine and study the ideological characteristics of college students with Internet thinking. Here, we consider the following aspects.

(1) Different from some traditional ideological and political education, which mainly analyzes and also summarizes phenomena, problems and laws in ideological and political education through experience summarization and logical deduction, intelligent media provides ideological and political education with ways to explore and solve problems from the perspective of data analysis and quantitative evaluation.

(2) The content elements of political education evaluation are a complex network system. From the perspective of horizontal content elements, it mainly includes the evaluation of the educational subjects, educational environment, educational mediators, and educated ideological conditions.

(3) In the field of the ideological and political education in colleges and universities, we should not only pay attention to the needs of students and understand what they think, but also pay attention to the "education supply" and provide high-

quality "ideological and political education products". At present, whether it is the main channel of ideological and political theory courses or main position of daily ideological and political education, the ideological and political education products provided by ideological and political education for students are still in the offline explicit products excess of offline explicit products and also insufficient online implicit products.

3. CONCLUSION

At present, ideological and political education in colleges and universities still emphasizes offline and online education, and emphasizes tangible and intangible aspects. Traditional ideological and political education methods include theoretical indoctrination, example demonstration, practical research, etc. In the context of the new era, sticking to traditional methods will face great challenges. Through the study, the novel suggestions are proposed. In the future, we will consider the applications under different scenarios.

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Exploring the Innovation of the Theory of All-Round Development of People to the Teaching Methods of Ideological and Political Education

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Abstract:Exploring the innovation of the theory of all-round development of people to the teaching methods of ideological and political education is studied in the paper. The all-round development theory of Marx and Engels has gone through a arduous and long process. As the ultimate goal of human development, the theory of all-round development of man is contained in Marx's theory of humanism. To understand college students' sense of the acquisition in ideological and political education from multiple dimensions, it is necessary to understand the subjective and objective unity of knowledge experience from a basic dimension, and to then understand the impact of meaning and development on sense of acquisition from a deep dimension. Hence, this paper proposes the novel combinational model to suggest the further educational activities.

Keywords: Ideological and political education; teaching methods; innovation of the theory; all-round development

1. INTRODUCTION

The content of the ideological and political education of the Communist Party of China in the past century has been continuously expanded and deepened, and a relatively mature and systematic construction has been realized. On the basis of analyzing the current research results, we believe that in a larger scope, the sense of acquisition of participation elements and the sense of acquisition of the system structure together constitute a more comprehensive era connotation of the sense of acquisition of ideological and political education.

Determining direction dimension as the primary dimension for evaluating the quality of general ideological and political education in the new era is determined by the nature, function and task of ideological and political education, and has very important theoretical value and practical significance. College students as the object of education get some experience or insight from the process of ideological and political education, and the spiritual world produces a positive and enhanced psychological state, which is the sense of acquisition of the ideological and political education for college students.

To understand college students' sense of the acquisition in ideological and political education from multiple dimensions, it is necessary to understand the subjective and objective unity of knowledge experience from a basic dimension, and to then understand the impact of meaning and development on sense of acquisition from a deep dimension. Since the reform and opening up, cultural research has gradually become an important topic in the field of ideological and political education. From corporate culture to campus culture, cultural research on ideological and political education has become more and more abundant. However, for the cultural people, most of the practice still only stays in the "propaganda title" and "propaganda slogan". On the one hand, it reflects that propaganda work and also the theoretical work attach great importance to the proposition of the literate person, and on the other hand, it also reflects that the academic circles do not

have a profound theoretical understanding of the literate person. In the process of generation and development, cultural people carry rich theoretical elements, which include not only debate of opinions, but also the deepening of understanding; it includes not only the exchange of ideas between China and foreign countries, but also the interaction between theory and practice. We has listed focuses.

(1) If the growth of content elements is the result of reflecting the stimuli of social development and changing human needs, then structural optimization is then based on a conscious disciplinary awareness that responds to the core problem areas of the discipline.

(2) Based on the new era, scientifically and systematically summarize the general basic experience of the ideological and political education of the Communist Party of China in the past century, and discover and also refine those things with regularity, whether it is the guidance for the practice of the ideological and political education in the new era.

In the figure 1, we present the education focuses.

Figure. 1 The Ideological and Political Education
(https://dl.acm.org/doi/fullHtml/10.1145/3456887.3457018)
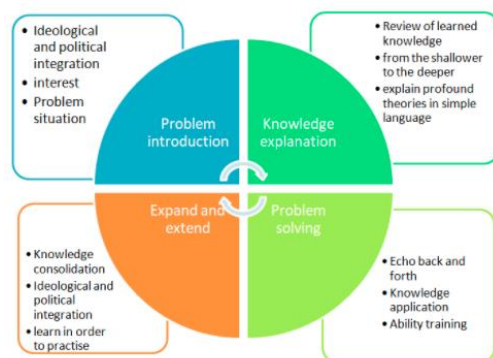
2. THEORY AND METHODOLOGY

2.1 The Overview of Teaching Methods of Ideological and Political Education

We consider to directly equate the sense of acquisition of the ideological and political education with the sense of the acquisition of educational objects, or discuss the issues mainly from the perspective of the audience, and organize and also classify elements such as the educators, content, and methods only as ways to enhance the sense of acquisition of general educational objects. The normal operation of ideological and political education needs both the support of subjective factors such as subject-object and the joint guarantee of the related elements such as mediator and ring body. The existence of all constituent elements has value and meaning, and each part plays an important role, and their access is an important part of the access to ideological and political education, not just as some additional factor.

Accordingly, for the efficient analysis, we have listed focuses.

(1) Evaluate whether the ideological and political education carried out reflects the correct educational goals. In the process of rejuvenation of the Chinese people and socialist modernization, the fundamental task of the ideological and political education is to guide people consciously to realize the general tasks and goals of the party in each period.

(2) The content of the ideological and political education, including the content of the ideological education, political education and moral education. The practical activity of the ideological and political education is a kind of the spiritual production activity. Different from the solidification of the objects of other production activities, the processing object of the practical activities of ideological and political education is the spiritual world of college students, and the spiritual world of college students is flexible, changeable. Instability, it not only changes with the growth stage of college students, but also changes with the times.

(3) Like the development of anything else, the modern party's ideological and political education work has rules to follow, and its regularity exists in the party's specific ideological and political education activities in different historical stages. It can be seen from this that only by summarizing and studying the basic experience of the ideological and political education of the Communist Party of China in the past century can we better grasp the essential characteristics and general laws of ideological and political education.

2.2 The Perspective of Probe into the Theory of All-round Development of Man

It is a long historical process from the proposition to the final establishment of the goal of the theory of comprehensive human development, which runs through the development process of Marxism and has experienced profound debates in history. High development and the complete liberation of the human beings. After the end of the "Cultural Revolution", through the continuous efforts of the state, the Marxist theory of all-round development of human beings and our country's practice have formed the all-round development of human beings with the Chinese characteristics, which is an important part of our country's educational policy. , far-reaching.

As an important thought before the birth of the scientific socialism, utopian socialism has a deeper insight into the development of the human beings, formally put forward the concept of "all-round development of human beings", actively explored the basic ways to achieve all-round development of human beings, and put them into practice.

It can be seen that before Marx, many thinkers had conducted in-depth research on the issue of the human development and formed valuable spiritual wealth, but due to the limitations of various conditions, they did not fully realize the most essential thing of human development. Therefore, sorting out the context of the appearance of Marx's historical materialism concept of civilization is the basic premise to deeply grasp its ideological essence and spiritual essence.

Of course, the appearance of the Marx's historical materialist view of civilization mentioned here is not an appearance in the conceptual sense of textbook style, but the development context in the substantive sense of Marx's view of historical materialism on civilization. Hence, the combinational study is essential for our analysis.

3. CONCLUSION

On the basis of analyzing the current research results, we believe that in a larger scope, the sense of acquisition of participation elements and the sense of acquisition of the system structure together constitute a more comprehensive era connotation of the sense of acquisition of ideological and political education. This paper gives the novel ideas of the related ideas regarding the education and in the futyre, the applications will be tested.

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Research on the Transformation and Development of Higher Continuing Education Under the Background of High-Quality Development

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Abstract:Research on the transformation and development of the higher continuing education under the background of high quality development is conducted in the paper. Higher continuing education in my country originated in 1950 and has continued to grow since then. The development of any continuing education project must take into account both economic and social benefits. Only when it is positively evaluated and recognized by the society can it be accepted and actively participated in by members of the society. The concept of lifelong learning is a systemic point of view, which requires the learner to be placed in a dominant position, and requires that the learning organization and also learning process throughout different stages of a person's life establish an integrated connection. This paper gives the novel suggestions to provide the novel suggestions.

Keywords: High quality development; transformation and development; higher continuing education; theoretical research; detailed discussions

1. INTRODUCTION

The goal of developing continuing education in colleges and the universities should be: straighten out the management relationship of continuing education, activate the management mechanism of continuing education, and establish a scientific and reasonable management system and also the school-running model that is in line with the actual development of colleges and also universities and is conducive to the healthy development of continuing education [1-7].

For the better study, we should consider the life-long study first. The concept of lifelong education includes four main points: first, to establish an education system that can meet people's lifelong learning needs; second, to establish a service system for learning at different stages in one's life; third, to highlight the whole process and fairness of the education; the fourth is to make full use of existing educational resources, innovate educational models, update the educational concepts, and strengthen the integration of the educational functions in different forms and stages.

With the China's economic development and the continuous improvement of people's living standards, people's lifestyles are becoming more and more diversified and their needs for spirituality are growing, so their expectations for education are not only limited to education and job hunting, but also the need for education to meet their hobbies and emotional needs and to enrich their leisure life is becoming more and more prominent. Therefore, continuing education should be people-oriented, strive to meet the needs of different levels of groups for lifelong education, and continuously develop the market of non-academic continuing education. Since the reform and opening up, in order to meet the demand for talents for economic and social development, my country has not only actively expanded the scale of initial education, but also vigorously developed adult education. The two parallel education systems have developed rapidly. At the same time, adult education has gradually become an independent system in terms of enrollment and also training, and there is no good connection between it and school education, resulting in the separation of adult education and initial education.

The concept of lifelong learning is a systemic point of view, which requires the learner to be placed in a dominant position, and requires that the learning organization and also learning process throughout different stages of a person's life establish an integrated connection. Hence, in the next sections, the suggestions will be proposed for referring.

