

Intercultural Communication

ISSN: 2744-2551

Social Science Edition

VOL.02 2022



East Europe-China Audiovisual Translation and Cultural Communication Association

ISSN: 2744-2551

ISO: 3297

Journal of *Intercultural Communication*

Social Science Edition

Volume 02, 2022

Academic Consultant: Li Yujie Natasa Trifkovic Milica Dragas

Director of Editorial Board: Joshua Yue

Deputy Directors of the Editorial Board: Jelena Vujcic

Member of editorial board: (Arrange in alphabetical order)

Ada Yue	Lei Weizhong	Tijana Paradjina
Andjela Djorda	Leng Yakun	Wang Jiyuan
Bojana Pavlovic	Liang Yuan	Wei Dong
Cui Xiuzhong	Li Changcheng	Wei Xianjun
Doroteja Klacar	Li Huawei	Wu Lianqun
Draga Mastilovic	Lv Bing	Xu Fengjiang
Dong Fangyuan	Ljiljana Knezevic	Xu Mengwei
Geng Lijuan	Milica Draga	Xu Yiqun
Jelena Vujcic	Natasa Trifkovic	Zhai Zhaoyun
Joshua Yue	Pan Faqin	Zhang Yijun
La Weixin	Sandra Ivanovic	Zhan Yongjun

Editor-in-chief: Ada Yue

Deputy Editors: Cui Xiuzhong Wei Xianjun Wu Lianqun Jelena Vujcic

Cover Designer: Wang Bo



Contents

Analysis of Barrier-Free Phonetic Teaching in Teaching Chinese as a Foreign Language	Wei Dong	1
Research on Internal Control Construction Under the Background of Double High in Higher Vocational Colleges	Cui Liping	6
Strengthening "Realistic Sense" and "Artistic Sense" in the Construction of Literary Theoretical Discourse ---Discussing from "Discourse in the Sayings of Exemplary Person"	Wang Yuli	13
Alienation of Contemporary Human Nature Caused by Modernity	Lv Bing	30
Diversity of Museum Culture Communication Under Epidemic Situation		
.....	Jia Meng	35
Investigation on the Construction of Publishing Industry Incubation Platform Based on the Whole Industry Chain.....	Ma Dongshun	40
Research on the Management Mode of College	Liu Chaoyuan	50
Analysis on the Ways of Improving Ideological and Political Education in Higher Vocational College Apartment Culture Construction	He Yuanyuan	56
Exploring the Fitting Relationship between Engineering Education Accreditation and Information Literacy Education in University Libraries	Guo Yaxian	62
The Carding and Research of the Educational Thought of Guan Zi		
.....	Jiang Hong, Zhao Yang	70



The Practice and Exploration of the Art of Early Childhood Teaching	
.....	Li Dandan 76
Difficulties and Solutions of Training Skilled Cross-border E-commerce Talents in Higher Vocational College	Li Shuhua 81
Analysis on the Research Hotspots and Trends of Family Education Resources in China in Recent 30 years --- Analysis of Visual Knowledge Map Based on CiteSpace	Liu Lina , Zhao Cuilan 89
The Current Situation, Hot Spots and Trends of Publishing Industry Chain Research in the Past Twenty Years	Sun Qinqun 105
C-E Cultural Relics Translation from the Functionalist Translation Theory Approach Functionalist Translation Theory Approach----A Simple Case Study of Shaanxi History Museum	Hu Jiarui 115
A Study on Hu Jingzhi's Aesthetics of Literature and Art	Xu Mengwei 126
Study on the Value Evaluation of Educational Publishing Entrepreneurial Enterprises	Yu Mingtao , Sun Weize 132
The Great Mother of Heroes Appreciation of the Opera <i>Wang Jinmei's Mother</i>	
.....	Zhang Yanping, Ma xuefei 142



Analysis of Barrier-Free Phonetic Teaching in Teaching Chinese as a Foreign Language

Wei Dong

Zhangjiakou University, Zhangjiakou 075000, Hebei Province, China

E-mail: 465123268@qq.com

Abstract

In teaching Chinese as a foreign language, pronunciation teaching is the first army, and correcting errors in pronunciation will run through the whole process of Chinese teaching after pronunciation teaching and pronunciation teaching. The success of pronunciation teaching directly affects the teaching of vocabulary, grammar, Chinese characters, listening and speaking. This paper aims to explore the elements of barrier-free pronunciation teaching in teaching Chinese as a foreign language. Based on my own teaching practice, the author summarizes a set of simple, convenient, time-saving, high-efficiency and effective methods, which can clear away obstacles for the teaching of Chinese as a foreign language and make the teaching of pronunciation unimpeded. In this paper, the author expounds the conditions and methods of barrier-free pronunciation teaching in teaching Chinese as a foreign language from five aspects, and makes a detailed analysis of the elements of barrier-free pronunciation teaching based on teaching examples. Hope to provide reference for teaching Chinese as a foreign language colleagues.

Keywords

Teaching Chinese as a foreign language, Barrier-free, Phonetic teaching

In the whole teaching of Chinese as a foreign language, pronunciation teaching is the first army. The success of pronunciation teaching directly affects the teaching of vocabulary, grammar, Chinese characters, listening and speaking. The phonetic teaching time is short, the task is heavy, the demand is high. In this regard, Chinese teachers have made various attempts in phonetic teaching, most of them are looking for ways to explore phonetic teaching, trying to complete the phonetic teaching task accurately and smoothly in a limited time by changing teaching methods. Teaching method is important, however, the author believes that the real shortcut in phonetic teaching is accurate degree of the pronunciation of Chinese teachers themselves, grasps



the accuracy of the sound and the reason of the errors committed by listening, choose effective speech method, the accuracy of the pronunciation of the professor and solving the bold attempt of the voice, this is accessible in teaching Chinese as a foreign language phonetic teaching essential conditions, expatiates on the following.

1. Teachers of Chinese as a foreign language should have standard Chinese pronunciation

Chinese as a foreign language teachers should accurately and correctly read in Chinese pinyin initials, finals and tones, and each syllable, in order to let learners clearly feel the characteristics of Chinese speech, but also able to accurately describe each phoneme accurate pronunciation methods, such as vocal cord vibration or not, the strength of the air, pay special attention to subtle differences in the sounds of the same group due to different ways of pronouncing them. Take the post-tip consonants “zh, ch, sh and r” as examples. When teaching this group of consonants, Chinese teachers should first be able to demonstrate and read out the standard consonants. At the same time to be able to vividly describe the “zh, ch, sh, r” pronunciation of the parts, into the correct way to stop stop, and emphasize the subtle characteristics of the pronunciation, to solve the problem of why the same part of the pronunciation is different. That is, “zh” and “ch” are similar in pronunciation, but when “zh” is issued, the pronunciation part is first blocked, and then the airflow breaks through the obstruction, and friction becomes sound. The vocal cords do not vibrate and do not breathe, while “ch” is an aspirated sound. The difference between “r” and “ch” is that the two articulation parts are not obstructed. The air flow is directly extruded from the narrow slit and the sound is formed by friction. However, the friction of “r” is weaker than that of “sh” and the vocal cords vibrate. In this way, students can quickly and accurately grasp the key points of the post-tip of the tongue pronunciation and use appropriate methods. Therefore, Chinese teachers' own phonetic standards and solid basic phonetic skills are the guarantee for the smooth progress of phonetic teaching.

2. Teachers of Chinese as a foreign language should have the ability to accurately detect errors

Accurate hearing ability includes two aspects: one is that teachers can accurately identify the mispronunciation; the other is that teachers can accurately judge the cause of the mispronunciation, that is, the tongue position and pronunciation method of the mispronunciation. Taking “zh, ch, sh and r” as examples, the vast majority of foreign students are generally affected by the tongue position at the front of English pronunciation when learning this group of consonants. Their tongue cannot reach the position of “zh, ch, sh and r” in Chinese, resulting in pronunciation errors at the front of the tongue. In this regard, the teacher must be able to identify the error sound, more



importantly, the teacher must be able to judge the cause of the error sound through their own ears, that is, the position and shape of the tongue in the mouth when the error sound and the strength and source of the air flow during pronunciation, to lay the foundation for the next step.

It is a necessary ability for teachers of Chinese as a foreign language in phonetic teaching as well as a prerequisite for barrier-free phonetic teaching. Teachers through their ears can identify the position of the tongue of the learner in the oral cavity, shape, activities as a necessary ingredient to a mandarin pronunciation, can quickly and accurately capture the student in the teaching problems in learning pronunciation, and can according to the different problems of students, and analyzing the specific issues in a timely manner to take effective methods to suit the remedy to the case, Finally achieve the goal of completing the teaching task. Although having this skill requires teachers to have some phonetic teaching practice, practice has proved that once they have this skill, it lays the foundation of barrier-free phonetic teaching, and can greatly shorten the time of phonetic teaching and improve the efficiency of phonetic teaching.

3. Teachers of Chinese as a foreign language should master common methods of Chinese phonetic teaching

Phonetic teaching method in teaching Chinese as a foreign language for graphic method, comparative method, although commonly, imitation, gestures, description, presentation, hyperbole, resolution, etc., these are all in the phonetic teaching can help teachers an effective way to complete the teaching mission, teaching can not only use one single teaching method, It can also be used in a variety of ways according to the needs of the content. With initials, a professor at the tip of the tongue after sound useful, “ch, sh, r”, for example, in the above a variety of methods, using the pronunciation of English international phonetic alphabet /tʃ/ useful methods and Chinese pronunciation, “ch, sh, r” method, combined with the teacher's image description, along with blackboard writing oral figure and gestures oral figure, mark and the difference between its pronunciation part can complete the teaching of this set of initials. Therefore, in the teaching of post-tip-of-tongue sounds, it is completely possible to use either the graphical method or the gesture method to successfully complete the teaching of post-tip-of-tongue sounds. If using the graphical method of teaching, the teacher first draw a picture of the mouth on the blackboard, and then draw the correct tongue position in the mouth, and then make an accurate description of its pronunciation method, and guide the students to pronounce. When students practice pronunciation, teachers should pay more attention to the difference between their errors and Chinese standard pronunciation, correct their errors with appropriate methods, and finally the students' output of the tongue tip sound can be said to be accurate. The teaching process of gesture method is the same as that of graphic method. That is, teachers use their own hands to put together the oral cavity map,



and put the tongue in the mouth accurate tongue position, and at the same time simply describe the pronunciation method.

"If you want to do a good job, you must sharpen your tools first" ^[1]. Good teaching methods can achieve twice the result with half the effort. Chinese teachers can solve students' phonetic problems in time and effectively and pave the way for students to master Chinese phonetics accurately.

4. Chinese teachers should be able to correct pronunciation errors for students accurately

In the process of phonetic learning, students will more or less make phonetic errors of one kind or another, and correcting pronunciation becomes an unavoidable and indispensable teaching link in phonetic teaching. If this work is not carried out in time, the students' erroneous pronunciation will form the phenomenon of "fossilization", once the phenomenon of "fossilization" is formed, it will bring great difficulty to correct pronunciation. Therefore, how teachers do a good job in this link plays a decisive role in the standard degree of students' pronunciation.

At present, many Chinese teachers can identify students' mispronunciation in phonetic teaching, but they cannot determine the position and shape of their tongue in the oral cavity through listening, that is, the reason for the mispronunciation leads to the selection of the wrong orthodontic method, which leads to the obstruction of phonetic teaching. Taking "zh, ch, sh and r" as examples, in teaching, many Chinese teachers are only able to identify the problems of students' post-tip sounds, but it is difficult to identify the causes of the errors, which leads to the improper selection of pronunciation correction methods and directly affects the smooth progress of pronunciation correction. For example, some Chinese teachers use the surface of the tongue to teach or correct the sound behind the tip of the tongue. Obviously, this method is completely wrong. The reason for this error correction is that Chinese teachers themselves do not understand the pronunciation characteristics and key points of the post-tip-of-tongue sound and the lingual surface sound. When the two groups of sounds, which are completely unrelated in pronunciation methods, are put together to lead each other, the result is bound to be opposite. In the author's teaching practice, professor, after correcting the tip of the tongue the easiest way is to use English in the international phonetic alphabet /tʃ / and /r/ take lead, according to teachers aims students pronunciation errors caused by the sound of the tongue and the shape, to guide students crimp degree and the tip of the tongue, tongue moved back and forth until you meet the requirements of the tip of the tongue after the sound of the accurate position and shape, and then to a large number of strengthening practice, Make the students master their pronunciation, so as to form a good pronunciation, and can consciously apply to the actual communication or communication. In



addition, teaching or correcting the post-tip-of-tongue pronunciation can be compared with the pre-tip-of-tongue pronunciation. Through the different tongue positions of "flat tongue" and "tilted tongue", students can smoothly master the post-tip-of-tongue pronunciation and achieve accurate use of the degree.

5. Chinese teachers should have the courage to challenge the rules

The ultimate goal of Chinese phonetics teaching is to enable learners to communicate with Chinese phonetics proficiently and accurately. In order to achieve this goal, most Chinese teachers strictly abide by the pronunciation methods in Chinese textbooks and their own pronunciation habits in teaching. However, Chinese teachers are faced with various pronunciation problems among learners. When it is difficult to solve learners' accurate pronunciation according to Chinese phonetic rules, According to the key problems in learners' pronunciation provided by observation and hearing ability, teachers can consider appropriate changes in pronunciation rules to complete the teaching. "zh" After the tip of the tongue, unaspirated, clear, fricative. Pronunciation, the tip of the tongue up, against the front of the hard palate, the soft palate rises, blocking the nasal passage, vocal cords do not vibrate, the weak air flow of the obstruction of the tip of the tongue to open a narrow gap, and extrusion, friction into sound. [2] In teaching, the author made slight modifications to the pronunciation method, making the upturned tip of the tongue touch the middle of the hard palate, so that learners can more easily grasp the key points of pronunciation, and each upturned tongue sound is more accurate. The author also adjusted the pronunciation method of single vowel "ü", according to the adjusted pronunciation method, learners can pronounce the "ü" sound quickly and accurately.

To sum up, Chinese teachers' standard pronunciation and accurate description of Chinese pronunciation are the most basic conditions necessary for phonetic teaching. The key to correct pronunciation is to identify students' errors and judge their causes. Choosing the right method is the way of orthodontic; Challenging rules and making bold attempts is an effective way to solve difficult phonetic problems. These factors can ensure the smooth teaching of Chinese as a foreign language in barrier-free state, and the effect is excellent. It is hoped that this paper can provide reference for the colleagues engaged in teaching Chinese as a foreign language and help Chinese teachers to clear away obstacles in phonetic teaching and make phonetic teaching unimpeded.

References

- [1] Wen Ruoyu: *The Complete Explanation of The Analects of Confucius* [M]. Beijing: China Overseas Chinese Press, 2013, P.330.
- [2] Huang Borong, liao Xudong: *Modern Chinese* [M]. Beijing: Higher Education Press, 2017, P.32-33.



Research on Internal Control Construction Under the Background of Double High in Higher Vocational Colleges

Cui Liping

Zibo Vocational Institute, Zibo 255300, Shandong Province, China

E-mail: lipingcui520@163.com

Abstract

With the in-depth development of high-level higher vocational colleges (referred to as "double high" colleges), higher requirements are put forward for the modernization of higher vocational colleges' governance system and governance capacity. The construction of internal control plays an important role in preventing risks and improving school governance ability. This paper takes the higher vocational colleges with the construction task of "double high" as the entry point, analyzes the problems existing in the internal control construction of higher vocational colleges, and puts forward specific improvement measures to help the construction progress of "double high" colleges and promote the conmeaning development of higher vocational colleges.

Keywords

High-level vocational colleges, The internal control

1. Connotation Analysis of Double High Universities

"Double High" construction, to build a high level of talent training, the high level of professional construction, high level of teaching staff, high level of social service and a high level of internal management, high level of campus culture, resonating with major national development strategies, moderately advanced vocational education and the state key development industry development pattern. The construction of high-level higher vocational colleges is a new goal for the development of vocational education proposed by the Central Committee of The State Council on the basis of scientific research and judgment on the major national strategy of vocational education and the new situation of industrial transformation and upgrading, which is a new task and new requirement for the development of higher vocational colleges.



1.1 A High Level of "cosmopolitan"

The imbalance of national or regional economic and social development determines the progress and backwardness of higher education. For all kinds of schools at all levels, the establishment of high level must be distinguished by the world's high level, Asia's high level, national high level and regional high level. Each province and institution should determine the goals and plans for the establishment of high level in different areas, select benchmarking and implement benchmarking management.

1.2 High Level of "development"

The development of things through continuous "negation of negation", realize the leap from quantitative change to qualitative change, from the lower stage to the higher stage. From a historical perspective, high standards are by no means static, but along with industrial upgrading and improvement of continuous development. In the survival of the fittest of industrial economic development, the high-level standard in one period will be surpassed by the high-level standard with higher level and richer connotation in the next period. The standard of high-level colleges and universities should adapt to the change, dynamically optimize the high-level target and connotation and take action, and take the initiative to lead the industrial development in order to comply with the development trend. ^[1]

1.3 High Level of "Characteristics"

Characteristics include individual advantages, but also involve global optimization. Vertical differences are related to development degrees, levels, and even generational differences. Horizontal difference concerns development characteristic, core competitiveness. There is no comprehensive high-level university in the world that is top in every field. Instead, it is one or several disciplines that make breakthroughs or take the lead in key directions. A high standard requires a high level of culture, institutions and resources as a support, and requires sustained efforts, long-term accumulation and long-term efforts. In the construction of high-level vocational colleges, the key is to find the "outline" for overall development. If you only push hard in one direction, the more you push hard, the more you may go astray. Therefore, the construction of high-level higher vocational colleges should take specialty as the general construction outline, the quality of personnel training as the core, and the service industry and local development as the characteristics, so as to build a high-level higher vocational colleges with distinctive characteristics, excellent level and first-class reputation. ^[2]

2. Internal Control Construction Connotation Analysis

Internal control refers to a unit in order to realize the management goal, to ensure the safety and integrity of the assets, to ensure that the correct accounting information is reliable, ensure management policy being carried out, ensure that business activities of economy, efficiency and effect in unit interior take self adjustment, constraint, planning, evaluation and control of a series of methods, means and measures.



2.1 Internal Environment

The basis for the implementation of internal control, generally including governance structure, institutional setting and power and responsibility distribution, internal audit, human resources policy, cultural construction, etc.

2.2 Risk Assessment

Timely identification and systematic analysis of risks related to the realization of internal control objectives in business activities, and reasonable determination of risk response strategies.

2.3 Control Activities

According to the risk assessment results, adopt corresponding control measures to control the risk within the tolerable level.

2.4 Information and Communication

Timely and accurately collect and transfer information related to internal control to ensure effective communication between internal and external information.

2.5 Internal Supervision

Supervise and inspect the establishment and implementation of internal control, evaluate the effectiveness of internal control, find defects in internal control, and improve them in time.

3. There are Problems in the Internal Control Construction of Double High Universities

3.1 Insufficient Attention to Internal Control

When planning and determining the internal control work, higher vocational colleges do not realize the complexity of internal control construction and the inherent deficiency of internal control foundation of higher vocational colleges. There is no full-time department of internal control, and equipped with full-time personnel, there is a phenomenon of executor and evaluator in one. Internal control work formalized, divorced from the actual school, ignoring the specific internal control construction implementation process. Internal control is a mere formality, and the executor has no decision-making power for the problems, and lacks follow-up feedback mechanism and initiative.

3.2 Complexity of Internal Control Activities

Budget preparation, travel expenses management and other aspects give personnel more autonomy, financial control from the school level to the department level, project level transfer, build up the project level and department level internal control defense line, determines the complexity of higher vocational college internal control construction level.



3.3 Weak Foundation of Internal Control

Higher vocational colleges have formed a complete set of school management system, management framework and organizational structure, and internal control ideas such as post rotation and containment have been embodied and applied. But from a professional standpoint, these controls lack uniformity. The existing governance structure, institution setting and power and responsibility distribution of colleges and universities do not meet the internal requirements of internal control. Lack of top-level design of internal control, each department fight for themselves, go their own way, can not coordinate, give full play to the linkage role. The division of power and responsibility is not clear, layers of code and management blank phenomenon coexist. In the aspect of system construction, the system formulation is not systematic, the system more reflects the department attributes, and even there are contradictions between the systems. [3]

3.4 Lack of Integrity of Internal Control Construction

For internal control informatization, financial informatization, intelligent finance and other concepts are not clear. The theory is not clear and can not guide practical work effectively. The construction of internal control work is not systematic, lack of logic and order, did not realize the integration of internal control construction.

3.5 Business Financial Data is not Penetrating

The whole process starts from the enrollment of students, but the lack of thinking of connecting data, avoiding repetition and using sharing affects the efficiency and control ability of financial processing. It is difficult to ensure the authenticity and integrity of data, resulting in the value of financial data can not come out.

3.6 Backward Information Construction

Departments are independent from each other and lack of a global concept, resulting in data barriers between departments, which is not conducive to embedding internal control processes in each work node, affecting the early warning and prevention and control of each risk point. The basic data of school digital transformation lacks unified data acquisition standard, which leads to the failure of communication between various business systems, resulting in data fragmentation and the formation of information islands.

4. Concrete Measures for Internal Control Construction of Double High Colleges and Universities

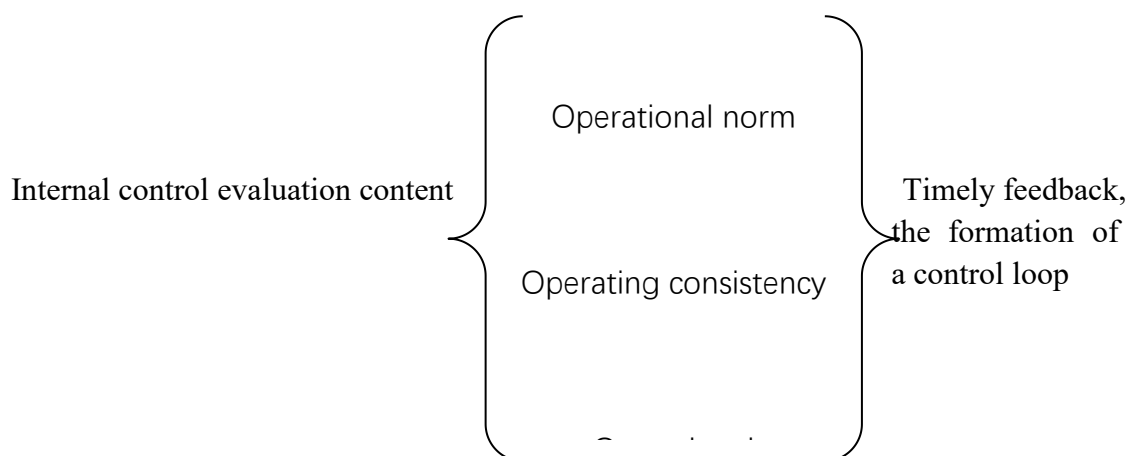
4.1 To Strengthen the Importance of Internal Control

Starting from the presidents of higher vocational colleges, internal control should be promoted to improve school governance system. Process optimization, sorting out core business processes, identifying defects and risks. Promote process optimization and process reengineering, combine process standardization, get through the problems



of blocking points and low efficiency, and guarantee the implementation of informatization.

4.2 In Line with the Evaluation Content of Internal Control Implementation



Operation standardization: whether all economic and business controls operate according to regulations and meet compliance requirements during the evaluation period.

Operation consistency: whether all economic and business controls are carried out consistently and consistently.

Operation effectiveness: relevant internal control mechanism, internal management system, post responsibility system, internal control measures are effectively implemented.

Executive authority and qualification: Whether the personnel performing service control have the necessary authority, qualification, and capability. ^[3]

4.3 Improve the Internal Control Evaluation Requirements

a. Legal compliance: the establishment of the internal control is in line with the internal control guide the economic activities of colleges and universities directly under the Ministry of Education (try out) ", "administrative institutions internal control specification (try out)", "the Ministry of Finance on comprehensively advancing administrative institutions internal control construction guidance" and relevant state laws and regulations.

b. Comprehensiveness: whether the establishment of internal control covers all economic activities of the school and its affiliated units, the whole process of economic activities, all key posts of internal control, relevant departments and staff and related work tasks.

c. Importance: Whether the establishment of internal control pays enough attention to important economic activities and major risks of economic activities, and establishes



corresponding control measures. Whether the key departments and positions of the school, the implementation of major policies, the implementation of key special projects and high-risk areas have been paid attention to.

d. Adaptability: Whether the establishment of internal control is timely adjusted to the key control points and control measures of internal control according to the relevant national policies, the adjustment of school economic activities and the change of its own conditions.

4.4 In the Process of Overall Promotion of the Double High Project, Internal Control has been Continuously Promoted

a. In the preparatory work, familiarize myself with national policies and policies and formulate specific and feasible policies and regulations. For example, "Double high" fund use standard, project construction bidding contract and other specific policies. Make sure you have a detailed plan and an evaluation team. Carry out preliminary research and prepare relevant case materials.

b. Carry out on-site investigation and carry out investigation activities in various ways. For example, project training sessions, sampling interviews with key personnel, etc.

c. Identify control defects and compile internal control defects list.

d. Risk identification and assessment, risk analysis, and risk monitoring and early warning suggestions.

e. Prepare risk evaluation reports and summarize evaluation results.

4.5 Promoting it Application

Internal control plays a role in the "double high" construction project, which is inseparable from the application of information means. Through centralized accounting, intelligent audit, intelligent reimbursement, OCR scanning and business travel platform and other means to achieve centralized financial audit.

Internal control rules are solidified by information systems, and processes, systems and standards are solidified by information means. Through the means of information technology, break through the barriers between business and finance, eliminate information islands, promote the deep integration of business and finance, realize the connection of industrial and financial data, and provide data basis for the construction of intelligent financial system.^[4]

Use information means to assist data governance. Build an intelligent financial system to achieve real-time data acquisition and mutual verification. Based on yecai data center, economic business activity analysis and visualization, intelligent application. Build and manage big data center to realize data governance and intelligent decision analysis.



References

- [1] Zhao Juli, Gong Xiaotao, He Jianfeng, Wu Hao: *China's vocational and technical education* [J]. 2017, 25.
- [2] Li Hongqu: *Research on The Essential Characteristics and Connotation Standards of building world-class Vocational Colleges* [J]. China Vocational and Technical Education, 2015.
- [3] Zhang Qinglong: *The Construction Principle and Operation Practice of Internal Control in Administrative Institutions* [M]. Publishing House of Electronics Industry, 2017.
- [4] Zhang Qinglong: *Operation Guide for Implementation of Internal Control Construction in Universities* [M]. Economic Science Press, 2018.



**Strengthening "Realistic Sense" and "Artistic Sense" in the
Construction of Literary Theoretical Discourse
----- Discussing from "Discourse in the Sayings of
Exemplary Person"**

Wang Yuli

Arts School of Wuhan University, Wuhan 430072, Hubei Province, China

E-mail: sealight9999@126.com

Abstract

Although the construction of Literary Theoretical Discourse have distinctive basic points and perspectives, it is necessary to possess both "realistic sense" and "artistic sense" so as to satisfy the needs of the times and generate practical effect. The "realistic sense" originates from the profound reflection on Chinese history, culture and contemporary reality. Moreover, it is also the conscious cognition of Chinese contemporary cultural construction mission and the development of literary. "Artistic sense" is associated with the unique comprehension of literary ontology, creation mystery and literary function. If the subject of literary theory construction lacks the "realistic sense" and "artistic sense", the discourse of literary theory constructed is likely to become a tree without roots or "Literary Theory without literary". If the "realistic sense" and "artistic sense" of the subject of literary theory construction are different, it would directly lead to the difference in the essence of literary theoretical discourse, and further affect the vitality of their respective discourse. It is particularly noteworthy that discourses that could reveal the spiritual characteristics of Chinese traditional literary may not meet the needs of China's current literary creation and



cultural development, and may not resolve the question of "Sinicization first, and then Cosmopolitanism".

Keywords

Construction of Literary Theoretical Discourse, Realistic Sense, Artistic Sense, Discourse in the Sayings of Exemplary Person

Do we need a "sense of reality" and an "artistic sense" in constructing contemporary literary theory ? If so, what kind of "sense of reality" and "sense of art" is needed? This seems to be a redundant question. However, it is a question that has increasingly shown its necessity and importance in practice. Not long ago, the author read the article *The Image of the Gentleman in Chinese Literature and the Ideological Discourse of the Sayings of Exemplary Person* published in *The Literary Review*, and was greatly inspired by it. At the same time, the author thought of the problem of "sense of reality" and "sense of art" in the construction of literary theory. As this issue is directly related to the direction, content and vitality of the construction of literary discourse, it is necessary to explore it.

Let's start with Mr. Fu Daobin's article, *The Image of the Gentleman in Chinese Literature and the Ideological Discourse of the Sayings of Exemplary Person* (hereinafter referred to as "Fu's article"). Based on historical documents, this paper clarifies the meaning of the term "gentleman" and the multiple meanings of "gentleman's personality" in ancient texts, and conducts an in-depth analysis of the discourse of "gentleman's word", which began in the Spring and Autumn Period, from philosophical, moral, historical and literary aspects. In the end, he concludes that Chinese literature is essentially a gentleman's literature, and the pursuit of a gentleman's personality is also the theoretical pursuit of Chinese literature. Chinese literary theory is essentially a profound thought of 'gentleman said'. During the Spring and Autumn period, the new gentleman group constructed a complete ideological discourse from philosophy to literature by virtue of their moral and



intellectual superiority.^[1] Obviously, the author believes that the new gentleman group in the Spring and Autumn period of China had constructed a complete ideological discourse from philosophy to literature, that is, "gentleman's discourse".^[2] In this regard, some scholars agree: The expression 'the gentleman said', which began in the Spring and Autumn Period, is both an ideological interpretation and a moral judgment, as well as a declaration of intellectual position and historical prophecy. In fact, it constructs a complete ideological discourse system from philosophy to literature. Proposing such a concept and proposition will undoubtedly help the excavation of the spiritual essence of Chinese literature. Its further refinement and enhancement will play an important leading role in the construction of the academic system and discourse system of Chinese literature.^[3] This evaluation is obviously very high, but at the same time, it also invites deep thoughts: how should the "gentleman's discourse" be further improved and enhanced in order to play an important leading role in the construction of the academic and discourse systems of Chinese literature?

It is this question that leads the author to think about the "sense of reality" and "sense of art" in literary discourse. In the author's opinion, the construction of a contemporary literary discourse system requires both a "sense of reality" and an "artistic sense". Otherwise, the constructed literary discourse will either not be very relevant to the deep needs of today's times, or will be far from the essence of literature and art.

1. "Sense of reality" and the vitality of literary theory

A powerful literary theory for an era and a nation needs to be rooted in its own traditions and relevant to its literary essence, but it must also meet the objective needs of current social and cultural construction. In short, it must have at least three considerations: First, it must be rooted in the country's tradition in order to obtain a constant source of nourishment. Second, to meet the needs of the current era, in order to lead the trend of guiding practice. Third, it should be relevant to the essence of literature and art, in order to follow the laws of the development of literature and art itself. Among these three considerations, the first and second are related to the "sense



of reality" of the literary construction, ^[4]while the third is related to the "sense of art" of the literary construction. The "sense of reality" of literary construction determines to a large extent the orientation and value of the constructed literary theory. Since this issue involves many dimensions, it is impossible to analyze them all here, so the following analysis will only be carried out in relation to Fu's article.

There is no doubt that the "gentleman's words" are excavated and elaborated from our excellent traditional culture, and are indeed "words with long history". But does it meet the needs of our current cultural construction and literary creation? On the face of it, affirming the contradictory narrative of the "gentleman-villain" dichotomy and promoting the spirit of the gentleman's personality is entirely "positive" and should fully meet the needs of our current cultural development. Even in terms of common sense, isn't it natural and justifiable to revere the gentleman and expel the villain? But it is in this place that we need to seriously reflect.

First of all, in terms of etymology, the dichotomy of "gentleman-villain" is not very consistent with the core socialist values of equality, justice, friendliness and harmony that China is currently advocating. As Mr. Fu pointed out, the term 'gentleman' was first used by the ruling class of the clan living in the center of the city. The villain, on the other hand, was the ruled class that was in the countryside. The idea that 'it is the monarch's system for the gentleman to use mental labour and villain to use physical labour' was a commonly accepted concept in ancient times. The word gentleman had a connotation of superiority from the very beginning. But both the noble gentleman and the noble gentleman are obviously higher than the "villain" in status. In ancient China, the gentleman and the villain, whether in origin, class, or in knowledge, personality, there is no equality to speak of. On this basis, the "gentleman's discourse" that highlights one category of people and devalues another is permeated with a strong sense of hierarchy. Does this obscure the legitimate needs of the "other kind of people"? Will it glorify one side too much and vilify the other? Moreover, should a society treat morally and intellectually deficient people with "expulsion" or friendly help? In addition, there were a large number of women in ancient China, can their



legitimate aspirations be reflected in the "gentleman's discourse"? Confucius' phrase "Only women and villains are difficult to raise", as a widely circulated "gentleman's discourse", has brought much discrimination and suffering to women. Of course, any society has a process of development. The present generation should not use the values of today to demand the ancient ones. However, if we want to reconstruct a "complete ideological discourse from philosophy to literature" that can be used today, based on the ancient "gentleman's discourse", we cannot but take these issues into consideration.

Second, in terms of the reality of human nature and the basic national conditions, "gentleman's discourse" and the objective requirements of the sustainable and healthy development of our society is contrary to. This is difficult to be aware of and be agreed, but it is necessary to say it. On the surface, the "gentleman's word" exalts the benevolent, loyal and faithful gentleman, with the realization of moral perfection as the first priority. In an era of "moral slippage" seems to be very much needed. But why is the author reluctant to appreciate it? The root cause is the "sense of reality". What is the "basic reality" of our history, culture and contemporary society? For more than two thousand years before the founding of New China, China was primarily a feudal-imperial state. Its dominant culture was a culture of Confucianism and law complementing each other and of Buddhism and Taoism. But no matter how complex the culture was, the whole society respected the gentleman and despised the villain, especially the scholars, most of whom sought to be a gentleman and an official in life. In order to become a benevolent gentleman or moral and intellectual superior, some people study the scriptures, some are charitable, some sacrifice their lives for righteousness, some suppress their desires with morality , others are hypocritical and cunning, deceiving the world and stealing fame. Regardless of the truth, gentlemen often think highly of themselves, always feel a sense of superior moral superiority, they stand on the moral high ground of loyalty, filial piety, righteousness, courage, public, thus measuring right and wrong, judging history, seemingly full of confidence.^[5] But in fact, it was these gentlemen who ruled and oppressed the general



public. Some of them even created many wrongful cases (for example, Yan Song, who was initially a gentleman but was later wronged as a devil). In the 70 years after the founding of New China, our country stepped into a socialist society and advocated the new concept of equality before the law. Although the feudal hierarchy was abolished, people's sense of hierarchy still existed. Because of the traditional inertia, people nowadays do not necessarily take "benevolent gentleman" and "transcendent" as their personality pursuit, but there are still a considerable number of people who take "Confucian gentleman" as their personality pursuit. And most people want to become "advanced activists" or a member of the "people's vanguard". At present, the selection of cadres in all walks of life is usually based on "advanced activists", "exemplary figures" or "both virtues and talents", "benevolent and virtuous" as the standard. It can be said that, from ancient times to the present, the Chinese people have a tendency in their bones to esteem "benevolent gentleman" and want to become the best man. This is an important aspect of the current reality. And what is another important aspect? Since ancient times, hypocrisy, deception and corruption have been incessant and sometimes quite serious. Even in contemporary times, there are still some "elegant gentlemen" and "advanced activists" who have been elected as cadres, and the fact that they are corrupt is shocking and alarming. In fact, in the rule of law is not complete or lax law enforcement, those who break the law, moral corruption, as long as they are in power, can be said to be truly benevolent gentleman nothing, and even be severely suppressed. What they really care about is power and fame, as far as confusing right and wrong, reversing black and white, is a commonplace. Morality is just a tool for them to discredit and suppress others. It is not uncommon to find examples of people who are full of beautiful words before the incident, and a whole lot of crimes after the incident. What does all this mean? Why did those "elegant gentlemen", "advanced activists" and "moral models" fall? The reasons are very complex, but one thing seems to be overlooked: we are all ordinary people, we all have seven feelings and six desires. The "benevolent gentleman" or "the moral model who always remains advanced" can only exist in the concept, and it is not quite in line



with the real human nature to require people in reality by this standard. Those who have a "gentleman's fame" enjoy greater power and honor than ordinary people, and if they lack effective supervision, they may inflate themselves and go to the opposite side of the people. In terms of human nature, people often think they are good and pure of heart, but in fact, human nature is not necessarily good, but potentially has a variety of possibilities (both good and evil, and may be good and evil coexist). Year after year, the frightening phenomenon of corruption should have caused us to reflect: is it because we usually do not emphasize enough on "self-cultivation", or is there a deficiency in our management system itself? Is there a bias to focus on "morality and ethics" in governance? Our thinking may need to be adjusted: instead of asking ordinary people to strive to achieve unattainable moral standards (such as "selflessly decimated spirit"), we should focus on everyone (including "advanced elements," "refined gentlemen," and "the gentleman"). The "advanced activists", "elegant gentlemen", "moral models") are treated as ordinary people who may make mistakes and do evil, and then strive to establish a variety of laws and regulations in line with human nature and legal reasoning. In short, it is a return to common sense, reducing people to human beings, recognizing their possibility of seeking truth, goodness and beauty, but also fully aware of their possibility of making mistakes, evil and ugliness. In turn, the government shifts the focus of governance from "moral rule" and "rule of man" to "rule of law". Too much emphasis on the rule of morality and neglect to establish the rule of law mechanism of self-prevention, self-censorship and self-discipline for each person in the whole society, which is likely to be a big problem. According to Mr. Deng Xiaomang, "Nowadays, we really should see the hypocrisy and badness of human nature, admit and bear this badness, and then seek the way to salvation." [6] Mr. Li Deshun also points out that "Deontology is not a remedy for the world. If moralism is allowed to dilute, exclude or even replace the rule of law, then this kind of moralism is not a cure for the realization of socialist modernization in our country, but will instead become a spiritual poison that interferes with or even confronts the construction of the rule of law." [7] And the actual rule of



law as the basis, in all walks of life in the country to establish a scientific and reasonable, strong and powerful "immune mechanism" (prevention, suppression and even elimination of human viruses mechanism), at least can guarantee the healthy and orderly operation of society, development. On this basis, some people have a higher moral pursuit, certainly worthy of respect and praise, but this is the "icing on the cake" thing. Compared to this, the infrastructure of "sound socialist rule of law" is more important.

To vigorously promote socialist democracy and improve the socialist rule of law is a very urgent task for our society, and the right direction for our society to move forward. The key to the realization of the Chinese dream of the great rejuvenation of the Chinese nation lies in this. The management system of China's feudal society, which was maintained for thousands of years by "wise emperor , fair officials and gentlemen", has long been proven to be unworkable in practice. The new China rejected the feudal system, but the Cultural Revolution that occurred between 1966 and 1976 should have awakened people. It is not convenient to make a lengthy argument here, but in a word: if democracy and rule of law are strong, the country is strong; if democracy and rule of law are weak, the country is weak. If we in the arts and academia make more efforts for "democracy and the rule of law," the society we belong to may have more security and prosperity. Therefore, it is relatively clear in what direction we should work.

Thirdly, in terms of the vocation of humanities and arts, the "gentleman's words" do not fit well with the great mission of our contemporary cultural construction and literary creation. The vocation of humanistic art is to distance itself from reality, to reflect on and criticize it calmly, and to lead it in a good direction. Based on the reflection on our history, culture and basic national conditions, the author thinks that the great mission of our contemporary cultural construction is to promote the transformation of the traditional culture of moral rule and human rule to the modern culture of rule of law. Specifically in the field of literary creation, it seems that we should shift from the traditional ethical narrative of promoting the gentleman and



denigrating the villain to the self-critical human narrative of reflecting on human nature and re-examining the self. As the famous writer Can Xue said, "Great works are introspective and self-critical." [8] We need such self-critical works too much to deepen our own self-awareness and to reconnect with human beings themselves. Each of us (including moral models) needs to be fully aware that we, as "real people", are not "supermen" or "gods", but "ordinary people" who are fully capable of making mistakes and doing evil in certain situations. They are "ordinary people" who may make mistakes and do evil in certain situations. Therefore, it is necessary to establish a mechanism of self-prevention, self-censorship and self-punishment. The "advanced activists" should dare to promote the establishment of such a rule of law mechanism equivalent to "self-censorship". Because only when this self-censorship mechanism is firmly established can people make fewer mistakes and remain progressive. In my opinion, this is also part of the "reality" we need to face when constructing literary discourse today. From a long-term historical perspective, in the current era of great transition, we most need literature and art, is "self-examination" (or "self-criticism"), is "repentance, and contribute to the sound socialist democratic rule of law. As the forerunner of literary creation, literary theory discourse should be guided by scientific mission and exerted towards the critical point. In short, the tide of human society is moving forward. The social form of "freedom, equality, democracy, rule of law, justice and civilization" will certainly be fully realized, and only literary or literary theory discourse that conforms to this trend will be more vital. As Mr. Deng Xiaomang said, "Only by self-denial of traditional moral idealism can we open the way for a new kind of morality ("the virtue of villains") and establish a new humanistic spirit of modern society." [9] The "gentleman's discourse" gives the "gentleman" too much authority and superiority, and lacks a "self-denial mechanism", so it is necessary to be wary of it.

Last September, General Secretary Xi Jinping said in the article *Remember the Original Mission and Promote Self-revolution*: "To do not forget the original intention and remember the mission is not an easy task, there must be a strong spirit of



self-revolution. The key is to have the self-awareness to face the problem and the courage to reform internally. No matter what time, problems always exist objectively. If problems are found and not rectified, then a big mistake will be made. To work on self-purification, by increasing supervision, remove corrupt people, and constantly purify the party team, to ensure the party's integrity and honesty. We should seek breakthroughs in self-innovation, profoundly grasp the development trend of the times, resolutely break all anachronistic ideological concepts and institutional mechanisms, courageously promote theoretical innovation, practical innovation, institutional innovation, cultural innovation and innovation in all aspects, and constantly open up the future through reform and renewal."^[10] These words are undoubtedly deafening and sobering. The theory of "self-revolution" put forward by General Secretary Xi here is permeated with a strong sense of "reality" and the "spirit of self-examination". The core idea reminds us that whether we are engaged in the construction of literary discourse or the practice of literary creation, we need to realize that "problems always exist objectively" and we must not ignore the objective problems, but need to make great efforts in self-purification, self-renovation and self-improvement. Only when we are fully aware of the possible existence of impurities, toxins and even tumors in our own bodies can we abandon our blind self-confidence and unrealistic and unrealistic pursuit of ideals and move on to realistic self-healing and self-improvement. Mr. Zhang Fugui says, "Xi Jinping's theory of 'self-revolution' is the ideological cornerstone of the construction of 'social personal discourse' in the current literary research discourse system."^[11] As he says, we need to be fully aware of the guiding significance of General Secretary Xi's "self-revolution" theory in the current literary theory discourse construction activities. In addition, writers such as Shakespeare, Ibsen, Lu Xun, Mao Dun, Ba Jin, Cao Yu, Qian Zhongshu, Can Xue, and Mo Yan were strict in their practice of self-analysis and self-examination. Deng Xiaomang's "philosophy of self-denial" and "neo-criticism" also provide us with important resources from literature to philosophy for constructing a literary theory discourse that meets the needs of the times. In short, we certainly need to refine the "iconic concept"



from the excellent traditional culture and construct a "deep historical discourse". But at the same time, we also need to take into account the current state of contemporary culture and the objective need for the forward development of literature and art, as well as the great mission of contemporary cultural construction in China, and construct a discourse based on reality.

Some people may think that self-examination and self-revolution are not contradictory to the construction of a "gentleman's personality". Not only are they not contradictory, but they can be highly integrated. Theoretically speaking, the two do not contradict each other. But what I want to say is that the construction of what kind of literary discourse is not entirely a theoretical issue, but more of a practical one, a question about the "sense of reality". If we have a longer-term historical perspective and a strong sense of "reality," we will find that the key to realizing the Chinese dream is not to promote the construction of a "gentleman's personality," but to improve democracy and the rule of law and promote self-revolution. It is this point that profoundly affects the direction we take in constructing our literary discourse.

In other words, in this day and age, if we focus on the construction of a "gentleman's personality" and reaffirm the "gentleman's discourse," we cannot necessarily solve the problem of "Chineseness followed by worldliness" in literary discourse. Although the "discourse in the sayings of exemplary person" is with Chinese characteristics, but the implied tendency of "moral governance" is not in line with the urgent needs of our current society, but also not quite in line with the contemporary world development trend. Moreover, whether the "discourse in the sayings of exemplary person" can provide Chinese wisdom on the ontology of literature and art and be accepted by the Western literary community is still a question to be further explored.

2. "Artistic Sense" and the ontological discourse of literature and art

If the "sense of reality" directly affects the inner spirit and basic direction of literary discourse, then the "sense of art" directly affects the ontological structure and realism



of literary discourse.^[12] In this day and age, if a set of literary discourse has only Chinese characteristics, but cannot answer some fundamental questions about literature and art based on "artistic sense," or if it cannot provide universal (or at least inspiring) Chinese wisdom on fundamental issues in literature and art, then it probably needs to be adjusted.

What are the fundamental questions of literature and art that cannot be avoided? In my opinion, a literary discourse should at least be able to answer the question "What is literature and art? How is literature and art? Why is literature and art?" or at least provide wisdom or solutions to fundamental questions in literature and art, such as the nature of literature and art, the laws of literary creation, and the functions of literature and art. Obviously, answering these questions requires an "artistic sense", or a deep experience and keen perception of literature and art itself. Only if we really understand literature and art can we see the essence through the phenomenon and speak some kind of insight into literature and art. For example, regarding the essence of literature and art, we know that "literature and art are aesthetic reflections of real life", "literature and art are forms of expression of emotions", "literature and art are forms of sensual expression of emotions and interests", "literature and art is a strange form of human life experience", "literature and art is a form of meaning", "literature and art is a symbolic form of human beings using poetic wisdom to perceive the human heart". These answers may not necessarily be correct, but they are, after all, permeated with the commentator's "artistic sense" and reflect his knowledge of the nature of literature and art. For example, regarding the function of literature and art, we know that there are "purification theory", "entertainment theory", "enlightenment theory", "aesthetic theory", "mirror theory", "social function theory", "education for fun theory", "patriotic self-confidence theory" and so on. These answers may not all be agreeable to everyone, but they do contain some insight and imply some truth. So, what fundamental questions can the "discourse in the sayings of exemplary person" answer in the discipline of literature and art?

A careful reading of Fu's article will reveal that it mainly answers the question: What



is the spirit of personality in Chinese literature? In ancient China, there were early concepts such as "gentleman to use mental labour but villain to use physical labour", "A gentleman is open and poised, while mean person often troubled at heart", and "A gentleman makes friends with sincerity, a villain makes friends with hypocrisy". Most people respect the gentleman and despise the villain, thus "gentleman" has gradually become "the most widespread and influential spiritual symbol of Chinese culture". Thus, "the theme of Chinese literature has also undergone a transformation from heroic performance to the narrative of the gentleman. The conflict between the gentleman and the villain has become the basic personality dichotomy and contradictory narrative of Chinese literature".^[13] In the world of Chinese literature, what does a "gentleman's personality" or "gentleman's image" look like? Mr. Fu from morality, knowledge, etiquette, temperament four aspects to do an excellent examination and summary (gentleman have four: benevolence, love, loyalty and faith as the core of the moral pursuit, modesty, respect and yield to the norms of etiquette, poetry and classics as the basis of knowledge cultivation, the pursuit of courage and wisdom of heroic temperament), and especially emphasizes the benevolence, noble and sincere, moderation these gentleman virtues of the four. It can be seen that Mr. Fu actually emphasizes that Chinese literature is permeated with a moral spirit, to "establish virtue as the first" as the ultimate pursuit of the gentleman character constitutes the inner purpose of Chinese literature. If Chinese literature is permeated with a certain spirit of personality, then this spirit of personality is the spirit of the gentleman's personality. Mr. Fu thus believes that "Chinese literature is essentially a gentleman's literature".^[14] But Mr. Fu is not satisfied with this conclusion, he further analyzed the Spring and Autumn period of the new gentleman group of "discourse in the sayings of exemplary person", trying to construct a set of "from philosophy to literature of the complete ideological discourse". After an in-depth and detailed study, Mr. Fu found that the "gentleman said" (or "Confucius said", etc.) in the *Tradition of Zuo*, *Commentaries on Yi*, *Discourses of the States*, *the Book of Rites* and other canonical texts has more than 260 places. There are more than 260 places, and the



"discourse in the sayings of exemplary person" thus led has the following characteristics: the gentlemen are keen on the interpretation of ideas, and often stand at the high end of philosophy in the role of an enlightened person, leading lessons. They like to evaluate others and right and wrong from a moral standpoint, often revealing a sense of superior moral superiority. These words show that the group of new gentlemen had a broad intellectual vision. Sometimes they predicted the results and indicated the future with historical vision and rational spirit. ^[15] The "discourse in the sayings of exemplary person" with these characteristics can reflect the philosophical thought, moral concept, intellectual position, historical vision and literary interest of the new gentleman group in the Spring and Autumn period. However, it is doubtful whether "a complete set of thought discourse from philosophy to literature was constructed". The fact that a certain speech contains philosophical ideas is not the same as constructing a complete set of philosophical discourse. Similarly, a certain statement embodies literary ideas, but it is not the same as constructing a complete set of literary discourse. The latter requires an answer to a fundamental philosophical or literary question, at least some ontological elaboration, and not just something to do with it. In terms of the philosophical discourse of the new gentlemen's group, Mr. Fu mentions a few examples such as "drinking in moderation" and "using war to eliminate rebellion", which are obviously incomplete and do not even represent the philosophical level of the gentlemen in the Spring and Autumn period of China. In terms of the literary discourse of the new gentlemen group, Mr. Fu mentions examples such as "a gentleman should speak in a literary style", "a gentleman should study to master morality" and "a gentleman should pay attention to cultural cultivation". The new gentlemen's literary concepts can indeed be felt, but it can hardly be said to constitute a complete literary discourse. They point to a certain 'instrumentality' of literature and art, but do not reveal its ontology. On balance, therefore, it would be an overstatement to say that the discourse in the sayings of exemplary person' of the Spring and Autumn period 'constructed a complete discourse of thought, from philosophy to literature'. In addition, the author starts from the



conclusion that "Chinese literature is essentially a gentleman's literature" and goes on to argue that "Chinese literary theory is essentially a 'gentleman said' of profound thought." This is also not very successful. This is because the author bypasses a large number of facts about Chinese literature and draws conclusions about the nature of Chinese literary theory only from a relatively small number of "discourse in the sayings of exemplary person", which is also too big a leap in logic and not rigorous enough for reasoning. In fact, the various theories in ancient Chinese literary discourse have revealed the origin, essence, mystery and function of literature and art. It is also very inspiring for today's people to construct a literary discourse system, but its essence should not be generalized to "gentleman said". Frankly speaking, to attribute the essence of a certain theory to the "gentleman said" is similar to the "wise man said", which does not provide much new knowledge to the issue itself. If the pre-Qin on the "discourse in the sayings of exemplary person" for systematic creative transformation and innovative development, although it is possible to "construct a complete set of thought from philosophy to literature discourse", but this is already a different matter.

Looking at Fu's article, its main value is that it "contributes to the excavation of the spiritual essence of Chinese literature. In other words, it focuses on revealing the personality and spirit of Chinese literature, rather than providing Chinese wisdom on the fundamental issues of literature and art. Even if its conclusion that "Chinese literary theory is essentially a 'gentleman said' of profound thought" is correct, such a conclusion can only indicate that Chinese literary theory is permeated with a moral spirit, just like Chinese literature, rather than revealing some important wisdom about the fundamental problems of Chinese literature. It does not reveal some important wisdom about the fundamental problems of literature. To say that a literary discourse is valuable only if it is infused with moral spirit is to impose something on the literary discourse without revealing new knowledge about the literary problem itself. It is a pity that the "complete set of literary discourse" does not provide a complete answer to the question of literary ontology. And if we want to make the question of literary



ontology or the question of literary ontology come out fully, there is no doubt that we need to strengthen the "artistic sense".^[16]

To sum up, "discourse in the sayings of exemplary person" has considerable value in philosophy and literature, especially in helping us to discover the spiritual qualities of traditional Chinese literature and art. However, it is not the same thing as "constructing a complete ideological discourse from philosophy to literature", or there is a certain distance between the two. In terms of constructing a literary discourse alone, it requires both a sense of reality to ensure the vitality of the literary theory discourse and a sense of art to start the ontological construction of literature and art. If we cannot provide Chinese wisdom on the fundamental issues of literature and art and offer scientific solutions based on Chinese reality, then the constructed literary discourse, even if it has Chinese characteristics, may not have strong vitality, and may not be able to solve the important problem of "Chineseization followed by worldliness. To a large extent, only by further strengthening the "sense of reality" and "sense of art" and making rational use of relevant resources from both ancient and modern times and from China and abroad can we construct a literary theory discourse that meets the needs of reality and is relevant to the essence of literature and art while also having Chinese characteristics. This will "play an important leading role in the construction of the academic system and discourse system of Chinese literature".^[17]

References

[1]Fu Daobin. The Image of the Gentleman in Chinese Literature and the Ideological Discourse of the Sayings of Exemplary Person. *Literary Review*, No. 4, 2018. The following quotations are from this article and are not annotated unless necessary.

[2]"Discourse of the sayings of exemplary person" refers to the words of a gentleman as recorded in the Tradition of Zuo, Commentaries on Yi, Discourses of the States, the Book of Rites, etc. The contents of these words are related to philosophy, morality, knowledge, history, literature, specific characters, etc. The discourse itself is fragmented, but after Mr. Fu's reconstruction, it shows a certain logic and hierarchy.

[3]See "Afterword" in *Literary Review*, No. 4, 2018.



[4]Since "reality" involves both the current social situation and historical and cultural traditions, one's "sense of reality" must include both the perception and feeling of the current social situation and the perception and feeling of historical and cultural traditions. In many cases, history and tradition constitute the greatest reality. The deeper and clearer the cognition of the current social reality, the more it is bound to touch the cultural heritage and traditional genes of the current society. In other words, if we leave the sober cognition of the historical and cultural traditions, we cannot recognize the current reality, and thus we cannot talk about the true "sense of reality."

[5]Fu Daobin. The Image of the Gentleman in Chinese Literature and the Ideological Discourse of the Sayings of Exemplary Person. Literary Review, No. 4, 2018.

[6]Deng Xiaomang. new criticism, Peking University Press, 2008 edition, p37.

[7]Li Deshun. humanistic spirit of our times, Beijing Normal University Press, 2013 edition, p287.

[8]CanXue: CanXue's literary view, Guangxi Normal University Press, 123 (2007).

[9]Deng Xiaomang. New criticism, Peking University Press, 2008 edition, p37.

[10]Xi Jinping, Remembering the original mission and promoting self-revolution, Seeking Truth, No. 15, 2019.

[11]Zhang Fugui, The Construction of the Discourse System of Contemporary Literary Studies, Chinese Social Sciences, Vol. 10, 2019.

[12]The so-called "degree of realism" refers to the extent to which literary discourse is close to the true meaning of art. Some literary discourses are indeed close to the essence of literature and art or the true meaning of literature and art, with a high degree of realism; some literary discourses are only slightly related to literature and art itself, an external discourse with a low degree of realism.

[13]Fu Daobin. The Image of the Gentleman in Chinese Literature and the Ideological Discourse of the Sayings of Exemplary Person. Literary Review, No. 4, 2018.

[14]Fu Daobin. The Image of the Gentleman in Chinese Literature and the Ideological Discourse of the Sayings of Exemplary Person. Literary Review, No. 4, 2018. It should be noted that Mr. Fu bases this conclusion on the canonical texts of the Tradition of Zuo, Commentaries on Yi, Discourses of the States, the Book of Rites. Chinese literature is so vast that it needs to be considered whether it is appropriate to summarize its essence by the term "gentleman's literature".

[15]Fu Daobin. The Image of the Gentleman in Chinese Literature and the Ideological Discourse of the Sayings of Exemplary Person. Literary Review, No. 4, 2018.

[16]The emphasis on "artistic sense" in this paper is on the objective need to construct literary discourse itself, independent of specific scholars.

[17]I would like to express my gratitude to Fu for his article. The article is widely quoted and carefully examined, which is very enlightening and has high academic value.



Alienation of Contemporary Human Nature Caused by Modernity

Lv Bing

Shandong University of technology, Zibo255000, Shandong Province, China

E-mail:1739199965@qq.com

Abstract

Modernity, as a sharp weapon against tradition, has played an unparalleled role in the construction of human modern civilization. It has pulled human beings out of the quagmire of the past and led them to a completely different new world. However, modernity is not without defects. There are endless temptations in the new world it brings human beings into. These temptations make human values gradually deviate from the original correct course. Finally, the spiritual world of human beings collapsed, and there was no place to pursue the perfection of personality. Human beings were alienated into monsters with terrible faces, eroding the last goodness of the world. As the successor and rebel of modernity, postmodernity has not solved the alienation crisis of human spirit, but has caused new alienation to human beings along the footprints of modernity.

Keywords

Modernity, Post modernity, Alienation of human nature

1.Science and Technology Run through the Main Line of Human Alienation

Since the European Enlightenment, human beings have broken away from the shackles of religious theology, and rationalism has regained human recognition. With the support of rationalism, human beings have enhanced their awareness of their own subjectivity, and developed modern science and technology into a behemoth through subjective initiative. The achievements



brought by science and technology nourish the sense of superiority of human beings. In this case, human beings increasingly blindly believe that they can completely control nature with their own rationality and technical means. In fact, science and technology is the externalization of human essential power. It highlights human beings and is the basis for human beings to create a happy life and meet their own needs. It does make the hearts suppressed by religion free to a certain extent, but it also brings obvious side effects. In the nineteenth century and the twentieth century, science and technology took the place of religion, and became a new object of worship for mankind. Science and technology developed into a kind of chauvinism. Other traditions such as human religion, mythology and astrology were completely suppressed by science and technology. Science and technology have become a powerful force controlling human beings. The spiritual freedom obtained by people breaking away from religion has only been a short time of breathing, and has once again been pushed into the abyss by the new ruler of science and technology. Since the 20th century, the trend of globalization has intensified, and the role of science and technology in human life has been amplified again. It has turned the world into a global village, turning distance into zero distance. At the same time, people and technology have formed an intimate community.

In a modern society, science and technology has indeed brought material wealth and spiritual pleasure to mankind, but it has not brought comprehensive freedom to mankind as expected. Global problems such as ecological crisis, environmental pollution, energy tension and the polarization between the rich and the poor have become increasingly prominent, filling people's lives. Some people are deeply aware of the crisis facing mankind, so a group of people represented by Frankfurt school set off a critical trend of thought of technological rationality. In the dialectics of enlightenment published by Horkheimer and Adorno, it is proposed that technology is the strangulation of human personality and freedom. Technology is created by human beings but in turn plays a more and more dominant role in human society. Marcuse also believes that human beings have become slaves of the entire technological system. People place themselves in the world order stipulated by technology, and the whole society is a stereotyped way of life and consumption.

2. The Alienation of Human Nature Brought about by Modernity

2.1 From the Relationship between Man and Nature

The individualism and secularism of modernity drive God out of human life, which makes human beings advocate themselves and push human beings to the opposite of nature. Moreover, under the fermentation of individualism and secularism, some western philosophers believe that the negation of nature is the key to happiness. The utilitarianism and economism of modernity have aggravated the deterioration of the relationship between man and nature. Driven by material interests, the view of economic supremacy has replaced people's morality and become the supreme law of



social life. Plundering and strangling nature to promote the growth of social material wealth is regarded as the only way to achieve human progress and a happy life. The prevalence of scientism completely makes mankind regard theology as a useless science, and provides tools and means for mankind to amass wealth at the cost of destroying nature. In contemporary society, human beings are doing their best to conquer nature for a happy and prosperous life in this world. However, human beings have pushed themselves into a dilemma that endangers their own survival while obtaining temporary benefits. As a foreign scientist said, "This century will be an unprecedented attack on poverty, natural disasters and war disasters. However, this century will cause unprecedented death, destruction and pollution." [2] Human beings are not ignorant of the devastating consequences that may be caused by their behavior of fishing to the fullest. However, human beings are addicted to this kind of illusory happiness and are gradually driven to a dead end by an alien force.

2.2 From the Perspective of the Relationship between People and Society

The development results brought about by modern science and technology made people sneer at the religious theology in the middle ages, and then developed into "futurism". "Futurism" will carry the abandonment of the past of human moral civilization, adhere to the principle that the present is not linked to the past, and regard everything in the past as dark and doomed to be abandoned. The absolute attitude of modern people towards the past, of course, has completely eliminated the dross of the past, but it has also discarded some of the traditional essence, especially the traditional moral norms. Rousseau once pointed out: "as the light of science and art rises on our horizon, virtue disappears." [1] The traditional moral standards believe that there is a relationship between moral norms and self-interest. Human beings can pursue self-interest, but their pursuit of self-interest cannot cross the moral threshold. Modern people have abandoned the traditional moral code, which also means that they have abandoned kindness. Without moral constraints, they no longer care about whether they will bring pain to other beings in order to realize their own interests. Social Darwinism advocates human "natural selection", which provides biological theoretical support for the struggle between human beings, intensifies the contradictions and struggles between people, and brings endless suffering and disasters to the society. In modern society, domestic capitalism prevails, the gap between the rich and the poor widens, and hegemonism, nationalism, nuclear energy worship among countries continue to emerge. These factors have seriously affected the stability of modern people's lives and become an urgent problem for mankind to face and solve.

2.3 From the Relationship between People

Modern dualism holds that man is not only the means for others to achieve their goals, but also the goal himself. Under the influence of dualism, subjects all regard the other subject they interact



with as a means to achieve their goals. The original communication between subjects has become the communication between objects, and the relationship between people has completely changed into the relationship between money and material desires. People can do whatever they want to do for their own financial interests, and do not hesitate to damage the interests of others. Most people are pretending to be coy with each other on the surface, instead of communicating with each other on the soul. This has resulted in more and more indifferent interpersonal relationships in the society, and this indifference has even extended to the family. The ties between couples, children, brothers and sisters based on blood and family affection have long been weakened. In addition, materialized consciousness also leads to the separation of man from himself. Under the influence of the general environment, people have been commercialized. People's knowledge, personality, quality and emotion are all accessories produced by people to meet the needs of the market. These accessories become the value embodiment of people as a commodity. For modern people, study and work are both investments. "His goal is to successfully sell himself in the market.". If a person fails to successfully sell himself in society, his self-worth will be completely wiped out. Therefore, in order to comply with the social measurement of self-worth, people always shape themselves according to the needs of the society. This stereotyped modeling model completely turns people into robots without personality and mutant people without self. Fromm called such a society the era of "collective madness". He said that "Just like the madness of two people, there was also the madness of hundreds of people. Everyone had the same evil deeds, but could not turn them into virtues; everyone committed the same mistakes, but could not turn them into truth; everyone suffered from the same mental illness, but could not make them sound people." [2] Modern people firmly believe that "people are economic animals", money is the standard to measure all values, beauty and ugliness will no longer exist under the action of money, and good and evil will no longer be important under the action of money. The principle of money supremacy erodes the warmth and beauty between people, obliterates the unique mark of self existence, brings qualitative enjoyment to the characters, makes people become vague and fall into endless spiritual emptiness. Materialized consciousness permeates all aspects of human life and brings a devastating disaster to people.

Fromm brilliantly described the above alienation phenomenon. He said: "it is modern people who are alienated from themselves, from the same kind, and from nature. People become commodities, and their lives become investments, so as to obtain the maximum profits possible under the existing market conditions. In essence, the relationship between people is just the relationship between people who have been alienated into automatic machines." [3] In the name of pursuing happiness, modernity makes people fall into a strange circle of alienation of the relationship between man and nature, between man and society, and between man and man. Modernity does not bring people the living state they expected at the beginning, but pushes mankind to a new survival dilemma.



3. The Alienation of Human Nature Brought about by Post Modernity

The post modernity accompanying the "post industrial society" deconstructs modernity, which is the inheritance and development of modernity after people see the defects of modernity. Post modernity has indeed made an indelible contribution to the progress of society, but it has not only failed to solve the problem of human alienation brought about by modernity, but also brought a new alienation to a greater extent than before.

First of all, the "information age" has shortened the actual distance between people, but deepened the psychological gap between people. In a communication relationship, the subjects of both sides of the communication have been alienated into abstract numbers. Even if people talk face-to-face, they are also mechanical communication without any feelings. The development of high technology makes the whole social management system become rigid, and everyone's position in the management system is fixed. In such a society, people are mechanized and alienated into monsters without feelings. Secondly, postmodernism does not recognize causality, so it deconstructs responsibility and believes that responsibility is a spiritual shackle imposed on people, and its existence is unnecessary and has no reason for existence. With the elimination of responsibility, the moral loss of postmodern individuals, the perpetrators of evil no longer feel the pain of conscience for their atrocities, and good and evil have become boundless and meaningless categories. In addition, postmodern people are used to escaping to avoid contact with others, so as to avoid the responsibility arising from various relationships. Postmodern people are alienated into isolated people. In the post-modern society, people indulge in the materialistic enjoyment of the senses. Their dependence on materials has replaced their spiritual pursuit of the other side of the world, and people have been alienated into flat and shallow people. What's more, postmodern people are also facing many life problems, such as life and death, loneliness, aging, disease, desire and so on. It can be seen that post modernity brings more problems of human alienation than modernity.

References

- [1][France] Rousseau.. On science and art [M]. Beijing: the Commercial Press, 1959.
- [2][US]Fromm. A Sound Society [M]. Beijing: China federation of literary and art circles publishing company, 1988.
- [3][US]Fromm, Art of Love [M]. Sichuan: Sichuan people's publishing house, 1986.



Diversity of Museum Culture Communication Under Epidemic Situation

Jia Meng

Prince Kung's Palace Museum, Ministry of Culture and Tourism,

Beijing 100009, Beijing, China

15201066383@163.com

Abstract

In the context of the current epidemic, digital culture has not only become a new engine for economic growth, but also a new driving force for the transformation and development of museum institutions. Relying on the new Internet models such as museum +vr cloud exhibition, museum + live broadcast, museum + new media, and through the support of digital technology and matrix publicity through the Internet and other media, the cultural communication of the museum has ushered in diversified innovation paths.

Keywords

Epidemic situation, Museum, Cultural communication, Diversity, Digitization, Medium

Since 2020, the spread of the COVID-19 has brought about a global public health crisis, which has had a profound impact on the operation of the global economy, culture, society and other aspects. Cultural and museum institutions around the world are therefore facing huge problems. In order to ensure that cultural and museum institutions across the country can provide services to the public, the State Administration of Cultural Heritage has called on cultural and museum institutions to innovate forms, hold exhibitions with the help of digital resources, and continue the cultural transmission of museums. Through these methods, museums around the world can provide wonderful visual and spiritual enjoyment for the public by virtue of digital means such as online live broadcast and cloud exhibition.

1.Opportunity: a New Engine in the Internet Era

In recent years, the application and popularization of "Internet +" have provided new technologies and approaches for the development of cultural and museum institutions in various regions. In particular, the use of VR, AR and 5G networks has promoted a more three-dimensional and spatial



cloud tour. The rise of these network channels has changed the previous field visit mode, and also made the museum information dissemination faster, wider and more powerful. We can imagine that if the national cultural and museum institutions can realize the integration of history and technology on the express train in the information age, the resource sharing and cultural promotion will also move towards a new prospect.

In the context of the current epidemic, digital culture has not only become a new engine of economic growth, but also a new driving force for the transformation and development of cultural and Museum institutions. In particular, the wide application of cloud provides strong technical support for the museum's online "cloud exhibition" and "cloud live broadcast". In this way, the public can feel the charm of the culture with a long history in the virtual space, which not only reflects the service function of cultural and museum institutions, but also allows the excellent traditional culture to be better spread and promoted. Someone said: "With the continuous integration of science and technology and culture, the cultural needs of the audience are more and more, and the cultural taste is also higher and higher. The combination of museums and digital technology has gradually become an inevitable requirement for the dissemination of museum culture."^[1] At present, although most museums and other cultural and Museum institutions are reopened to the outside world, the epidemic prevention and control work still has a certain impact on the external promotion and dissemination of cultural and Museum institutions, such as the reduction of offline public education activities, changes in exhibition plans and restrictions on the flow of people, which gradually reduce the attraction of museums. For this reason, digitalization has become an important means for cultural institutions to play their role as a bridge for cultural communication.

As early as the 1990s, the Palace Museum carried out digital exploration and established relevant research departments. These early attempts also laid the foundation for our future digital development. It is the exploration and promotion of these early digitalization that, in the face of a similar global public crisis, cultural and museum institutions across China can timely change the forms and paths of cultural communication and create a diversified communication pattern. Moreover, the digital museum combines technology with social development to fully mobilize the cultural resources of the museum, so as to build a channel for cultural communication, so that more people can also enjoy this convenient cultural service and understand all aspects of the museum in different ways.