2. RELATED WORK

Higher continuing education in my country originated in 1950 and has continued to grow since then. At first, there were only correspondence courses, night universities and other forms. With the development of information transmission methods and technologies, it also gradually provided assistance for our country's education. We are still facing with listed challenges.

(1) At present, the adult education graduates are severely discriminated against, making it difficult for them to be recognized by society. For example, relevant policies stipulate that adult education medical undergraduates are not allowed to apply for practicing doctors; a considerable number of institutions do not allow adult education students to apply for research [8-13].

(2) Continuing education in colleges and universities started relatively late in our country, the foundation in the adult education is then relatively weak, and some professional management knowledge is relatively lacking, which affects the construction of continuing education management teams.

(3) Poor understanding of the difference between general education and continuing education The distinction between general education and continuing education is not clearly understood, and the way of managing general education is used to manage the continuing education, resulting in a disconnection between the management as the way of general management is disconnected from the content of management, which affects the quality of management of the continuing education.

Hence, we should find the solution, and in the figure1, the focuses are presented.
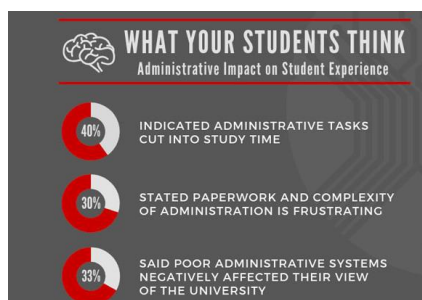
Figure. 1 The Focuses of Continuing Education
(https://moderncampus.com/blog/strong-continuing-ed-program.html)

3. THE PROPOSED IDEAS

3.1 The Background of High Quality Development

Looking at the development history, current situation and development plan of the first-class universities at home and abroad, research universities have many unique high-quality resources and the advantages for the undergraduate education compared with other types of universities.

To reform the school, it is necessary to make full use of these resource advantages, and effectively play the role of high-quality resources in supporting undergraduate education, so as to achieve the goal of training first-class undergraduate talents in research universities.

The relationship between the employment and disciplinary professional structure is inextricably linked. A discipline and professional structure that meets the needs of economic and social development is an important prerequisite for recruiting students to meet the needs of the talent market. A reasonable enrollment scale and high-quality talent training are important conditions for graduate employment.

High-quality employment is also the main way for colleges and universities to serve the society. reflect. The Ministry of Education is about to promulgate a new catalogue of the disciplines and majors and set up the management measures, taking this as an opportunity to further optimize and adjust the layout of disciplines and majors in schools. Who to cultivate requires schools to design training objectives scientifically to help students develop their creativity and emotions, and acquire skills, knowledge, values and responsible attitudes.

How to train people requires schools to design courses suitable for their development so that they can learn how to learn. Who will train people? In addition to scientifically designing training objectives for students and courses that are conducive to their development, the government also requires the government to provide supportive policies and allocate sufficient education funds to improve the quality of education. The value of the education does not lie in the external performance of educational activities, but in the inherent characteristics of education itself. This characteristic gives education the basis for its existence and the irreplaceable uniqueness of other social activities. This characteristic belongs to education itself. It is the quality attribute of the education. Therefore, the party and the government not only proposed to solve the problem of "going to school" in the people's livelihood project, but also asked to then solve the problem of "going to school". The "good school" is to provide people with high-quality education.

3.2 The Higher Continuing Education Transformation

Continuing education is an educational activity for all the members of society, especially adults, after school education, and an important part of the lifelong learning system.

It is the enrichment and also development of the knowledge mastered by technicians, and is of great significance to the improvement of professional skills and the improvement of the professional knowledge. Faced with the adjustment of the national policies, there is less and less market for the adult education diplomas, changes in student structure, diversified macroscopic understanding, fierce competition in enrollment and a series of problems, we need to emancipate our minds and adjust our concepts and it is indeed time to transform into adult education. We focus on listed aspects.

(1) To reflect the characteristics, the design of the education program should reflect the characteristics and needs of the on-the-job learning of the educated groups, establish an open, flexible and diverse education platform, and maximize the enthusiasm of people to take the initiative to further accept continuing education.

(2) More than 30 years of reform and opening up. With the development of economy and society and the improvement of people's living standards, great achievements have been made in the development of the education in our country. Basic education, especially the compulsory education, is fully popularized, and the level of the popularization of the higher education is further improved.

(3) We must take certain measures and countermeasures to solve these problems, improve the management level, and promote the development of continuing education.

4. CONCLUSION

Research on the transformation and development of the higher continuing education under the background of the high quality development is conducted in the paper. Our aim is to actively and steadily develop academic education, vigorously develop non-academic education, attach importance to the quality of continuing education, strengthen supervision, integrate multiple resources, form a joint force in running schools, and form a management standard, resource optimization, diversified teacher sources, and high-quality partners with the development pattern.

5. ACKNOWLEDGEMENT

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Analysis on the Construction of the Ideological and Political System of Innovation and Entrepreneurship Education Courses in Colleges and Universities under the Theory of Collaboration

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Abstract:Analysis on the construction of the ideological and political system of innovation and entrepreneurship education courses in colleges and universities under the theory of collaboration is conducted in the paper. Under the current increasingly severe employment situation, strengthening college student innovation and entrepreneurship education and also self-employment work and promoting employment through entrepreneurship have become the new focus of college graduates' employment work. Hence, this paper gives the novel suggestions and further guidlines for the related studies.

Keywords: Theory of collaboration; colleges and universities; entrepreneurship education courses; system of innovation; ideological and political; general analysis

1. INTRODUCTION

The Ministry of the Education's "Several Opinions on the Comprehensively Improving the Teaching Quality of Higher Vocational Education" pointed out that: "Higher vocational colleges should raise funds through the multiple channels and forms in accordance with educational laws and market rules, and in line with the principle of diversification of construction subjects; Industry enterprises, factories and schools cooperate to continuously improve the conditions of the training and also practice bases.".

Under the current increasingly severe employment situation, strengthening college student innovation and entrepreneurship education and also self-employment work and promoting employment through entrepreneurship have become the new focus of college graduates' employment work. Innovation and entrepreneurship education has become the general trend of global economic and social development in the 21st century, and it has also injected new vitality into the development of my country's higher education.

As a higher education entity created with a new mechanism and a new model, the independent college has formed a scale after more than ten years of thegrowth, and has established a strategic goal of further shifting from scale development to connotative development. With the background analysis, we should have the listed foces.

(1) Accelerating the pace of innovation and entrepreneurship education is an important move for higher vocational colleges to deal with the employment dilemma of college students in the new environment, and to promote the student employment and entrepreneurship, and it is the only core way for the development of higher vocational education.

(2) The core value concept of innovation and entrepreneurship education for the college students is "students", respecting students' individual development, improving talent training

mode, educational content and teaching methods, and further stimulating their innovation and creativity.

In the figrue 1, we show the core ideas of the nnovation and entrepreneurship education system and in the next section, the detailed discussions will be considered.
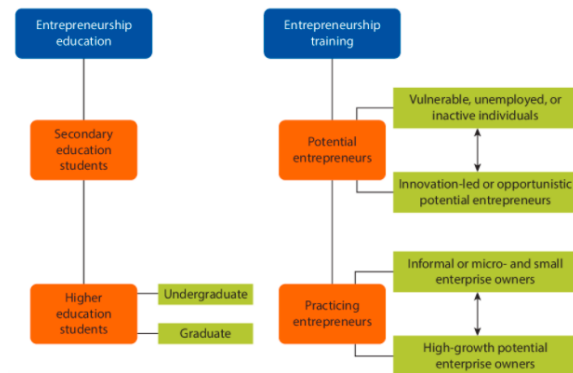
Figure. 1 The Innovation and Entrepreneurship Education(https://www.semanticscholar.org/paper/Entrepreneurship-Education-and-Training-Programs-Valerio-Parton/74f4660dfc5194036a3966482e5fae0067d5e786/figure/1)

2. THE KEY IDEAS

2.1 The Theory of Collaboration

With extensive and profound social changes and influences such as economic globalization, knowledge informatization, cultural diversification and fierce competition, the research and development of complexity science has then attracted the attention of experts and scholars in various fields.

Since synergy studies the macroscopic behavior of a system composed of a large number of subsystems, Haken uses order parameters to describe macroscopic behavior of subsystems. Haken believes that a cooperative system can have multiple

order parameters, and the order parameters compete and also cooperate with each other.

The order parameter is the product of the collective motion of the microscopic subsystems, and the characterization and measurement of the cooperative effect. The study of the synergetics shows that for a system to acquire some temporal or spatially ordered structure, a system must first have the necessary environmental i.e., it must be under the certain environmental conditions. Thus, for an open open system, in a state far from equilibrium, through the nonlinear interaction between the elements of the system

The non-linear interactions between the elements of the system may lead to a synergistic issue. In this way, for an open system, the nonlinear interactions between the elements of the system, away from equilibrium, may lead to a synergy between the elements and bring the system into order

2.2 The Innovation and Entrepreneurship Education

Only by integrating and further infiltrating innovation and entrepreneurship education with practical training courses, can the effectiveness and pertinence of the innovation and entrepreneurship education be truly enhanced, and thereby improving students' innovative and entrepreneurial abilities. In the process of system construction, we should not only get rid of the dependence on traditional undergraduate education, avoid homogenization with some traditional undergraduate education, but also cannot simply impart the entrepreneurial knowledge and also entrepreneurial skills training, but take innovation and entrepreneurship education as a kind of ability, one as a kind of quality and a kind of essence penetrate into the undergraduate teaching of independent colleges.

We should have the listed focuses.

(1) The social work method is a scientific method of helping others, drawing on the values of equality, respect, and helping others and self-help in social work methods, so that teachers engaged in innovation and entrepreneurship education can uphold the concept of social work in their specific educational practice.

(2) Paying attention to the whole process and diversity of evaluation, and form a "three-in-one" evaluation method for the on-campus, off-campus and extracurricular activities, so as to achieve the purpose of promoting learning, teaching, training, and reform through evaluation.

(3) Colleges and also universities should further strengthen innovation and entrepreneurship education on the existing basis. Take innovation and entrepreneurship education as an important part of higher education teaching reform, carry out general innovation and entrepreneurship education, and cultivate college students' innovative spirit, entrepreneurial awareness and ability.

2.3 The Ideological and Political System of Innovation and Entrepreneurship Education Courses

People are important objects in the ideological and political construction, and their social attributes play a decisive role.