The development of digital culture has spawned some new industries, and also provided new opportunities for the re development and re creation of museum resources. These methods enable the public to access more diverse cultural resources, and also enable the public to obtain a virtual sense of "presence", so as to experience and understand the unique artistic value of traditional culture. Previously, the State Administration of Cultural Relics promoted the establishment of "Museum Online Exhibition Platform", so as to integrate the resources of local museums and



promote the development of cultural brands and cultural communication. China Museum, Zhejiang Provincial Museum and other institutions have also cooperated with Tencent, Tiktok, Weibo and other platforms to carry out live interactive activities of "Cloud Tour". It can be seen that relying on new Internet models such as museum +vr cloud exhibition, museum + live broadcast, museum + new media, cultural and museum institutions are now facing a new situation. This also provides diverse paths for the cultural communication and development of museums around the world, which can be shown in the following aspects:

First, the diversity of media has enabled museums and other cultural and museum institutions to "break the wall" from reality to virtual. In the past, the cultural transmission of museums was mostly carried out in the museum through manual narration, electronic screens and various brochures. Under the background of the epidemic, the visiting rate of cultural and Museum institutions such as museums has decreased. At the same time, media such as the Internet have played a new role and become a new cultural communication channel for museums. Through a variety of media, the museum has a strong collection of cultural resources that can be better displayed to the public, so that the audience can "touch" cultural relics from zero distance. For example, digital products such as "famous paintings of the Forbidden City", "digital Duobao Pavilion" and "digital cultural relics library" launched by the Palace Museum make cultural relics more clearly and stereoscopically displayed in front of the audience. For example, cultural programs such as China in Classics and National Treasures jointly created by CCTV and cultural and Expo institutions use the integration of multimedia and popular expression to create an "immersive" audio-visual experience for the audience, so that the ancient charm of cultural relics can be directly conveyed to ordinary audiences through the form of modern variety shows, giving people a unique cultural visual experience. Another example is Prince Gong's Residence, an interactive short play to be jointly launched by Prince Gong's Residence Museum and Tencent video, which will enable the audience to re understand the classical cultural life displayed by Prince Gong's Residence in the form of multi scene and immersive interaction, and interpret the history and traditional culture of Prince Gong's Residence from a new perspective. It can be seen that diversified media have broken the gap between reality and virtual, and the audience has touched the real cultural relics and historical culture in the feeling of "virtual", breaking the single existence of the museum.

Second, the support of digital technology makes the museum a "living" existence. In the past few years, China has accelerated the construction of public digital cultural services, and the digital library has also been fully implemented. With the current digital technology, cultural and museum institutions integrate some cultural resources that are difficult to preserve into shared resources for the public. On the one hand, excellent museum culture can be preserved. On the other hand, the convenience of digital technology also makes it easier for the public to access cultural resources. For example, in recent years, the popular VR technology has been gradually applied to the cultural



communication of museums. "Museum Online Exhibition Platform" has made museums and memorial halls "live" by means of panoramic digital exhibition. Visitors can choose the museum they want to know, and enter the app by scanning the code on their mobile phone, and then they can browse the venue in a 360 degree panoramic view. In addition, there are special voice explanations to help the audience deeply understand the historical and cultural connotation of various museums and memorial halls, and more carefully learn about cultural relics and historical and cultural knowledge. Even though it is far away from the real venue, this panoramic view makes the museum appear in front of the audience. In addition, there are immersive exhibitions such as offline flying cinema and fox screen cinema, as well as AR experience with multiple senses such as vision and hearing. It can be said that the blessing of digital technology has continued the cultural life of the public under the epidemic situation, and museums around the world are also carrying out cultural dissemination in this form.

3. New trend: the Blending of Museum Culture Communication and Value Orientation

In addition to these cultural transmission paths, the value orientation based on museum culture can not be ignored. The cultural promotion of museums is an important external value influencing factor. For example, the cultural theme education for students and the cultural relics exhibition activities for the public all affect people's thoughts at the individual and cultural levels. In the past, many cultures were limited by the dislocation between the network and reality, which would produce a kind of distortion in the process of communication, either deviate from the original meaning, or become a completely different interpretation, resulting in the unimaginable nature of "nomadism". Perhaps, one of the functions of the museum in cultural communication is precisely to make up for such cultural distortion.

In addition, in a sense, the epidemic has also promoted the changes in cultural development and communication strategies of cultural and museum institutions, and this change is in line with the times. Under the background of increasing exchanges at home and abroad, it is particularly important for local museums to tell Chinese stories and spread excellent Chinese culture. These changes and measures can help China's cultural and museum institutions regain vitality and truly play the value oriented role of excellent traditional culture. This also puts forward certain requirements for cultural and museum institutions, that is, they should not just stick to the treasure house of culture, but let excellent traditional culture enter the hearts of the public and give the traditional culture a modern look in diversified forms.

Moreover, with the promotion of the "double reduction" policy, museums can give better play to their educational functions. As the epitome of human civilization, museum is an important carrier



to protect and inherit human civilization. Its role in society is usually different from the narrow sense of education, and it is an important supplement to the form of school education. With the development of time, various museums in China have witnessed the development of the country and the progress of the nation, and become important places to record human development and scientific and technological progress. These museums also perform the educational mission of educating people and soul with culture in silent historical trace exhibitions. They deposit the essence of world culture, play an important role in improving national literacy, and are important learning resources. Someone once said, "the original intention of the museum is education." [2] It can be seen that the educational role of museums also has a certain impact on the value orientation of the current society. The guidance of this value is just a reflection of the function of the museum. "Since 2019, China's Cultural Relics Bureau has launched a demonstration project for museums to enter the campus. The Museum School combination and multi-disciplinary inquiry learning method has been piloted in economically developed areas, and the structural mode of school education has been used to try to reorganize the relatively scattered learning resources of the museum." [3] Some museums combine the cultural knowledge in the museum with the learning and research in schools, which not only helps to cultivate children's interest, but also facilitates the communication between the two sides in the context of the epidemic. This is also a new cultural communication mode, in which education, culture and value orientation are integrated and connected with each other, truly realizing the cultural value orientation of the museum. Moreover, the application of network digitalization can better solve this kind of offline and online communication and learning, break the shackles of traditional models, and truly integrate the cultural communication and value orientation of museums.

In a word, although the epidemic has brought a lot of inconvenience to the public, the new measures of cultural institutions have also created a new path for cultural communication. With the support of digital technology and matrix publicity through the Internet and other media, the public can feel the charm of the museum, and the excellent traditional culture can be spread and carried forward. In a word, relying on the current digital era to realize the integration of culture and technology is an important direction for cultural and Museum institutions to regain vitality and attraction in the future, and it is also a long-term path for traditional culture to continue.

References

- [1]Zhou Kai, Yang Jingyan. Immersive Research in Digital Culture Consumption [J]. Jiangsu social sciences, 2021 (5).
- [2]Zong Zheng. Death and Life of Museum Education [J]. People of the times, 2019 (10).
- [3]Zhang Guanglin. Beijing, Tianjin and Hebei have Made New Moves, Museums and Schools Can Cooperate in this Way [N]. Modern education daily, 2020 (01).



Investigation on the Construction of Publishing Industry Incubation Platform Based on the Whole Industry Chain^①

Ma Dongshun

Shandong University of technology, Zibo255000, Shandong Province,China

E-mail:mdsh@sdut.edu.cn

Abstract

Cultural industry is an important force to promote innovation and entrepreneurship, cultivate new drivers of economic development, and promote the transformation of economic growth mode. Improving the specialization and scale of cultural industry is the only way for China to develop cultural industry and build a cultural power. For cities with declining traditional industries, it is of great significance to explore the fundamental transformation of economic development mode, speed up the transformation of old and new kinetic energy, and develop cultural industries in enabling urban development.

Keywords

Whole industry chain, Cultural industry, Incubator

1.Origin of Research

1.1 Development Background

Cultural industry is an important force to promote innovation and entrepreneurship, cultivate new drivers of economic development, and promote the transformation of economic growth mode. Improving the specialization and scale of cultural industry is the only way for China to develop

^① Fund Project:This paper is a phased achievement of the major project of Shandong Province's new and old kinetic energy transformation project "Construction of Publishing Industry Incubation Platform Based on the Whole Industry Chain" and Zibo City school city integration project "Research on the Operation Mode and Performance Evaluation of Cultural Industry Incubator" (2019zbxc588).



cultural industry and build a cultural power. As a city with declining traditional industries, it is of great significance to explore the fundamental transformation of economic development mode, accelerate the transformation of old and new kinetic energy, and develop cultural industries in the development of enabling cities.

Cultural industry incubator is a cultural and economic organization that provides support in operation, management, talents, funds and other aspects for small and micro cultural enterprises with good development prospects but not yet formed. It can effectively reduce the entrepreneurial costs and risks of cultural enterprises, improve the survival rate of enterprises, so as to cultivate more cultural enterprises, cultural formats and cultural consumption patterns. It also plays an important role in promoting the construction of cultural industry bases and regional characteristic cultural industry clusters. Therefore, it is necessary to speed up the establishment of cultural industry incubators with complete facilities, complete functions and standardized operation as an important starting point for the high-quality development of the cultural industry, so as to help cultural enterprises effectively use policy resources and improve the innovation and entrepreneurship efficiency of the cultural industry.

1.2 Guiding Ideology

Thoroughly implement the deployment requirements of the central, provincial and municipal governments on supporting the development of small and micro cultural enterprises, and comprehensively cultivate and improve a number of cultural industry incubators in the whole urban area in combination with the development trend of the cultural industry. Guide the establishment of a diversified investment mechanism, explore and form a cultural and creative entrepreneurship incubation system that meets the development requirements of the urban cultural industry, relies on resource endowments, takes innovation and entrepreneurship as the theme, takes the government as the guide, takes enterprises and colleges and universities as the main body of cooperation, takes the market as the guide, has a sound system, flexible mechanisms, complete policies and perfect functions, and promotes the development of small and micro cultural enterprises to "specialized, refined, special and new".

1.3 Basic Principle

Government guidance and market operation. Give full play to the guiding role of the government. By means of financial support, policy incentives, scientific management and coordinated services, we will create a good environment, stimulate the market vitality and endogenous power, guide creativity, technology, capital and talents to gather and develop under the action of the market mechanism, and improve the allocation level and utilization efficiency of various resource elements.

Overall planning and intensive development. According to the reality of the city's cultural industry,



we should strengthen overall planning, clarify the functional orientation, carry out the cultivation and improvement of cultural industry incubators with high standards, improve land use efficiency, and prevent blind investment and low-level and homogeneous construction.

Highlight characteristics and drive by radiation. Based on the development foundation and resource endowment of the city's cultural industry, we should make clear our positioning, build a cultural industry incubator with prominent main business, distinctive characteristics, strong incubation capacity and fast transformation of achievements, radiate and drive the overall development of the regional cultural industry, and promote the transformation of the new and old kinetic energy of the cultural industry.

1.4 Policy Orientation

The municipal government's special fund for the integrated development of culture and tourism arranges special funds to support the construction of incubators every year, and gives certain support awards to the recognized municipal cultural industry incubators. In principle, the continuous awards shall not exceed three years. The incentive funds are mainly used to provide employment and entrepreneurship services, rent reduction, incubator public service platform construction, management and operation funds for incubated enterprises, and shall not be used for personnel funds and capital construction expenses.

The relevant competent departments of the city shall organize the performance evaluation of the incubator every year, focusing on the operation and development of the incubator, the management and use of support funds, the implementation of support policies, etc. For those with good development status, high incubation efficiency and effective use of policy resources, certain financial support shall be given; For those with insufficient development potential, declining incubation capacity and inadequate implementation of entrepreneurship support policies, financial support shall be cancelled.

Attach importance to talent introduction and training, improve the policy introduction and related supporting implementation rules, comprehensively start the construction of large-scale talent apartments and incubators, deeply implement the innovation and entrepreneurship action of urban partners, and attract a large number of outstanding young talents to start businesses in cities.

2.Types of Cultural Industry Incubators

As a cultural and economic organization to cultivate successful cultural enterprises, cultural formats and cultural entrepreneurs, cultural industry incubators are an important carrier to speed up the construction of cultural industry bases and regional characteristic cultural industry clusters. According to the different operation subjects, the cultural industry can be divided into three types: university-led, government-led (comprehensive) and enterprise-led (professional).



2.1 Distribution of Cultural Industry Incubators in Zibo

The overall geographical position of Zibo City is superior. Jiaoji Railway runs from east to west. National Highway 205, National Highway 309, Qingyin Expressway (G20), Qinglan Expressway (G22) and Binlai Expressway (S29) meet here. All three transit expressways are connected with Beijing-Shanghai Expressway (G2) and lead to Tianjin and Beijing in the north. The city center is about 70 kilometers away from Jinan International Airport and 210 kilometers away from Qingdao Port and Qingdao International Airport. Zibo City has a geographical advantage to meet the communication needs in the process of cultural industry development. At present, the main cultural industry incubators are distributed in Zhangdian, Zichuan and Huantai.

Table 2.1 Distribution of Cultural Industry Incubators in Zibo City

type	Incubator name	location	covered area (m ²)	Hatchling area (m ²)	traffic
Universities-led type	Dahonglu Maker Space	No. 266, Xincun West Road, Zhangdian District	5100	12000	Nanjing Road, Xincun West Road, Beijing Road and Renmin West Road surround it.
Government-led type	Zibo Zhangdian District Youth Entrepreneurship Park	No.179 ,Xincun West Road, Zhangdian District	26000	22000	It is 6 kilometers away from the core business district, railway station and bus station, and 5 minutes' drive away from the highway intersection
	Zichuan District College Student Entrepreneurship Incubation Center	No. 60, Zicheng Road, Zichuan District	5100	3000	Close to Jiaowang Road and Binbo Expressway
Enterprise-led type	Hongyi Valley • Shiji Tianhong Entrepreneurship Incubation Platform	No. 9, Tianhong Road, Gaoxin Zone	16000	11000	The incubator is located in Shiji Tianhong Park and Huahong Publishing Industrial park



	Kaichuang Cultural Industry Entrepreneurship Incubator	Block B2, Chuangzhigu Park, Huantai County	6000	6000	It is located in the west of Liuquan North Road, the urban trunk line, 10 minutes' drive from the central city of Zibo, and about 3 kilometers from the Zibo high-speed railway station under construction
--	--	--	------	------	--

The Dahonglu Maker Space of Shandong University of technology is a comprehensive entrepreneurial incubator, which accounts for a large proportion of incubated enterprises with the attribute of cultural industry. Dahonglu was established in March, 2010 as a public institution and is under the charge of the innovation and entrepreneurship college independently established by the University.

The Youth Entrepreneurship Park in Zhangdian District is a comprehensive entrepreneurship incubator, with a cultural industry incubation zone. The Pioneer Park was established in June, 2017. It is a public institution and the competent department is the fourth Investment Promotion Bureau of Zhangdian District.

The college students' Entrepreneurship incubation center in Zichuan District is a comprehensive entrepreneurship incubator, with a certain proportion of incubated cultural industry enterprises. It was established in September, 2014.

Relying on the construction of Shiji Tianhong Incubation Park, Hongyi innovation Valley · Shiji Tianhong entrepreneurship incubation platform is an industrial park dedicated to the incubation of enterprises related to the publishing and printing industry chain. It was founded in January, 2018.

Kaichuang Cultural Industry Entrepreneurship Incubator is a professional incubator that serves the incubation of enterprises with various cultural industry attributes. Shandong Kaichuang Cultural Industry Co., Ltd., the operating entity of Kaichuang Cultural Industry Incubator, was established in 2018. Kaichuang Cultural Entrepreneurship Incubator is committed to building a digital and new ecological internet plus advertising innovation and creative industry support platform with all-round entrepreneurial services. In 2019, it was rated as "municipal cultural industry incubator" by the Publicity Department of Zibo City, and in 2020, it was rated as a provincial advertising industrial park by the provincial market supervision bureau.

2.2 Development Status of Cultural Industry Incubator in Zibo

Some of the main cultural industry incubators in Zibo City are only comprehensive entrepreneurship incubators, which support and undertake the incubation function of enterprises with cultural industry attributes. Some are attached to the comprehensive innovation and entrepreneurship incubators as specific functional areas or independent operation areas, and some



are operated as special cultural industry incubators. Their management and operation, format composition, spatial planning, employees and economic benefits in the incubation and development of cultural industries show different characteristics.

The University led cultural industry incubator has an independent management team. Dahonglu Maker Space adopts a market-oriented, professional and collaborative operation mode, and the maker space management committee is composed of the government, schools and professional operating agencies. The committee is responsible for the strategic planning of Dahonglu Maker Space, making overall plans for construction and development, organizing and coordinating the innovation of relevant systems and mechanisms, the implementation of policies and measures and the implementation of major projects. The Innovation and Entrepreneurship Institute participates in the management and operation on behalf of the school, and its staff consists of a dean, a vice-president and five other managers, and 20 members of the Student Service Center.

Government-led cultural industry incubators adopt different operation modes. The type of independent establishment of a special administrative or business establishment to form a management team. Zhangdian District government has set up a park management leading group with the district leaders as the team leader and the participation of the fourth Investment Promotion Bureau and other departments, and set up a special park management office to operate The Youth Entrepreneurship Park in Zhangdian District. The office has five departments and 22 staff members, including 7 with professional titles above vice senior high school, and more than 90% of them have bachelor's degree or above. Invested by the district Party committee and the district government, and led by the district human resources and Social Security Bureau, an independent public institution - Entrepreneurship service center has been established. Its management and operation team has 30 members, and 90% of them have bachelor's degree or above.

The type of directly managed by functional departments. Zichuan District college students' Entrepreneurship incubation center is directly managed by the district employment office with public welfare posts. The whole management team consists of 10 people and 6 people with bachelor's degree or above. The management and operation institutions have independent legal personality and are equipped with special management and operation teams, and 100% of them have bachelor degree or above. The business incubation center has complete management system construction, complete daily management and operation system, financial system and data statistics of incubated enterprises, and can also provide complete basic services such as property management and administrative agency.

The enterprise led cultural industry incubator is the exploration of the cultural industry economic organizations to seek the transformation of operation mode and build a complete industrial chain. The Shiji Tianhong business incubation platform is operated and managed by Shandong Hongyi Education Technology Co., Ltd., a wholly-owned subsidiary of Tianhong , focusing on the



publishing field. Shandong Hongyi Education Technology Co., Ltd. has an independent legal personality and is equipped with a management and operation team of 9 people, of which 71% have bachelor's degree or above. The operation and management team of the Kaichuang Cultural Industry Entrepreneurship Incubator now has 4 departments and 6 employees, all of whom are highly educated. It has industrial and commercial management, property management, computer and other related professionals to build a domestic top traffic company.

University-led cultural industry incubator. Dahonglu Maker Space is a comprehensive innovation and entrepreneurship incubator. The incubation of its cultural industries is mainly concentrated in the entrepreneurship and maker area, where there are computer software and hardware development zone, Electronic Innovation Zone, material environmental protection zone, engineering service zone, Internet of things zone, e-commerce zone, public welfare entrepreneurship zone and other project categories.

Government-led cultural industry incubator. Zhangdian District Youth Pioneer Park has a special cultural industry incubator area in Zibo. Mainly incubate advertisement design, agency and release; Film and television communication, brand promotion and other industries; Pay attention to cultivating the ability of producing content and marketing service system; Encourage commercial services such as self-media operations and in-depth cooperation with big cultural industry platforms. Other government-led incubators only undertake the incubation function of innovation and entrepreneurship in cultural industries. Zichuan University Student Entrepreneurship Incubation Center guides the incubation of cultural and production enterprises with the theme of culture, science and technology and creative projects.

Enterprise-oriented cultural industry incubator. Shiji Tianhong entrepreneurship incubation platform is an educational all media entrepreneurship and innovation ecosystem based on educational publishing and centered on K12 education. The main function of the incubator is to provide R & D, business sites and shared resources, as well as policy, legal, financial, investment and financing services through entrepreneurship training and consultation. Qilu Chuangzhi Valley incubator focuses on scientific research, culture, creativity, environmental protection and renewable resources projects. Kaichuang cultural business incubator focuses on incubating digital and new ecological advertising innovation and creative industries in internet plus. In addition, the park also carries out cutting-edge technology incubation and business model innovation in artificial intelligence, blockchain, cloud computing and other fields. It has provided services for more than 100 entrepreneurial projects, and has successively built incubation bases nationwide.

University-led cultural industry incubator. Dahonglu Maker Space includes entrepreneurship laboratory, three hardware platforms of Dahonglu Maker Space block A and block C. It has a one-stop service platform, investment and financing platform, entrepreneurship counseling platform, exchange and interaction platform, training and improvement platform, and learning and research platform. The supporting facilities include project roadshow area, maker production area, leisure exchange area and comprehensive service area.



Government-led cultural industry incubator. The Youth Entrepreneurship Park in Zhangdian District is equipped with a multi-functional roadshow center, coffee bar and gym; Affordable canteen in the park that can accommodate 1000 people; Multimedia conference room, public reception room. Zichuan District college students' Entrepreneurship incubation center has built a 5100 square meter office platform with two functional areas: business incubation area and public entrepreneurship service area.

Enterprise-oriented cultural industry incubator carries out space design according to the needs of the incubated industrial chain enterprises. The Shiji Tianhong entrepreneurship incubation platform includes the guarantee service area, public service area, settled enterprise office area and park supporting service area. The incubator is equipped with roadshow room, conference room, tea room, negotiation room and other infrastructure. There are closed office and open office space in the kaichuang cultural industry incubator; The functional areas include roadshow hall, multimedia conference room, scientific and technological achievements exhibition area, leisure reception cafe and open balcony garden.

Table 2.2 presents the current operation of major cultural industry incubators in Zibo. It can be seen that most of the university led incubators and government led incubators are comprehensive innovation and entrepreneurship incubators, and the incubated enterprises and employees they serve have no special preference. The Youth Entrepreneurship Park in Zhangdian District has a special cultural industry zone, and the enterprise led cultural industry incubators are all professional cultural industry incubators.

The university-oriented oriented cultural industry incubator serves its teachers, students and alumni. The Dahonglu Maker Space can accommodate 110 incubated enterprises and 68 incubated enterprises. There are 210 incubated enterprises and 80 successfully incubated enterprises, with a settlement rate of 60% and 924 employees.

Government-led cultural industry incubators show different characteristics. The Youth Entrepreneurship Park in Zhangdian District, Zibo city has a functional zone for incubating cultural industries, and has formulated The Administrative Measures for Cultural Industry Incubators in Zibo . The zone can accommodate 85 incubated enterprises, 77 actually incubated enterprises, 90 incubated enterprises in total, 9 successfully incubated enterprises in total, with a settlement rate of 90.58% and 840 employees. Zichuan district college students' entrepreneurship incubation center can accommodate 65 enterprises, 54 of which are actually incubated, with an occupancy rate of 83% and 131 employees.

Enterprise-oriented cultural industry incubator. The Shiji Tianhong entrepreneurship incubation platform can accommodate 50 enterprises, 18 of which are actually incubated, with a settlement rate of 36% and 101 employees. The Kaichuang Cultural Industry Entrepreneurship Incubator can accommodate 27 enterprises, 21 of which are actually incubated, with a settlement rate of 95%



and 207 employees.

University oriented cultural industry incubator. The annual operating income of the incubated enterprises of Dahonglu Maker Space was 7.748 million yuan, and the total tax payment of the incubated enterprises (including tax reduction and exemption, the same below) was 185000 yuan.

Government-led cultural industry incubator. The annual operating income of the incubated enterprises of The Youth Entrepreneurship Park in Zhangdian District and the college student entrepreneurship incubation center in zichuan district are 100million yuan and 20million yuan respectively, and the total annual tax payment is 6million yuan and 2million yuan respectively.

Enterprise-oriented cultural industry incubator. The annual operating income of the incubated enterprises of Shiji Tianhong incubation platform is 34.9241 million yuan, and the total annual tax payment is 1.8332 million yuan. The annual operating income of the incubated enterprises of the Kaichuang Cultural Industry Entrepreneurship Incubator was 146.251 million yuan, and the total annual tax payment was 562400 yuan.

2.3 Main Characteristics of Zibo Cultural Industry Incubator

Whether it is a university-led cultural industry incubator, a government-led comprehensive cultural industry incubator, or an enterprise-led professional cultural industry incubator, the basic incubation environment and office environment are relatively perfect.

Provide basic property services. Provide water, electricity, heating, security, fire protection, network and other infrastructure; During the incubation period, water, electricity, heating, property management, air conditioning, etc. are exempted. Provide one-stop service platforms for industrial and commercial registration, tax registration, fiscal and tax agency, legal consultation, etc. Provide entrepreneurship counseling platform services. Hire entrepreneurship tutors by category, and train entrepreneurs through entrepreneurship forums and other interactive platforms; Supporting projects include roadshow area, maker production area, leisure exchange area, etc.

As a leading cultural industry incubator of universities, Dahonglu Maker Space mainly faces teachers, students and alumni of Shandong University of Technology. Government-led cultural industry incubators have a much wider range of incubation target groups.

The Youth Entrepreneurship Park in Zhangdian District, Zibo is mainly composed of college students and overseas students. Zichuan District college student entrepreneurship Incubation Center encourages and supports college students to start their own businesses.

The enterprise led cultural industry incubator pays more attention to its industrial chain harmony with the operating enterprises and expected experience benefits in the selection of occupancy projects. The Shiji Tianhong business incubation platform serves cultural and educational start-ups. The cultural industry entrepreneurship incubator is oriented to Internet + advertising innovation and creative talents, and advertising media talents.



The Youth Entrepreneurship Park in Zhangdian District has formulated The Measures for the Administration of Cultural Industry Incubators in Zibo, according to which people can enter, manage and exit. Zichuan District college students' entrepreneurship incubation center has established a "3+3+3" entrepreneurship assistance mechanism, which is a chain service mode of "incubator (college students' entrepreneurship incubation center) - accelerator (high-tech entrepreneurship center) - Industrial Park (standard workshop)".

Each incubator operator is mainly responsible for the filing and assessment of the operation plan of the settled project; Upload and release information, timely solve problems of settled projects, and provide support for key projects; Timely rectify projects or individuals that fail to pass the assessment or violate relevant regulations until their entry qualification is cancelled.

At present, each incubator can basically coordinate the human resources and social security, industry and commerce, taxation and other window departments to work on the incubator site, and introduce professional intermediary service agencies such as law, finance, finance, management and intellectual property rights to provide diversified services for start-ups and create a shared and developed entrepreneurial environment. Linzi Film and Television Cultural and Creative Industrial Park provides technical support and comprehensive services such as intellectual property rights. Shiji Tianhong incubator provides incubation functions such as "whole industry chain service", "innovation achievement transformation service" and "intelligent all media publishing service".

Comprehensively consider the resource endowment, cultural business type, development potential, regional advantages and other factors, and clarify the development theme and leading industries of the incubator. When introducing enterprises, we should fully consider the integrity of the industrial chain including originality, production, copyright, operation, sales and other links, guide the settled enterprises to build a benign division of labor and cooperation relationship, and support the enterprises to improve the internal value, brand effect and profitability of cultural products through the synergy of cultural product research and development, diversification of work forms, and large-scale service system. Focus on the development of leading enterprises or leading enterprise clusters, and create a benign development pattern with rich product levels, complementary service content and close connection between upstream and downstream industries. In addition, conditional incubators should be encouraged to export incubation services.



Research on the Management Mode of College Students' Practice Teaching

Liu Chaoyuan

Zibo Vocational Institute, Zibo255000, Shandong Province, China

E-mail:373913345@qq.com

Abstract

With the rapid development of society and the reform and change of science and technology, higher requirements are put forward for talents' skills and practical ability. In this case, college students' practical practice teaching has also been highly valued. College students' practice teaching is an important part of college education, which can lay a good foundation for college students to enter the society and better adapt to the needs of relevant positions. Therefore, from this perspective, it is very important to do a good job in the management of college students' practice teaching. From the actual situation, there are also some deficiencies in the management of college students' practice teaching, so it is necessary to explore an effective management model. This article mainly analyzes the management model of college students' practice teaching.

Keywords

College students, Practice teaching management mode, Research

Practice teaching is an important part of college education and teaching, which is an important way to improve college students' vocational skills from a practical point of view. In the traditional practice teaching management, flat management or hierarchical management is generally adopted, which leads to the lack of students' individual consciousness and the great influence on students' enthusiasm for participation. With the arrival of the new era of education, there are higher requirements for the practice teaching management of college students, which requires the innovation of the concept and mode of practice teaching management. Taking social needs as the basic starting point, fully stimulate the enthusiasm of college students to participate in practical practice, and lay a good foundation for the development and improvement of college students' practical ability and innovation ability.



1.The Value of Practice Teaching Management for College Students

Under the background of the continuous implementation of higher education reform, social development also has higher requirements for college students' professional comprehensive ability. Under such a social trend, all colleges are reforming teaching and pay attention to the importance of practical teaching, so as to ensure that college students can better adapt to the needs of the society. Practice teaching is an important part of the education system in colleges and universities. How to effectively improve the educational function of practice teaching and strengthen the effective management of practice teaching is an important topic that colleges and universities have been exploring. It is also an important path to promote the reform of college education and improve the quality of college talent training. With the arrival of the new era, the practice teaching management of college students has also had a new development direction, gradually moving towards the direction of informatization and humanism, providing convenience for college students' practice and communication. At the same time, the application of this new management mode can also ensure the effective development of college students' practice, and also play an important role in the development of college students' practical ability and innovation ability[1].

2.Problems in Practice Teaching Management of College Students

As we all know, practice teaching is the most critical content in every university. It is an important way to train students' practical ability and ensure that students can better adapt to social development. However, from the practice of college students, there are still many problems, which can be explained from the following aspects:

2.1 Backward Educational Concept and Lack of Correct Understanding of College Students' Practice

Although the current society has higher requirements for the comprehensive ability of college students, most educators and college teachers are still teaching in accordance with the traditional teaching concept, that is, they attach great importance to students' intellectual education achievements, and do not fundamentally realize the importance of practical practice for college students, resulting in obvious formalization problems in college students' practical practice. Moreover, because practical practice involves many problems such as financial resources, material resources and management, many colleges and universities do not give practical support, but only stay in words, which leads to the fact that college students' practical ability cannot be exercised, and students rarely have the opportunity to go out of the campus to really experience and understand the society, which leads to students' lack of learning experience, and at the same time affects the practice activities in colleges and universities.



2.2 Lack of Perfect Practice Management System

At present, most colleges and universities have set up corresponding management systems for the practice of college students. However, with the continuous development of society, the practice management system of many colleges and universities has also shown a backward trend. These colleges and universities have been applying the traditional regulations and have not changed the management concepts and means with the development of society. This has led to a great impact on the practice of college students, resulting in problems such as vague responsibilities and inaccurate positioning. Specifically, in the practical teaching, universities, enterprises and students have not made clear their own role positioning. Universities and enterprise culture provide jobs for students, but ignore the practical guidance for students; Moreover, the students themselves also have a lack of autonomy and enthusiasm, and often drift with the tide, which leads to the unsatisfactory effect of practice.

2.3 The Construction Funds of Practice Teaching are Insufficient

In recent years, the enrollment scale of various colleges and universities is also expanding. At the same time, the number of college students participating in practice is also rising, which also puts forward higher requirements for teaching funds. However, in fact, there are still great deficiencies in the practice teaching. Even the practice bases of many schools are formal construction, and do not give full play to their own practical role. Moreover, the number of practice bases is also relatively small, coupled with the lack of a perfect guarantee mechanism, which leads to the lack of practice resources for college students, thus affecting the effect of college students' practice.

2.4 Lack of Guidance for College Students' Practice

In the process of college students' participation in practice, the guiding role of teachers is also very critical. However, from the practice of most college students, teachers have not entered the enterprise to effectively guide students' affairs, and even most teachers themselves lack some practical experience. However, some full-time or part-time technicians are often responsible for the guidance of college students during practice, which leads to the lack of interaction between teachers and enterprises. This makes it difficult for colleges and universities to grasp the actual practice of college students, and students have less access to post-related content, which not only affects the effect of practice, but also affects the self-development of college students.

3. Innovation of College Students' Practice Teaching Management Mode

From the current situation of college students' practice management, there are still some problems,



so it is very important to strengthen the innovation of practice teaching management mode in colleges and universities.

3.1 Promote the Diversified and Standardized Development of Practice Mode

From the previous teaching management of college students' practical practice, most colleges and universities are using the same practice mode, resulting in the lack of display of college students' autonomy and personality, which is not conducive to the improvement of college students' professional ability. Therefore, in order to effectively carry out practical practice, it is necessary to pay attention to the cultivation of college students' practical practice enthusiasm. We should actively guide and encourage college students to contact relevant units for practice and internship. In this regard, many colleges and universities in China can actively learn from the practical experience of foreign countries and formulate a perfect flexible and diversified practical practice management mode, that is to say, the work study program or extra-curricular work of college students can also be included in the practical assessment, and colleges and universities can also provide college students with some enterprise telephones and development background, so that college students can choose internship units, or they can let students contact and choose internship units by themselves, and pay attention to the supervision and management of college students' practical internship, so as to effectively improve college students' practical ability^[2].

3.2 Clear Division of Labor and Strengthen Organization and Management

In fact, the practice of college students is the cooperation and interaction between schools and enterprises. Therefore, in order to effectively strengthen the teaching management of college students' practice, both schools and enterprises should appoint relevant principals to strengthen the supervision and management of the practice process of college students, and formulate a perfect management and supervision mechanism. Universities and enterprises should formulate clear internship agreements from the perspective of students, while enterprises need to do a good job in the allocation and guidance of relevant internship tasks, so as to give better play to the resource advantages of both schools and enterprises, and ensure that college students can smoothly carry out practical practice. In addition, colleges and universities should also establish internship groups to review, summarize and sort out students' internships, ensure effective docking between colleges and enterprises, and strengthen effective supervision over college students' internships to ensure the effect of practical internships^[3].

3.3 Build an Online Platform and Strengthen Diversified Management

In the process of college students' participation in practice, information technology and network technology can be used to build an efficient teaching management platform, so as to realize online communication and interaction between teachers and students. This can also strengthen the



effective supervision and guidance of college students' practice, standardize students' behavior, and ensure that the tasks and plans of practice can be effectively implemented. In addition, we should establish a reasonable assessment system to strengthen the assessment and evaluation of college students' internship, and provide an important guarantee for the effectiveness of college students' internship activities.

3.4 Strengthen the Construction of Practice Base

In order to ensure that college students can practice smoothly, we also need to actively strengthen the construction of practice bases. Build a practice base in the school, so that students can have the opportunity to practice in the school, better understand the specific production process, and deeply realize the practical application value of theoretical knowledge, and expand their knowledge. In the learning and practice of the internship base, to improve the practical learning effect of college students and promote the improvement of college students' practical ability and comprehensive ability ^[4].