Under new situation, if ideological and political construction is to play the role of unifying thinking and correct guidance, it needs to innovate its content and enhance its persuasive power. At the subjective level, entrepreneurial culture refers to the perceptions of individuals, organizations, and work styles by people living in the region, and these perceptions act on the people's ideas of life in an implicit way and affect people's willingness to start a business; entrepreneurial culture.

At the objective level, it refers to the entrepreneurial spirit atmosphere that people can clearly perceive that the regional environment itself exists or promotes.

At present, the government departments and all sectors of society involved in entrepreneurship promotion, entrepreneurship research, entrepreneurship education and entrepreneurship management in China include the Ministry of Labor and Social Security, the Ministry of Education, the Ministry of Science and Technology, the Central Committee of the Communist Youth League, the All-China Federation of Students, local governments, development zones, science and technology parks, universities and colleges. Schools, media agencies and various enterprises, etc. The innovation of ideological and political construction content must absorb new theoretical achievements. The innovation of ideological and political construction content should pay attention to the application of Marxist theory with Chinese characteristics, and inject new elements and the new concepts of the market economy, so that employees of enterprises can feel that they have gained, improved, innovative and effective.

We must constantly introduce new ideas and emancipate our minds, and carry out deepening reforms.

3. SUMMARY

Analysis on the construction of the ideological and political system of innovation and entrepreneurship education courses in colleges and universities under the theory of collaboration is studied in the paper. People-oriented is the concept of modern corporate culture. Its core is to cultivate and excavate a corporate culture with high cohesion and its own characteristics, and the purpose is to improve the quality of people. Hence, this paper gives the novel suggestions for the related development.

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Problems and Solutions Faced by Ideological and Political Education in the Era of Big Data

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Abstract:Problems and solutions faced by ideological and political education in the era of big data is the focus of this study. Big data is no longer limited to random samples, no longer limited to the collection of information with a small amount of information, big data has enough "big" information to reflect the development of the situation. At the same time, this kind of data acquisition relying on technical means can be carried out without affecting the learners, and can then eliminate the interference from learners themselves and the experimental environment, and this paper gives the novel applications inideological and political education.

Keywords: Big data; ideological and political education; era of times; problems and solutions; challenges; educational issues

1. INTRODUCTION

The first disciplines to propose the concept of big data are astronomy and also genetics, which have relied on analysis methods based on massive data since their birth. Big data can be said to be the product of the combination of computers and the Internet. The computer realizes the digitization of the data, and the Internet realizes the networking of data considering the combination of the two gives big data its vitality.

Big data has four characteristics: (1) The amount of data is extremely large; (2) The types of data are extremely large; (3) The speed is fast, moving like running water; (4) The value density is low, that is, the value of a single data is low.

The application of big data in education makes it possible to comprehensively mine data in the field of education and grasp the actual situation of education. At the same time, this kind of data acquisition relying on technical means can be carried out without affecting the learners, and can then eliminate the interference from learners themselves and the experimental environment, which can then ensure the authenticity of the collected data to the greatest extent. The greatness of big data lies in the greatness of processing information. The key to big data is not the upgrading of data storage technology, the "big" of big data does not mean that the data stored and backed up is large, but fundamentally it refers to the "big" model used to process data. Facing the challenges of the big data era, an important responsibility of statistics is to cultivate talents who can organize and analyze big data, namely "data scientists". A data scientist refers to a person who digitally reproduces and understands data and has made a certain contribution in the field of data. Generally, we should have various abilities such as statistical analysis, extraction and synthesis of the data, and visual representation of data. In the figure 1, the big data era keywords are presented. By creating and optimizing the educational environment, forming a campus culture that is conducive to students' growth, talent and forming a good character to then implement cultivation education, in order to achieve the purpose of teaching and also then educating people, management educating people, and service educating people, in order to cultivate students' good quality.

Moral qualities and habits of life provide the necessary conditions. In the next sections, the detailed ideas will be then further presented.

Figure. 1 The Big Data Era
(https://medium.com/@syedjunaid.h47/what-is-big-data-why-is-big-data-important-in-todays-era-8dbc9314fb0a)

2. THE PROPOSED MODEL

2.1 The Problems and Solutions Faced by Ideological and Political Education

Traditional classroom teaching needs to arrange a fixed class place, time and teacher. Due to the limitation of teaching venues and conditions, teachers cannot fully interact with the students, especially in the current situation where large class teaching is widely used, the interaction between teachers and students is more difficult. We consider the listed.

(1) In order to transform profound theories into the teaching content that students like to hear and hear, teachers should use easy-to-understand language, vivid examples, and simple explanations, so that the teaching content is close to social reality, students' life, and students' ideological reality, so as to improve the quality of teaching.

(2) Teachers should participate in the students' autonomous learning throughout the process, we should pay attention to the evaluation of learning effects, and correct the deviations found in time. In any course reform, the teaching effect is ultimately judged through course evaluation. It can be said that a scientific evaluation system is the cornerstone of then building an autonomous learning model.

(3) Only by paying attention to general students' professional knowledge, skill level, knowledge innovation and serving the society, and attaching importance to the development of the students' moral character, ethics and behavior habits, can

higher vocational colleges improve their competitiveness and achieve high-quality employment.

While participating in the co-construction, the students can enhance their awareness of the network responsibility, legal awareness, self-discipline and security awareness, and can also cultivate their sound personality and excellent network morality, thereby enhancing the effectiveness of college students' ideological education. The figure 1 shows the issues.
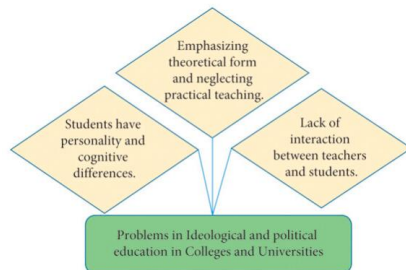

Figure. 2 Ideological and Political Education
(https://www.researchgate.net/figure/Problems-in-ideological-and-political-education-in-colleges-and-universities-a_fig5_358265587)

2.2 The Big Data Era Integration

The "smart education" in the context of the educational informatization was first extended from the inspiration of the concept of "smart earth". In the era of big data, every click on the network and the data generated by every information exchange will be then permanently saved. Therefore, the first challenge we must face is: in the era of big data, how do we protect our information security. On the one hand, with the increasing reliance on the Internet, people record and save a large amount of the data through the cloud, financial data, medical information and information from the government departments all need to be secure and confidential and in this idea, the essential aspects are considered. Big data has existed for a long time in the fields of physics, biology, environmental ecology, as well as in the military, finance, communications and other industries, but with the continuous emergence of new technologies and applications such as cloud computing, Internet of Things, smart cities, and mobile Internet , we have entered the era of information explosion. If data is only stored as static, archival material without adequate mining, analysis and utilization, it is bound to be tantamount to a pile of waste. Whether it is storing small databases or massive data, there is no substantial difference, and it will not produce much social and economic benefits. Then, this will further guide the next development patterns.

3. CONCLUSION

Problems and solutions faced by ideological and political education in the era of big data is the focus of this study. The vision of the smart education development is to create an intelligent big data education environment with the support of a new generation of information technology, respecting the individualized and diversified development needs of each learner. This paper then gives the novel suggestions for the applications, in the future, we will consider some discussions.

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Discussion on the Integration of Ideological and Political Elements in College English Education under the Background of Ideological and Political Courses

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Abstract:Discussion on the integration of ideological and political elements in college English education under the background of ideological and political courses is the main focus of this study. College English classroom teaching, as an important channel for educating students in colleges and universities, has the characteristics of many class hours, large span and wide coverage, and has the function of teaching and teaching students from listening, speaking, reading, writing and translation in an all-round and multi-level manner. It can be seen that the fundamental task of the higher education in ancient my country is to enable the educated to be able to enlighten themselves with virtue, realize the perfection of morality, and finally reach the state of perfection in behavior. Therefore, this paper gives the novel suggestions for the comprehensive analysis.

Keywords: Ideological and political courses; college English education; ideological and political elementsl discussion; general integration; overview analysis

1. INTRODUCTION

The further development of the globalization makes holistic thinking more and more favored by ideological and political educators. The development of the ideological and political education work, in the final analysis, is to then carry out the ideological work of "people", and "people" are social people. The Confucian classic "University" opens , which is "the way of the university, which is to be virtuous, to be close to the people, and to stop at the ultimate good." It can be seen that the fundamental task of the higher education in ancient my country is to enable the educated to be able to enlighten themselves with virtue, realize the perfection of morality, and finally reach the state of perfection in behavior.

Then, the political education performance can be understood from the following aspects.

(1) Emphasizing the dynamic and practical nature of teaching Civics and Political Science, it is required that ideological and political education in colleges and universities should focus on continuity, and general beginning and end of theoretical teaching in Civics and Political Science is not equal to the beginning and end of ideological and political education, but rather, Civics and Political Science teaching should be viewed from a dynamic and practical point of view of development.

(2) Only by deeply grasping current situation of ideological and political courses in private colleges and universities, carefully analyzing the reasons for the general formation of the current situation, reforming the ideological and political courses in private colleges and universities, and exploring the path suitable for the popularization of Marxism in private colleges and universities and can we enhance the pertinence and effectiveness of the education and achieve the goal of ideological and political education in colleges and universities with the purpose of the lesson.

(3) We can consider the use of the multilateral interactive, heuristic, case-based, discussion-based, participatory and the other teaching methods and means to strengthen the exchange and communication between teachers and students, and give full play to the main role of college students in the classroom.

In the figure 1, the core of the ideological and the political courses is referred.
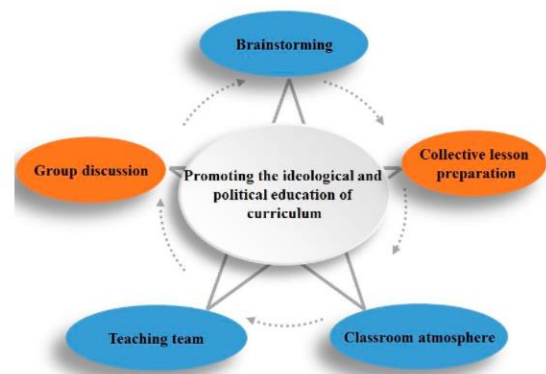
Figure. 1 The Core of Ideological and Political Courses
(https://www.researchgate.net/figure/ntegration-of-Ideological-and-political-elements-into-Curriculum_fig1_353928987)

2. THE PROPOSED MODEL

2.1 The General Ideas of Ideological and Political Elements

Fundamentally speaking, the practical teaching of ideological and political courses is to deeply excavate the practical spirit contained in the Marxist theory expounded and summarized in the curriculum system, and to show students the guiding role of Marxist theory in the practice of socialist construction with Chinese characteristics, so as to then expand the content of the ideological and political courses from the abstract theoretical knowledge to vivid practical activities. Under the vision of the "Big Thinking and Politics", it is necessary to constantly expand the resources of practical education, let the ideological and political education activities return to life practice, open up new channels for the ideological and political education of

college students, make it student-oriented, and constantly expand the time and also space of ideological and political education in colleges and universities.

The content of the general education should cover humanistic quality education, moral cultivation and also value education, political quality education, and rational thinking training. The teaching of ideological and political courses in colleges and universities from the perspective of "big ideological and political courses" is the return of the theoretical teaching of ideological and political courses in colleges and universities to quality-based education, emphasizing the construction of a three-dimensional teaching curriculum system combining the theory and practice. The teaching theory in the ideological and political course should be combined with the current affairs hot issues that students are concerned about, so that students can apply the theory to practice after learning the knowledge of ideological and political theory, which can not only attract students' interest in learning ideological and political subjects, but also can further deepen students' understanding of subject knowledge.

2.2 The College English Education under the Background of Ideological and Political Courses

Language is the carrier of the culture and a mirror that reflects national culture with culture needs language to pass on.

Language and culture are interdependent and inseparable. The articles in college English textbooks are carefully selected. The articles not only reflect the language and culture of the English-speaking countries, but also have a certain ideological character, which is very suitable for ideological and political education. In the process of consciously bringing ideological and political education into the classroom, English teachers in higher vocational colleges must avoid empty lectures, actively explore the convergence between English teaching materials and ideological and political education, make full use of the positive ideological and emotional factors, and cleverly design classroom learning activities.

With the continuous improvement of students' language level, we further began to widely read English original books and periodicals, listen to the foreign English broadcasts, or receive information on various gods in English through the Internet, which undoubtedly contributed to improving students' English proficiency. As an English teacher, we must not only complete classroom teaching tasks well, but also perform teachers. The responsibility of "teaching" is to go to the students, understand them, care for them, help them, and build a spiritual bridge between teachers and students, instead of directly throwing the problem to the class teacher or counselor. Teachers can talk with students together Hobbies and ideals, sharing happiness and troubles together, being their faithful listeners, helping them solve practical difficulties, etc., that can shorten the distance between teachers and students.

3. CONCLUSION

Discussion on the integration of the ideological and political elements in college English education under the background of ideological and political courses is the main focus of this study. Colleges and universities are responsible for the cultivation of talents. The teaching of ideological and political courses is the main channel and main front for the ideological and political work of college students. In the face of the problems existing in the teaching of ideological and political courses, it is necessary to carry forward the spirit of innovation and combine the actual situation, so as to improve the classroom teaching of ideological and political theory courses in a targeted manner. This paper combines the English course as the sample to give the comprehensive analysis.

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Effect of Ideology and Politics of Digital Media Art Course Under the View of Humanistic Spirit

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Abstract:Effect of ideology and politics of digital media art course under the view of humanistic spirit is studied in this paper. The development of digital media can be said to be very rapid. First of all, let us understand its concept. Digital media art is an emerging art category formed with the development of computer science technology and network media. Digital media technology will continue to develop rapidly, and its influence and participation in art and design will then become more and more in-depth. Art and science will work together in our lives, or the boundaries between art and the science will become more and more blurred and this may be a kind of inescapable reality. This paper gives the novel suggestions and the application scenarios.

Keywords: Humanistic spirit, digital media art course, ideology and politics, general effect, course design

1. INTRODUCTION

The digital media industry has huge market development prospects. In the United States, the sales of the computer animation and related film and television products have then obtained nearly 10 billion US dollars in revenue. Japanese media art, video games, animation and the other works have become the second largest industry. The South Korea's digital industry has surpassed the automotive industry to become the largest industry. Digital art is the analysis and editing of pictures and audio-visual files by means of digital technology and computer programs, and finally a perfect upgraded work is obtained. It is widely used in graphic design, teaching of three-dimensional technology and commercial design, and has been accepted and recognized by public with the advancement of science and technology, and is loved by more and more practitioners. For the focus, we can consider the listed aspects.

(1) Digital media art is based on the development of digital technology and new media technology. Digital media art is an art that ingeniously integrates human rational thinking and artistic feeling.

(2) As far as art itself is concerned, digital art originated from conceptual art in the 1960s and from the early futurist manifesto, Dada-style behavior and 70 years of representative performance art. Communication and also cooperation have become the focus of artists in the creation of new media art. Focus They are constantly exploring new behavior patterns and new media in an attempt to discover the possibility of creating new thinking, new human experience and even new worlds.

(3) With the development of science and technology, the creative form of media art has fully entered the digital age. Traditional art usually uses its own inherent artistic characteristics to express the style of art. Its single form of expression can no longer meet people's growing needs. The emergence of digital media art has made up for this lack in the field of art.

Digital media technology will continue to develop rapidly, and its influence and participation in art and design will then become more and more in-depth. Art and science will work together in our lives, or the boundaries between art and the science will become more and more blurred and this may be a kind of inescapable reality.

The use of digital motion involves science and technology and cultural communication. It can not only restore dynamic media art, but also create dynamic media art. In the figure 1, the art course sample presentation model is defined.

Figure. 1 The Digital Media Art Course
(https://mcquad.org/2021/02/04/art-department-adds-a-splash-of-color-with-new-digital-media-art-major/)

2. THE PROPOSED METHODOLOGY

2.1 The Humanities Ideological and Political Analysis

According to relevant reviews, in terms of teaching content, it is necessary to pay attention to the consistency of students' professional teaching, learning environment and also practice places at the different stages, and to carry out ideological and moral education for specific occupational positions, which is conducive to enabling higher vocational students to establish good values and occupations In terms of educational methods, we should highlight practical education.

Different theoretical topics should be extended to the society through practical exploration, action experience and the other educational activities, so as to achieve the combination of in-class and extra-curricular, and the combination of the moral development and vocational education, so that students form a unified character of knowledge and action. Humanistic care

means paying attention to the survival and development of people, caring for, loving and respecting people. The purpose is to help others to help themselves, to achieve a full existence, to consciously adjust and control the living environment and themselves, to make reasonable use of the right to choose independently, and to improve themselves day by day.

It emphasizes the value, dignity and integrity of human beings, combines humanistic care with the party's ideological and political education, deeply penetrates the soul, massages the mind, and achieves the effect of soothing the soul. Then, we should focus the following issues.

(1) Cultural environment is an effective carrier for cultivating college students' humanistic spirit. In the general process of developing campus cultural environment, it is necessary to organically combine moral education, intellectual education, physical education, aesthetic education and labor education, and integrate education into culture, indirect, implicit way.

(2) Humanistic care is to meet the development needs of the human nature. Every student is an individual who is eager to be recognized and respected by others, especially from teachers and also schools. When students feel that they are respected and recognized, they will be inspired to face study and life with a positive and optimistic attitude.

(3) In the teaching process, we should take the humanistic spirit as the core, build a humanities system that conforms to the characteristics of college students, and emphasize the unity of humanistic quality and scientific quality. Reasonable scientific setting of humanities plays a very important role in improving the good personality and moral quality of college students.

To sum up, the teaching effect of ideological and political courses depends on whether students really like the course. Therefore, we must proceed from the needs of the students, innovate teaching models, reform teaching methods, and also enhance teaching effects.

2.2 The Digital Media Art Analysis

The research and discussion on art form language has a long history, and form language is also one of the important topics that must be faced in visual arts. In the field of traditional art, there has been a relatively in-depth exploration and systematic summary of formal language issues. Whether media or art is adapted to the human needs, born and evolved under certain social conditions, the strong influence of media on art is an indisputable fact that art works can only be spread with the help of media, and only works of communication can have influence. It not only determines the general possibility of the circulation of works to a certain extent, but also defines the form of art design itself. This form is the concept of art design and the basis of art theory.

The role of digital technology in the digital age is obvious. Entering the design of the digital information society, the form and content of art and design education have undergone profound changes, and the design objects and psychological environment have undergone great changes. Then, we should be focused on the listed aspects.

(1) The combination of virtual and real can play a role in highlighting the subject, expressing the sense of movement, expressing the artistic conception and strengthening the sense of space in the picture.

(2) Composition and assembly, now used as movie terms, is one of the means of narration and expression of the work, which can better express the design concept and proposition through the clever combination of cable materials.

3. CONCLUSION AND SUMMARY

Effect of ideology and politics of digital media art course under the view of humanistic spirit is studied in this paper. Digital media art is a product of the development of digital and information technology. The new technology creates new means of the art creation, changing the structure, form and aesthetics of the art, and the traditional formal language will inevitably be expanded and interpreted in a new way. This paper gives the novel suggestion and in the future, the further applications will be discussed.

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Research on the Innovation of Online Education and Teaching Mode in Colleges and Universities Under the Background of "Internet +"

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Abstract:Research on the innovation of online education and teaching mode in colleges and universities under the background of "Internet +" is presented in the paper. As far as the modernization of the ideological and political education in the value dimension is concerned, the purpose of studying its ought state is to examine the value or ideal goal of the modernization of ideological and political education. With this idea, this paper will then propose the innovation of online education and teaching mode in colleges and universities under the background of "Internet +". The intelligent models are presented and the detailed discussions are studied.

Keywords: Internet +; education innovation; online education; teaching mode; colleges and universities

1. INTRODUCTION AND BACKGROUND

With the development of information technology centered on Internet technology, the human beings have then entered the information society. Like all the other new technologies, the emergence and popularization of the Internet is then rapidly changing the way people work, communicate and live.

Service is the reflection of the system's own value, the turning point from one demand to the birth of more demand, and an important link in the investment and income cycle.

Construction is the foundation, content is the guarantee, and also service is the goal. After the Chinese Internet has gone through the stage of solving the problem of accessing people and the stage of solving the problem of information volume, it will inevitably move towards the stage of development and application, and also serve the society and the public more comprehensively and deeply. Nowadays, due to the popularity of network convenience and speed of network communication have provided the possibility for real-time teaching on the Internet. The figure 1 shows the online education model and in the next sections, we will apply it into the applications.