3.5 Actively Strengthen the Publicity of Practice Teaching and Seek Support from All Aspects

In order to ensure that college students can carry out practical activities smoothly and effectively, colleges and universities should fully realize the importance of practical teaching, and in combination with the development trend of the times, set up a special social practice group, and appoint excellent teachers to guide students to fully realize the importance of practical activities to their growth and development, so as to effectively stimulate the enthusiasm of college students to participate in practical practice. However, the development of college students' practical training and practice activities will also be affected by many factors, so it is far from enough to rely on the strength of colleges and universities. In other words, it is necessary to actively seek support from all sectors of society, and colleges and universities should organize college students' practice and establish a stable practice base to ensure the full combination of practice and teaching and research, so as to give full play to the important role of practice.

3.6 Establish a Sound Appraisal System

In order to effectively strengthen the test of the effect of college students' practical practice, colleges and universities should also formulate a perfect appraisal system and truly incorporate practical practice into the teaching system. We should set up practice files, include the students' practice results in the comprehensive evaluation, and implement certain incentive mechanism, so as to fully mobilize and improve the enthusiasm of students to participate in practice, and thus ensure that practice can be really and effectively carried out.



4.Conclusion

To sum up, the practice teaching management of college students is one of the important contents of college education, which plays an important role in the improvement of college students' practical ability and comprehensive ability. However, there are still some problems in the current practice teaching management of college students, so it is necessary to innovate the practice teaching management mode to continuously strengthen the effective management of college students' practice and promote the improvement of practice quality, so as to effectively promote the improvement of college students' comprehensive ability, enable college students to better adapt to the development of society, and reserve more high-quality talents for social development.

References

- [1]Guoyadong. *Discussion on the Practice of College Student Management in the Era of Big Data* [J]. Industry and Technology Forum, 2020.
- [2]Chen Qingxiu, Ke Ting. *Application of New Management Mode in Nursing Practice Teaching Management* [J] Continuing medical education in China, 2020.
- [3]Tang Jianjian, Chen Fugui, Li Bo. *Research and Exploration on Innovative Practice Management Mode -- Taking the Department of Telecommunications of the Institute of Technology of Tibet University as an Example* [J] Wealth era, 2019.
- [4]Wang Lijun. *Research on Social Practice Mode and Management of college students in Local Universities* [J] Chinese Journal of multimedia and network teaching, 2018.



Analysis on the Ways of Improving Ideological and Political Education in Higher Vocational College Apartment Culture Construction

He Yuanyuan

Zibo Vocational Institute, Zibo 255314, Shandong Province, China

E-mail: 93678162@qq.com

Abstract

Student apartment is not only an important place for students to study and live in school, but also an important position for students to carry out ideological and political education. The students' apartment in higher vocational colleges should take the opportunity of assisting the school to carry out the apartment culture construction, take the apartment as the position and take the student activities as the carrier to train the students' dedication spirit and the ability of self-education, self-management and self-service.

Keywords

Apartment, The ideological and political, Methods

General Secretary Xi Jinping emphasized at the National Education Conference that we should adhere to the socialist education development path with Chinese characteristics and train socialist builders and successors who are well-developed morally, intellectually, physically, aesthetically, and artistically. Is the base and a cradle for cultivating socialist talents in colleges and universities, the university apartment work is the important part of socialist talent cultivation, the training and cultivation of college students' healthy life right, exercise habits literacy disgraceful consideration and play an important role in leading, is the party's future builder smooth stood on the importance of socialist construction jobs and develop base^[1].

At present, China's higher vocational education has accounted for half of the country's higher education, and there are nearly 10 million students in higher vocational colleges. How to realize the full education, the whole process of education, all-round education has become an important task to strengthen and improve the ideological education in higher vocational colleges. Student



apartment is not only an important place for students to study and live in school, but also an important position for students to carry out ideological and political education. Strengthening the cultural construction of student apartments in higher vocational colleges plays a unique role in broadening the channels of ideological and political education, perfecting the carrier of ideological and political education, improving the methods of ideological and political education and strengthening the ways of ideological and political education.

1. Problems existing in ideological and political education in student apartments of higher vocational colleges

In order to further create an all-round education environment, ideological and political education in apartments has become an important starting point for all higher vocational colleges to implement the goal of "cultivating talents through virtue". However, the overall development is not balanced, and there are some problems to be solved urgently.

1.1 The apartment management implementation of three full education is not in place

According to the survey, there are many apartment management systems in higher vocational colleges, and the student-oriented concept can not be really carried out. Apartment management personnel are some older, low educational level of the hired system personnel. Counselors, head teachers, ideological and political teachers and other ideological and political education teams work in the apartments, but due to the limitations of personal energy, working hours, education places and other factors, it is difficult to fully carry out all-round education work.

1.2 The cultural construction of the apartment does not match the ideological and political education

At present, many higher vocational colleges do not pay enough attention to the cultural construction of apartments, and do not carry out scientific planning for deepening the construction of cultural connotation and cultural education function.

1.3 Insufficient initiative of college students to receive ideological and political education in apartments

The curriculum ideological and political education of higher vocational colleges has run through every course, practice and training, but many students believe that they are mainly engaged in professional skills learning in higher vocational colleges, learning to apply for a job. To solve the employment problem, especially in some higher vocational colleges, students' academic requirements are relatively low, and the curriculum is relatively loose. Students are addicted to online games and video games in the dormitory, and have resistance and boredom to ideological



and political education in the apartment.

2. Analysis on the function of improving ideological and political education in the cultural construction of student apartments in higher vocational colleges

The construction of apartment culture in higher vocational colleges is an important complement and improvement to the construction of campus culture, and also an important carrier of promoting ideological and political education with campus culture.

2.1 The cultural construction of student apartments in higher vocational colleges improves the orientation of ideological and political education

The apartment culture in higher vocational colleges has the material basic requirements of creating beautiful environment, clean internal affairs and convenient life, and at the same time, it should also have ideological and guiding spiritual connotation and cultural attributes such as autonomy, uniqueness and radiation, so as to develop the apartment culture construction into an important carrier of ideological and political education.

2.2 The role of promoting ideological and political education in the cultural construction of student apartments in higher vocational colleges

The purpose of personnel training in higher vocational colleges is not only to train qualified applied technical personnel, but also to train innovative talents with all-round development of morality, intelligence, body, beauty and labor. Moral education should not be weakened, but also be carried out comprehensively through various forms and carriers.

2.3 The cultural construction of student apartments in higher vocational colleges enhances the target demand of ideological and political education

A new era of higher vocational college ideological education puts forward new requirements, in the face of domestic and foreign each kind of ideological trend to the impact of the campus culture, adhere to under the leadership of the party to carry out the apartment culture construction is to enhance the ideological and political education validity, enthusiasm, and timeliness of effective countermeasures, need different roles of faculty, staff and students to share common implementation and common implementation.

3. Ways to improve ideological and political education by cultural construction of student apartments in higher vocational colleges



In higher vocational colleges to strengthen the construction of apartment culture, so as to enhance ideological education effect needs from material, spiritual and cultural connotation of hardware conditions, personnel, system guarantee and properly guide students comprehensive, especially to dig the huge influence of the Internet information age to the student thought growth to accurately, common form use apartment culture construction to promote students ideological education development of the resultant force.

3.1 Material culture construction of characteristic apartments integrating ideological and political education

The material culture of apartments in higher vocational colleges is all the hardware construction input of apartments, as well as carrying out spiritual civilization activities and ideological and political education on the sufficient material basis. For example, the interior and exterior decoration of apartment buildings, naming of buildings, cultural construction of corridors, interior decoration of dormitories, and placement of items in personal space are integrated into the propaganda and education of socialist core values and socialist rule of law of Excellent Traditional Chinese culture.

3.2 Construction of management and service team integrating ideological and political education

The functional departments of the school carry out corresponding learning and training for the management personnel, and put forward specific requirements, strengthen the indoctrination of the concept of service and education, and truly achieve humanistic care for students[2].

3.3 Construction of apartment system integrating ideological and political education

Integrating the propaganda, warning and suggestions on moral cultivation, values, interpersonal relationship and cultural tradition into the management rules and regulations of student apartment will undoubtedly form a good cultural atmosphere and value orientation in the continuous development of the whole apartment culture.

3.4 The construction of students' independent learning ability integrating ideological and political education

Apartment in such a relatively independent, private personal space, managers must be good at use all sorts of small range of preaching, self-study, recreational activities, fully mobilize students' initiative and enthusiasm, students participate in the apartment culture construction, consciously accept the edification of ideological and political education, and develop the apartment culture construction in the ideological education in the important function. We can actively explore the new form of theoretical study of party members and develop the new carrier of management education of party members. For student party members and development targets, through the



selection of excellent student party members in the apartment to organize the development targets at the weekend in the student apartment to jointly conduct theoretical study, in the form of student party members personally explain, so that each student Party member has the opportunity to speak about party history, party constitution, current affairs and politics, and hot topics. Give play to students' subjective initiative and improve their own theoretical quality in the process of students' participation. The time is every two weeks, the form of political theory education should emphasize to stimulate students' interest in learning, teaching through fun. Whenever there are important festivals of the Party and the country, we will hold some characteristic activities or field trips for students to participate in, and let students take the initiative to learn political theories based on their interests, so as to guide students to establish correct values [3].

3.5 The integration of apartment culture construction and ideological and political education in the Internet era

The functional department of the school's apartment management can make full use of the Internet and new media to create an online apartment culture front. By collecting dynamic information of students' ideological and political education, students can make their voices heard about the apartment culture construction online, so that students can know more about the current situation of apartment management services and cultural construction. Strengthen the interaction and communication of students' ideological and political learning, so as to promote students' ideological and behavioral habits and values through multiple channels.

4. Thoughts on improving ideological and political education in the cultural construction of student apartments in higher Vocational colleges

Ideological and political education in higher vocational colleges has entered a new period of great development, the task is very clear, the responsibility is increasingly important, effectively solve the "last kilometer" problem of ideological and political education. The cultural construction of student apartments, as a basic part of the implementation of the "three integrity education" function of ideological and political education, needs consensus and joint force from all aspects.

4.1 The top-level design improves the leadership role of ideological and political education in the cultural construction of the apartment

The state, education authorities and higher vocational colleges pay more and more attention to the ideological and political education of students. Under the background of comprehensively constructing the era of "curriculum ideological and political education", the cultural construction of student apartments, as an important part of ideological and political education, should also be



included in the development plan of the whole higher vocational education talent training goal.

4.2 Functional departments, management personnel and ideological and political teachers take advantage of the cultural construction of apartments to enhance the active role of ideological and political education.

Strengthen the building of the apartment management team, and assign full-time and part-time ideological and political counselors to "shift the focus of work downward, go deep into the dormitory to provide political guidance, ideological guidance, academic guidance and psychological guidance, and truly be good teachers and helpful friends of students".

4.3 Higher vocational students consciously accept the active role of ideological and political education under the influence of apartment culture

The students' apartment in higher vocational colleges should take the opportunity of assisting the school to carry out the apartment culture construction, take the apartment as the position, and take the student activities as the carrier to train the students' dedication spirit and the ability of self-education, self-management and self-service.

References

- [1] Qian Yuting, Xie Quanhua, Wang Haochuan, HE Yuanyuan:*Innovative Research on Party Construction of College Student Apartment Based on "Student Party Member Service Station"* [J]. Think Tank Times,2020(04),P.28-29.
- [2] Ding Xiaosheng: *Research on Cultural Construction of College Students' Apartments* [M]. Beijing. National Defense Industry Press,2015.
- [3] Zhang Xikun: *Promoting Ideological and Political Education Research of College Students by Student Party Construction in Apartment* [J]. Heilongjiang Education (Theory and Practice),2018(Z2),P.33-34.



Exploring the Fitting Relationship between Engineering Education Accreditation and Information Literacy Education in University Libraries

Guo Yaxian

Nanjing University of Aeronautics and Astronautics, Nanjing 211106,

Jiangsu Province, China

E-mail: yaxian.guo@163.com

Abstract

Information literacy education in university libraries has an important supporting role for engineering education accreditation. This paper first analyzes the important significance of developing information literacy education and engineering education accreditation in the new higher education environment, then discusses the fitting relationship between the two from the perspective of cultivation objectives and cultivation concepts, and on this basis analyzes the requirements of engineering education accreditation for the work of information literacy education in university libraries.

Keywords

Engineering Education Accreditation, Information Literacy Education, University Library

The National Medium and Long-term Education Reform and Development Plan (2010-2020) clearly sets out the strategic goal of "building a complete system of lifelong education" and the strategic task of "comprehensively improving the quality of talent training, upgrading the level of scientific research, enhancing social services, and focusing on cultivating compound-type talents". As an important part of China's higher education, the core of engineering education and information literacy education both reflect the new requirement of "updating the concept of talent



cultivation and cultivating compound-type talents that meet the requirements of the times". Therefore, it is of great significance to explore the relationship between engineering education accreditation and information literacy education of university libraries, in order to establish a sound information literacy education system for engineering majors.

1. Background

1.1 Engineering Education Accreditation Poses New Challenges to Information Literacy Education in University Libraries

Engineering education accreditation is an internationally accepted quality assurance system for engineering education and is a kind of conformity assessment for engineering majors in higher education. Under the overall situation of "new engineering", engineering education accreditation has become an important guarantee to promote the construction of engineering specialty in colleges and universities and the reform of engineering education. *The Accreditation Standards for Engineering Education Majors* promulgated by China Engineering Education Accreditation Association (CEEAA) stipulates seven general standards for accredited majors in terms of students, training objectives, graduation requirements, continuous improvement, curriculum system, faculty and support conditions. In the specific accreditation standards and accreditation procedures, libraries are required to provide in-depth support in terms of resources, services, information literacy education and platforms^[1]. Among the 12 indicators of "graduation requirements", item 3 "research", item 5 "modern tools", and "literature search", "independent learning" and "lifelong learning" in item 8 "Professional norms", all need to integrate the teaching of relevant information literacy education courses.

1.2 Framework for Information Literacy for Higher Education Issued by ACRL Provides a New Concept for Information Literacy Education in University Libraries

The American Association of College and Research Libraries (ACRL) released its *Framework for Information Literacy in Higher Education (Framework)* in February



2015. *Framework* suggests that information literacy education should be integrated into all stages of students' learning to meet their learning and professional development needs. *Framework* also encourage librarians to actively seeking potential partners, create synergies with other innovative programmes in schools, and trial implementation information literacy courses in a specific teaching programme, etc., bringing new ideas and thoughts to the development of information literacy education in the new information ecosystem environment in university libraries [2].

2.The Fit between Engineering Education Accreditation and Information Literacy Education in University Libraries

Engineering education accreditation is an important task of higher education in the new era, which has put forward higher requirements for the cultivation of talent quality. As an important part of comprehensive quality education in colleges and universities, information literacy education in college libraries is the basis for independent learning, lifelong learning, scientific research and knowledge innovation of college students, and is an important means to cultivate compound-type talents, and plays a pivotal role in the professional certification of engineering education. Therefore, it is the focus of this paper to explore the fitting relationship between engineering education accreditation and information literacy education of university libraries in terms of cultivation objectives and cultivation concepts.

2.1 Coherence of Training Objectives

Information literacy education is an important part of the curriculum of higher education institutions. The ultimate goal of higher education is to cultivate people with lifelong learning ability, and information literacy education is precisely an effective way to cultivate students' lifelong learning. *Framework for Information Literacy in Higher Education* issued by the ACRL provides a new basis for the development of information literacy education objectives. According to the Framework's description of the six threshold concepts, 45 knowledge skills and 38 behavioural approaches to information literacy, the objectives of information literacy



education can be defined as: to enhance learners' ability to find, evaluate, understand and access information, and to use, integrate, produce and share information in the new information environment, to develop learners' ability to share information and collaborate in a variety of participatory information environments and to learn throughout life. To summarise, information literacy education aims to match the objectives of university talent training and to develop learners' information competence in various aspects such as emotion, behaviour, cognition and critical thinking, taking the needs of society's talents as the guide, and ultimately realising the cultivation of talents.

Engineering education accreditation is a professional certification implemented by professional certification institutions for engineering education in colleges and universities. Its core is to certify whether engineering graduates meet the quality standards recognized by the industry, and it aims to provide quality assurance of preparatory education for relevant engineering and technical talents to enter the industry. The accreditation standards for engineering education majors clearly state that students should graduate with the ability to apply professional knowledge and scientific methods to analyse, research and solve complex engineering problems, and also require graduates to have the ability to learn independently and a sense of lifelong learning, etc.

In general, the cultivation of well-rounded talents, engineering education accreditation and information literacy education coincide in terms of cultivation objectives. The cultivation of engineering education accreditation also emphasises learners' ability to find, evaluate, understand and access information, as well as their ability to use, integrate, produce and share information, and the cultivation of lifelong learning ability, all of which are highly consistent with the cultivation objectives of information literacy education in universities.

2.2 Synergy of Educational Ideas

With the increasing influence of the concept of information literacy on higher education, many universities have introduced it into the education process of various



disciplines as a new teaching concept. ACRL's *Framework for Information Literacy in Higher Education* adopts "meta-literacy" as its core concept to guide the practice of information literacy education and teaching in the new higher education environment. According to the "meta-literacy learner model", meta-literacy education is always based on the concept of "learner-centered", and the development and improvement of learners' relevant comprehensive abilities is the starting and ending point of meta-literacy education. The learner-centered concept of meta-literacy education is reflected in the following: on the one hand, in an open learning environment, the learner-centered approach is used to build learning networks and channels of knowledge exchange, and the multiple identities of learners are integrated into learning activities in order to develop and enhance the meta-literacy of learners. On the other hand, students are encouraged to use social networks for participatory learning in teaching and learning, to create and disseminate information in a collaborative manner, and to develop critical thinking in order to acquire lifelong learning skills. [3]

Engineering education accreditation advocates three basic concepts: Student Centering, Outcomes-based Education, and Continuous Quality Improvement. These concepts are crucial to guide and promote professional construction and teaching reform, and guarantee and improve the quality of engineering education personnel training. The student centering concept is the purpose of engineering education accreditation, outcomes-based education is the requirement of certification, and the continuous quality improvement is the guarantee mechanism of certification. The outcomes-based education emphasizes "what students can do" rather than "what students can be taught", and the continuous quality improvement emphasizes the establishment of effective quality control and continuous improvement mechanism to promote the continuous improvement of professional talents cultivation quality. Therefore, the concept of outcomes-based education and continuous quality improvement can be regarded as the extension and development of the student centering concept.



The student centering concept of engineering education accreditation fully reflects the main position of college students in higher education teaching activities, fully respects the subjective initiative of college students' self-education, and fully pays attention to the needs of engineering students' career development ^[4]. Therefore, the core concept of engineering education accreditation must be student-centered, and as future practitioners, students' learning outcomes are the most powerful and direct evidence to prove the effectiveness of professional education.

As the core concept of talent cultivation in today's higher education, student-centeredness is not only the starting and ending point of engineering education accreditation, but also the guiding concept of reform and transformation of information literacy education, which is the key factor to improve the quality of higher education talent cultivation. Therefore, engineering education accreditation and information literacy education are also completely compatible in terms of talent cultivation ideas.

3.Requirements of Engineering Education Accreditation for Information Literacy Education Work in College Libraries

The Accreditation Standards for Engineering Education Majors promulgated by China Engineering Education Accreditation Association (CEAA) stipulates 7 general standards for accredited majors in terms of students, training objectives, graduation requirements, continuous improvement, curriculum system, faculty and support conditions. In the specific accreditation standards and accreditation procedures, university libraries are an assessment point that schools pay much attention to in the self-assessment reports submitted by schools and on-site accreditation by experts, which plays a very important role in the assessment results.

In *The Accreditation Standards for Engineering Education Majors* ^[5], the indicators that explicitly address libraries are as follows:

1. "3.4 Research" in "item 3 Graduation Requirements" : be able to study complex engineering problems based on scientific principles and using scientific methods,



including designing experiments, analyzing and interpreting data, and synthesizing information to reach reasonable and valid conclusions.

2. "3.5 Using Modern Tools" in "item 3 Graduation Requirements" : be able to develop, select and use appropriate technologies, resources, modern engineering tools and information technology tools for complex engineering problems, including prediction and simulation of complex engineering problems, and understand their limitations.

3. "3.8 Professional Standards" in "item 3 Graduation Requirements" : students should have humanities and social science literacy and social responsibility, and be able to understand and abide by engineering professional ethics and norms in engineering practice, and fulfill responsibilities.

4. "3.12 Lifelong Learning" in "item 3 Graduation Requirements" : students should have the consciousness of independent learning and lifelong learning, and have the ability of continuous learning and adapting to development.

5. "7.2" in "item 7 Support Conditions" : computer, network and book resources can meet the needs of students' learning and teachers' daily teaching and scientific research. Resources are well managed and shared.

In *Procedures for Engineering Education Accreditation*, it is clearly stated that the procedures for examining libraries are as follows:

"The fourth step of the field investigation" in the "field examination" : examination content including examination of experimental conditions, books, materials, and other teaching hardware facilities; ... ; visit other sites and objects that can reflect the quality of teaching and students' quality.

It can be seen that in the "graduation requirements" of accreditation standards, the training of graduates' ability to solve complex engineering problems, literature research, use modern tools and lifelong learning ability and professional ethics need to be deeply supported by information literacy education of university libraries under *Framework for Information Literacy for Higher Education*. In the "support conditions" of the accreditation standards, the library is required to support students'



learning and teachers' teaching and research needs in terms of resources, services and platforms. In the "on-site inspection" of the accreditation process, the library is elevated to an important place alongside the classroom, and is the focus of the on-site inspection by the accreditation jury.

4.Conclusion

As an important support condition for engineering education accreditation, information literacy education in university libraries plays a very important role in promoting the scientific designation and completion of the training objectives of accredited majors, the continuous improvement of students' comprehensive quality and teachers' professionalism, and the achievement of graduation requirements involving students' engineering knowledge, problem analysis, use of modern tools, lifelong learning and other abilities.

References

- [1] Shen Yaqi, Zhang Han, Xu Jing, Pan Wei. *Library support service model construction for engineering education accreditation in schools*[J]. Library construction,2019(04):137-140+145.
- [2]Han Lifeng,Wang Qian,Li Jin,Guan Cuizhong,Guo Lanfang,Wang Yuan. *Framework for Information Literacy for Higher Education*[J]. Journal of University Libraries,2015,33(06):118-126.
- [3]Zhang Dan. *The progress of meta-literacy education in American university libraries and its inspiration*[J]. Journal of University Libraries,2016,34(02):103-110.
- [4]Li Zhiyi. *Analyzing the student-centered concept of engineering education accreditation*[J]. China Higher Education,2014(21):19-22.
- [5]*Standard for accreditation of engineering education majors of China Association for engineering education accreditation* (revised in November 2017)[S][2021-04-20].



The Carding and Research of the Educational Thought of *Guan Zi*^①

Jiang Hong¹, Zhao Yang²

^{1,2}Zibo Vocational Institute, Zibo 255300, Shandong Province, China

E-mail: 13964455551@163.com

Abstract

Guanzi is an ancient Chinese comprehensive ideological treatise, known as "Lun Gao Wen Qi" reputation. Part of the discussion not only emphasizes the important role of education in governing the world, advocating morality, meditation and educating people, but also advocates the combination of rites and laws when exerting educational influence on the people. *Guan Zi* pays particular attention to moral education, and concludes that strengthening moral education should follow the principles of self-restraint, humility, observing the good and evil, doing the right thing when the good is small, and self-examination. The vocational education thought of "four people separate jobs and settle down" is put forward with the characteristics of The Times and its own characteristics. As the first complete student rules in the history of ancient Chinese education, *Di Zi Zhi* not only summed up the beneficial experience of education and teaching management in the Warring States period, but also became a model for all kinds of schools to formulate rules for students in later generations. ^[1] Sorting out and studying the educational thoughts in *Guan Zi* is of great significance to the reform and innovation of modern education system in China.

Keywords

Guan Zi, Education thought

In 685 BC, Guan Zhong was not immediately promoted by Duke Huan of Qi. Duke Huan of Qi, who had just come to the throne, insisted on his own plan. Only after he failed to attack Lu twice did he begin to pay attention to Guan Zhong and let him carry out drastic reforms in the political, economic and military fields, so that Guan Zhong's strategy could be fully brought into play.

^① Fund Project: This paper is one of the phased research achievements of the 2020 Shandong Provincial key art and science project "Popularizing Qi Culture From the Perspective of Cultural Empowerment" (ZD202008626) and the 2021 Shandong Provincial Social Science Popularization and Application research project "Popular Reader of Qi History Stories" (2021-SKZZ-56). As well as one of the staged research results of the 2022 Shandong Province art and science key project "Research on The Value and Path of Integrating Qi Culture's 'Family-Country' Into Ideological And Political Education in Colleges And Universities".



During his 40 years as the prime minister, Guan Zhong reorganized the administration, put troops in agriculture, he vigorously developed industrial and commercial industries such as silkworm breeding, silk textile, fish and salt economy, and soon realized a rich and strong army. Later, under the banner of "respecting the king and rejecting the barbaries", Duke Huan of Qi made several alliances with vassals and signed treaties to rectify the situation and stabilize the world. He helped Duke Huan of Qi achieve the hegemony of the Spring and Autumn Period, and laid a solid foundation for Qi's strong national power for several centuries. There is no doubt that Guan Zhong's educational thought played an important role in it.

1. The educational thought of *Guan Zi*

The educational thought in *Guan Zi* is the model of classical quality education in China. Advocating enlightenment improves people's moral cultivation, thus reducing the number of wrongdoers and making the society more stable and the government easier to implement.

1.1 Civilizing the world

Mu Min, as the opening chapter of *Guan Zi*, begins with the clear meaning, stating that "only when the warehouse is well stocked, can the common people know etiquette, have enough food and clothing, and can the common people distinguish honor and disgrace." ", emphasizing that after "is the people rich", followed by "civilizing the people". The author thinks that the economic basis is the premise of the implementation of moral education, people will improve their self-cultivation only when they have enough food and warm clothes first. However, in a country with rich material, rich life and advanced culture, not only people will not flee, but also gather visitors from all directions, thus promoting social development into a virtuous circle. In *Mu Min*, the author said, There are four principles to maintain the existence of the nation. Lose one, the country tilted; Lose two, national danger; Lose three, state subversion; If it has none, it will perish. Inclinations can be corrected, dangers can be stabilized, subversion can be restored, and when it has reached the point of destruction, there is no turning back. What is four dimensions? The first is courtesy, the second is righteousness, the third is incorruptible, and the fourth is shame. The author points out that the ruler can use the "four programs" to stabilize the country and coordinate social relations. If he can "obey the people" and "measure the strength of the people", the "people will have no resentment". At the same time, the author acknowledges that politics has a restrictive effect on education and points out that education contributes to improving the overall quality of the people. But to make his country rich and his army strong, he should use his wealth wisely and employ men boldly.

1.2 Indoctrination and morality

In the chapter *Ban Fa*, the author holds that "it is necessary to teach people a lesson before they become good morals", pointing out that education plays an important role in the formation of good social morals. He advocated that the "rural teacher" should be in charge of education, while "Min Si Fu"(To do the work of enlightenment) should be responsible for teaching the people. Through education and domestication, "deviance" and "prostitution" were reduced, and the social atmosphere tended to improve, reflecting the social characteristics of theocracy and teachers by state officials before the emergence of private schools. It can also be seen that education for the people has a long history in China.

1.3 Enlightenment meditation



In the chapter *She Mi*, the author compares the influence of education on people to clouds, moon and water, that is, using the projected influence and positive effect of pure and tranquil images such as clouds, moon and water in nature on people's hearts to urge people to be good, correct their character and cultivate morality.

1.4 Education and education

In "Quan Xiu", the author put forward "the year's plan, there is no catch up with the planting of crops; Ten years of planning has not caught up with planting trees; There is no plan of life comparable to the cultivation of talent. Crops are those harvested a year after planting. It is the tree that yields ten years after planting; It is the talent that can be harvested only after a hundred years of cultivation. This paper expounds that the essential condition for a ruler to consolidate his political power and then contend for hegemony is to cultivate talents. If you can cultivate a large number of usable talents, you can "anticipate" and win wherever you go. From this comes the old saying "Shi Nian Shu Mu, Bai Nian Shu Ren". It not only points out that "training talents" has the characteristics of long-term, but also fully affirms that "training talents" will eventually produce huge social influence. Guan Zi's profound understanding of education and the importance of talent is still recognized by modern education and plays an authoritative guiding role.

1.5 Combination of rites and laws

In *Zhou He*, the author contrasted the fall of King Zhou and Jie with the prosperity of King Wu of Tang. Because Tang Wu can grasp education and law, so "people can become good through education, so that the quality of the people has been improved, the level of national strength has been improved, to achieve the" prosperity of the country ". In the chapter of Hu Fu, the author expounds the significance of "rites" for maintaining the feudal system. In the article, *Mu Min*, the author also points out the "propriety as the country's four dimensions can be promote, monarch order to be able to carry out" propriety "consolidate national standards, is the regulation that the four-dimensional", emphasis on establishing good after the four cardinal principles "propriety", the command can implement, and maintain the regime of law is to rectify the four cardinal principles. In *Fa Jin* and *Chong Ling*, the author emphasized the importance of law. In the article *Ren Fa*, the author pointed out that "only by observing the law can the society be harmonious and orderly". This is called great governance. In order to achieve the goal of great governance, whether the monarch legislates or the court officials enforce the law, the sovereign and the court officials, regardless of their rank or rank, must strictly obey the laws and regulations.

2. Educational principles of Guan Zi

Guan Zi's educational thought especially values moral education and advocates that social ethics and moral norms should be used to restrain individual moral behavior norms. On the basis of analyzing the successful experience and failure lessons of moral education, the author summarizes the following educational principles.

2.1 Self-restraint

In the chapter of *Xing Shi Pian*, the author points out that it is disloyal to handle state affairs with lazy and disdainful attitude, and it is unfilial to serve your parents, and it is difficult to achieve success if you do so. Therefore, Guan Zi believes that laziness easily leads to nothing, and only by being diligent and lazy can we achieve success.

2.2 Be humble



In the chapter of *Zhou He*, the author reminds those who take credit and arrogance to pay attention to the humble way of life, do not bully others with pride and debauchery attitude, to learn to be good at its beauty alone, hold its prosperity and strive for its ability, otherwise it is difficult to achieve great things.

2.3 Observing the beauty and evil

In the chapter of *Zhou He*, the author also put forward the viewpoint of "observing the beauty and evil, distinguishing the good and the bitter", and regarded the caution of speech as an important principle of moral cultivation, and advocated that we should clearly see the occasion and grasp the proper measure when speaking. If you speak too casually and without consideration of detail, you will not only get into trouble for yourself, but even bring harm to others and the society. Therefore, "Be careful what you say".

2.4 Do small acts of kindness

In the chapter of *Quan Xiu*, the author warned the rulers to observe small rites, practice small righteousness, cultivate small honesty, pay attention to small shame and stop small evil when teaching the people. If moral education does not prevent small things from happening gradually, it will turn "small evil" into "big harm", which may eventually harm the country.

2.5 Self-examination

In *Guan Zi*, the author also warns people to constantly reflect on their own behavior, to be strict with themselves in all aspects, to be good at learning lessons from "people who defy common sense" and "people who fail to work hard", so that they can reflect more clearly on themselves and constantly improve their moral cultivation. In addition, Guan Zi points out that in order for people to voluntarily abide by moral rules, they must be inspired and influenced from their hearts.

The content about moral education in Guan Zi involves some essential categories of moral education, and its moral education principles also reflect some laws of moral education to a certain extent. Up to now, these contents and principles are still having a positive impact on the development of contemporary society. Undeniably, they have the distinctive characteristics of The Times, that is, to provide services for the ruling class at that time. However, if we put aside the characteristics of times and class, we can dig and interpret his moral education thoughts in a general sense, which will undoubtedly inject new vitality into the construction of socialist spiritual civilization with Chinese characteristics and inspire new impetus.

3. Vocational Education thought in *Guan Zi*

Gu Yanwu, a scholar in the late Ming and early Qing Dynasties, once said in *Ri Zhi Lu·Volume 7* that "soldiers, farmers, workers and merchants are the four professions, which are derived from guan Zi", confirming the assertion that guan Zi first mentioned "four people". In *Guan Zi · Xiao Kuang*, the author points out that scholars, peasants, industry and commerce are the pillars of the country. According to the occupation classification of agriculture, industry and commerce, four groups of people were put forward to live in quiet places and near fields, government offices or markets.

3.1 The social significance of "the four people settle down separately"

From the perspective of career development, this kind of settlement mode and hierarchical constraints are conducive to the formation of a good production and circulation environment; From the point of view of early education and behavior, can make the professional and technical



in the family from generation to generation in the attack, make "soldier's child are soldier" "farmers' children are farmers" "worker's children are workers" "businessmen's children are businessmen", to achieve "the teachings of their fathers don't talk can also better; Their children's learning can be learned without hard work. From the perspective of social management, it is beneficial for the state to strengthen the control of all kinds of personnel; From the point of view of national development, combining the army with agriculture and integrating the army with agriculture is conducive to strengthening the army and governing the country. From the perspective of education, it is beneficial for the authorities to implement different education contents and methods to each "community".

3.2 Characteristics of vocational education thought in *Guan Zi*

Since Guan Zhong's political ambition was to help Duke Huan of Qi to dominate the vassals, his reform measures and system construction must have distinct political and practical characteristics, and the vocational education thought of "four people settling down in separate occupations" was no exception. First of all, it emphasizes the positive impact of environmental solidification on vocational education, but does not make clear provisions on the educational process, content and methods, but takes a natural attitude. Second, it must have four people, let his possessions handed down from ancient times, this makes the individual household is no longer simple material production and social life reproduction cell, also prolong its evolved into spirit and culture update the basic unit of society, and have become the consistent tradition of vocational and technical labor persist in ancient China. Third, it is a lifelong education, in line with the objective requirements of lifelong vocational education. Fourth, it produced in Guan Zhong in the spring and autumn period, in the warring states period s been sorting, summary, into the *Guan Zi*, thus has strong times, was the concentrated reflection of social production relationship, not only promoted the development and advancement of the society at that time and later generations, and is also one of the earliest professional education thought in ancient China, And with its unique views and practical application in The history of Vocational education in China and even the world occupies an important position.