Figure. 1 The Online Education and Teaching Mode Demonstration
(See for details: https://cft.vanderbilt.edu/guides-sub-pages/effective-educational-videos/)

2. THE PROPOSED METHODOLOGY
2.1 The Ideological and Political Education As Sample

General Secretary Xi Jinping pointed out in the report of the 19th National Congress of the Communist Party of China: "Socialism with Chinese characteristics has entered a new era, which is a new historical position of our country's development." In this new historical position and development stage, the living environment of college students in the new era correspondingly, development conditions have changed, the needs for growth and development and the historical mission they shoulder are different from those in the past, and their thoughts and behaviors also show new characteristics of the times. Colleges and universities are the forefront of ideological work. It is necessary to grasp the dominance of ideological and political work in colleges and universities, consolidate the leading position of the Marxism in college ideology, and ensure that colleges and universities will always become a strong position for cultivating the builders and successors of the socialist cause.

The two dimensions of the modernization of ideological and political education can be divided into different states in time, that is, the state that should be or is, that is, the state that has not yet occurred or has occurred.

As far as the modernization of the ideological and political education in the value dimension is concerned, the purpose of studying its ought state is to examine the value or ideal goal of the modernization of ideological and political education, as well as the ways and means to achieve its goal, which is the main direction of the current research on the modernization of ideological and political education.

As a fact, the modernization the ideological and political education, which is developing, has multiple characteristics endowed by social modernization. In terms of society as a system, social modernization is also a process of its core own functional differentiation and structure complexity. Faced with this new feature of the modernization of ideological and

political education, it is necessary to then construct theoretical tool that can properly describe this feature.

2.2 The Innovation of Online Education and Teaching Mode in Colleges

Rich Internet applications also have significantly less network traffic, as a client-side engine designed for the application is smarter than a standard web browser when it comes to then deciding what data needs to be exchanged with the server.

The amount of data transmitted by general applications for each interaction is reduced, so the total load is also reduced, so the speed of each request and response is also improved. However, abusing asynchronous requests and prefetching has the potential to negate the benefits of this advantage, and then sometimes even backfire. We should face with the 2 core list of the challenges.

(1) The immaturity of network technology has become the bottleneck of network teaching. Network teaching is the product of the general combination of computer multimedia technology, network communication technology and modern educational theory. In order to make the network serve the teaching well, the problem of information resources in the teaching network must be solved while the computer is then connected to the network.

(2) Due to the characteristics of the network itself, there is no need for direct contact between the different subjects who communicate through the network, which leads to more uncertainty and even some false elements in the emotion transmitted through the network.

The multimedia and hypermedia characteristics of the Internet are very suitable for creating the cognitive content of online courses, which is a kind of the teaching derived from the traditional teaching mode, with new technical means and new media.The online educational platform will be efficient for the models.

3. CONCLUSION

Research on the innovation of online education and teaching mode in colleges and universities under the background of "Internet +" is presented in the paper. As an innovative teaching mode and means, the primary problem to be solved is to build a network education curriculum system and to establish a relatively complete network course implementation mode based on it. In the future, we will apply the proposed model into different scenarios.

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Discussion on the Integration of Ideological and Political Education in Colleges and Universities and Chinese Traditional Culture Education

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Abstract:Discussion on the integration of ideological and political education in colleges and universities and Chinese traditional culture education is the focus of this manuscript. The digital age is a historical complex integrating the development achievements of material civilization, spiritual civilization, and ecological civilization. Building a sustainable and healthy society and promoting the all-round development of people have become the fundamental starting point and end point of the development of digital technology. Hence, with this integration, the paper gives the comprehensive discussions on the integration of ideological and political education in colleges and universities and Chinese traditional culture education. The protection of national traditional culture is to make the traditional national culture passed down from generation to generation and last forever, and the integration is the scenario of the combinational improvement.

Keywords: Chinese culture; traditional culture education; colleges and universities; ideological and political education; basic discussion; integration methods; educational innovation

1. INTRODUCTION AND BACKGROUND

Chinese culture is fundamentally an ethical culture, which emphasizes the acquisition and improvement of the people's ethics, morality, spirit, culture, etc. Each of our ethnic groups has its own language, writing and art, which constitute a unique and charming human landscape. The protection and inheritance of cultural heritage plays an important role in social and economic development. The traditional culture of the nation has the general functions of understanding history, educating future generations, uniting the people, inspiring people, cultivating sentiments, and purifying the soul.

In a series of important speeches by General Secretary Xi Jinping, the general dominant position of the people is very emphasized, which not only reflects the Marxist historical materialism and the view of the masses, but also the positive factors of the people-oriented thought in Chinese traditional culture. In the articles and speeches of General Secretary Xi Jinping, the combination of the people-oriented thought and the Marxist view of the masses is reflected in many places. For example, the article published by General Secretary Xi Jinping in the 2013 No. 1 issue of the magazine "Seeking Truth" reflects the obvious people-oriented thought. The article pointed out: "We must adhere to the party's mass line, adhere to the main body of the people, always take the safety of the masses into our hearts, timely and then accurately understand what the masses are thinking, looking forward to, worrying about, and anxious about, and do the work of the masses solidly and deeply. It is necessary to correctly handle the relationship between the fundamental interests of the vast majority of the people, the common interests of the masses at this stage, and the special interests of different groups, and earnestly safeguard, realize and develop the interests of the people. Hence, integrating the traditional culture and organize the efficient ideological and political education in colleges

and universities and Chinese traditional culture education will be essential. In the figure 1, the sample figure is presented.

Figure. 1 The Chinese Traditional Culture Education (Image source: http://www.xinhuanet.com/english/2018-09/29/c_137500296_6.htm)

2. THE PROPOSED MODEL

2.1 The Chinese Traditional Culture

The protection of national traditional culture is to make the traditional national culture passed down from generation to generation and last forever. First of all, it is necessary to increase publicity efforts to create an atmosphere for national cultural protection and set off a trend of national cultural protection. For example, through the protection of national culture, it enters the campus, classroom and other forms. Secondly, the protection of traditional ethnic culture needs to maintain its original appearance, and it is necessary to set up special ethnic vocational education in the region to cultivate traditional cultural heritage talents and enhance the young generation's awareness of paying the attention to traditional culture.

For our study focus, the president Xi Jinping's ideas are impressive. The General Secretary Xi Jinping emphasized: "Governing the country according to the law is the basic strategy for the party to lead the people in governing the

country, and the rule of law is the basic way to govern the country. Building a socialist country under the rule of law".

In his speech at the symposium between teachers and students of Peking University, General Secretary Xi Jinping quoted and expounded the essence of traditional Chinese morality and values in many places. In his speech, General Secretary Xi Jinping quoted the famous saying of "University": "The way of the university is to be bright and virtuous, to be close to the people, and to end in the ultimate good." He further emphasized: "Core values are actually a kind of virtue, not only an individual's virtue, but also a great virtue, that is, the virtue of the country and the virtue of society. Hence, these will be the basis for us to study the models.

2.2 The Novel Perspectives of Ideological and Political Education

The fourth industrial revolution, characterized by intelligence, enables the rapid development of self-media based on social platforms while empowering traditional media to carry out media fusion transformation and realize the full ecological layout, and further promotes the multi-polar production and production of information and also spread across scenarios.

Under the background of the new era, especially in the confluence period of the "two hundred years", the ideological and political work of college students is facing unprecedented opportunities. , with greater efforts, more investment, stronger organization, and better measures to do a good job, hence, we should focus on the listed aspects.

(1) The era of the intelligence brings opportunities for the innovation and development of ideological and political education in colleges and universities, and helps to promote the in-depth promotion of full-staff education, whole-process education, and all-round education.

(2) In the era of rapidly changing science and technology, Internet information information technology is developing rapidly, which has a profound impact on politics, economy, culture, society and other and far-reaching impact on political, economic, cultural, social and the other aspects, and human thinking and cognition have also undergone human thinking and cognition have also undergone great changes.

(3) Academia's research on ideological and political education has gradually moved beyond the description of the practice pattern in the past, and turned to the mode of coexistence between people and algorithms in the digital existence, in order to then promote the scientific, refined and intelligent development of ideological and political education. In fact, the digital transformation of the ideological and political education aims to blur the boundaries between real and virtual. "Augmented reality" and "virtual reality" make "real" a mixed reality that can be constructed.

The media technology represented by the network and new media technology reshapes the view of time and space, allowing the development of modern civilization to enter a new turning point. This makes it possible for ideological and political education to construct a large-scale, high-quality database with strong computing power.

Ideological and political education uses modern information technology to collect massive data, fully mines explicit data such as the online interactive expressions, gestures, discourse expressions, etc., extends and supplements its functions, and comprehensively scans the tension in the general process of the ideological and political education. From the perspective of disciplinary boundaries, driven by digital technology, the

crossover between ideological and political education and other disciplines has not only expanded the new direction of ideological and political education research, but also produced a variety of new ideological and political education patterns such as network ideological and political education, virtual ideological and political education, data ideological and also political education.

3. CONCLUSION

Discussion on the integration of the ideological and political education in colleges and universities and Chinese traditional culture education is the focus of this manuscript. In the digital communication environment, general information exchange method of college students has undergone profound changes. When ideological and political education is combined with artificial intelligence, intelligent simulation technology can be used to reproduce digital images of real life or historical events. This paper gives the novel suggestions and in the future, the further discussions will be also integrated.

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Study on the Impact of Red Culture on the Ideological and Political Education of College Students

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Abstract:Study on the impact of red culture on the ideological and political education of college students is the core of this paper. Activities are the main form of moral education. Only by carrying out regular revolutionary traditional educational activities can the revolutionary spirit of the revolutionary ancestors be internalized into the quality of students. The revolutionary traditional educational activities have formed the characteristics of the serialization in content, stratification in goals, and normalization in time. The characteristics of our school's revolutionary traditional education are not only reflected in the school's school-running ideology, but also implemented in the school's development plan. The school regards the general revolutionary traditional education as the main content of the school's moral education work and campus culture construction. Study on the impact of red culture on the ideological and political education of college students is then discussed with the detailed theories.

Keywords: College students; ideological and political education; red culture; impact study; systematic study

1. INTRODUCTION
Political culture is a political phenomenon. It is a subjective reflection of the objective political history and political reality of a political party, a group, a nation, and a country.

It embodies the relationship between people and the political system. The main content of red culture is revolutionary traditional education. The arduous revolutionary struggle history of the revolutionary ancestors in the old area has left us a rich revolutionary spiritual connotation.