4. *Guanzi's* educational thoughts on students

4.1 *Di Zi Zhi* and *Guan Zi*

The educational thoughts of *Guan Zi* on students are embodied in the chapter of *Di Zi Zhi*. The term "Di Zi Zhi", which means the duties of a disciple, is equivalent to "student rules" in schools today. This "student rules" was included in *Guan Zi*, but actually has no direct connection with *Guan Zi*. It is generally believed by scholars to be the doctrine of the Ji Xia School in the State of Qi during the Warring States Period. Guan Zi was the representative figure of Qi legalism, so later generations compiled some documents handed down from the Ji Xia School, especially the words related to Guan Zi Thought, into *Guan Zi*, including *Di Zi Zhi*.

4.2 *Di Zi Zhi* and Ji Xia Academy

Jixia School Palace was an institution of higher learning founded by Huan Gong of Qi in the Capital city of Linzi Ji Gate during the Warring States Period. Its scale reached its peak during the reign of King Xuan of Qi. There were over 100 scholars and over 1,000 students in the school. The format was similar to today's university, but with a wide age gap. Due to the large number of students in the school, in order to facilitate management and orderly teaching, the academy



established a set of perfect management system and strict teaching discipline, *Di Zi Zhi* is the concentrated embodiment of this system and discipline.

4.3 The main contents of *Di Zi Zhi*

In the chapter "The Duties of A Disciple", the author sets out clear and specific rules for the daily behaviors of disciples such as getting up, respecting teachers, attending classes, treating guests, eating, sweeping, holding candles and evening exercises from the aspects of learning attitude, moral cultivation and daily life, and requires disciples to adhere to them "Weeks after the beginning".^[2] The reason why *Di Zi Zhi* can be passed down in a single book is that it has been regarded by the ancient Chinese as a classic school rules for the private teacher education of disciples and a precious material in the history of Chinese education.

5. Conclusion

To sum up, *Guan Zi* of education thought first, adhere to the concept of a kind of social education, its each part are around the qi prosperous discussed the highest goal, they not only throughout the whole education thought of *Guan Zi*, also organic combination together, form a wide range, complex structure and more harmonious education thought system.^[3] At the same time, *Guan Zi*'s educational thoughts are also compatible with different families and unorthodox, which fully embodies the spirit of qi culture reform, openness, pragmatism and tolerance, which is also the most worthy of our reference.

References

- [1] Liu Feng: *Educational Wisdom of Guan Zi* [M]. Beijing: China Business Press, 2018:13-26.
- [2] Zhang Liangcai: *The Teaching And Life Management of Ji Xia Academy From The Perspective of Guan Zi · Di Zi Zhi* [J]. Chinese Journal of Pipes, 1994(03):39-42.
- [3] Cai Yi. Guan: *Guan Zi -- The Earliest Management Library in China* [M] Beijing: Higher Education Press, 2009:107-113.



The Practice and Exploration of the Art of Early Childhood Teaching

Li Dandan

Krirk University, Bangkhen 999003, Bangkok, Thailand

E-mail: 253705392@qq.com

Abstract

This article has carried on the simple analysis to the early childhood teaching art, this article embarks from the teaching practice, has discussed the early childhood teaching art innovation and the practice way, has explained its existence question and has proposed the teaching art development direction. Let the children fully express their inner feelings and their own experience in the teaching art activities, so that they like and interested in the activities, showing their ability to discover and create new things, personality characteristics and rich subject knowledge.

Keywords

Young children, Teaching art, Life teaching, The fine arts, Music

Art design is said in the form of art in the culture and history of human development society, the sublimation of human spirit world civilization and the crystallization of the wisdom of human life, learning environment art education become students understand our human society and history, is the human ability to discover and invent new things of the highest performance, the necessary way to cultivate children's individual cultivation. Among the five courses of kindergarten in China, art is defined as a compulsory course, and the teaching of art, music and dance is carried out in each kindergarten one after another, providing space for the development of children's education in various aspects. However, compared with the development of language and movement, the art of instructional design in early childhood education started late, and there are still many problems. How to improve and constantly innovate the teaching of preschool teachers can not only make children willing to express their feelings and experiences in artistic activities, but also make them



really feel happy, which is worth our consideration and exploration. Children learn to take the initiative to start and practice, children learn how to cooperate with friends, and their cognitive ability and innovation will be fully played. All these are important steps to improve children's art quality and comprehensive quality in quality teaching, which is conducive to the comprehensive promotion of quality teaching in kindergarten and family teaching.

1. Overview of the art of early childhood teaching

Preschool teaching art includes art related courses such as art and music and kindergarten practice activities. Generally speaking, teaching art is carried out in kindergartens, and kindergarten teachers are the creators of teaching art, which leads to a serious problem, that is, in children's teaching practice, the content of teaching art is objectively related to children's life experience and interests. This phenomenon is mainly reflected in two aspects: the over-dependence of preschool teachers on textbooks and the obvious influence of children on the selection of teaching content by preschool teachers. Then, art teaching content tends to be centered on textbooks and young teachers, without taking children's needs and interests as an important basis for the selection of teaching art content, making children's teaching art divorced from children's interests and hobbies, and teaching value divorced from real life. To solve this problem is also the direction of the development of the art and culture of children's instructional design in China. How to make the content of teaching art closely related to children's life, so that children have interest in teaching and accept teaching. If we can meet the needs and interests of children, they can not only improve their artistic skills and receive the interest of teaching, but also develop a sense of confidence and success, promote the ability to discover and invent new things and the development of the subject's cognitive abilities.

2. The practice path of the art of early childhood teaching

Cultural aesthetic teaching. Understanding the meaning and source of beauty, making them feel and discover beauty, is one of the goals of children's teaching art. However, in addition to these artistic characteristics and abilities, the development of children must first be aesthetic teaching, that is, through a series of aesthetic teaching activities, so that children learn to appreciate beauty, the development of children's aesthetic perception has a relative guiding role. Among them, preschool teachers respect children's cognitive ability, the ability to discover and invent new things, and support and affirm behavior is very important in art education. On the basis of respecting children's learning autonomy, aesthetic teaching can help children aged 3-5 understand the meaning and expression of "beauty". The most effective way is to combine cultural teaching with aesthetic teaching and carry out cultural aesthetic teaching so as to construct children's perception of experiencing beauty, recognizing beauty and evaluating beauty. In daily teaching, teachers



usually use Traditional Chinese festivals and ethnic customs to teach children about traditional Chinese culture. In this process, they can introduce relevant painting or dance to teach art, and realize the combination of children's aesthetic teaching art and Chinese culture through rich teaching forms of traditional culture. For example, in the Mid-Autumn Festival, we designed a moon appreciation activity. Kindergarten teachers were asked to collect poems related to the moon and autumn thoughts and share them in the activity. Children were asked to draw relevant pictures to share them. In this way, the children not only learn ancient poetry from this activity, but also combine Chinese culture and art in this activity. Let children personally and Chinese folk art dialogue, in the Chinese traditional festival atmosphere and art under the influence, feel the unique beauty of Chinese folk art. ^[1]

Independent art education and teaching. Art classroom teaching is an important part of children's art design teaching. Many mistakes and problems in children's art teaching are reflected in art teaching methods. At present, the most serious problem facing preschool education is that preschool teachers follow and imitate the whole process, which stifles the ability of children to discover and create new things. When cultivating children's painting ability, we should pay attention to the influence and construction of the surrounding environment and teaching atmosphere, so as to improve children's enthusiasm of art mood. In the process of art sketching, observation is an important prerequisite, because to reflect the beautiful and rapidly changing life into art works, it is necessary to accompany observation and judgment all the time. Therefore, in the aspect of art teaching, it is particularly important to cultivate children's observation and appreciation ability. It is suggested that kindergartens start from respecting children's independent will to carry out art teaching and develop independent art teaching strategies. For example, in art activities, give children some materials that are easy to use and recycle. Let them recycle a certain material and see who can recycle the most. This kind of open teaching setting and goal accord with children's exploration and curiosity psychological development law, give children enough extensive exploration and practice space. Art teaching should also emphasize the skills of "listening, speaking, reading and writing" in Chinese. Children through painting to establish a clear artistic image, through observation and appreciation of the direct understanding, understanding and description of the object, in order to cultivate children's visual expression ability. Whether in class or in the family, we can always train children's eyes, seize the opportunity to cultivate their interest in observation, so that children develop the habit of observation. Let children take art behavior as a language that can freely show their own thoughts and feelings, and as a means to beautify the living environment, so as to replace the art teaching activities such as sketching and copying that children are not interested in. Kindergarten teachers will explore young



children's abilities in practice, far beyond what we can see and define. They have unlimited potential and just need a relaxing environment. Therefore, independent art teaching is an effective way to realize the development of children's teaching art. ^[2]

Integrated music teaching. Music is one of the pillars of children's teaching art. It is the easiest to implement, but also the most expressive teaching art. Children are naturally active, and learning to sing and dance comes easily to them, but when they go home, they get much less instruction. Therefore, we should develop a new teaching mode -- integrated music teaching. Integrated music teaching: in music and art teaching activities, music will infiltrate into children's teaching activities, so that their teaching activities are easier to understand. Preschool teachers in music art teaching activities, should be firmly close to the children's life, induce their sense of rhythm, so as to cause each child's spiritual resonance. If some simple music with a certain sense of rhythm can be adopted in art education and teaching, and then the method of unaccompanied rhythm can be adopted to match the rhythm, and gradually transition from slow rhythm to fast rhythm, so as to stimulate children's emotions. Then can activate children to improve their own feelings of music learning. With music art teaching games "mother kangaroo", for example, teachers use play a role in the form of reading guide children with children's songs and hit a symbol of the mother kangaroo beating rhythm, using the scene, quiet times all sorts of vivid way of performing arts, such as raising children learn the art of singing group responsory singing method. Some children play with baby kangaroos, while others play with mother kangaroos. This kind of art education is mainly based on music games, which can guide children to learn a variety of singing art methods in an interesting atmosphere. ^[3] Music art teaching can find rhythm, feel rhythm, understand rhythm and show rhythm in children's game activities. We should respect the nature of children, pay attention to the differences between children, protect their natural curiosity, stimulate their creative thinking and protect their artistic nature by teaching them in accordance with their aptitude. ^[4] Have different personality development. Integrated teaching is one of the main ways of kindergarten education art, which is worth further study and practice in kindergartens.

3. In the process of teaching art practice should pay attention to the problems

Whether preschool teachers' own quality and art teaching requirements are appropriate. Many of the kindergarten education teaching design, to kindergarten teachers need to be overall planning, requirement analysis, and the teacher as a "significant other" child of the most reliable, it is an example for children and, strengthen the artistic teaching environment, preschool teachers own ability enhancement and the inevitable request of art accomplishment, only in this way, The art of reading teaching in China has been developed and combined.



Whether the children's parents will cooperate. Children's families and parents play a very important role in children's art practice. ^[5] In addition to daily care, parents of children also need to participate in some activities and cooperate with kindergartens to complete the teaching art. Therefore, in the daily teaching process, kindergarten teachers should pay attention to communicate with parents about the content of teaching art and pay attention to the cooperation of parents.

4. Conclusion

In a word, the use of reasonable activity measures and teaching means to promote children's overall physical and mental development, as well as children's art teaching into new vitality. It can be seen that art teaching can make us closer to the inner world of children, make classroom activities more interesting and teaching forms more diversified. If children's life experience and interest are not taken as the important basis for the selection of teaching art content, it will lead to the separation of children's teaching art and children's interests and hobbies, and the separation of children's teaching value and real life value. ^[6]

References

- [1] Gao Meihua: *Integrating Folk Art into Children's Art Activities -- Exploration of children's folk Art teaching Practice* [J]. Teacher, 2010(29).
- [2] Zhang Min: *A Brief discussion on the Practice Path of Early Childhood Art Education* [J]. Good Parents, 2018(84).
- [3] Shi Lei: *Construction of Situational experiential Teaching in Kindergarten from the Perspective of Children's experience* [D]. Central China Normal University.2019(9).
- [4] Qu Ge: *Discussion on the Life of Art Education in Kindergartens* [J]. Science Education Journal,2016(30).
- [5] Zhang Kedong: *On the Effective Combination of After-school Education and Family Education* [J]. Children's Big World (First Half),2019(12).
- [6] Gao Jianwei: *"Innovation" of Dewey's Educational Thought* [J]. Liaoning Education,2017,(8).



Difficulties and Solutions of Training Skilled Cross-border E-commerce Talents in Higher Vocational College

Li Shuhua

Zibo Vocational Institute , Zibo 255300, Shandong Province, China

E-mail: 152156168@qq.com

Abstract

With the start of the US-China trade war in 2018 and the outbreak of the new global crown epidemic in 2020, most Chinese foreign trade enterprises are facing plummeting orders, high logistics costs and other aspects of their commodity exports. These exporters are desperate to find a new way to trade to change this dilemma. During the same period, President Xi Jinping emphasized the need to accelerate the development of cross-border e-commerce in China through various policies and incentives. However, the training of cross-border e-commerce talents in most Chinese colleges and universities still remains at the theoretical level, lacking practical education, making it difficult to deliver highly skilled talents for enterprises to adapt to the development of cross-border e-commerce industry in a timely manner. This paper analyzes the current situation, dilemma and the way out for the cultivation of cross-border e-commerce talents in higher vocational college.

Keywords

Cross-border e-commerce, Integration of product and education, Training mode, Practical training base

In 2019, the Ministry of Education announced the addition of cross-border



e-commerce majors to the catalog of new majors in higher vocational college. Unlike the traditional international trade major, the cross-border e-commerce major is an emerging major that integrates the two majors of international trade and e-commerce, which emerged with the development of China's cross-border e-commerce industry. At present, the demand for skilled cross-border e-commerce talents is relatively high, but there are still many problems in the cultivation of cross-border e-commerce skilled talents in many colleges and universities due to various reasons.

1. Current situation of cross-border e-commerce talent training in higher vocational colleges in China

1.1 Late start for cross-border e-commerce major

The development of cross-border e-commerce in China is divided into three main stages.^[1] The first stage was marked by the establishment of Alibaba in 1999, with the main business model of online display and offline trading. That is, exporters display their products through Alibaba's online platforms. After attracting buyers, the subsequent processes of contracting, shipping and receiving are completed offline, at which point the cross-border e-commerce is not really a cross-border e-commerce; The second stage was marked by the establishment of Dunhuang Network in 2004. From this time onwards, cross-border e-commerce from product display, payment for goods to logistics links can be completed online; The third stage is from 2013 to the present, mainly marked by more and more large enterprises coming online, the number of B-type buyers mainly for wholesale rising year by year, and the proportion of medium and large orders increasing significantly.

In the third stage of the development of cross-border e-commerce, universities are gradually beginning to pay attention to the training of cross-border e-commerce talents. For example, at this stage, students in Yiwu Industrial and Commercial College in Zhejiang are led by their teachers to set up stores on eBay and learn professional knowledge in practice. In addition, in 2013, Chaoshan Vocational and



Technology College established the first "cross-border e-commerce practice academy" in China. Since then more and more higher vocational colleges in first-tier cities have been involved in the training of cross-border e-commerce talents.

1.2 Uneven development of cross-border e-commerce in various higher vocational colleges

After nearly nine years of development since the establishment of the "Cross-border E-Commerce College" in Chaoshan Vocational and Technology College, more inland cities have begun to pay attention to the training of cross-border e-commerce talents, but the speed and scale of development is far less than that of the higher vocational colleges in the south. Take Zibo city in Shandong Province as an example. There are two undergraduate colleges and seven vocational colleges in Zibo, among which Zibo Vocational Institute has focused on training cross-border e-commerce talents since 2015. The institution did not offer cross-border e-commerce majors at that time, but both the e-commerce and international business majors in the college of business administration had cooperated with Shandong online business group to set up school-enterprise cooperation classes. In the course of instruction, the school has introduced corporate employees as part-time teachers of cross-border e-commerce. Although this has solved the dilemma of students learning cross-border e-commerce too superficially to a certain extent, it has not yet realized students opening their own stores. Compared with higher vocational colleges in coastal cities such as Guangdong, Zhejiang and Shanghai, the development of cross-border e-commerce in these inland cities appears to be relatively backward.

1.3 Cross-border e-commerce talent training models are diverse

The teaching of cross-border e-commerce is different from traditional international trade, it is more oriented to the learning guidance of platform operation. Therefore, some higher vocational colleges use a combination of practice and teaching. The school provides various conditions for teachers or students to set up real cross-border electricity shops for students to operate and learn, so as to achieve the purpose of learning while operating. Cross-border e-shops can be registered as individuals or



enterprises according to different platform requirements.

Some schools are unable to allow students or teachers to register their own shops due to lack of funds or experience, so they choose to cooperate with cross-border e-commerce enterprises to jointly build cross-border e-commerce incubation bases on campus. Through the construction of this base, the school cooperates with enterprises to build cross-border e-commerce talent training standards, integrate cross-border e-commerce-related courses into the talent training system, build a cross-border e-commerce faculty, establish a cross-border e-commerce incubation center and talent pool, and train practical cross-border e-commerce talents.

Achieving the integration of practice and teaching requires sufficient financial support and extensive operational experience. The realization of school-enterprise cooperation mainly benefits students of school-enterprise cooperation classes, but for students of ordinary classes still cannot get closer to the real cross-border e-commerce business of enterprises. However, teaching should not stay on the surface theory of textbooks. Therefore, some colleges and universities purchase simulation teaching software of cross-border e-commerce and participate in various cross-border e-commerce competitions and trainings to make students seem to be in the real cross-border e-commerce environment and learn relevant professional knowledge through software.

Due to some factors such as teachers, teaching facilities and funds, more higher vocational colleges neither build cross-border e-commerce incubation bases nor create their own stores or buy simulation software, but simply teach through textbook theory. This cultivation mode can only be limited to the understanding of epidermal knowledge, and its operation process can not be shown to students. Therefore, students trained in this mode cannot directly use what they have learned to serve enterprises after graduation. However, precisely the worst teaching mode exists in a large number of higher vocational colleges in small and medium-sized cities.

1.4 Colleges are paying more and more attention to the training of cross-border e-commerce talents



Although cross-border e-commerce in small and medium-sized inland cities started late, more and more colleges and universities have realized the extreme demand and desire of the society for cross-border e-commerce talents, and also pay more attention to the training of cross-border e-commerce talents. In Shandong, for example, the strategic cooperation project between Shandong Foreign Trade Vocational College and the government of Licang District, Qingdao set up a strategic cooperation project "Qingdao Cross-border E-Commerce Incubation Base". Zibo Vocational Institute was approved by the Department of Commerce of Shandong Province to set up a "cross-border e-commerce training base" in 2019, and cooperate with Online Group to set up an "eBay-E Youth" cross-border e-commerce live base in 2020. In recent years, Zibo Vocational Institute has participated in various national cross-border e-commerce competitions, including OCALE National Cross-border E-commerce Innovation and Entrepreneurship Competition, "One Belt, One Road" Cross-border E-commerce Competition for International Students, "Minxue Cup" Cross-border E-commerce Competition of University Science and Technology Festival, and Shandong Vocational College Skills Competition "Internet plus International Trade Comprehensive Skills", etc., and achieved many first prizes.

2. The dilemma of cross-border e-commerce talent training in higher vocational colleges

Under the current severe foreign trade situation, the development of cross-border e-commerce is receiving more and more attention. There is a constant stream of favorable policies to promote the development of cross-border e-commerce in various regions, and this current situation has attracted more and more enterprises to participate, which in turn has increased the demand for cross-border e-commerce talents in society. However, at the same time, various difficulties in talent training of institutions are gradually coming to the fore. The details are as follows.

2.1 Inexperienced faculty

The survey found that the professional teachers involved in teaching cross-border



e-commerce in schools are mostly teachers of international trade, international business, e-commerce, business English and other majors, who are not from professional cross-border e-commerce classes, and even most of the teachers audited have not personally done cross-border e-commerce business in front-line enterprises. The way these teachers teach their students is purely theoretical, and in this case the students do not have a strong enough grasp of the knowledge.

2.2 Shortage of funds

Different from other professional teaching, the teaching of cross-border e-commerce needs to be completed in combination with the actual operation of the store. However, so far, the opening fees of amazon, ebay, AliExpress and other internationally well-known large cross-border e-commerce platforms are relatively high. Even the domestic Dunhuang website has been charging fees since this year. It is not realistic for teachers to let each student set up shop with their own money because of the class. However, the situation of teachers setting up shop with their own money exists, but it is a minority after all. In addition, the cost of cross-border e-commerce software is often hundreds of thousands, which is not affordable by ordinary universities.

2.3 Limitations of geographic location

Although all regions of the country are actively encouraging enterprises to participate in cross-border e-commerce business, but there are still some cities where the enthusiasm of enterprises is not high. In Zibo City, for example, by the survey, where the work of cross-border e-commerce Zibo Vocational Institute graduate students, stay in coastal cities such as Qingdao accounted for 90%, stay in the local Zibo very rare. The main reason is that few enterprises in Zibo recruit graduates majoring in cross-border e-commerce. Without the enthusiasm of these enterprises, it would be difficult for schools to find suitable local school-enterprise partners. It is also difficult for schools to find enterprises in coastal areas due to the problem of students and distance.

2.4 Disconnect between talent supply and enterprise demand

Due to the existence of the above reasons, the training of cross-border e-commerce



talents in schools will have more or less professional knowledge and operational skills lagging behind. The students trained in this situation are inevitably out of touch with the needs of society, thus negatively affecting the quality of teaching in schools, which in turn affects employment and hence enters a vicious circle.

3. The solution of talent training dilemma in higher vocational colleges

3.1 Open school-enterprise cooperation mode by finding enterprises in multiple ways^[3]

In order to ensure students' learning is useful, cultivate students' awareness of their horizons and achieve a seamless fit between graduates and society, institutions must take service enterprises as their starting point, actively cooperate with local or neighbouring enterprises to jointly develop cross-border e-commerce business, cultivate practical talents, improve students' overall quality and realise the dual output of talents and knowledge.

3.2 Improve the curriculum system and cultivate interdisciplinary talents

Schools should actively improve the training and curriculum system for cross-border e-commerce talents. In addition to practical courses on cross-border e-commerce, relevant courses on cross-border payments, cross-border logistics, foreign trade English and business rules should be offered to train students' professional knowledge in all aspects and cater to the needs of enterprises.

3.3 Improve the college's policy support and encourage the integration of product and education

It is suggested that the school can take some appropriate measures to give teachers the opportunity to go to the frontline enterprises. Teachers with rich experience in cross-border e-commerce will be given certain attendance, class hours and financial support to set up cross-border e-commerce shops for teaching, so as to realize the integration of product and education in a real sense and serve the cross-border e-commerce development of small and medium-sized enterprises in Zibo and



surrounding areas.

4. Conclusion

A number of institutions in the south have already successfully realised the cultivation of highly skilled cross-border e-commerce talents through methods such as the integration of industry and education or the construction of practical training bases or school-enterprise cooperation. Other institutions with a relatively weak foundation can gradually find a model for training skilled cross-border e-commerce talents that is suitable for their own development and serves the regional economy through in-depth exchanges and learning, taking into account their own reality.

Reference

- [1] Zhou Ying, *An analysis of the development status of cross-border e-commerce in China* [J], China Market, 2017, No. 21.
- [2] Zheng Ying, *Cross-border e-commerce entrepreneurial talent cultivation model* [J], Modern Marketing, 2018(6):179
- [3] Zeng Cheng, *Exploration of cross-border e-commerce talent training model in higher education institutions under the background of school-enterprise cooperation* [J], Chinese and foreign entrepreneurs, (2016) 31-0199-02



Analysis on the Research Hotspots and Trends of Family Education Resources in China in Recent 30 years

--- Analysis of Visual Knowledge Map Based on CiteSpace^①

Liu Lina¹, Zhao Cuilan²

^{1,2}Qingdao University, Qingdao 266071, Shandong Province, China

Email:QDHDZCL@163.com

Abstract

Family is the most natural ecological environment, which contains various rich educational resources. In order to grasp the development trend of family educational resources research, this paper applies the bibliometric visualization software CiteSpaceV.5.8.R3 to visualize and analyze the research papers on family educational resources in domestic core journals. The analysis found that the hotspots of family education resources research mainly focus on family economic capital, cultural capital, family education resources of social disadvantaged groups and family education resources allocation; in terms of research trends, family education resources research has changed from concentrating on a single type of resources to comprehensive analysis of multiple resources, and then focused on the influence of family education resources on students' development. Family education resources research as a whole shows a trend of gradually deepening research. However, guiding researchers to improve the quality of research, pay attention to social resources inside and outside the family, the configuration of family education resources in the new era, and

^① This paper is one of the research results of the major bidding project of Qingdao Education Science "13th Five-Year Plan" in 2019, Research on the strategy of integrating and utilizing family education resources in Qingdao (Project number:QJK135A908).



strengthen research on rural family education resources should become the focus of family education resources research in the future.

Keywords

Family education resources, Knowledge map, Research hot trend, CiteSpace

With the introduction of learning society and lifelong education, people's vision has gradually shifted from school education to family education. As the earliest and most continuous education received by people, family education has a profound impact on human development. As an important part of family education, family education resources have been increasingly emphasized by academic theories and educational circles. Since the new century, scholars have actively explored the research on family education resources, which provides necessary support for the development of family education. With the change of social development stage and educational ecological environment, family education resources present new changes and trends. In the face of the hot topics in family education resources research, it is necessary to track the development of family education resources research more continuously to better grasp its development direction. This paper conducts a knowledge mapping analysis of the literature data related to family education resources research, with the aim of exploring the current status of existing research, clarifying hot areas and development trends, and providing references for the development of family education resources research.

1. Research design

1.1 Data sources

The sample source of this study is CNKI database. The advanced retrieval method is adopted to search "family education" with "resource" or "family education" with "capital" as the main topic. The time span is from 1991 to 2021, and the journal source is limited to core journals and CSSCI. After excluding the contents, reports, notices, publication statements and non-research literatures with little relevance to this



study, 128 literatures meeting the standards were selected and analyzed visually with the help of CiteSpace scientific knowledge atlas visualization software developed by Dr. Chen Chaomei.

1.2 Research tools

CiteSpace is a citation analysis software tool in the scientific knowledge graph. It is an information visualization software based on Java programming language developed by Dr. Chaomei Chen from the College of Information Science and Technology, Drexel University. The software is mainly used to help researchers identify key words such as major research fields, experts, institutions and publications and their internal relationships. Define the knowledge input and knowledge output between the main research areas; Show the dynamic changes in the field of scientific research; Conduct scientific social network analysis. This study uses CiteSpace version V.5.8.R3 for knowledge graph analysis to reveal the research hotspots and research frontiers of family education resources, as well as to have a grasp of the future trends of family education resources research. ^[1]

2. The current status of research on family education resources and the evolution of hotspots

2.1 Analysis of literature volume

Changes in the annual increase or decrease in the publication volume of literature in a field can reflect to some extent the researcher's interest in that field. ^[2]

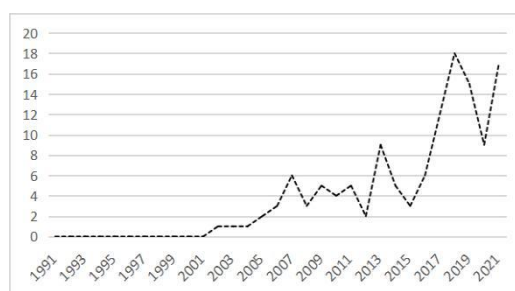


Figure 1: Annual publication volume trend graph



The literatures related to family education resources published by CNKI from 1991 to 2021 were counted, and the trend of annual publications on family education resources research was obtained, as shown in Figure 1. As can be seen from Figure 1, studies on family education resources began in 2002, with a small number of literature in the early stage and slow growth, and then the overall trend continues to grow. The trend chart can be roughly divided into three periods: first, the slow growth period (from 2002 to 2012), reflecting that family education resources began to enter the research field of scholars during this period, but the growth rate of literature was relatively slow. Second, during the period of severe turbulence (2013 to 2017), the overall fluctuation was relatively large, and the number of literatures rose and fell sometimes. Third, during the period of sharp rise (from 2018 to now), the number of family education resources published has risen sharply after 2017, which reflects that scholars pay more and more attention to the study of family education resources.

2.2 Analysis of research hotspots of family education resources

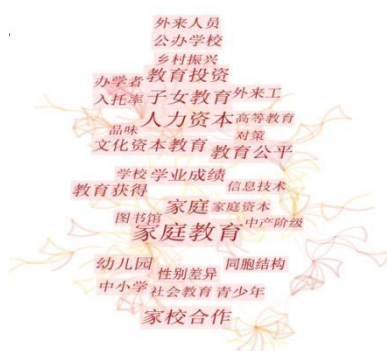
CiteSpace software is used to analyze the keywords of the research on Family education resources in China. The parameter node type is Keyword and Term, and the time period is from 1991 to 2021 with a one-year interval. The first 50 words in each time interval are analyzed. Keywords co-occurrence analysis is conducted, as shown in Figure 2. Keywords with high frequency of research on family education resources mainly include cultural capital, educational investment, middle class, educational equity, academic performance, etc. Hot topics of family education resources research are summarized and classified based on the keywords with high frequency, as shown in Table 1. The hot topics of family education resources research from 1991 to 2021 are scientifically classified, and the following characteristics are found:

Table 1: Hot topics of family education resources research

number	hot topic	specific keywords
--------	-----------	-------------------



1	The value orientation of family education resources research	Academic achievement, educational equity, educational attainment
2	Family education resource allocation	Sex differences , sibling structure
3	Resource types for family education resource research	Cultural capital , education investment
4	Family types for family education resource research	The middle class, migrants, rural revitalization



In terms of the value orientation of the research, scholars mainly studied family education resources from the social aspect of educational equity and the personal aspect of students' development. The high frequency keywords were "academic achievement", "educational equity" and "educational attainment", with frequencies of 8 times, 7 times and 4 times respectively. Liu Ji ^[3] and other scholars focus on educational equity in terms of research value orientation, which is mainly reflected in the comparative study of urban and rural family educational resources and the disclosure of the lack of family educational resources for special groups, so as to highlight the educational equity hidden behind educational resources. Sun Meng ^[4]



and other scholars focused on the issues of student development at the individual level, such as promoting children's academic performance and educational attainment, and explored how to optimize the allocation of family education resources to promote children's development through the study of family education resources.

2.2.2 Family education resource allocation

High-frequency keywords such as "gender difference" and "sibling structure" reflect that scholars also focus on the distribution of family education resources, and this research hotspot is mainly reflected in rural families, mobile families, and families with a large number of offspring and other insufficient resources. Empirical studies on education investment show that there is gender selection behavior in human capital investment in families with many children, and human capital investment is tilted toward men, which to some extent shows the identification with and compliance with traditional gender norms. In addition, Zhang Xiuwu ^[5] argued that sibling structure also has a significant effect on the allocation of family educational resources. There are sibling competition effects and same-sex competition effects in family education resource allocation, so while paying attention to children's education access in rural and mobile families, it is important to balance the allocation of education resources from within families and strive to reduce the differences in children's education access. Family education resource allocation is related to the issue of educational equity in resource-poor families, and focusing on family education resource allocation can effectively solve the problem of children's educational disparity. It can be seen that research on family education resource allocation considers a variety of social perception factors and the scope of research is becoming more and more extensive.

In terms of resource categories, "cultural capital" and "educational investment" appeared 12 times and 7 times, respectively. This shows that researchers have mainly studied family education resources from two perspectives: economic capital and cultural capital.

The role of cultural capital in educational inequality and social stratification has attracted widespread attention from scholars. Wen Jun^[6] explored the paths of



middle-class families to maintain class status by achieving intergenerational transmission through cultural capital. Li Jiali and He Ruizhu^[7] explored the effect of family economic and time investment in education on adolescents' academic achievement based on cultural capital, and found that the amount of cultural capital books and parents' reading habits had a significant positive effect on adolescents' academic achievement. Sun Yuntai^[8] explored the effect of cultural capital on children's educational attainment beyond middle school. He argued that cultural capital is a mediating factor of family background affecting students' educational attainment, and that cultural capital plays a role in achieving cultural mobility and cultural reproduction for families with high and low educational backgrounds, respectively.

For family economic capital, scholars have focused on the impact of family economic capital on students' development. Several aspects of family economic capital have been studied, including the impact of family economic capital on college students' employment, primary and secondary school students' interest in reading, rural children's educational access, adolescents' social adjustment, and the impact of urban and rural family education. Zhang Yizhong^[9] argues that family economic capital affects children's demand for types, levels and regions of colleges and universities. Most of the children with better family economic capital tend to attend popular majors in key universities located in big cities. Jiang Shuai and Long Jing^[10] mainly study the influence of family economic capital on education access. They argue that family economic capital affects children's educational attainment, mainly through economic investment, which gives children an advantage of resources in early education and influences children's educational attainment through "buying houses and choosing schools" and "buying extracurricular tutoring".

In terms of family types, family education resources research mainly focuses on middle-class families, migrant families, and rural families. Among them, "middle class," "migrant," and "rural revitalization" have the largest citation cross-ring. In the study on educational resources of middle-class families, Tang Yong^[11] explores the



image of anxious motherhood and involved fatherhood in middle-class families today from the general social environment of educational competition. Anxious motherhood in middle-class families presents a multi-faceted picture, mainly in three dimensions, such as selection anxiety, education anxiety, and stratification anxiety, and involved fatherhood constitutes a balancing mechanism of anxious motherhood to a certain extent, but at this stage, fathers' deep involvement in parenting is far from the norm. In the study of educational resources of mobile families, the research focused on the parenting style, family background, and family education guidance of mobile children's families. Xu Chuanxin ^[12] conducted a comparative analysis of family education capital, family education expectations, and family education behaviors of mobile families and families left behind. The study found that families with migrant children were significantly better than families left behind in all of these aspects, but both types of families lacked in participation in special classes and communication and interaction with schools. Chen Gang ^[13] focused on the phenomenon that urban migrant children's lack of cultural capital causes difficulties in education. The study found that urban migrant children's families have parents with low literacy, lack of cultural cultivation, and backward educational philosophy shaped into children's habits. They have relatively little commodified cultural capital. The low literacy level of parents makes it difficult for children to acquire institutionalized cultural capital. Other scholars have explored the impact of the number of siblings, gender, and birth order of migrant children on their family educational inputs based on resource dilution theory. In the study of rural family education resources, scholars have focused on the impact of family education resources on rural youth social mobility, family intergenerational mobility, educational access, and the distribution of rural family education resources. Zhang Sufeng ^[14] found that rural parents with low educational attainment transmit mainly attitudes and habits rather than cultural knowledge in terms of intergenerational cultural transmission. The length of children's education depends largely on the family's educational expectations. Cui Xiaojuan ^[15] and other scholars pointed out that the increase in rural household income could reduce the



effects of parental factors, gender preferences, and health factors on children's educational attainment, but could not reduce the educational attainment differences arising from the inequality of educational resources between regions.

After the above research hotspot analysis, the research on family education resources mainly considers two levels: social and educational equity and students' personal development. In terms of family types, the focus is on the disadvantaged class (rural families and mobile families). Except for the study of the intergenerational transmission effect brought by the cultural capital of the middle class, few analyses have been conducted on other aspects of advantaged class families. Within families with scarce educational resources, resource allocation is influenced by gender differences and sibling structure. Family economic capital and cultural capital are mainly analyzed in terms of resource categories, and social capital inside and outside the family is less studied.

2.3 Analysis of research trends in family education resources

To examine the evolution of research trends in family education resources, the Timezone view of the keyword co-occurrence knowledge graph of family education resources literature was displayed using the Timezone function of keyword co-occurrence provided by CiteSpace. The (C, C, CV) threshold of CiteSpace software was set to (2, 2, 1) (2, 2, 1) (1, 1, 1) and the "Timezone View" interface was selected to generate the keyword time distribution map. As shown in the figure, the lines represent the links between keywords, indicating that multiple keywords appear in the same or multiple articles in different years. The analysis of the evolution of time zones can reveal the changes of the hotspots of family education resources research in China in different periods, and then rationalize the development of family education resources research in China.

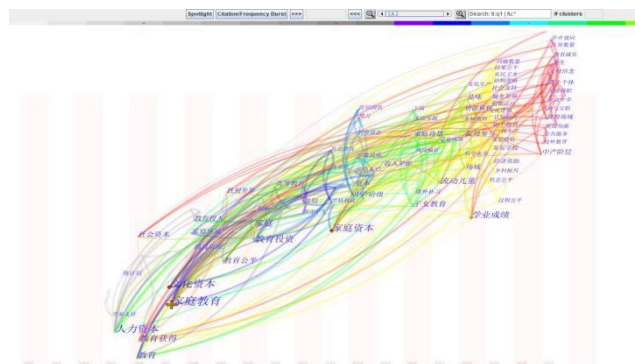


Figure3: Trends in the evolution of family education resource research

In the beginning stage(from 2002 to 2012) of family education resource research, scholars mainly studied a single type of family education resources, and the core key words in this stage were "capital about culture," "economic capital," and "social capital." "social capital". This period is the initial period of family education resources research in China, and the number of literature has grown steadily. Researchers have mainly studied a single type of family education resources, for example, scholars such as Zhu Di and Chen Meng^[16] mainly analyzed the aspects of intergenerational transmission brought by cultural capital and influencing social mobility of adolescents, and scholars such as Ouyang Zhi and Fan Xinghua^[17] explored the relationship between family economic capital and the aspects of students' psychological development. However, there are relatively few studies on social capital, and only a few scholars have analyzed the influence of social capital on college students' employment and social adjustment ability, which needs further research.

In the phase of in-depth research on family education resources (2013-2017), scholars' research on family education resources has changed from focusing on a single resource to a comprehensive analysis of multiple resources. The core key words in this phase are "family capital" and "capital". Coleman explicitly introduced the concept of household capital to measure the possession of household resources. And he believed that family capital includes three forms of physical capital, human capital and social capital. The French sociologist Bourdieu distinguished capital into



economic capital, cultural capital and social capital. Lin Xin^[18] and other scholars analyzed the effects of three aspects of family economic capital, cultural capital, and social capital on rural children's academic performance. Wu Chonghan^[19] analyzed the effects of family economic capital, human capital, social capital, and community environment on children's growth. Thus, instead of focusing on the impact of one category of resources, scholars have begun to analyze the impact of multiple family educational resources in an integrated manner. The scope of research has become more extensive.

In the focus phase of family educational resources research (2018-present), scholars have increasingly focused on the impact of family educational resources on students' development, especially on students' academic achievement, and the core keyword in this phase is "academic achievement". The volume of research literature on family education resources in China rose sharply during this period. In June 2019, the Ministry of Education issued the *Notice on the National Family Education Theme Publicity Campaign*. In October 2021, the Ministry of Education issued the *Law of the People's Republic of China on the Promotion of Family Education*. The guidance of national policies set off a boom in family education, and family education resources, an important component of family education, have received more and more attention from scholars. The fiercely competitive environment of society has influenced the educational concepts of parents, schools, and society at large, and the "score-only theory" and "achievement-only theory" have become popular in society. Scholars have also placed greater emphasis on the impact on academic achievement in their studies of family educational resources. Li Jiali, Xue Haiping^[20] and others examined the relationship between parental involvement, extracurricular tutoring, and secondary school students' academic performance. Li Bo^[21] examined the effects of parental involvement on children's development based on the perspectives of academic performance and non-cognitive abilities. Overall, this phase of research is more



focused, with scholars incorporating social hotspots and paying more attention to student development.

From the above research stages, scholars have shifted from focusing on one type of family education resources to studying multiple types of family education resources. And then more attention was paid to the influence of family education resources on students' academic performance, serving students' development and promoting the further development of family education resources research in China.

3. Insights and perspectives of family education resources research

3.1 The number of articles published on family education resources research has gradually increased, but the quality of the literature still needs to be improved.

Since 2002, family education resources have started to become a research topic in the academic community. As of 2021, there were 446 articles published on family education resources, but the number of CSSCI and core journal literature was only 146. There are fewer high-quality journals about family education resources, so researchers should deepen their research on family education resources, improve the quality of publications, and achieve parallel development of quality and quantity.

3.2 The hotspots of family education resources research mainly focus on economic capital, cultural capital, family education resources allocation and family education resources of disadvantaged classes.

In terms of economic and cultural capital, researchers have mainly used quantitative research to investigate the effects of family economic and cultural capital on students' development and educational attainment. The Law of *the People's Republic of China on the Promotion of Family Education* proposes that "residents' committees and villagers' committees may rely on public service facilities in urban and rural communities to set up community parent schools and other family education guidance service sites, and cooperate with family education guidance agencies to organize



family education knowledge dissemination for residents and villagers." There are also rich educational resources outside the family, so the next step should be to strengthen the study of family social capital, which is conducive to further enriching the connotation of family education resources.

In terms of the allocation of family education resources, influenced by gender and sibling structure, there is a "boys' advantage" and "last-child advantage" in families with scarce resources, which will gradually affect the allocation of family education resources with social transformation and the change of fertility concept. Therefore, it is necessary for scholars to follow up the current situation of family education resource allocation in the new era.

In the study of educational resources of families from disadvantaged classes, researchers focus on rural families. Educational resources of rural families are not only related to students' personal development, but also to educational equity. On the one hand, rural families face the current situation of multiple children and lack of resources, so research on rural families' educational resources is conducive to better solving the problem of educational resource allocation and fully exploring new resources. On the other hand, compared with urban families, rural families have unique educational resources, such as human resources with multiple generations and natural resources in the fields and countryside, etc. Guiding parents to pay attention to these unique resources and make rational use of them should be the focus of research. Therefore, research on rural family education resources still needs to be continued by researchers.

3.3 Since 2002, China's family education resources research has gone through three main stages: the initial stage, the in-depth research stage and the research focus.

Scholars have shifted from focusing on a single type of family education resources to focusing on multiple types of family education resources, and then landed on the impact of family education resources on students' development, showing an overall trend of progressively deeper research. However, scholars have mostly presented the



current status of resources from a static perspective and have not yet studied the actual situation of children's utilization of family education resources from a dynamic perspective. Only through effective utilization of resources can family education resources be transformed into motivation for individual growth and development. Therefore, is there a disconnect between the availability of resources and their utilization? To what extent do children make use of family education resources? All are questions that scholars need to study in the next step.

Reference

- [1] Liu Jing, Dong Jing, Han Jun. *Analysis of domestic mobile learning evolution and frontier hotspots based on scientific knowledge mapping*[J]. China e-learning, 2012(02):126-130.
- [2] Wei Yali, Song Qiuqian. *STEM education research: hotspots, distribution and trends*[J]. Foreign primary and secondary education, 2019(01):10-19.
- [3] Liu Ji. *Educational equity under the digital divide - an analysis based on PISA2018 in four Chinese provinces and cities*[J]. Journal of the National Academy of Educational Administration, 2020(09):35-43.
- [4] Sun Meng, Wang Chang. *Research on the impact of family capital on children's education access*[J]. Journal of Population, 2021, 43(05):99-112.
- [5] Zhang Xiuwu. *Gender differences in children's educational attainment among migrant families as influenced by sibling structure: a study based on the National Survey on Monitoring the Dynamics of the Migrant Population*[J]. Journal of Social Sciences, 2020(04):135-148.
- [6] Wen Jun, Li Shanshan. *Class differences in intergenerational transmission of cultural capital and its impact--a comparative study based on middle-class and working-class families in Shanghai*[J]. Journal of East China Normal University (Philosophy and Social Science Edition), 2018, 50(04):101-113+175.
- [7] Li Jiali, He Ruizhu. *Family education time investment, economic investment and youth development: social capital, cultural capital and shadow education interpretation*[J]. China Youth Studies, 2019(08):97-105.
- [8] Sun Yuntai. *Family background, cultural capital and educational acquisition: A survey of urban residents in Shanghai*[J]. Youth Studies, 2010(02):35-43+95.



- [9] Zhang Yizhong, Huang Lihong. *Empirical analysis of the relationship between urban and rural households' economic capital and demand for higher education*[J]. Modern education management, 2018(05):30-35.
- [10] Jiang Shuai, Long Jing. *The effect of family culture and economic capital on education acquisition*[J]. Journal of Educational Scholarship, 2022(01):51-57.
- [11] Tang Yong. *Constructed anxious motherhood and engaged fatherhood: A qualitative study based on middle-class family education in Shenzhen*[J]. Journal of Shenzhen University (Humanities and Social Sciences Edition), 2021, 38(06):101-113.
- [12] Xu Chuanxin. *Family education: A comparative analysis of "mobile families" and "left-behind families"*[J]. China Youth Studies, 2012(05):59-62+19.
- [13] Chen Gang. *Educational dilemmas and countermeasures of urban migrant children in the perspective of cultural capital*[J]. Educational Development Research, 2011, 31(23):8-13.
- [14] Zhang Sufeng. *A study on the influence of cultural capital on social mobility of rural youth--a case study of M and T villages in the Yellow-Huai Plain, East Henan*[J]. China Youth Studies, 2013(10):20-24.
- [15] Cui Xiaojuan, Cai Wenbo, Fu Jingjing. *Rural family income disparity and farmers' children's education access--Based on the "China Family Income Project Survey"*[J]. Journal of Southwestern University (Social Science Edition), 2019, 45(04):100-108.
- [16] Zhu Di, Chen Meng. *Children's taste cultivation and cultural capital reproduction in urban middle-class families*[J]. Social Science, 2021(04):72-84.
- [17] Ouyang Zhi, Fan Xinghua. *The influence of family socioeconomic status and psychological capital on self-esteem of rural left-behind children*[J]. Chinese Journal of Clinical Psychology, 2018, 26(06):1182-1185+1190.
- [18] Lin Xin, Xie Jingyu, Lin Suxu. *The impact of family capital on rural children's academic achievement--an empirical study based on 2018 CFPS data*[J]. Educational Theory and Practice, 2021, 41(01):24-30.
- [19] Wu Chonghan, Zhang Jun, Wang Meiwu. *The power of parental involvement--family capital, home-school cooperation and children's growth*[J]. Journal of Educational Scholarship, 2014(03):15-27.



[20] Xue Haiping, Ding Xiaohao. *A study of educational remediation for urban students in China*[J]. Education Research, 2009(01):39-46.

[21] Li Bo. *The impact of parental involvement on children's development--based on the perspective of academic achievement and non-cognitive ability*[J]. Education and Economics, 2018(03):54-64.



The Current Situation, Hot Spots and Trends of Publishing Industry Chain Research in the Past Twenty Years^①

Sun Qinquan

Shandong University of Technology, Zibo255300, Shandong Province, China

E-Mail: 214350998@qq.com

Abstract

The fifth Plenary Session of the 19th CPC Central Committee for the first time proposed the long-term goal of building China into a cultural power by 2035. Under the background of cultural power strategy, the Party and the state pay more and more attention to and support cultural undertakings and cultural industry. The central and local governments have launched a series of policies, bringing great benefits to the development of the industry. How to optimize and upgrade the industry chain on the basis of the early development of the publishing industry and promote the development of the publishing industry with higher quality is particularly important. On this basis, this study related literature published in CNKI database of industry chain for the data stream, using literature metrology method, through CiteSpace software for the period 2002-2022 as the research object of the publishing industry chain statistical data visualization analysis, to explore the research focus of China's publishing industry chain, and on the basis of reasonable prospect is put forward.

Keywords

Publishing Industry chain, CiteSpace, Visual analysis

In recent years, the development of cultural industry has been attached great importance by the state, and vigorously developing cultural industry has become the basic strategy of economic and social development. National Bureau of Statistics, "*The Culture And Related Industry Classification (2018)* ", the cultural industry is divided into two fields related to the core areas of culture, cultural fields, including news information services, content creation, production, creative design services, cultural transmission channels, cultural investment operations, such as the ranks

^① This paper is the periodical achievement of the key project of the transformation of old and new driving forces in Shandong Province "The Construction of Publishing Industry Incubation Platform Based on the Whole Industry Chain" and the school-city integration project of Zibo city "Research on the Operation Mode and Performance Evaluation of Cultural Industry Incubator" (2019ZBXC588).



of the core areas of culture, publishing industry has become a core part of the culture industry.^[1] According to "The 2020 Press and Publication Industry Analysis Report" released by the National Press and Publication Administration, the development scale of the publishing industry is making steady progress. 41.751 billion volumes of books, periodicals, newspapers, audio-visual products and electronic publications are published nationwide in the whole year, and the operating income of printing and reproduction reaches 11.1991 billion yuan^[2]. It can be seen that the publishing industry is creating new values in its own operation and driving the development of related industries, and has become an important part of the national economic system.

In 1985, after Professor Michael Porter of Harvard Business School put forward the theory of "value chain", the research of industrial chain based on value chain has become a hot topic of enterprise strategy research. The publishing industry has realized that in the process of mass production, different enterprises and organizations constantly add capital and labor to realize the production, reproduction and distribution of publications, forming various economic relations, and thus producing the publishing industry chain. After 2002, the study of publishing industry chain has gradually become a topic of general concern in the industry and academia. From the perspective of bibliometrics analysis, this paper discusses the status quo, hot spots and trends of the research on the publishing industry chain through the data visualization of the integrity and trend of the knowledge graph from the perspective of bibliometrics analysis, and puts forward reasonable prospects on this basis, in order to provide reference for subsequent related studies.

1. Research tools and data collection

In this study, CiteSpace software was used as a tool for data processing and mapping. CiteSpace software is a Java application program that can effectively identify and visually present research trends and trends in massive scientific literature. It has been widely used in various research fields at home and abroad, and is very influential software in the field of bibliometric analysis. In this paper, CNKI database was used as the data source, and subject retrieval was conducted in "Journal" with "publishing industry chain". A total of 902 valid literatures were obtained, which were taken as the final samples of quantitative analysis.

2. Quantitative analysis of literature data

2.1 Time analysis of the study.

Based on the sample data, the chronological evolution chart of the number of publications for publishing industry chain research is drawn (see Figure 1). The evolution chart of publication years visually reflects the changing relationship between the publication year and the number of published research papers, shows the volume and maturity of the overall research in this field, and also shows the research status and development trend of this topic.

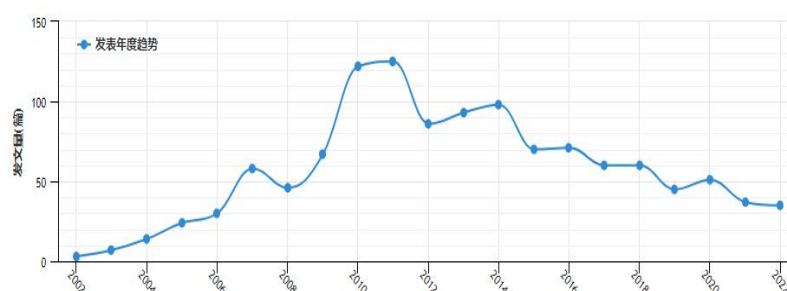


FIG. 1 Chronological evolution chart of the number of research publications in publishing industry chain

As can be seen from Figure 1, since 2002, Yuan Yabing and Liu Yongjun, two people in the industry, began to study the publishing industry chain. The number of research papers increased from 2002 to 2008, and the number of related studies increased rapidly in 2009. From 2011 to 2012, this field entered the research peak, and a total of 314 papers were published. Accounted for about 30% of the total published in the past 20 years. Through analysis, it is not difficult to find that the sudden change of literature quantity in 2009 is closely related to the revitalization Plan of Cultural Industry, China's first special plan for cultural industry issued by The State Council in July 2009. The launch of the Plan marks that cultural industry has risen to the national strategic industry. In January 2010, the General Administration of Press and Publication issued the Guiding Opinions on Further Promoting the Development of Press and Publication Industry, which put forward specific goals and guiding principles for the development of the publishing industry. As a result, the industry and researchers have paid extensive attention to the publishing industry, and the research on the publishing industry chain has become a hot topic in the academic circle. A large number of research results have been produced, especially in 2011, with 125 papers. Since then the interest has declined. It is not difficult to find that the orientation of national policies has an absolute influence on the research of publishing industry chain through the study of annual publications.

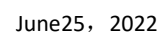
2.2 Core author analysis.

The core authors are the researchers who have deep academic attainments, high research results and can promote continuous innovation in the research field. Their research fields and directions can better reflect the development trend of the field to a certain extent.

Price, a famous scientist, put forward in his book *Small Science, Big Science* that half of the papers on the same topic are written by a group of highly productive authors, and the number of such authors is approximately equal to the square root of the total number of authors [3]. According to Price's law, it is determined that the minimum number of core authors' papers is M_p , and

calculated as $m_p = 0.749 \sqrt{Np_{\max}}$ [3]. M_p refers to the minimum number of publications of core authors during the statistical period of the study, $Np_{\max}$ refers to the number of papers published by the most prolific authors during the study period.

According to sample data statistics, from 2002 to 2022, professor Fang Qing from School of Information Management of Wuhan University published 10 papers among researchers who



CiteSpace, v. 5.8.R3 (64-bit)
May 3, 2022 9:24:26 PM CST
WoS, P=0.01, Q=0.99, M=0.99, N=10, LRF=1.0, LN=10, LB=1.0, e=1.0
Timespan: 2002-2022 (Slice Length=2)
Selection Criteria: Top 10 per slice, LRF=3.0, LN=10, LB=1.0, e=1.0
Network: N=733, E=300 (Density=0.0011)
Largest CC: 8 (1%)
Nodes Labeled: 1.0%
Pruning: None
Modularity Q=0.8893
Weighted Mean Silhouette S=1
Harmonic Mean(Q, S)=0.9946

3. Keywords visualization analysis

The samples were processed by CiteSpace software, Node Types were set to "Keyword", and the Minimum Spanning Tree algorithm was used to generate the visual knowledge map of keywords for the study of publishing industry chain. A total of 400 nodes and 956 wires were obtained, as shown in Figure 3. Each node represents the keyword of analysis, and the size of node contour represents the frequency of keyword occurrence. The line between nodes represents the co-occurrence relationship of keywords, and the thicker the line, the stronger the co-occurrence intensity.

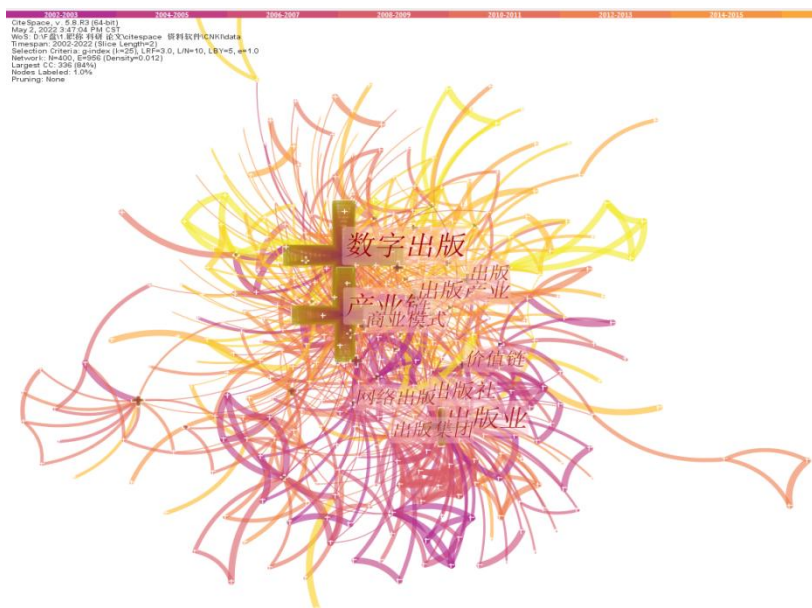


FIG. 3 Visualized knowledge atlas of publishing industry chain research keywords

The top 50 high-frequency keywords in frequency were statistically sorted, as shown in Table 2. The frequency of the top 50 keywords was 947 times, accounting for 93.4% of the total frequency of keywords. The top 10 keywords were digital publishing (297), industry chain (194), publishing industry (71), publishing industry (35), publishing house (24), traditional publishing (22), publishing (22), mobile publishing (20), animation publishing (19), and publisher (16). From the statistical data, we can see the hot topics of publishing industry chain research. One is the research on digital publishing in the context of the Internet, the other is the research on the connotation of publishing industry chain, and the third is the research on new publishing methods, such as "mobile publishing" and "animation publishing".

serial number	keywords	frequency	serial number	keywords	frequency
1	digital publishing	297	26	fuse	5
2	industry chain	194	27	publisher	5
3	publishing	71	28	integrative development	5
4	Publication industry	35	29	publishing enterprise	5
5	press	24	30	provider	5
6	traditional publishing	22	31	published fusion	5
7	publishing	22	32	cloud published	5
8	mobile publishing	20	33	IP	4
9	Cartoon	19	34	expo	4



	published				
10	publishers	16	35	innovate	4
11	copyright protection	16	36	cloud computing	4
12	network publishing	14	37	Juvenile publication	4
13	profit model	13	38	tasman	3
14	business model	13	39	Publishing transformation	3
15	transition	12	40	copyright	3
16	value chain	9	41	strategy	3
17	knowledge service	8	42	industry integration	3
18	digitization	8	43	print	3
19	whole industry chain	8	44	Professional publishing	3
20	e-book	7	45	technological innovation	3
21	learned periodical	7	46	publishing group	2
22	technical journal	6	47	Mobile phone ringtone	2
23	library	6	48	core value	2
24	countermeasure	6	49	mobile game	2
25	media convergence	5	50	digital age	2

Table 2 High-frequency keywords of publishing industry chain research (Top50)

4. Keywords clustering analysis

In order to make a more intuitive analysis of the research field of selected topics, on the basis of co-occurrence analysis of keywords, log-likelihood ratio algorithm is selected for clustering analysis of keywords, and the keyword clustering map is obtained (As shown in Figure 4). A total of 370 nodes and 621 lines are obtained by clustering. The Density of the network is 0.0091, the Modularity Q is 0.8438, and the average Silhouette value is Mean Silhouette=0.9517. A total of 11 keyword clusters are generated. According to the standard, Q value greater than 0.3 means that the classified clustering structure is significantly effective. When S value is greater than 0.7, the clustering is efficient and convincing. The index shows that the cluster boundary of this analysis is clear and the mapping result has high reliability [4].

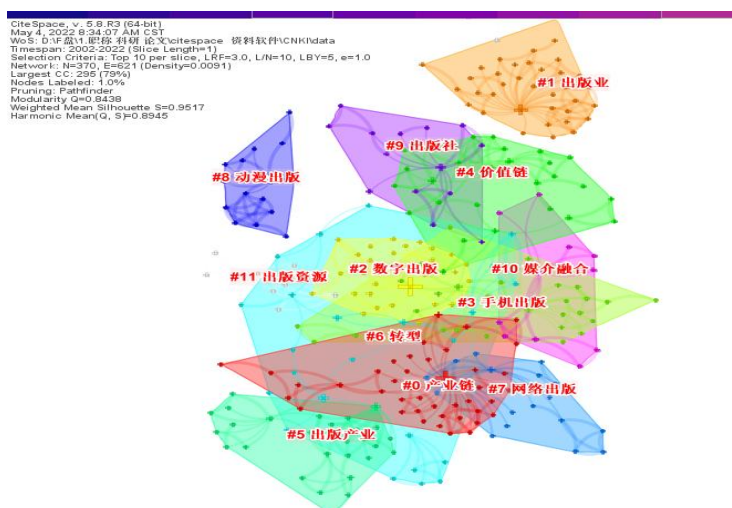


FIG. 4 Clustering atlas of key words in publishing industry chain research

Figure 4 Cluster ID represents the number formed after keyword clustering. The Cluster ID is sorted according to the number of nodes in this Cluster. The larger the node value is, the smaller the Cluster ID is displayed, and the more concentrated the research field is. As the Cluster name alone cannot directly reflect the specific information contained in the Cluster, the node, average publication year, contour value and other information of each Cluster are exported through the Cluster function for easy analysis, as shown in Table 3.

Cluster ID	Size	Silhouette	LLR	Mean Year
0	43	0.98	The industrial chain; E-book; Digital publishing industry chain; Copyright; Publishing industry chain	2010
1	36	0.99	The publishing industry; The industrial chain; Digital publishing; Publishing industry chain; Publishing education	2007
2	31	0.966	Digital publishing; E-book; The publishing industry; Publishing; Traditional publishing industry	2010
3	30	0.89	Mobile publishing; Copyright protection; Mobile phone ringtone; Mobile games; Factors into	2008
4	29	0.923	Value chain; The publisher; Book publishing; Profit model; Professional publishing	2010
5	29	0.989	Publishing industry; Science and Technology journal; The whole industry chain; Development; Development of fusion	2014

Table 3 Clustering atlas of key words in publishing industry chain research



Combined with Figure 4 and Table 3, it can be seen from the clustering results that "industrial chain" has become the keyword with the largest weight in Cluster0's clustering identifiers, and "e-book", "digital publishing industry chain", "copyright" and "publishing industry chain" have also attracted high attention. Through the secondary retrieval and analysis of the literature, it is found that the publication time span of the literature in this cluster is long, with research papers published every year from 2004 to 2021. Initially, researchers interpreted and studied the industrial chain from different dimensions such as supply and demand chain, product chain, technology chain, value chain and space chain [5]. Based on the theory of industry chain, some scholars put forward the development mode of "content manufacturing - product production - media communication" from the perspective of publishing industry chain [6]. In the context of the continuous development of network technology, digital publishing has become an important part of the publishing industry. Some scholars have made a comparative analysis of the differences between traditional publishing and digital publishing from the perspective of industry chain, and put forward the path integration of traditional publishing industry chain and digital publishing industry chain [7]. Wang Da summarized and analyzed seven profit models of digital publishing, and proposed that digital reading will gradually transition from the content sales model based on e-books to the cross-border integration model of "publishing +" industry chain integrating film and television, animation and games [8].

5. Research frontier of publishing industry chain

Through the subject retrieval of relevant research literatures on CNKI, a certain keyword appears frequently in the research field, indicating that the keyword represents the research hotspot in the field, and the frontier and trend of the research field can be judged by mutation detection algorithm. Keywords were extracted and analyzed by CiteSpace, and the image of emergent keywords was obtained (see Figure 5).

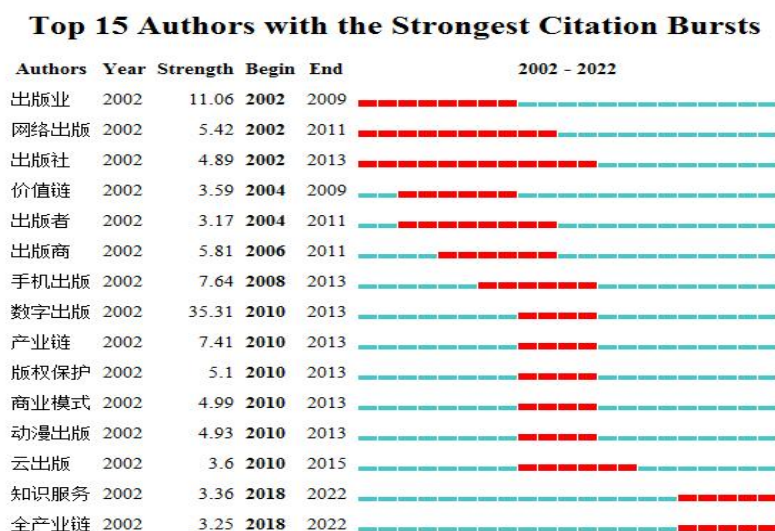


FIG. 5 Analysis image of the first 15 burst keywords

The map clearly shows the development of publishing industry chain research: the key words from



2002 to 2013 are publishing industry, online publishing, publishing house. At this stage, researchers still pay more attention to the research on the industry chain of traditional publishing industry. Although the research on the industry chain of online publishing appeared in 2002, it is still in the exploratory stage. Keywords emerged from 2004 to 2015, including digital publishing, mobile publishing, animation publishing, value chain, industrial chain, business model, copyright protection, etc. At this stage, the research on publishing industry chain has entered the stage of practice and exploration, and the publishing type, industrial chain and operation mode have been fully combined with the development of intelligent and data-oriented Internet. From 2018 to 2022, the emerging keywords in this field include knowledge service and the whole industry chain. At this stage, the research on the publishing industry chain has entered a deepening stage, which can be inferred to be the research frontier in the future.

6. Conclusion and prospect

Through the quantitative analysis and visual analysis of the literature of the publishing industry chain, we can intuitively clarify the status quo of the research of the publishing industry chain. Firstly, through literature analysis, it is found that the research on the publishing industry chain has been on the rise since 2009. The research hotspots and fields have a certain stage and are greatly influenced by national policies, so the persistence of continuous in-depth research is relatively insufficient. Secondly, there are a large number of researchers in this field with a long research span and a lot of research results. However, through analysis, it is found that the core author and core author group have not been formed, and there is little cooperation among researchers, and cluster effect has not been formed. Thirdly, from the perspective of research hotspots and fields, the new generation of information technology has been fully embedded in the publishing industry chain, and the research scope has expanded from the traditional publishing model to digital business model, knowledge value-added, and the whole industry chain. Although there is a high degree of consistency between the research and the development background of science and technology and the operation mode of the industry, most of them still focus on theoretical discussion, and there are few empirical and confirmatory research results, and few global and systematic studies based on the national level.

Based on the above analysis, the researchers believe that the future research can be improved in the following aspects: one is the relevant research institutes, colleges and universities, institutes, industry association and other experts and scholars can strengthen cooperation and exchange, aggregate quality research resources, build a batch of research on the effects of high academic level and academic institutions and the core group. Experts and scholars increase their interpretation of publishing industry development planning, publishing industry structure policy and publishing industry organization policy. Meanwhile, they focus on the fundamental and key issues of publishing industry development based on the whole industry chain, carry out forward-looking professional research, and form targeted and feasible research results and effective plans. It provides sufficient theoretical basis and intellectual support for the construction and development of publishing industry. The second is to strengthen the research of digital technology enabling publishing under the background of intelligence. At present, despite the rapid development of the publishing industry, but there are still print form a single, professional talent shortage, the problem such as operation mode is not mature, now needs to be more digital



technology can assign a publication of the whole industry chain research, promote the traditional publishing industry chain and the integration of digital business, better create added value is high, the various forms of the new published "+" formats. Third, the research method can combine theoretical discussion with empirical research, the research field of construction of publishing industry chain can be extended to domestic and foreign comparative research, the research perspective can be extended to the national level, and the output of high-level research results with macroscopic guidance.

Reference

- [1] Culture And Related Industry Classification (2018) [EB/OL]. [2018-04-02]. http://www.stats.gov.cn/xxgk/tjbz/gjtjbz/201805/t20180509_1758925.html
- [2] In 2020, The Press and Publication Industry Analysis Report [EB/OL]. (2021-12-16). <https://www.nppa.gov.cn/nppa/contents/764/102441.shtml>
- [3] Ding Xuedong: *Fundamentals of Bibliometrics* [M]. Beijing: Peking University Press, 1992.
- [4] Chen Yue, Chen Chaomei, Hu Zhigang, Wang Xianwen: *Principles and Applications of Citation Space Analysis: CiteSpace Practical Guide* [M]. Beijing: Science Press, 2014.
- [5] Zheng Daqing, Zhang Zan, Yu Junfu: *Research on Theory of Industrial Chain Integration* [J]. Science and Technology Progress and Countermeasures, 2011, (1).
- [6] Sheng Hu, Tang Huiquan: *Research on the Investment of Bertelsmann Group Under the Evolution of Book Publishing Industry Chain* [J]. Publishing science, 2014, 22(04)
- [7] Zhang Zhenan: *Research on the Integration of Traditional Publishing and Digital Publishing* [J]. Publishing Wide Angle, 2014(18)
- [8] Wang Da: *A Preliminary Study on Cross-border Development Mode of Digital Reading From the Perspective of Industrial Chain Integration* [J]. News research guide, 2017, 8(17)



C-E Cultural Relics Translation from the Functionalist Translation Theory Approach ----A Simple Case Study of Shaanxi History Museum

Hu Jiarui

School of English Studies, Xi'an International Studies University, Xi'an 710000, China
E-mail: TonyHu127@163.com

Abstract

The German Functionalist Translation Theory holds the view that translation is a certain kind of cultural transfer, a kind of communicative interaction as well as cross-cultural events oriented towards functions of the target language. Due to languages and cultural differences, overall consistency between the origin and target texts cannot be achieved. Based on the explanation of the features of cultural relics translation, this paper aims at exploring instructive values of the Functionalist Translation Theory towards cultural relics translation by discussing some relevant examples from Shaanxi History Museum.

Keywords

Functionalist Translation Theory; Skopos Theory; Cultural relics translation

Introduction

Museums are essential places in our daily life for the public not only to obtain knowledge about various fields including humanities, social sciences as well as natural sciences, but also to enjoy the cultural relics left by our ancestors for recreation and to improve our cultural literacy. At a higher level, museums with different themes all have their own “missions” to pass on the treasures of their own and the cultural spirits and heritages behind them. In this context, there are always special and meaningful so-called “burdens” carried by each distinctive museum, namely protecting and inheriting those legacies simultaneously to benefit our future generations.

Shaanxi History Museum, the first large-scale modernized museum in China, collects and displays a wide range of cultural relics with regional characteristics throughout over one million years, including several cultural relics awarded as “national treasure” level. In a nutshell, the museum is a microcosm of everything in the history that happened above and beneath this land. It is not only a recorder of the history in Shaanxi Province, but also a mirror to reflect the changes and reforms



of the governments and the people there.

Based on the Functionalist Translation Theory, this paper will analyze and discuss the merits as well as the problems in the cultural relics translation samples of Shaanxi History Museum. In the end, some tentative suggestions will be given to enhance the accuracy of cultural relics translation.