The characteristics of our school's revolutionary traditional education are not only reflected in the school's school-running ideology, but also implemented in the school's development plan. The school regards the general revolutionary traditional education as the main content of the school's moral education work and campus culture construction. The red culture embodies the advanced culture from the different historical periods in China, affects the process of social development, and reflects the spirit of the times. Its value-oriented function is its most basic and most important function.

By advocating patriotism, collectivism and socialism, red culture educates people to establish a correct world outlook, outlook on life and values, and improves people's ideological and moral quality. For the study, we should consider the list of the aspects.

(1) In the era of great economic and cultural development, the country, society, and individuals all need to have certain ideals and also beliefs to support them, and then serve to successfully solve problems such as the success of every Chinese, the great rejuvenation of the nation, and also the modernization of the country. The Chinese dream consists of This came into being.

(2) The revolutionary tradition and the political, economic, cultural and also ideological forms of the Chinese Communist Party embodied in the revolutionary war years, etc., the specific content and form of the red culture are expressed as a specific spiritual orientation and a specific material carrier.

(3) As a kind of social consciousness, political culture in turn will influence and guide specific political practice. As far as the stability and development of the community is concerned, the content of political culture mainly includes the dominant political thoughts, political ideals, national spirit and the spirit of the times, and political moral concepts formed in this community. The figure 1 shows the Read Culture.

Figure. 1 The Read Culture Presentation (Source: https://www.google.com/imgres?imgurl=http%3A%2F%2Fimages.we nming.cn%2Fweb_wenming%2Fhswh%2Fyw%2F201808%2FW020 180803399677396132.jpg&imgrefurl=http%3A%2F%2Fwww.wenmi ng.cn%2Fhswh%2Fyw%2F201808%2Ft20180803_4783626.shtml&t bnid=cqAB4mqhH_AHEM&vet=12ahUKEwjl6tiPvqP7AhULj44IHf 16AIoQMygGegUIARCVAQ..i&docid=stSqZJtnktUQAM&w=800& h=532&q=%E7%BA%A2%E8%89%B2%E6%96%87%E5%8C%96 &ved=2ahUKEwjl6tiPvqP7AhULj44IHf16AIoQMygGegUIARCVA Q)

2. THE PROPOSED MODEL
2.1 The Ideological and Political Education Guidlines
Over the past 100 years, no matter what hardships they have experienced, the Chinese Communists have never given up their pursuit of the scientific truth of Marxism, and then firmly believe that communism will be then realized. The

educators and educational objects of ideological and political education are both real people. Whether it is an educator who undertakes the responsibility of establishing morality and a person, or an educational object with the potential educational needs, they are inseparable from the needs of the people, the needs are responses of the human brain to physical and social needs. The renewal of "thinking" of ideological and political education points to the inner essence and operation law of ideological and political education.

Artificial intelligence promotes the "thinking" update of the ideological and political education, which has a profound impact on the goal, value, content and essence of ideological and political education. In the era of intelligence, people will become more autonomous and also free, and new thinking concepts will be more needed to cope with the increasingly atomized and technological way of life. The great spirit of founding the party is the soul source of the Communist Party of China. It is closely related to the growth of young students from germination, development and continuation.

The great spirit of founding the party plays a guiding role in ideals and beliefs. As the basic task of moral education, we should combine the spirit of Party building with ideological and also political courses, and plant the great spirit of the Communist Party of China in the ideological and political education system, that is, to organically integrate the great spirit of Party building with Xi Jinping's thought of socialism with Chinese characteristics in the new era. Hence, we consider the listed aspects.

(1) The tool theory believes that network ideological and political education is to use the tool of computer network to carry out ideological and political education activities.

(2) If we want to reflect the implementation of the great spirit of building the party in the evaluation of ideological and political education and teaching, we must take the teaching of the spirit of building the great party as one of the evaluation indicators of the school's ideological and political theory courses, give full play to the role of the main channel of the classroom, and realize that teachers have methods with the emotional teaching, students think and learn with empathy.

(3) The content of ideological and political education in the new era is based on the historical orientation of the new era and the spiritual needs of the people, and has realized the update of content elements, the improvement of the content system and the upgrade of the content structure. In the new era and new journey, the magnificence of social practice and the richness of the spiritual needs of the educational objects determine the diversity and integrity of the content elements of ideological and political education. The content system of the ideological and also political education in the new era, including political theory education, ideal and belief education, and socialist core values education.

The ideal and belief education is the fundamental content. Noble scientific beliefs and firm ideals and beliefs are the fundamental content of the ideological and political quality of people. The ideological and political education in the new era should be centered on the education of ideals and beliefs. The core of ideological and political education in the new era should be the education of ideals and beliefs.

2.2 The Impact of Red Culture

Red culture is formed in the process of striving for national independence, people's liberation, and the realization of national prosperity and strength under the leadership of the Communist Party of China. This shows that the main body of red culture is the broad masses of the people.

At the same time, it is also the starting point and destination for safeguarding and realizing the fundamental interests of the broad masses of the people. Politics is the most prominent feature of red culture. Always stand on the political standpoint of the proletariat, obey and serve the central tasks of the party at different times, which is the concentrated expression of the political nature of red culture. During the period of the new-democratic revolution, our party built red culture, a "cultural force", to make it an important part of the entire revolutionary apparatus, and fought against the white culture, imperialist foreign slave culture, and also feudal rotten culture of the Kuomintang reactionaries. The "army with a pen in the hand" cooperated with the "army with a gun in the hand", eventually leading the revolution to victory and establishing the People's Republic of the dictatorship of the proletariat.

Cultural phenomena such as people's spirits and concepts are the conscious manifestations of people's actual relationships and activities, their production, their interactions, and their social and political organizations. Therefore, in order to infiltrate the Chinese dream into all aspects of current social life, we must focus on people's real life. Based on the inherent natural connection between red culture and the Chinese dream, and to fully understand and grasp the Chinese dream, it is necessary to then deeply understand its historical origin and inheritance relationship.

3. CONCLUSION

Study on the impact of the red culture on the ideological and political education of college students is the focus of this paper. Practice is the supporter of historical materialism in Marxist philosophy. It is relying on "human perceptual activities". Only historical materialism has its true theoretical connotation, its true criticality and transcendence, and its true value purpose. In the future, we will apply the model into the educational activities.

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Research on the Development of Tourism Industry from the Perspective of Internet + Tourism

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Abstract:Research on the development of tourism industry from the perspective of Internet + tourism is conducted in this paper. The application of mobile information technology in tourist services meets the needs of consumers for mobility, location, personalization and self-service. It can be seen that the development of intelligent terminal equipment has enabled various applications to be used in the entire process of "smart tourism" and innovated tourism experience. Mobile Internet technology has expanded the market space for the travel industry, and is changing the way travel is planned, evaluated and experienced. travel planning, travel evaluation and travel experience, and mobile clients are gradually penetrating gradually penetrate into the whole process of travel. This paper gives the novel combinational model to enhance the traditional travel experience.

Keywords: Internet + tourism; tourism industry; general perspective; general development; industry enhancement

1. INTRODUCTION

With the acceleration of the tourism marketization and the successive introduction of general macro-control policies, the reconfiguration of factors in various industrial sectors, that is, changes in industrial structure, may also be an important reason for promoting the development of China's tourism economy. In particular, when the flow of factors from low-productivity sectors to high-productivity sectors promotes the improvement of the productivity level of the entire society, the resulting "structural dividend" will maintain sustained economic growth, we focus on listed aspects.

(1) The immovability of tourism core products. The core of the tourism production is the tourist attractions that meet the tourism needs, and the immovability of the tourist attractions determines that tourists must move to the place where the attractions are located, that is, the tourist destination for consumption. Most of the tourism industry can only appear in the tourist destination.

(2) The core tourism enterprises that provide direct support services for the scenic spot gather in the periphery of the scenic spot, forming the inner layer of the tourism industry cluster and the outermost layer is tourism-related auxiliary enterprises.

(3) Correctly planning the general development of the tourism industry in a scientific way, thereby promoting the sustainable and healthy development of the tourism industry, is of great significance to the economic development of the tourism area.

In the traditional industry chain, it is often the advantageous enterprises with better market prospect, higher technological and product correlation are relatively strong. The nucleus of the chain is the nucleus of the chain, and the chain is formed through the back and forth linkage of these nuclei. The chain is formed through the back and forth linkage of these chain nuclei. In the tourism industry chain, those in the nucleus of the chain are not is not the producer of tourism products or services, but large travel agencies with a lot of organizational and coordination work and in the nucleus of the chain, it is not the producer of tourism products or services, but the large travel agency, which is still responsible for organizing and coordinating a lot of work, and the tourism operation platform, which holds the information about the customers.

At present, there are few achievements in the research of tourism industry cluster types at home and abroad. The representative results are as the follows: According to the hierarchy of tourism industry clusters with dominant factors to promote cluster development.

Enterprise linkages and organizational structure within the cluster. The cluster depends on the environment and the other aspects to be divided. In the figure 1, the sample is presented and in the next sections, the ideas will be considered.

Figure. 1 The Internet + Tourism Sample
(https://www.esearchlogix.com/eslblog/2019/10/21/how-the-internet-of-things-iot-is-transforming-the-tourism-industry/)

2. THE PROPOSED METHODOLOGY

2.1 The Overview of Tourism Industry

The rationalization of the tourism industry structure is to keep the proportion of the tourism industry in line with the laws of industrial development and internal connections, and it is recommended to use the supply-demand balance evaluation method and the structural benefit evaluation method to then measure it. In the lemma 1, accordingly to the related study, the Industrial Structure Rationalization Index is defined.

$$T_{it} = \sum_{i=1}^{n} \left(\frac{Y_i}{Y} \right) \sqrt{ \left(\frac{Y_i / L_i}{Y / L} - 1 \right)^2 } \qquad (1)$$

The tourism industry chain in the narrow sense refers to a dynamic chain formed by enterprises in related industries, with tourism products or services as the object, with the flow of tourists as the link, to meet the needs of tourists or to create customer value, and based on the specific logical relationships and the space-time layout organization. The above-mentioned characteristics of the tourism industry determine that tourism enterprises must provide tourism products for tourists at the same time, that is, tourism enterprises must be distributed in a centralized manner, so that the tourism industry has natural agglomeration characteristics, which is further fundamentally different from the manufacturing industry. Correspondingly, the vertical expansion of the industrial chain includes vertical integration and vertical constraints. Vertical integration refers to the expansion of an enterprise to its upstream or downstream industries, including forward integration and backward-integration.