1. About the Functionalist Translation Theory

1.1 Reiss and Vermeer's Theory

The Functionalist Translation Theory was born and developed in Germany in the 1970s. Its creator and pioneer as well as one of its representative scholars is Katharina Reiss. In the academic monograph *Possibilities and Limitations in Translation Criticism*, which was first published in 1971 and regarded as the pioneering work together written by Katharina Reiss and her student Hans Vermeer, discussions and analyses were mainly done around the central concept of “equivalence”. According to Reiss’ primary opinions, the “equivalence” that should be focused on in translation processes was at the discourse level.

However, as Reiss continued practicing her theories by herself, she gradually realized that it was almost impossible to achieve the real “equivalence” in translation practices, which resulted in the refinement direction of their theories for translation purposes. They later emphasized that translation strategies and methodologies must depend on the expected aims or functions of the translated text. In other words, what plays the most important role in the translation process are on the target side, namely what information or feelings the target readers really want to obtain from the source texts.

Based on the concept of “equivalence” and the functional relationship between source texts and target texts, Reiss had advanced her own model of translation criticism. In Reiss’ view, “the ideal translation would be one ‘in which the aim in the TL [target language] is equivalence as regards the conceptual content, linguistic form and communicative function of a SL [source language] text’” (Nord, 2007, p. 9). Then based on her own divisions of text types, namely informative, expressive, and operative (Reiss, 1977, p. 99) according to the communicative functions of texts, she further advanced the three-step process of analyzing original texts.

The first step is to determine the type of the original text according to the divisions mentioned above. Then the translator should decide which one of the text variants will be used. The last step the translator needs to do is to analyze which style the original text has in order to choose the proper strategy in the translation process.

Based on his previous studies with Reiss, Hans Vermeer further carried out and established the Skopos Theory, emphasizing that the textual purpose should be given priority during the translation process. According to his theory, the translation process is determined by the purposes it has. In other words, the expected achievements determine the ways of translation.



1.2 Mänttari's Theory

Except for Reiss and Vermeer, the German Finn translation scholar Justa Holz-Mänttari is also an important representative scholar in the Functionalist Translation Theory School. According to her translation model, "translation is defined as 'a complex action designed to achieve a particular purpose'" (Nord, 2007, p. 13), the general term is called "translational action" (ibid.), which aims to successfully deliver the messages that formally cannot be delivered due to the language and cultural gaps. Besides, she especially emphasized the analysis of the actions in translation processes, namely the translation participants as well as the situational conditions.

1.3 Nord's Theory

Later in the 1990s, Christiane Nord as another representative scholar of the developed and advanced Skopos Theory, published her academic monographs *Text Analysis in Translation* (1991) and *Translating as a Purposeful Activity-Functionalist Approaches Explained* (1997) in succession, which are the monumental and essential works of the Functionalist Translation Theory. In the former monograph, she mentioned and carried out the principle of "Functionality plus Loyalty" (Nord, 2006, p. 33) for the first time. The reason why she advanced this principle resulted from her academic discussion with Mänttari's translation model. According to Mänttari's model, translators are just responsible for the target conditions, and the target text can be totally deviated from the original text. In this regard, Nord said directly, "there can be no process of translation without a source text" (ibid. p. 32). For the proper term "loyalty" she had given, she explained as "the translator is committed bilaterally to the source text as well as to the target-text situation, and is responsible to both the ST sender (or the initiator if s/he is also the sender) and the TT receiver" (ibid.).

When translating, translators have the right to choose specific translation strategies and methodologies according to particular requirements, such as focusing on the original communicative intentions and the expected functions of the translated work, combining socio-cultural background (culture-specific world knowledge), expectations towards the translated work, sensitivity of world knowledge as well as communicative needs of the translator (Nord, 2007, p. 12-22). It should depend on the translation purposes, requirements as well as functions of text typology whether the source language culture should be reproduced or adapted.

1.4 Summary

In a nutshell, the Functionalist Translation Theory School takes translation purposes as its center stage, turning its perspective from the original language to the target language side compared with other former and traditional translation theories. It gives the translators much more adjustment space to deal with the original text and to select and use the most suitable technique.

However, it doesn't mean that we can therefore ignore or sacrifice what the original texts and cultures include. On the contrary, the Functionalist Translation Theory focuses much more on the communicative purposes as well as the expected effects, holding the view that only based on these



prerequisites can the original text be translated with every aspect of the target side being considered and adjusted.

In other words, the Functionalist Translation Theory does not look down upon the original language, but just adjust their emphases to the whole translation process compared with former translation theories. It broke the limitations and barriers set by traditional theories, controversially holding the view that the translation process is not a certain kind of one-to-one correspondence. Those scholars began to alter their perspective from simply focusing on the target text itself to paying attention to the translators' rights to choose different translation strategies according to different original texts, which has broadened the horizon of translation studies.

2. About the Cultural Relics Translation

According to the definition and sortation of text typology given by Katharina Reiss, the informative text mainly provides "pure" facts. Its ultimate purpose is to deliver the inherent information to the recipients, thus having a high level of the accuracy of logical expressions. Though most of those text types have two or more communicative functions, having synthesized the functional characteristics of text types and links to translation methods (Table 1), we consider the names of cultural relics in museums as informative texts largely (Li & Hu, 2011, p. 46).

Table 1: Functional characteristics of text types and links to translation methods (translated and adapted from Reiss 1971/2000)

Text type:	Informative	Expressive	Operative
Language function:	Informative (representing objects and facts)	Expressive (expressing sender's attitude)	Appellative (making an appeal to text receiver)
Language dimension:	Logical	Aesthetic	Dialogic
Text focus:	Content-focused	Form-focused	Appellative-focused
TT should...	Transmit referential content	Transmit aesthetic form	Elicit desired response
Translation method:	'Plain prose', explicitation as required	'Identifying' method, adopt the perspective of ST author	'Adaptive', equivalent effect

(Munday, 2016, p. 115)

When it comes to the translation of cultural and museum explanation and interpretation, there is a division between two types of translation, namely regulated versions and conventional versions. The former type refers to the translation versions that have been released officially in the form of laws issued by authorities or organizations, while the latter type of translation versions is just commonly used and widely accepted in situations of displays and exhibitions (Chen & Lyu, 2020, p. 33). This kind of translation or public sign has a rather distinctive applied context with cultural



pragmatic characteristics and special conventional laws, which also includes various parts of Chinese traditional culture.

According to the division of fundamental types of texts advanced by the German Functionalist Translation School and the relevant introduction mentioned above, the cultural relics introductions and commentaries can be mainly classified as informative and operative text types. Considering the translation requirements advanced by the Skopos Theory, the commentaries or introductive words in Chinese museums aim at conveying information about Chinese history and civilization as well as culture and traditions to the foreign visitors, offering them cultural fundamental information as well as helping them to know more about China. The ideal translation should be able to attract the attention of readers from the target side and their interests in Chinese culture, further resulting in arousing their intention to visit the museums once more.

Though the theme of each museum has a wide range, the translators are responsible to take the degree of cultural knowledge of the target readers into consideration when translating such text types by expressing the information from original texts to the foreign visitors.

3. Analysis of Cultural Relics Translation in Shaanxi History Museum

Based on the Functionalist Translation Theory and the contents of functional characteristics of text types, as well as having considered relevant academic research articles, this paper will use three translation principles (Zhang & Zou, 2014, p. 24), namely the principle of accuracy, the Skopos Rule as well as the principle of intercultural communication, which will be applied in the analysis and discussion of translation samples from the Shaanxi History Museum.

By and large, the overall quality translation texts of cultural relics in Shaanxi History Museum is comparatively high by comparison with the average level. Almost all the translation texts have followed the principles above. However, there are still some unacceptable or discussible translations.

Examples and relevant analysis and discussions will be given according to the three principles respectively. Before the samples of translation are discussed, the principles that they have complied with or violated against will be introduced at the beginning.

3.1 The Principle of Accuracy

According to Peter Newmark's opinion, the semantic translation and communicative translation achieve two main purposes of translation, namely preciseness, and conciseness. Besides, according to the views of Toury's Translational Norm Theory, translation is a certain kind of social behavior that is restricted by norms. During the translation process, it is required to transmit information with the same amount of value. In other words, the application of words and grammar should first and foremost be guaranteed totally correct, which is to avoid the misunderstanding



from the target readers that can generate from the non-equivalence between translation texts and original texts on the formal level. Let us take the translation samples from the Shaanxi History Museum for examples to discuss and evaluate the degree of compliance with this principle.

In this analysis section, we will only discuss and analyze those samples with unacceptable or controversial expressions or mistakes, for it is rather impossible to discuss every acceptable sample.

The first example comes from the introduction of “Pottery Basin with Human Face and Fish Pattern” from the Neolithic Age. In the section of telling visitors the excavation situation, it is written as “Excavated from Jiangzhai County, Lintong District, Xi’an City”. However, according to the latest administrative division of Xi’an City, the so-called “Jiangzhai County” is actually a village that is located in Lintong District. Therefore, this translation does not correspond to the reality. Besides, “county” and “district” in the administrative division name system of China mainland are two different administrative divisions at the same level (Ministry of Civil Affairs of the People’s Republic of China, 2020). In other words, the governments of a county and a district under China’s administrative system have the same administrative rights.

However, this mistake is inappropriate not only under China’s national conditions, but also under conditions in Great Britain and the US. In the British administrative division system, a county, which is similar to the “province” in China, consists of a large number of districts. In the US, a county is also the largest territorial division within a state (Merriam-Webster, n.d.), and the concept “district” only exists in the political divisions’ system as part of the election area.

In a nutshell, this mistake under this translation context will not only confuse the foreign visitors from the Great Britain and the US at least, but also puzzle Chinese visitors who understand some English. According to the reality, this mistake can be corrected as “Jiangzhai Village”.

The second examples are also from the translation of the description of “excavation locations”. In the translation of both the cultural relics “Ox-shaped Wine Vessel (Zun)” excavated from “Hejiacun” and “Wine Vessel (Gong) With Inscription on Dedicatee Ri Ji” excavated from “Qijiacun”, which are both excavated from sites in “villages”. However, in these two introduction texts, both of them are translated as “xx cun” in Chinese Pinyin. According to Guidelines for Chinese-English Translation in Public Places, these nouns related to the administrative divisions should be translated according to the conventional fixed collocation standards, namely “‘place proper nouns’ (indicative) + ‘place general terms’ (explanatory)” (Cui, 2010, p. 26). Based on this standard, the mistakes above can be corrected as “Hejia Village” and “Qijia Village” respectively.

The third unacceptable translational expression comes from the cultural relic “Tile End with Image of Four Gods of Directions” from the Han Dynasty. Because the writer has visited the museum and seen the specific cultural relic on the spot, it is not proper to use just a countable noun singular here according to the real exhibition situation, for there is more than one tile end



that are displayed. Though such a mistake will not bring severe misunderstanding to foreign visitors, it should be corrected as “tile ends” to comply with the principle of accuracy.

Among the limited observation by the writer, the last one appears in the introductive section of the “Gold Discs” from the Han Dynasty. In the fourth line of its introduction, one of the family names in Chinese “张” is translated as “Zuang”. It should be translated as “Zhang” in Chinese Pinyin actually. As Chinese translators, it cannot be mistaken under such a simple translation situation. It is probably just a “slip of pen” according to the writer’s view.

In conclusion, the overall translation of Shaanxi History Museum really achieves a high level under the evaluation of the principle of accuracy. Though there are still some places that remain to be further discussed, the defects cannot obscure the virtues.

3.2 The Skopos Rule

The Skopos Rule is one of the important theories of the Functionalist Translation School. According to their theories, the translators should weigh and consider a balance between the culture of the original language and that of the target language, thus deciding which translation method is reasonable and acceptable for the translators to use (Mei, 2008, p. 130). To be more specific, the main function of the introductive texts and commentaries is to provide indicative and introductive information for the foreign visitors. What is more, the introductive text from museums should also burden its responsibilities to solidify the positive image of Chinese culture and Chinese people as well as to serve the society and the public. The translators themselves should aim at delivering the information and completing the whole communicative activities, making the translation of the target language correspond to the thinking and expressing modes of the foreigners, especially for those visitors who come from English-speaking countries.

According to Peter Newmark’s Text Typology Theory, when translating the expressive texts, the translators should focus on the translation process on the semantic level; when dealing with the informative and vocative texts, the reader-centered communicative translation should be paid attention to (He, 2006, p. 58). As for the introductive texts and commentaries in the museums, which have both informative and vocative functions, their primary aims are to provide full and accurate as well as understandable information. Besides, the English versions should achieve the equivalence with original texts on the semantic and stylistic level as far as possible. Relevant examples will be listed and discussed below respectively.

The first well-translated example comes from the translation of the introductive chapter “Grandeur of the Zhou”, in which the celebrated dictum by Confucius in the Chinese version is not omitted in the English translation version, translated as “How complete and elegant are the Zhou regulations. I’ll follow them.” (Chinese original text: “郁郁乎文哉，吾从周”).

Compared with the omission of classical writings cited from Ancient Rituals of Han Dynasty (《汉旧仪》) in the introduction of “Jade Empress Seal”, the English translation of the former one



makes the prologue of the relevant chapter more fascinating and attractive. Confucius, which is one of the most famous and influential celebrities at home and abroad, gave high praise for the regulations and rituals inherited by the Western Zhou, additionally emphasizing the traditions of Zhou and their profound influence on the proceeding dynasties and people's daily life hereafter. Furthermore, the praise of the Western Zhou regulations by Confucius also reflects the important status of Xi'an as the capital and political center of the Western Zhou in an indirect way, offering the foreign visitors the grand historical status of Xi'an and Shaanxi, namely the ultimate purpose of exhibiting those displays by such an impressive leading-in introduction.

The reason why the classical citation is not translated in the latter may come from the purpose of preventing a sense of redundancy that can be perceived by foreign visitors when they see the introduction. In the latter translated text, it is acceptable without translating the classical words according to the writer's view, which in the Chinese version refers to the historical "evidence" of convincing the seal to be genuine. It is possible to translate the sentence into English; however, it is not the most acceptable version. For the foreign visitors, it is likely that they are not interested in or do not have to get access to this knowledge, for it is just a sort of additional material even written in ancient Chinese, which is also kind of difficult for Chinese people nowadays to understand. As is stated above, the translators take the responsibility to take the degree of cultural knowledge of the target readers into consideration. In other words, the overwhelming majority of foreign visitors have little knowledge of the modern Chinese language, not to mention the ancient Chinese language and previous imperial traditions. What is more, the conclusion resulting from this citation is mentioned in what follows. Based on the situations mentioned above, it is reasonable to conclude that it is acceptable to omit the translation of this classical citation.

Another example that is well complied with this principle comes from the translation of "Celadon Wares from Yaozhou", which also belongs to an introduction part. When introducing its development phases, the sentence "盛于宋、金" is translated as "... reached its zenith in the Song Dynasty". The adjustment is that "金" in Chinese is not translated into English. Considering its context and expression style, it is reasonable to omit this in English. In Chinese history, the Northern Song and the Southern Song Dynasty had ruled China from 960 AD to 1279 AD, while the Jin Dynasty established by the ethnic group Jurchen ruled northern China from 1115 AD to 1234 AD. It is apparent that the reigning period of these two dynasties are highly overlapped with each other. According to the expressions of this translation paragraph, which lists the successive dynasties respectively, if "Song" and "Jin" are both translated, it may mislead the foreigners who know little about Chinese or Asian history that "Song" and "Jin" are two successive dynasties, which is historically severe inaccurate. Based on the analysis above, it is acceptable to omit the translation of "Jin" to achieve the purpose of providing accurate information instead of misleading the foreigners, which also complies with the aim of centering target readers in the translation process.



Another example is to be discussed below as a translation mistake according to the writer's view, namely the translation of "Gold Discs". In the introduction paragraph, the texts related to the excavation site and the reason why the discs were found there are all omitted except the conclusion itself. In general, it is not reasonable to explain a complete issue without giving its entire logical chain. In this translation text, the expression "Judging from their excavation site, they might have belonged to the imperial treasury" appear without any further explanation after giving the conclusion. If a foreigner will have read this, he might be puzzled or more curious about the reasons behind it, which does not meet the reader-targeted requirement but rather even violate it. In the writer's opinion, it would be better to add an explanation to the sentence ending by using a prepositional phrase such as "because of years of wars in the Late Han Dynasty".

3.3 The Principle of Intercultural Communication

According to the Skopos Theory of the Functionalist Translation School, the loyalty of the translated text towards the original text should be fundamentally based on the premise of achieving the purpose of communicating on the intercultural level (Zhang & Zou, 2015, p. 25). According to the principle of intercultural communication, when translating the introductions of cultural relics and commentaries of museums, the translator should not only decipher the language symbols from the original side, but also transmit the inherent cultural meanings based on knowing about cultural differences. Based on this perspective, the translator should add an essential conceptual explanation and background information when translating cultural relics that are special domestically.

For example, in the introduction paragraph of "Ox-shaped Wine Vessel (Zun)" and "Wine Vessel (Gong) with Inscription on Dedicatee Ri Ji", the translator has added Chinese Pinyin after their names in order to distinguish different "wine vessels". Besides, specific characteristics to distinguish different cultural relics in English are also added, for example, "ox-shaped" to mark out its model and "with inscription on dedicatee Ri Ji" to tell the visitors its backgrounds and purposes. However, according to the writer's opinion, considering the actual purposes of the wine vessels, i.e. for sacrificial ceremonies, it would be better to add "ritual" or "sacrificial" at the front to distinguish them from everyday objects.

Besides, in the translation of "Wine Vessel (Gong) with Inscription on Dedicatee Ri Ji", the translation of "Tao Tie" could be more specified to make intercultural communication possible, for example adding annotation in brackets behind or at the bottom of the introduction with "a mythical ferocious animal in Chinese traditions". Another alternative is to standardize its translation, namely as "tao-tieh" (Merriam-Webster, n.d.) to prevent possible misunderstandings.

Not only are the cultural relics displayed in museums, but also names of surface structures are translated according to this principle. In the introduction of "Imperial Mausoleums", the ground architectures such as "陵庙" and "门阙" are translated as "memorial temple" and "watch tower" respectively. If these two are translated as "temple" and "entrance" respectively, their original and



inherent meanings will not be transmitted to visitors. According to relevant studies in Chinese ancient architectures, “陵庙” refers to the place for offering sacrifices to gods or ancestors (Zhang, 2019, p. 20), while “门阙” in the West Han Dynasty could be used to ascend high and observe (Shen & Feng, 2015, p. 121). Therefore, both the translation of “陵庙” and “门阙” is acceptable according to the writer’s view.

Intercultural difference also reflects on language level. For example, in the Chinese introduction of “Celadon Pot with a Loop Handle”, which includes such expressions as “造型大气，设计独特，饰纹精美，釉色莹润”, while it is simply translated in English just as “designed ingeniously and delicately”. Because the Chinese language is good at delivering emotional expressions and using set phrases as well as commentary discourses more frequently, which consists of a rich cultural atmosphere, while the English language is more logical and rational, making it easy to remember. The subjects and objects in Chinese are integrated, while in English they are separated. The difference between the Chinese and English languages also results in different translation strategies.

4. Conclusions and Suggestions

4.1 Conclusions

Generally, the overall translation quality in Shaanxi History Museum is beyond the average level. On a literal level, there are almost no spelling and grammatical mistakes. According to the Skopos Rule and principle of intercultural communication, though there are still tiny mistakes or so-called “discussible expressions” in achieving the reader-centered purpose, cultural relics translation of the museum is still well complied with the principles according to the Functionalist Translation Theory.

4.2 Suggestions

According to the Functionalist Translation Theory, translations of the cultural relics in Shaanxi History Museum should focus on accomplishing the reader-centered and intercultural purposes by adding essential notes or giving annotations of specified terms or proper nouns with Chinese characteristics. Besides, though spelling or kind of “slip of pen” mistakes are rare, these should be corrected in time, for they may influence the image of the museum negatively after all.

5. Prospects

This simple research mainly discusses and analyses limited samples of cultural relics translation in Shaanxi History Museum from the Functionalist Translation Theory perspective. This short research is just a supplementary attempt. Criticism and suggestions as well as studies of cultural relics translation from similar or different perspectives are also welcomed. It is worth giving a



promising prospect for future researches in this field.

References

- [1] J. Munday: *Introducing Translation Studies: Theories and Applications* (Routledge, London and New York 2016).
- [2] C. Nord. *Text Analysis in Translation. Theory, Methodology, and Didactic Application of a Model for Translation-Oriented Text Analysis* (Rodopi, Amsterdam-Atlanta 2006).
- [3] C. Nord. *Translating as a Purposeful Activity: Functionalist Approaches Explained* (St. Jerome Publishing, Manchester 2007).
- [4] K. Reiss. Texttypen, Übersetzungstypen und die Beurteilung von Übersetzungen. *Lebende Sprachen*, Vol. 22 (1977) No. 3, p.97-100.
- [5] J. Chen, H.F. Lyu. Strategies for Translating Traditional Chinese Concepts in Museum Interpretations -- A Case Study of Famous Museums in USA and UK. *Chinese Science & Technology Translators Journal*, Vol. 33 (2020) No. 1, p.33-36. (In Chinese)
- [6] X.X. Cui. *Guidelines for Chinese-English Translation in Public Places* (Zhejiang University Press, Hangzhou 2010). (In Chinese)
- [7] X.Y. He. The Current Situation of Chinese-English Translation of Public Signs and its Communicative Translation Strategy. *Foreign Languages and Their Teaching*, (2008) No. 03, p.57-59. (In Chinese)
- [8] Q. Li, X.Y. Hu. A Study on Translations of Cultural Relics in Museums -- A Case Study on Zhejiang Provincial Museum. *Chinese Science & Technology Translators Journal*, Vol. 24 (2011) No. 3, p.46-49. (In Chinese)
- [9] X.J. Mei. The Purpose of Translation and the Selection of Translation Strategies -- On the Catholized and Sinolized Rewriting in Kuang Yi. *Foreign Language Research*, (2008) No. 2, p.127-130. (In Chinese)
- [10] M.S. Shen, D. Feng. A Comparative Study of the Gate Architecture of the Qin and Han Emperors' Tombs, Emperor Qin Shihuang mausoleum Museum, (2015), p.119-135. (In Chinese)
- [11] S.M. Zhang, H.L. Zou. (2015). A Research on the Museum Commentaries Translation under the Guidance of Functional Theories of Translation. *Journal of Ningbo Open University*, Vol. 13 (2015) No. 1, p.23-26. (In Chinese)
- [12] W.J. Zhang. (2019). On The Overall Design of The Temple and Mausoleum in The Western Han Dynasty. *Palace Museum Journal*, (2019) No. 04, p.20-31;108. (In Chinese)
- [13] Information on <http://images3.mca.gov.cn/www2017/file/202109/1631265147970.pdf> (In Chinese)
- [14] Information on: <https://www.merriam-webster.com/dictionary/county>.
- [15] Information on: <https://www.merriam-webster.com/dictionary/tao-tieh>.



A Study on Hu Jingzhi's Aesthetics of Literature and Art

Xu Mengwei

Shandong University of Technology, Zibo 255300, Shandong Province, China

E-mail: 1514436987@qq.com

Abstract

Mr. Hu Jingzhi took the lead in putting forward the subject idea of building literary aesthetics in China and put it into practice. His literary aesthetics research has its own characteristics. Adhere to the practice, fully consider the subjective initiative in literary practice, explore the "law of beauty", and finally return to the ultimate concern of the meaning of art life. As a new subject after the reform and opening up, literary aesthetics has distinct Chinese characteristics and the spirit of The Times. Based on Hu Jingzhi's literary and artistic aesthetics theory, this paper discusses his innovation and timeliness.

Keywords

Aesthetics of literature and art, Hu Jingzhi, "The law of beauty"

As a subject at the turn of the century, literature and art aesthetics is the most concerned hot topic of literature and art and aesthetics in China in the 1980s, which is still in the ascendant. As the first scholar to put forward the concept of "literary aesthetics" in China, Mr. Hu Jingzhi made important contributions to the construction and development of literary aesthetics. In the first annual meeting of the All-China Society of Aesthetics held in Kunming in the spring of 1980, Hu Jingzhi creatively proposed the idea of building "literary aesthetics", which aroused the strong interest of scholars in the circle. Subsequently, he published papers such as *Literary Aesthetics And Others*, *An Introduction to Literary Aesthetics*, and *On Artistic Images*, discussing the concept and essence of literary aesthetics, and "literary aesthetics" gradually came into the sight of domestic scholars. Hu Jingzhi did not stop there. He began to write *Aesthetics of Literature and Art* in 1981, which lasted eight years and was finished in 1988. "Construct a theoretical system of literary and artistic aesthetics that takes aesthetic activities as its logical starting point, takes the creation -- work -- acceptance of literary and artistic works as its ideological vein, and completes the aesthetic shaping of adults through art and aesthetics" ^[1]. Zeng Fanren commented on this



book: "It is one of the representative works of Chinese literary aesthetics with a brand-new outlook and profound academic content" [2]. At the turn of the century, Hu Jingzhi participated in the discussion of "literary aesthetics" in the domestic academic circle, and elaborated his opinions on how to develop literary aesthetics under the new conditions of The Times, which reflected hu Jingzhi's pioneering spirit and exploration spirit advancing with The Times. In short, for the construction and development of the discipline of "literary aesthetics" in China, Mr. Hu Jingzhi took the lead!

1. Take practice as the starting point

Hu Jingzhi's conception of literary aesthetics is not a work of sudden inspiration, but the result of long-term academic thinking. It is based on Chinese social practice and historical conditions, and is the product of speculation. Hu Jingzhi pointed out: "If aesthetics stays at the abstract level of disputing whether beauty is objective or subjective, it cannot solve the complex problems in artistic practice... The aesthetic activity of human beings comes from the practical activity (production activity, communication activity and life practice), which then takes place as the artistic activity. Therefore, artistic activities are inseparable from aesthetic activities. However, artistic activities have their own systems, from literature and artists to experience life, to artistic creation, and art to be accepted, all need to follow the rules of beauty. The aesthetic essence and rules of such artistic activities should be systematically studied." [3] It can be seen from this paragraph that Hu Jingzhi's literary and artistic aesthetics is an academic creation with Chinese characteristics and closely fits artistic practice.

Western countries do not have literary aesthetics, the United States has aesthetics, is a branch of philosophy, located in the department of philosophy, mainly from the perspective of ontology, epistemology, methodology to explore the beauty of the original art, belongs to the aesthetics of the "metaphysics". There is also philosophy of art, a branch of art science, located in the Art Department, which mainly explores the content and form of literary and artistic works, the ways of literary and artistic creation, and the methods of literary and artistic criticism, as well as the practical laws and problems of literature and art. Eastern European countries such as the former Soviet Union also do not have literature and art, it has in the department of philosophy of aesthetics and in the department of literature and art. Literature and art in the former Soviet Union is not so much an academic branch as a political and cultural branch, focusing on how literature and art can better serve the society and politics. Chinese literature and art mainly borrowed from the former Soviet Union, and the borrowed period happened to be the social revolution period of the Chinese people. "Literature and art serve for politics" aroused strong resonance of the Chinese proletariat and was regarded as the criterion. However, there were obvious defects in literature and art during this period, such as ignoring the internal laws of literature and art, resulting in monotonous writing techniques and similar characters in literary circles. Mr. Hu Jingzhi made the first announcement of the construction of the discipline of literature and art at the Chinese Society of Aesthetics in 1980. With the joint efforts of Hu Jingzhi and other experts, after more than ten years of pioneering struggle, literary and art aesthetics has officially become a professional direction under the discipline of literature and art.

Hu Jingzhi's aesthetics of literature and art takes practice as the starting point, which does not mean that he regards artistic practice as imitation activities without human subjective initiative.



His literary and artistic aesthetic thought fully considers the subjective active role of human in artistic practice. In the practice of literature and art in the past, there is a view that the traditional theory of imitation is confused with Marx's theory of reflection, and that the true, good and beautiful connotation of literary and art works lies in the composition they reproduce. Some literary and artistic works focus on such phenomena as persuasion and morality in real life, so the element of goodness is prominent. Some literary and artistic works focus on writing about sex in real life, and the real factor is prominent. Some literary and artistic works focus on some beautiful things and phenomena in real life, and the element of beauty is prominent. The subjective elements such as emotion, will, ideal and imagination in literary works are excluded from aesthetic reflection and regarded as incompatible with the objectivity of artistic practice. Mr. Hu clearly points out that this is a misunderstanding of literary practice. Literary and artistic practice is one of the numerous practical activities of human beings. It has the nature of general practice -- objective regularity and freedom of the subject. Although the result of the practice is the embodiment of objective law, it contains the efforts of the subject. Literary works are the products of literary practice. In literary and artistic works, "ideological tendency and object description are combined together: artistic content is the unification of reproducing object and expressing subject. The aesthetic study of literature and art can reveal the aesthetic characteristics of artistic content only by combining the two aspects of reproduction and expression. Depicting false, ugly and evil phenomena, the work is not necessarily false, ugly and evil art; Nor is it true, good, or beautiful art that describes the phenomenon of true, good, or beautiful. The dialectical relationship between representation and expression in artistic content is extremely complex and diverse, and one cannot only focus on one side." [4] Hu Jingzhi shows that his literary aesthetic studies show a new look from the start, complete to explore literary works, literary and artistic creation, and the inherent law of literature and art to accept each aspect, make the studies of literature and art in aesthetics of literature and art under the banner of standing on a overlooking the commanding heights of the global, which makes the science really become the main source of exploration art practice fields.

2. The exploration of the "law of beauty"

The "law of beauty" comes from Marx's Economic and Philosophical Manuscripts of 1844. In Marx's view, "Animals build only according to the scale and needs of the species to which they belong, while man knows how to produce according to the scale of any species and how to apply the internal scale to objects everywhere; Therefore, man also creates according to the laws of beauty." [5] Marx demonstrated the fundamental characteristics of human labor with the help of "law of beauty", and pointed out that the law of beauty is the objective law and law of human freedom, conscious labor and creation. Since 1950, Chinese and foreign aestheticians have gradually introduced the "law of beauty" and "people also create according to the law of beauty" into the field of aesthetics. Hu Jingzhi applied the "law of beauty" to artistic creation and re-interpreted the "law of beauty" -- creation according to the law of beauty. Hu Jingzhi believed: "Human beings still produce according to the law of beauty, and the new objects produced should not only meet the practical needs of the subject, but also meet the aesthetic needs of the subject. However, in the field of general material production, although we should produce according to the law of beauty, creating aesthetic value is not its main purpose, creating practical value is the primary purpose, aesthetic value is subordinate to practical value. Even in the field of spiritual



production, scientific and philosophical creations, although they follow the rules of beauty, do not aim at creating aesthetic value, which is subordinate to utilitarian value." [6] It can be seen that Hu Jingzhi deepened the proposition of "according to the law of beauty". In the creation according to the law of beauty, only the aesthetic creation that fully reveals the aesthetic value in the real world and surpasses this aesthetic value to achieve the purification of people's thoughts and souls is the real artistic aesthetic creation.

Hu Jingzhi focuses on the importance of "the law of beauty" from three aspects of artistic aesthetics, artistic mastery and artistic form. First of all, art aesthetics cannot leave the "law of beauty". The purpose of artistic aesthetics is to explore the spiritual content contained in aesthetic objects. He holds that the spiritual content is an aesthetic experience organized and systemically generalized according to aesthetic ideal, aesthetic concept and aesthetic taste, which becomes implication in literary and artistic works and has special aesthetic value. This kind of aesthetic value refers to the aesthetic value of the world objectively reflected in the form of works in artistic creation activities, and summarizes the spiritual value formed by the world aesthetic relations of the subject. At the same time, it also includes the continuous formation of new aesthetic taste and aesthetic psychological structure in the aesthetic experience, that is, the aesthetic shaping of people -- the highest aesthetic value. In this way, the essence of artistic aesthetics is aesthetic transcendence, and ultimately realize the purification of human mind and spiritual sublimation.

Secondly, art can not be mastered without the law of beauty. Artistic mastery is the unity of material mastery and spiritual mastery, and it has its own special laws. Hu Jingzhi pointed out; "In order to create beautiful objects, an artist has to change some material objects according to the 'laws of beauty', act on objects with tools, combine objects with objects, and make a beautiful object, just as a skilled craftsman makes beautiful utensils and exquisite embroidery objects. Artists can never create works of art unless they grasp the object from the material in accordance with the 'law of beauty'." [7](P141) Art master to create images, images must be aesthetic, not the image of the future existence of actual objects, but an aesthetic image in the imagination. At the same time, artistic mastery must be realized by artistic thinking, through which artistic images can be created, and the unification of aesthetic feelings and aesthetic cognition can be realized by using image thinking.

The art form is inseparable from the "law of beauty", and each art form has its own symbol system, which conveys aesthetic information to people by relying on such artistic symbols. But with a finite number of symbols to convey infinite information, there is a communication difficulties, difficulties are not insurmountable. "This is not only to organize the perception and experience of life through image management (to form the inner form), but also to organize certain material materials through intention management (to form the outer form). Moreover, it is more important to combine the two perfectly, so that the beauty of form and the beauty of content can be unified to form an organic whole: artistic beauty." [8] Through the aesthetic grasp of symbols, and then grasp the "living image" in literature and art, to obtain a profound aesthetic feeling.

In short, Hu Jingzhi's exploration of "beauty law" is of great practical significance. "Rules of beauty" are everywhere. Although the overall life situation in literature and art is very complicated and it is impossible to explore all rules in art, there is no denying that "rules of beauty" in artistic creation are what we must follow.

3. The ultimate question of the meaning of art life



The question of the meaning of art life can be said to be a dazzling red line running through Hu Jingzhi's literary and artistic aesthetics research, and his discussions on various issues of literary and artistic aesthetics are interwoven with this theme. He quoted a famous line from Heidegger to express his feelings about the meaning of artistic life: "All thinking is a poetic activity, and all writing poetry is a kind of thinking." Both artistic creation and aesthetic appreciation are artistic creation in the real sense.

Hu Jingzhi's interpretation of aesthetic experience shows his concern for the meaning of art life. First, Hu Jingzhi defines the concept of aesthetic experience, he said: "the psychological process of aesthetic experience is required a cortex from the inhibition to the excitement of process, is a relatively stable flow excitation, the recombination process of aesthetic experience, is the aesthetic subject to absorbed by the experience of aesthetic object feel infinite mean heart millet." [9](P55) This distinguishes aesthetic experience from aesthetic feeling and emphasizes the individual color of aesthetic experience. Hu Jingzhi analyzed the particularity of aesthetic experience by using a large number of examples in literature and art, and believed that aesthetic experience can be transformed no matter it is life experience, moral experience, religious experience or daily experience, but there must be a condition for transformation.