In the figure 2, the industry components are demonstrated.

Figure. 2 The Tourism Industry
(https://www.researchgate.net/figure/Tourism-industry-in-the-global-market_fig5_319304150)

2.2 The Perspective of Internet + Tourism

The mobile Internet is not limited by time and space, and it accompanies the whole process of tourists' travel itinerary, providing tourists with rich information, such as routes and scenic spots. The application of mobile Internet in the tourism industry is the inevitable result of the driving of the tourism demand, the promotion of Internet development technology and the competition in the tourism industry.

The mobile Internet, with its portability, anytime, anywhere accessibility, and numerous applications, the mobile Internet has greatly changed the the traditional tourism industry, bringing new growth opportunities for the modern tourism industry bringing new growth opportunities for the modern tourism.

The application scenarios can be then summarized into the following aspects.

(1) In terms of the mobile information services, the mobile Internet can provide tourists with more mobile, autonomous, interactive and real-time services. Through terminals such as the smartphones, tourists can log on to the mobile information platform to inquire about relevant tourism information.

(2) Smart tourism is the product of the flexible integration of the tourism and technology and information industry, which promotes the transformation of the tourism from traditional tourism consumption to modern tourism consumption, and also completely changes the consumption concept of tourists.

(3) The dynamic demand for travel information by tourists has forced the travel industry to take advantage of the advanced Internet technology. The time lag in tourism information due to the exotic nature of tourism can This affects the experience of tourists. The mobile Internet can meet the needs of tourists for up-to-date information. It then helps tourists to know the weather, traffic and attractions of tourist destinations, so that The mobile Internet can meet the demand of tourists for the latest information, help tourists to know the weather, traffic and scenic spots of tourist destinations, so that tourists can get accurate and fresh information of the tourist destinations, and reduce the anxiety of traveling.

3. CONCLUSION AND SUMMARY

Research on the development of the tourism industry from the perspective of Internet + tourism is conducted in this paper. The combination of the Internet of Things and smart tourism enables tourists to experience the convenience brought by modern technology in the whole process of tourism. "Eating, living, traveling, and playing" are full of the "wisdom" and improve the quality of tourism. Hence, this paper gives the novel combinational model to enhance the traditional methods.

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Discussion on the Integration of Ideological and Political Education and Innovation and Entrepreneurship Education in Colleges and Universities

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Abstract:Discussion on the integration of the ideological and political education and innovation and entrepreneurship education in colleges and universities is the key topic of this study. The development of educational theory is always accompanied by social and historical changes. The close relationship between educational theory and social development requires us to analyze the connotation of educational theory from a deeper perspective. The thought of socialism with Chinese characteristics in the new era proposed by General Secretary Xi Jinping not only condenses the past development history, but also contains the future development goals. We give the novel suggestions for the applications.

Keywords: Colleges and Universities; Entrepreneurship Education; Education and Innovation; Ideological and Political; General Discussion; Integration Analysis

1. BACKGROUND

With the vigorous development of mobile Internet technology, the Internet provides digital tools for social public opinion, profoundly affects public opinion ecology and communication methods, and profoundly changes the general public opinion environment and communication pattern and then the Internet has become the "biggest variable" in China today. Based on the perspective of the new era, we face new opportunities and challenges in process of ideological and political education innovation, and we should then fully grasp the development opportunities, obtain development resources by means of the innovation in ideological and political education, and innovate the way of ideological and political education in the new era.

We meet with the following challenges.

(1) From the perspective of the new era, the carrier of the ideological and political education has become more diverse. At this time, in order to give full play to the role of ideological and political education, it is necessary to better play the role of carrier.

(2) The socialist core values are the core mainstream value consensus in contemporary Chinese society, which defines the value goals, orientations and guidelines for us to follow at the level of the country, society, and individual citizens. Carrying forward the socialist core values is an important task of the ideological and political education in colleges and universities.

(3) The characteristics of the anonymity and virtuality in cyberspace have played an important role in promoting the expression of individuality and direct emotion of netizens, but at the same time, it has also contributed to the irrational side of public opinion. Some netizens may break through the moral constraints in the real environment, fall into a state of extreme views and emotional intensification, and even be seduced by false information, resulting in irrational expressions of public opinion which needs the monitoring.

The thought of socialism with Chinese characteristics in the new era proposed by General Secretary Xi Jinping not only condenses the past development history, but also contains the future development goals, and is closely integrated with the times and hence, in the next sections, we will consider these ideas. To begin with, the figure 1 gives the key ideas.
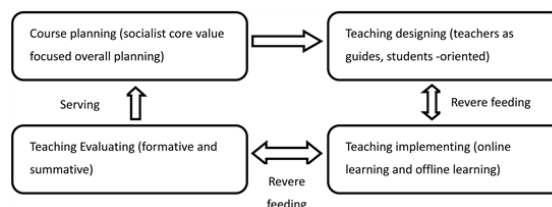

Figure. 1 The Ideological and Political Education Key Ideas (Image source: https://www.scirp.org/html/3-6305025_101437.htm)

2. INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND INNOVATION AND ENTREPRENEURSHIP EDUCATION

2.1 The Core Ideas of Ideological and Political Education

Xi Jinping emphasized, "The prosperity of the youth makes the country prosperous, and the strength of the youth makes the country strong. The young generation has ideals, skills, and responsibilities, and the country has the future, and the nation has hope." Students of the new era are the driving force of the socialist cause and vanguard of the socialist cause, shouldering the historical burden of then achieving the great rejuvenation of the Chinese nation. and will be the witness, participant and contributor to the process of great rejuvenation of the Chinese nation.

They will become witnesses, participants and contributors to the process of the great rejuvenation of the Chinese nation. With the rise of information network technology, the network

public opinion field has become a new environmental factor for ideological and political education. The current online public opinion field is not only a reflection of the thoughts and psychology of the younger generation, but also affects their cognitive habits in turn. Xi Jinping pointed out that "to do a good job in ideological and political work in colleges and universities, we must adapt to the situation, advance with the times, and also innovate with the situation." This important exposition contains a profound "view of time and space" in ideological and political education.

Therefore, colleges and universities should strengthen the practical forging The study and propaganda of the great party spirit should be organically integrated into the various social practice activities, guide college students to feel the power and charm of truth in practice charm.

2.2 The Entrepreneurship Education in Colleges and Universities

Entrepreneurship is the fundamental way to solve the problem of social employment. This objective reality determines that higher education should move from employment education to entrepreneurship education. In terms of quality, educational theory is a knowledge system about the nature and laws of education expressed by people with the help of a series of educational concepts, educational judgments and reasoning; in terms of quantity, educational theory is based on the specific social or educational problems as starting point, dominated by specific social values, closely related to educational practice activities, and systematized theoretical system of education

Therefore, we have the listed suggestions.

(1) The establishment of a entrepreneurship park is the most typical practice of entrepreneurship education in colleges and universities in my country. It guides students in various ways to independently design, establish, and operate commercial enterprises or technology companies. For students, the most important thing is to give full play to autonomy, freedom of individuality and pioneering, and not to be bound to a certain way of entrepreneurial practice. They should develop and carry out various entrepreneurial activities as independently as possible.

(2) Entrepreneurship education focuses on then improving the knowledge, skills, abilities and psychological qualities that students must have to engage in entrepreneurial practice. It is characterized by commercial operation, setting up specialized institutions, and offering entrepreneurship education courses to teach students how to implement entrepreneurship into the business behavior.

3. CONCLUSION

Discussion on the integration of the ideological and political education and innovation and entrepreneurship education in colleges and universities is studied in this research. Rational, moral, intellectual, physical, basic and professional, theory and practice, in-class and out-of-class, teaching and learning, etc., design courses and curriculum systems that meet the requirements of the entrepreneurial talent training, and add entrepreneurial courses. In the near future, we will study the performance.

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College Students' Ideological and Political Education and Cultural Self-Improvement in the Information Age with Detailed Discussions

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Abstract:Practical exploration of college students' ideological and political education and cultural self-improvement in the information age is studied in this paper. The evaluation of traditional ideological and political education is more knowledge level, and the effect of such knowledge-based evaluation can hardly reflect the true It is difficult to reflect the effect of ideological and political education of the educated. It is undeniable that ideological and political education must first solve the problem of educated people's understanding of the content of specific ideological and political knowledge. Therefore, helping educated people "understand the truth" has become the basic goal of ideological and political education. Hence, this paper then gives the suggestions for the further applications of the general model. In the next stage of the study, we will consider the different scenarios.

Keywords: Information age; practical exploration; college student; ideological and political education; cultural self-improvement

1. INTRODUCTION

People are a kind of cultural existence, and culture expresses the meaning of human life. This is just as Daniel Bell, a famous American cultural scholar, put forward: "Culture is the domain of meaning, which should go beyond reality and interpret the meaning of the world in an imaginary way. Culture is an important symbol of a country's civilization. UNESCO proposed that "development should ultimately be defined by the concept of culture, and cultural prosperity is the highest goal of development".

The ultimate goal of the human development is not only the increase of material wealth, but also the satisfaction of the growing spiritual demands of the people. Cultural self-awareness is a arduous process. Only on the basis of knowing one's own culture, understanding and coming into contact with multiple cultures can you have the conditions to establish your own position in this emerging multicultural world, and then, together with other cultures, learn from each other's strengths and also complement each other's weaknesses, and jointly establish a basic order with common recognition and a set of coexistence principles that multiple cultures can coexist peacefully, express their strengths, and develop together.

The Chinese traditional culture is extensive and profound, which not only provides nutrients for the progress and development of the nation, but also that makes an indelible contribution to the progress of all mankind. In the figure 1, the general ideas are presented. Hence, we should consider this with the integration of the college students' ideological and political education. The ideological and political education decision-making is a process in which educators make a comprehensive judgment and selection of various elements and their interactions in the educational process in order to achieve educational goals. There are levels of risk management objectives for student work in higher education. The completion of each level of goals must focus on the role of ideological and political education. The objectives of the student work risk management in colleges and universities are

hierarchical. Among the goals pursued by the risk control of student work in colleges and universities reducing the risks brought by various uncertainties in student work is the direct goal; maintaining the safety and stability of campus is the middle level goal; maintaining the safety and stability of campus is the middle level goal; reducing the risks brought by various uncertainties in student work is the direct goal. The middle-level goal is to maintain the security and stability of campus; the middle-level goal is to guide students to form a correct world in various events. The ultimate goal is to guide students to form correct worldview, life view and value view in all kinds of incidents, and then implement the fundamental task of establishing moral education. In the next sections, the details will be discussed.
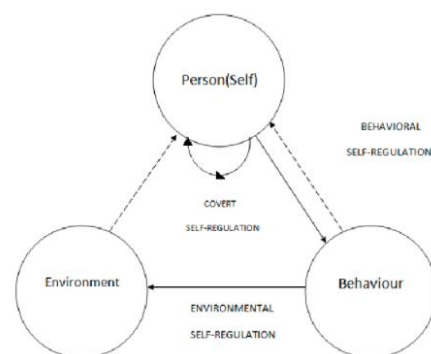

Figure. 1 The Demonstration of Cultural Self-improvement
(https://www.semanticscholar.org/paper/The-Influence-of-Culture-on-the-Development-and-of-Sappor/d344e68adae45350e345e6d905978256a55065ac/figure/4)

2. THE PROPOSED METHODOLOGY

2.1 The Information and College Students

The strength of people's ability to grasp the information also directly affects the effect of further absorbing and utilizing information. Therefore, having a high degree of information

awareness is the premise for college students to successfully enter the society. Broadly speaking, information literacy is a critical thinking ability, and an information literate person pays special attention to using critical thinking to examine the overload of information we have. People always ask, what kind of information do we need in order to solve a problem? Where do we get the information? How can I know if the information is reliable? Is it still sufficient? Ability to use information resources?

University education can only be a lifelong learning -stage, in order to be able to adapt to the needs of the times, not only must university stage to learn knowledge, develop ability and improve quality, but must firmly establish the concept of the lifelong learning, in the workplace constantly learning and improving. In the figure 2, the ideas are presented.
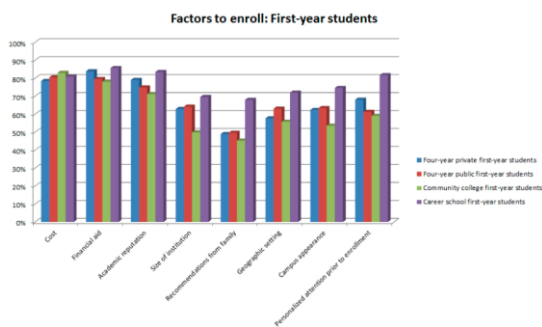

Figure. 2 Information and College Students
(https://www.ruffalonl.com/blog/enrollment/understanding-enrollment-motivations-college-students/)

2.2 The Cultural Self-improvement in the Information Age

As a compound concept, cultural self-consciousness, in its basic meaning, expresses the degree of some cultural self-consciousness of a person as a subject. The understanding of it is closely related to both "culture" and "consciousness". Previously, we have explained and defined "culture" and its essence to the certain extent, and here we will explain the meaning of "consciousness". Universities have the function of engaging in scientific research, especially in many disciplines such as philosophy, literature, art, and history. This provides rich content and diverse perspectives for cultural heritage.

Then, we consider listed issues.

(1) University is a gathering place where diverse ideas collide and various cultures are intertwined. World-class universities, especially those with a long history, are cultural centers. We should not only answer various questions in reality, but also answer fundamental questions in the future of China and human development, so as to provide spiritual resources, new thinking, new imagination and creativity for the development and transformation of the nation, the country, human society and human beings, as well as for the development and also transformation of ideology, culture and academia.

(2) The duality of culture is rooted in the inner contradiction of human self-consciousness. Specifically, as an active existence, human beings confirm themselves through the objectification of self-consciousness. Culture, as the result of the externalization of human meaning essence, through culture, people confirm the existence of their own meaning essence.

2.3 The Suggestions for Ideological and Political Education

The content of the ideological and political education is the spiritual and cultural information in the ideological and also political education activities, and it is the intermediary of educational exchanges and communication between educators and educated people. Gilbert Rozman, a professor of the sociology at Princeton University, pointed out in his book "Modernization in China" that "modernization" is a multi-level concept with rich connotations.

This means that if "modernization" is understood from the perspective of social development, it is the development from "traditional society" to the "modern society", which is mainly confirmed from the degree of industrialization, then the modernization of ideological and political education methods may be more understood that emphasis on the use of the scientific method. Ideological and political education evaluation is an important part of ideological and political education activities, and is an all-round evaluation and also comprehensive consideration of ideological and political education objectives, contents, methods and also effects by evaluators or evaluation agencies. In practice, relying on students' ideological and political education work, they can often collect various information in a timely and effective manner. At present, it is particularly important to combine the characteristics of the times, give full play to the advantages of big data in information collection, capture information in a timely manner, and make predictions.

3. CONCLUSION

Practical exploration of the college students' ideological and political education and also cultural self-improvement in the information age is studied in this paper. The method of ideological and political education is the method and means of ideological and political education. How well the information of ideological and political education is transmitted between the educator and the educated, the education method plays an increasingly important role. This paper gives the new suggestions for the further applications.

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Challenges Faced by Ideological and Political Education in the Era of Big Data and the Solution Discussions

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Abstract:Problems and solutions faced by ideological and political education in the era of big data is the key topic of this paper. Big data is widely used in our country. It can be said that there are big data in all walks of life,hence, we consider the combinational model. The ideological and political education environment is the sum of all external factors that have the positive or negative impact on the ideological and political education activities organized by educators and the formation and development of educated people's ideology and morality, and this paper gives the novel solutions faced by ideological and political education in the era of big data.

Keywords: Big data; modern era; ideological and political education; problems and solutions; challenges

1. INTRODUCTION

To study the elements of ideological and political education, it is not only necessary to study the various components of the ideological and political education, but also to study the core categories of ideological and political education, and the latter is an intangible and imaginary element that runs through the entire ideological and political education. of great significance. The ideological and political education environment is the sum of all external factors that have the positive or negative impact on the ideological and political education activities organized by educators and the formation and development of educated people's ideology and morality, including political environment, economic environment, tcultural environment, mass communication environment, social environment factors.

For the education, we should consider listed aspects.

(1) To realize the fundamental task of establishing moral education The prerequisite for achieving the fundamental mission of moral education is to scientifically define the concept of concept, and on this basis to construct a set of policy system for developing and applying the intangible resources of ideological and political education in higher education. On this basis, a policy system for the development and application of intangible resources of the ideological and political education in the colleges and universities should be established.

(2) There is a historical separation and combination of the "reflection" and "practice", and the emergence of the concept of "reflective practice" is also closely related to this historical separation and combination.

(3) As a subject with methodological significance, philosophy has a fundamental influence on ideological and political education. Ideological and political education itself is a core special education, so the pedagogy has a great impact on ideological and political education.

In the structure of the practice, objects are open to different subjects, and the display of any subject's essential power directly or indirectly restricts or affects the display of other subject's essential power, which means that the subject's objective activities are not only for me, but also for his, and only better for him, can be better for me. Accordingly, in the figure 1, the big data era information is presented, and in the next sections, the discussions will be studied.

Figure. 1 The Big Data Era Information
(https://www.khanacademy.org/computing/ap-computer-science-principles/data-analysis-101/big-data/a/what-is-big-data)

2. THE PROPOSED METHODOLOGY

2.1 The Background of Big Data Era

Big data is widely used in our country. It can be said that there are big data in all walks of life, such as e-commerce/Internet, FMCG, finance, government/public utilities, agriculture and other industries. With the advent of the era of big data, many aspects of our production, life, work and way of thinking will undergo major changes. The emergence of "big data" is not an accidental event, it is a process that must be experienced in today's highly developed informatization and networking era, in this era of data flying all day long.

What we currently call big data is more limited to big data technology and the big data application, but not to big data science and engineering. engineering has not been given much attention. Big data science is concerned with the development and operation of big data networks and operation, discovering and verifying the laws of big data and its relationship with big data science is concerned with the development and operation of big data networks, discovering and verifying the patterns of big data and their relationships with the natural and social activities. For the big data era, we consider the listed.

(1) The impact of big data is not limited to the information and communication industry, but is still "swallowing" and also reconstructing many traditional industries. Companies that widely use data analysis methods to manage and optimize operations are essentially data companies.

(2) The sources of the big data are structured data, semi-structured data and unstructured data. structured data, big data technology framework includes data acquisition and pre-processing, data bigdata technology framework includes data collection and pre-processing, data storage and management, data computing model and system.

(3) Traditional business data has evolved over time in a standard format that can be recognized by standard business intelligence software. Today, businesses are challenged to process and extract value from complex data presented in the various forms.

2.2 The Ideological and Political Education Combination

Ideological and political education resources, as one of school resources, are all kinds of resources occupied, used and consumed in the process of education in order to achieve educational goals. According to the ways in which ideological and political education resources function, they can be divided into two types: tangible resources and intangible resources.

In recent years, the academic circles have then carried out relatively rich research on Hongyan spirit, and formed a series of research results. Scholars generally agree that the spirit of Hongyan has important value of the times, and believe that the spirit of Hongyan contains great love for the family and the country, and is conducive to the development of civilized family education and family style. The Hongyan spirit has not been effectively integrated with the ideological and political education of college students in the new era, resulting in the failure to fully demonstrate the educational value of the Hongyan spirit. In order to give full play to the value of ideological and political education of Hongyan spirit in the new era and help college students in the new era to fully absorb spiritual power from Hongyan spirit, it is necessary to construct a relatively complete, comprehensive and practical logic for integrating Hongyan spirit into the ideological and political education of college students in the new era frame.

Hence, we will consider the above as the combination, the reflective practice of ideological and political educators not only has a theoretical basis but also has practical motivation. The practical characteristics of the ideological and political education, the professional development of ideological and political educators, and the general practical construction and operation of the theoretical system of subject knowledge require ideological and political educators to reflect general practice. We must improve the enthusiasm of the service, correctly treat the questions raised by the students, and answer the students' questions and suggestions in a real-time and practical manner, and repair the public facilities or daily items and equipment damaged by the students during their school life considering students' learning and living environment.

3. CONCLUSION AND FUTURE WORK

Problems and solutions faced by the ideological and political education in the era of big data is the key topic of this paper. The theoretical system of ideological and political education subject knowledge with practicality and initiative should be composed of the philosophy of the ideological and political education, the principles of ideological and political education and the applied knowledge of the ideological and political education. This paper considers the big data era to propose the novel combination. In the future, the ideas will be validated.

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