Secondly, Hu Jingzhi also analyzes the static and dynamic conditions of aesthetic subject and aesthetic object in order to reveal the real mystery of aesthetic experience. In the static analysis, he holds that the aesthetic subject must have two subjective conditions for the occurrence of aesthetic experience: one is aesthetic ability, such as aesthetic perception, aesthetic imagination, aesthetic understanding and aesthetic emotion; The other is the corresponding rich experience (including aesthetic experience and non-aesthetic experience) on the characteristics of aesthetic objects. As for the aesthetic object, it must have aesthetic characteristics and aesthetic information stimulation cluster, rich in aesthetic charm and aesthetic power, so as to cause the aesthetic experience of the aesthetic subject. In the dynamic analysis, Hu Jingzhi uses the dynamic structure with life form to explore. At first, he analyzed several different levels of the common activities of various psychological functions of aesthetic experience, such as rising, thinking and meeting, and explained the dynamic development of aesthetic experience. Then it summarizes three relatively independent stages of aesthetic experience, namely, an extreme mental state of concentration represented by "virtual stillness", the state of "mental thinking" surpassing time and space when feeling erection, and the highest level of experience represented by "materialization" of inspiration; Finally, the aesthetic characteristics of re-experience are discussed. He believes that reexperience is an indispensable part of the whole aesthetic experience, and it is the only way to realize aesthetic value. This is because re-experiencing is the deciphering of "symbols" of artistic works, the blending of plot, artistic conception and spirit with the soul of the subject. It is to let the subject give full play to the initiative of their aesthetic experience so as to achieve the realm of "beyond the image and into the ring", so that the soul is shocked.

Thirdly, Hu Jingzhi also discusses the characteristics, levels and expansions of artistic experience, and holds that artistic experience has the characteristics of fuzziness and intuition transcendence, passion and randomness, flow and deepening, two-way construction and duality. At the same time, he also compares the famous categories of Chinese and Western literary theory, such as interest and empathy, imagination and imagination, interest and inspiration. These discussions all pay attention to the exploration of the meaning of art life, showing his profound knowledge and broad



vision.

Hu Jingzhi's analysis of artistic experience is dynamic and his questioning of the meaning of artistic life is as deep as it is deep. Hu Jingzhi has a strong artistic rational spirit. Other analyses, such as aesthetic transcendence, artistic mastery, the truth of artistic noumenon, artistic acceptance and artistic aesthetic education, also run through the questioning of the meaning of life.

4. Conclusion

In short, Mr. Hu Jingzhi has made important contributions to Chinese literary aesthetics, both in terms of the proposal of disciplines and the standardization of disciplines. His literary and artistic aesthetics theory starts from practice, sums up the "law of beauty", and finally comes down to the ultimate concern for artistic life, which is the micro portrayal of contemporary aesthetic culture. With the coming of the new century, the flame of literary and artistic aesthetics ignited by Mr. Hu 20 years ago will surely shine even more resplendent on China's literary world and academies.

References

- [1] Xia Qingqing: *Research on Hu Jingzhi's Literary Aesthetics Thoughts* [D], Hunan Institute of Science and Technology, 2018.
- [2] Zeng Fanren: *Professor Hu Jingzhi And Literary Aesthetics* [A], Oriental Series, 2000 (4).
- [3][4] Hu Jingzhi: *Aesthetic Theory of Literature And Art* [M], Wuhan: Central China Normal University Press, 2000.
- [5] Marx and Engels: *The Complete Works of Marx And Engels (Volume 42)* [M], Beijing: People's Publishing House, 1979.
- [6][7][9] Hu Jingzhi: *Aesthetics of Literature And Art* [M], Beijing: Peking University Press, 1999.
- [8] Hu Jingzhi: *Art: Creation According to The Law of Beauty* [J], Literature and Art Studies, 1999 (4).



Study on the Value Evaluation of Educational Publishing Entrepreneurial Enterprises^①

Yu Mingtao¹, Sun Weize²

^{1,2}Shandong University of Technology, Zibo255300, Shandong Province, China

E-mail: mingtaoyu@sina.com

Abstract

Reasonably estimating the value of educational publishing entrepreneurial firms is an important support for strengthening enterprise performance management and equity operation. Based on the industrial characteristics and enterprise characteristics of educational publishing entrepreneurial firms, this paper systematically analyzes its value driving factors, constructs the value evaluation index system from four aspects: books distribution and marketing, books planning and design, corporate governance and fiscal and tax support policies, and uses analytic hierarchy process to explore its application. It not only expands the research results of value evaluation of educational publishing enterprises, but also provides an important theoretical reference for educational publishing enterprises to carry out value management.

Keywords

Enterprise value evaluation, Educational publishing enterprises, Entrepreneurial firms, Analytic hierarchy process

Under the background of transformation of old and new driving forces, the educational publishing industry, as the core content producer of cultural and creative industries, has become an important choice for government departments at all levels to strengthen cultural and educational construction, improve urban cultural taste and transform the mode of economic growth. With the promotion and support of the government's macro policies, a large number of educational publishing start-ups have sprung up. Compared with traditional industries, educational publishing start-ups have dual attributes of economy and ideology, emphasizing the important role of copyright assets and innovation and creativity, presenting a typical "asset-light" characteristic in asset composition, and their value driving factors are quite different from those of traditional enterprises. The existing literature mainly adopts the revenue method, market method and other traditional valuation methods to evaluate the value of listed book publishing enterprises, but there is a lack of research on book publishing entrepreneurial enterprises. Therefore, based on the industrial attributes and enterprise characteristics of book publishing entrepreneurial enterprises, it has become an

^① This paper is the periodical achievement of the key project of the transformation of old and new driving forces in Shandong Province "The Construction of Publishing Industry Incubation Platform Based on the Whole Industry Chain" and the school-city integration project of Zibo city "Research on the Operation Mode and Performance Evaluation of Cultural Industry Incubator" (2019ZBXC588).



important issue of theoretical and practical circles to explore the value driving factors and build a value evaluation system.

1. Literature review

Existing in the study, mainly on the traditional assessment of enterprise value as the breakthrough point of view of cultural enterprises value evaluation, think that in addition to the traditional enterprise's economic value, cultural publishing enterprise also has the unique cultural value, at the time of evaluation, to comprehensive economic value and cultural value of the publishing enterprise value evaluation ^[1] (rocket power, 2011). Wang Junhui and Hou Xiaona ^[2] (2013) believe that appropriate value evaluation methods should be selected from the innovative mechanism and business model of cultural publishing enterprises. In the process of value evaluation, reasonable value evaluation should be paid attention to the intangible assets of enterprises, and the cyclical value of cultural enterprises should be considered in the estimation process. Zhang Yuemei and Wang Lijuan ^[3] (2014) used cost method and income method in financial management to evaluate the value of a listed publishing enterprise. After the evaluation, they found that income method based on cash flow could better reflect the enterprise value of publishing enterprise than cost method based on asset value. This is mainly because the income method reasonably evaluates the value of intangible assets such as publishing resources, customer resources, translator resources, sales network and copyright of an enterprise, reflecting the comprehensive profitability of various assets of the enterprise, which is difficult to be objectively reflected in the cost method. Wang Shoulong et al. ^[4] (2015) believe that when facing the evaluation of copyright value, traditional valuation methods such as cost method should not be adopted, but methods such as present value of income method that can comprehensively evaluate copyright value should be considered. Wu Jing ^[5] (2015) believes that copyright value owned by enterprises should be comprehensively evaluated from the aspects of content value, author popularity, brand, life span, artistic and social value, so as to enhance the objectivity and rationality of value evaluation results of publishing enterprises. For educational publishing start-ups, book planning and design and book distribution and marketing are key links of value creation (Zhao Yan et al., 2019) ^[10].

To sum up, previous literatures have analyzed the heterogeneity of cultural enterprise value and traditional manufacturing enterprises, and mainly adopted cost method, income method and market method to explore and apply evaluation methods for the value of listed educational publishing enterprises and the value of book copyright assets, thus providing important data support for this study. However, the existing research has not paid enough attention to educational publishing start-ups, and the analysis of the driving factors of the core value of educational publishing start-ups is also lacking. Therefore, on the basis of comprehensive consideration of the industrial characteristics and enterprise characteristics of educational publishing entrepreneurial enterprises, this paper systematically discusses the value driving factors and constructs the value evaluation index system, which has important theoretical significance and practical value. It not only deepens the research content of the value evaluation of book publishing enterprises, but also provides theoretical guidance for the performance evaluation and equity financing of educational publishing enterprises in reality.

2. The value evaluation method selection of education publishing



entrepreneurial enterprises

2.1 Value drivers of educational publishing start-ups

First of all, according to the government regulation theory, educational publishing enterprises have dual attributes of economy and ideology, and their book publishing and market operation are subject to stricter government regulations and intervention than traditional enterprises. Local governments also provide more fiscal and tax support to book publishing enterprises. Therefore, government regulation policies and fiscal and tax incentive measures also have a great impact on the value of educational publishing start-ups. Secondly, according to the theory of enterprise value and value chain, enterprise value comes from the value creation activities of enterprise research and development, production and sales ^[1], while for educational publishing start-ups, book planning and design, book distribution and marketing are the key links of enterprise value creation (Zhao Yan et al., 2019) ^[10]. The book planning and design part mainly includes: topic development, signing author, book solicitation, product design and other activities, these activities are closely related to the product content of the enterprise; Book distribution marketing part mainly includes: brand publicity, product marketing, product sales and after-sales service and other activities, these parts mainly affect the sales channels and market position of book products, determine the market sales situation faced by enterprises. Finally, for educational publishing start-ups, the practice experience and personal characteristics of the founding team, ownership structure and other corporate governance conditions are also key factors affecting value creation and value sharing.

2.2 The limitation analysis of traditional enterprise value evaluation methods

Traditional enterprise value evaluation methods mainly include cost method, income method and market method ^[9]. Traditional evaluation methods are faced with great limitations when evaluating the value of educational publishing start-ups. First of all, the cost method mainly reflects the value of the capital invested and the assets purchased by the enterprise in the past. Due to the asset-light nature of educational entrepreneurial enterprises, the value of core assets such as intellectual property rights cannot be fully reflected in the financial books, making the cost method not applicable to the value evaluation of educational publishing entrepreneurial enterprises. Secondly, the income method mainly uses the discount of future cash flow to evaluate enterprises. Due to the short establishment time of start-ups, some enterprises are in a state of small profit or even loss, and there is great uncertainty in future cash flow, and it is difficult to find an appropriate discount rate, so the application of this method is greatly restricted. Finally, the key to the application of the market method is to find comparable enterprises with the same operational and financial risks as the evaluation enterprises. Due to the large differences in key resources and core capabilities among education and publishing start-ups, it is difficult to select comparable enterprises.

2.3 Value evaluation system construction based on analytic Hierarchy Process

According to the analysis of value driving factors of educational publishing start-ups, book distribution and marketing, book planning and design, corporate governance and fiscal and tax support policies are the key variables that affect their value creation. As the four aspects of value driving factors are mostly qualitative indicators, it is more suitable to use analytic hierarchy process to evaluate. By comprehensively considering the industry characteristics and enterprise



characteristics of education publishing entrepreneurship, the value evaluation index system of education publishing entrepreneurship is constructed from four aspects: market factors, product content, corporate governance and external environment (see figure 1 below).

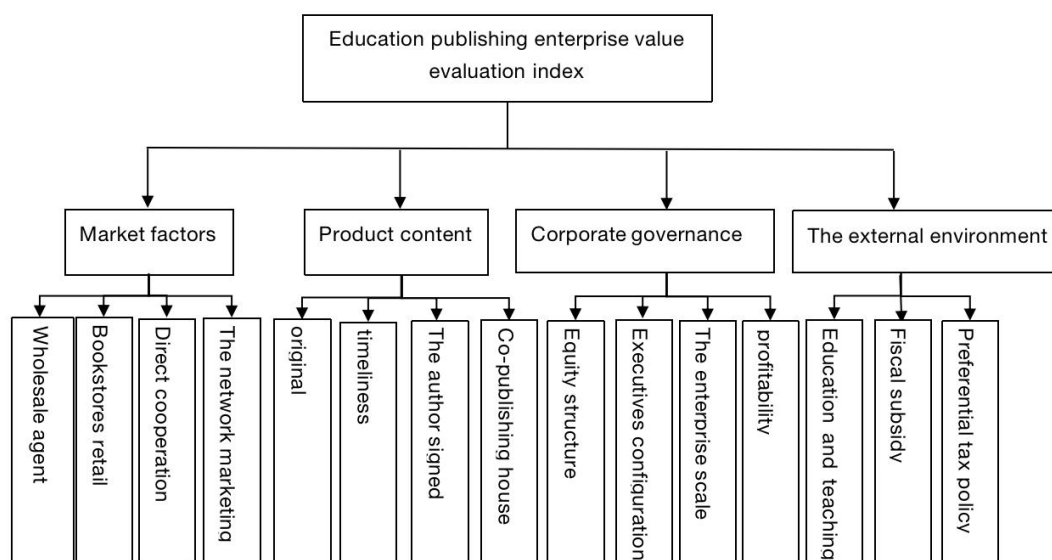


Figure 1 Value evaluation index system of educational publishing start-ups

2.3.1 Market factors

According to the theory of customer value, the value of products and services provided by enterprises can only be truly realized if they are recognized by customers [13]. As for educational publishing enterprises, only when they have good sales channels in the market, their products can be better accepted by customers. After reviewing relevant literature and consulting industry personnel, the market factors of start-up educational publishing enterprises are divided into four aspects: wholesale agency, bookstore retail, online sales and cooperative direct sales.

When publishing enterprises sell publications, in order to maintain the stability of their channels, they usually cooperate with agents to wholesale their products to fixed agents, who are responsible for the overall sales of their own products in a region. This kind of sales channel is often used in cross-provincial sales, which is one of the important channels for publishing enterprises to sell their products.

Bookstores retail books published enterprise refers to the education products within the xinhua bookstore in the national chain sales or in local small book store sales a sales mode, this kind of sales model often have no fixed partners, the quantity of goods will also vary according to the market situation, but given the education publishing enterprises tend to be small, the product type and quantity is less, Therefore, in the early stage of establishment, the local market is often regarded as the main sales place of their products.

In addition to the traditional way of wholesale and retail, education publishing company often cooperate with schools and other education training institutions, to provide the books they need products, this way of cooperation of direct selling tend to be stable, that need to be determined the number of published product is better, so the education publishing company, cooperation of direct selling is also one of the important sales channels.



Nowadays, with the development of online shopping, many publishing enterprises have also opened up online sales mode to sell publishing products on the Internet. For educational publishing start-ups, it is difficult to find wholesalers with inter-provincial cooperation in the initial stage of establishment, and selling their own products online is also an important choice to expand sales.

2.3.2 Product content

For publishing enterprises, their product content is the key support to attract customers, seize the market and realize value. In previous studies, most scholars also believe that "content is king" is the main profit model of educational publishing enterprises^[11]. Therefore, on the basis of referring to previous studies, product content elements are divided into four aspects: originality, timeliness, contracted authors and cooperative publishing houses^[14].

Originality is the soul of a published product, which means that a published product is independently completed and different from existing products on the market. It is the embodiment of copyright ownership of a publishing enterprise and an important basis for customers to make choices among numerous products^[3]. For educational publishing enterprises, the originality of products is not only an important symbol of their mature management, but also an important source of their enterprise value.

Timeliness means that publishing enterprises can provide products to keep pace with The Times and meet the needs of the market and customers. Especially in the current environment of major reform in the education industry, whether educational publishing enterprises can continue to provide new products according to the new needs of the market and customers has become an important factor in the evaluation of their product content.

Contract authors refer to those who sign contracts with publishing enterprises to provide original products for them. The level of book authors often represents the quality of published products. For educational publishing enterprises, famous scholars or educational experts provide products for them, which can not only ensure the quality of published products, but also the signature of well-known authors is undoubtedly a "golden sign", which will open up sales for their products.

Cooperative publishing houses refer to state-owned publishing enterprises that cooperate with publishing enterprises to provide isbn and quality assurance for their products^[8]. The popularity and reputation of the publishing house not only have a certain brand endorsement effect on the book products, but also affect the customers to buy educational book products. For start-up educational publishing enterprises, finding good cooperative publishing houses is an important guarantee for their product content to obtain official recognition.

2.3.3 Corporate governance

Corporate governance level has always been one of the important factors affecting enterprise value, and it is also the focus that needs to be paid attention to when evaluating enterprise value. In previous value evaluation studies, financial data of enterprises are usually selected as evaluation indicators. However, considering that the financial system of education and publishing start-ups is not mature at the initial stage of establishment, it is difficult to reflect the real situation of corporate governance level if all financial indicators are selected^[15]. In the establishment stage of an enterprise, managers' ability and management style are crucial to the development and governance of the company. Therefore, considering corporate governance and financial characteristics, the ownership structure, senior management allocation, enterprise size and



profitability of the company are selected as the evaluation indicators.

Ownership structure refers to the proportion of shares of different nature and their relationship in the total capital stock of a joint-stock company. Corporate ownership structure is one of the basic indicators reflecting corporate governance structure, ownership structure has an important impact on corporate strategic decision-making, organizational structure, business model and so on. Therefore, the analysis of the ownership structure of educational publishing start-ups can not only examine the current governance level of the enterprise, but also judge the development direction of the enterprise in the future period.

Entrepreneurial team behavior can often affect or even determine the governance level of a company. In a start-up education and publishing enterprise, a decision made by an executive can often completely change the operation and management status of the start-up enterprise, thus affecting the value of the enterprise. Senior executives' career experience, risk bearing capacity and social network resources are the important factors that affect the quality of senior executives' decision making.

The scale of an enterprise is closely related to the level of corporate governance. Generally, large enterprises also have a more standardized corporate governance system and financial index system. Although education and publishing start-ups are new ventures, their sizes are different due to different initial investment. Therefore, enterprise size should also be evaluated when examining corporate governance.

Corporate profitability indicators are not only the importance of enterprise operating performance indicators, is commonly used in enterprise value evaluation of quantitative indicators, the value of traditional evaluation methods market method and income method is based on corporate profitability index, therefore, when using the analytic hierarchy process (ahp) to evaluate the enterprise value, should also be reasonable considering the influence of corporate profitability [7]. From the perspective of education and publishing start-ups, compared with other financial indicators, corporate net profit or net cash flow and other indicators can better reflect the growth capacity of start-ups.

2.3.4 External environment

Educational publishing enterprises have dual attributes of economy and ideology, so compared with traditional manufacturing industry, they are subject to stricter government intervention and administrative regulations. At the same time, as a content industry with good development prospects, educational publishing enterprises are also highly valued by the central and local governments, and governments at all levels actively adopt fiscal and tax policy incentives to promote the development of educational publishing enterprises. Therefore, the specific impact of government regulation, fiscal and tax support policies on enterprise value should be comprehensively considered in the evaluation process of education and publishing entrepreneurial enterprises.

In recent years, education authorities continue to promote the reform and development of education industry. The new goals, new requirements and new policies of education reform are bound to have a profound impact on education publishing enterprises. For example, the implementation of the "double reduction policy" has significantly reduced the market size of primary and secondary educational auxiliary products, thus having a certain impact on the sales of educational publishing in this subdivision. Therefore, it is necessary to comprehensively consider



the specific effects of education and teaching reform on the value of education and publishing enterprises according to the specific segmentation fields of different education and publishing enterprises.

In addition, the government's tax preferential policies in the educational publishing industry are an important external factor affecting the value of educational publishing enterprises. On the one hand, tax preferential policies reduce the operating costs of enterprises, but also have a positive signal effect of attracting social capital, which is conducive to improving the valuation level of education and publishing start-ups. Therefore, the impact of tax incentives on enterprise value should be fully considered in value assessment.

Financial subsidy is also an important means for the government to promote the development of educational publishing enterprises. Heavily in the development of cultural creative industry background, part of the local government on the one hand, through the industry incubators, industrial park of education publishing enterprises provide venues, financial support, on the other hand through the annual assessment, feature selection methods such as enterprises, to focus on education publishing enterprises has the development potential of reward or subsidies. Therefore, the way and intensity of government financial subsidy is also an important factor affecting the entrepreneurial value of educational publishing.

Thirdly, the application of educational publishing entrepreneurial enterprise value evaluation based on analytic Hierarchy process

3. Specific measurement of the value evaluation indicators of educational publishing start-ups

3.1 Specific measurement of the value evaluation indicators of educational publishing start-ups

In order to facilitate experts to score and evaluate specific indicators, the specific measurement method of value evaluation indicators for educational publishing start-ups is determined, as shown in Table 1.

Table 1 Measurement of educational publishing entrepreneurial enterprise value evaluation indicators

Primary index	Secondary index	Indicator signal	Quantitative way
Market factors	Wholesale agent	Enterprises sell products through wholesale agency channels	Number of wholesale channel partners
	Bookstores	The situation in which a company	Number of retail channel partners
	retail	sells its products through retail	
	Direct cooperation	Enterprises sell products through cooperative direct sales channels	Number of cooperative direct selling partners



Product content	The network marketing	Enterprises sell products through online channels	Number of online stores or communities
	Original	Originality in launching published products	Types of original products of enterprises
	Timeliness	Release date and update frequency of published products	The launch date of a published product
	The author signed	A well-known author who has signed a contract with a company	Sign the number of authors
Corporate governance	Co-publishing house	The popularity and authority of enterprise cooperative publishing	Grade the publishing house
	Equity structure	Equity structure of the enterprise	Indicators related to ownership concentration
	Executives configuration	Background of corporate executives	Education background of senior executives
	The enterprise scale	The size of the enterprise	The number of employees in an enterprise
The external environment	Profitability	The profitability of the enterprise	The net cash flow of the business
	Education reform	The influence of educational reform factors on enterprises	The number of new products launched by enterprises during education
	Preferential tax policy	Government tax incentives for educational publishing enterprises	Amount of tax benefit
	Fiscal subsidy	The government provides financial subsidies to publishing enterprises	The amount of direct government subsidy

3.2 Application process of analytic hierarchy process

First of all, by widely soliciting opinions of relevant experts in the industry, 1-9 scale method was used to solicit expert opinions for scoring, and the importance degree of two indicators was judged respectively, with 1 being equally important and 9 being extremely important. The judgment matrix H was established as shown in the figure:



$$H = \begin{bmatrix} a_{1,1} & \cdots & a_{1,m} \\ \vdots & \ddots & \vdots \\ a_{m,1} & \cdots & a_{m,m} \end{bmatrix}$$

After the judgment matrix is normalized, the maximum eigenvalue $\lambda_{\max}$ and the corresponding maximum eigenvector $W_{\max}$ are calculated according to the formula $HW = \lambda W$, $W_{\max}$ is the weight of each index, $W_{\max} = (w_1, w_2, \dots, w_m)$.

Secondly, the consistency of the results, because the judgment matrix of index is based on the expert's subjective judgment, different experts may have contradictions, to eliminate subjective influence on the result, CR by consistency index to judge whether the experts concluded that the index is consistent, the formula is as follows:

$$CR = \frac{CI}{RI}$$

Among them

$$CI = \frac{\lambda_{\max} - n}{n - 1}$$

$$RI = \frac{CI_1 + CI_2 + \dots + CI_n}{n}$$

If the result $CR < 0.1$ is obtained, it is generally considered that the weight result obtained by the judgment matrix can be accepted; otherwise, the result needs to be adjusted and modified until it passes the consistency test.

Finally, according to the weight index that has passed the consistency test, the sub-item index value of the quantified education publishing start-up enterprise is brought into the weighted calculation to obtain the relative value of the evaluation target unit [16].

It should be pointed out that, through the analytic hierarchy process (ahp) to determine weights, although can enhance weight coefficient to determine the scientific and accuracy, but the quantitative index and determine the weight of a certain subjectivity, at the time of application need to fully consider expert group, professionalism and integrity, and fully consider the opinions of the expert inside course of study and absorb education publishing industry.

References

- [1] Li Zhihui: *Value Analysis of Book Publishing Enterprises* [J]. Finance and Accounting Communications, 2011(10):23-24.



- [2] Wang Junhui, Hou Xiaona: *Discussion on Characteristics and Value Evaluation of Cultural Enterprises* [J]. Finance Monthly, 2013(08):70-73.
- [3] Zhang Yuemei, Wang Lijuan: *Case Study of Book Publishing Enterprise Value Evaluation* [J]. China Asset Evaluation, 2014(12):14-20.
- [4] Wang Shoulong, Chen Yuming, Wang Zhiyuan: *The Basic Method of Copyright Asset Value Evaluation and Its Marketization Application* [J]. Publication and Distribution Research, 2015(05):20-22.
- [5] Wu Jing: *Analysis of Copyright Valuation Methods -- Taking Book Copyright as an Example* [J]. Copyright of China, 2015(05):58-60.
- [6] Liu Xiaoqing: *Research on Profit Model of Publishing Enterprises* [D]. Beijing Institute of Graphic Technology, 2007.
- [7] Zhou Zhengzhu, Zhu Kechao: *The Latest Progress and Review of the Research on the Valuation of Intellectual Property*[J]. Modern Information, 2015,35(10):174-177. (in Chinese)
- [8] Zhao Yan, Wang Wenju, Ni Yuan: *An Evolutionary Game Analysis on Copyright Protection of Digital Content Products* [J]. Library and information service, 2019,63(02):43-51.
- [9] Li Haijian, Feng Li: *Research on the Source and Theory of Firm Value* [J]. China Industrial Economics, 2004(03):52-60.
- [10] Zhao Yan, Wang Wenju, Ni Yuan: *Research on the Evaluation Method of Digital Content Resources Based on GCA-RFR Model* [J]. Statistics and Information Forum, 202,37(02):12-22.]
- [11] Wang Zhijun: *An Analysis of the Valuation Method of the Start-up Market* [J]. New Accounting, 2017(04):53-54. (in Chinese)
- [12] Lei Mingyuan: *Case Analysis of Start-up Enterprise Value Evaluation* [D]. Harbin Engineering University, 2015.
- [13] Zhu Xiaochuan: *Start-up Enterprise Valuation Method Comparison Choice* [J]. Business Times, 2009(12):88-89.]



The Great Mother of Heroes

Appreciation of the Opera *Wang Jinmei's Mother*

Zhang Yanping¹, Ma xuefei²

^{1,2}Shandong University of Technology, Zibo 255300, Shandong Province, China

E-mail: zyptaexlao@foxmail.com

Abstract

The campus cantata *Wang Jinmei's Mother* by the national non-material heritage inheritor, Wu Yin Opera performing artists Huo Junping play the lead, Shandong University of Technology choir, dance and so on university student union choreography show, in the form of a cantata represents the communist party of China "The first Congress" on behalf of Wang Jinmei's short and magnificent life, and Wang Jimei's mother's strong broad mind. The play consists of chorus, dance, opera performance, recitation, stage screen and so on. By truly displaying the major historical background and events of Wang's time, Wang's mother's love for her son and her lofty maternal love of broad, perseverance and dedication are fully displayed, so as to commemorate the centennial of the founding of the Communist Party of China, carry out ideological and political education in colleges and universities vividly and effectively, and better inherit the red gene. Through the demonstration of major events in party history related to Wang Jinmei, ideological and political education and red gene inheritance in colleges and universities are highly infectious. The highlight of the theme of "youth" in the play provides practical operational ideas and examples for party history education, traditional opera culture inheritance on campus, aesthetic education in colleges and campus culture construction. It is also a grand work dedicated by Shandong University of Technology to the centennial birthday of the Communist Party of China.

Keywords

Wang Jimei's mother, character image, The 100th anniversary of the founding of the Party, Drama review

In the first National Congress of the Communist Party of China, Wang Jumei was the one with the shortest life, and his life scale stopped at 27 years old forever. However, in his short life, he made an indelible contribution to the cause of the Party. Behind these contributions, his mother is indispensable. The image of the mother is great and worthy of our praise. The campus cantata *Wang Jinmei's Mother* by the national non-material heritage inheritor, Wu Yin opera performing artists Huo Junping play the lead, Shandong University of Technology choir, dance and so on university student union choreography show, in the form of a cantata represents the communist



party of China "The first Congress" on behalf of Wang Jinmei's short and magnificent life, And Wang Jimei's mother's strong broad mind. Through "all the way to send heart care", "son's story spread in all directions", "hero looking at youth on the mountain" and other three rich Wu Yin Opera characteristics of the movement, fully showing Wang Jinmei's mother as the average Chinese rural women's traditional virtues and dedicated to the belief of son of firm faith, proving communist ideal ground to take root and thrive in China's inevitability. Through the excavation of the major events in the party history that Wang Jinmei Participated in, the actions of Wang and his mother at that time were explored, and the selfless efforts of Wang's mother were described, so as to carry out ideological and political education and inheritance of red gene in colleges and universities with great appeal. In the play, Wang Jinmei is young and energetic, dedicated and selfless, among which the theme of "youth" is highlighted, has important inspiration significance to the contemporary youth, education in party history study, the traditional opera culture inheritance, college aesthetic education and the construction of campus culture, campus provides the feasible operation ideas and examples, and Shandong University of Technology is dedicated to the one hundredth birthday of the communist party of China grand works.

The play consists of chorus, dance, opera performance, recitation, stage screen and so on. By truly displaying the major historical background and events of Wang Jinmei's time, Wang Jinmei's mother's love for her son and her lofty maternal love of broad, perseverance and dedication are fully displayed, so as to commemorate the centennial of the founding of the Communist Party of China, carry out ideological and political education in colleges and universities vividly and effectively, and better inherit the red gene.

1.The formation of the mother's character of the environmental reasons

Shandong is the birthplace of Confucianism, with a long history and splendid culture. Known as "the hometown of Confucius and Mencius and the land of courtesy", Shandong is one of the cradles of the ancient Civilization of the Chinese nation, with rich historical and cultural deposits. The humanistic environment of Shandong Zhucheng and the suffering of mother's emotion are the source of breeding revolutionary pioneers, and the river and land are the symbol of all faith and dedication. This is the landscape environment that nurtures Wang Jinmei, but also the important source of the image of mother's broad and rich eternal vitality. Wang Jinme's success is inseparable from wang's mother's selfless dedication. Wang Jinme 's mother, as a rural woman, gave him the best she could, just like Mencius's mother in "Mencius's Mother Moving Three Times", who constantly moved to give her child the best growing environment. Wang's mother is to overcome the adverse factors in the current environment and do her best to cultivate the best Wang Jinmei. This selfless and brave maternal love is moving.

2. Loving and Wang Jinmei's little "home"

2.1 Bring up one's children properly

Wang Jinmei had been eager to study since childhood, but because of her poor family, she could only eavesdrop on the lectures given by the private school teacher outside the school window. In 1918, at the age of 20, Wang Jinmei, with the support of her grandmother and mother, pooled a



silver dollar and decided to leave her hometown to help her continue her studies. In that year, the first Provincial Normal School in Jinan could apply for the exam for free, and Wang Jinmei actively prepared to pass the exam. Mother personally sent him to school, sent far away. Here the image of Wang's mother is concretized. Although the family was poor and penniless, my son was everything to my mother. In order to fulfill my son's dream of study, I went to thousands of miles and tried my best. Hard-working, poor, humiliated mother, is the son to study on the road of power and stepping stone. Her mother's hard work and efforts had a deep influence on Wang.

2.2 Love your son deeply

Mother's hope for life is placed in his son, the son of careful teaching, reading is not to make a fortune, go to school is not to raise the officer, only for a lifetime of understanding, do a heavy feeling heavy righteousness, right and wrong, straight, upright bloody good son. The growth of her son is a mother's eternal concern, inculcation of her son is the best love for him. "Son to leave home to study, as a mother I can not rest assured, accompany my son all the way." His son participated in the revolution and left home, and his mother saw him off all the way. Even though she was reluctant to part with her son, she firmly supported her son's dream. "Parents love their children deeply, and make great plans for their children's future", in order to son can become a contribution to the country, resolutely stick to the rear position in the family. Wang jinmei represented Shandong to attend the "The first National Congress of the Communist Party of China" to witness the birth of the Communist Party of China. To Zibo mining area, Jinan, Qingdao and other places of the early revolutionary activities, the spread of fire, for the realization of the ideal of selfless struggle, depicting a lifelike revolutionary, one after another, will not give up. Wang Jinmei did not live up to her mother's hope, which also shows that her mother's teachings are not in vain from the side, to create a bloody hero who is loyal to the country.

2.3 Love the child sad, strong tolerance

Although the revolutionary mission of the son is full of confidence, but Wang Jinmei to attend the meeting in Moscow, because there is a confidentiality agreement, has not been heard from, the mother can not contact Wang Jinmei, is very anxious. Mather trekked every day asking for news of my son. Wang Jinmei because of long-term selfless work and hard life, suffered from serious lung disease, he completely regardless of vomiting blood faint, resolutely sick into battle. When her son died of illness, the mother took her son's body back to her hometown and built the only photo mud into the wall of her son's childhood mud house. Even if mother miss such as disease, but the look on her face is still resolute. Because Wang Jinmei ignited a fiery fire with her youth, her son's heroic sacrifice was not in vain, no sigh, no retreat, the mother listened to her son's self-narration with perseverance.

3. To protect and protect the great "home" of the whole nation

3.1 Be proud of your son and support the revolution

Although the mother missed her son and dreamed about her son many times in her dreams, she still could not disturb her, silently turned her missing into a driving force to support Wang Jimei and the revolution, and firmly believed in her son, the party and the country. We can see wang's contribution to the revolution, but the belief that Wang's mother silently supported the revolution in the rear battlefield is also a huge driving force for the success of our revolution. This is also the true epitome of thousands of rural women during the revolutionary period, their great love makes



us move.

After her son died, the mother put a picture of her son on the wall to seal the memory of her son forever. She did not complain that the revolution had robbed her of her excellent children. When she saw that the noble cause of her son's ideal was being realized on the land of her hometown, countless outstanding young people like her son were coming forward and succeeding, she was very pleased. The white-haired old mother, proud of her son, set foot on yingxiong Mountain, praising and expecting the young people from the bottom of her heart and firmly supporting the revolutionary cause.

3.2 Understand that national interests outweigh personal interests

After raising excellent children, Wang Jinmei spent years in Beijing, Shanhaiguan, Zibo, Qingdao and other places in Shandong Province, often "three times home but not in", only relying on letters to communicate with her mother and family..... Son away from home for the revolution, the mother "contain" live their thoughts, in order not to disturb the son's revolutionary career, just through and son mutual writing letters, express the feeling of missing a paper letter home, placed the mother and child two people's acacia. Wang's mother did not "tie" her son firmly to her side, but hoped that he would go to a bigger stage, devote himself to the revolutionary cause, fear no sacrifice, realize his ambition, liberate the whole Of China.

4. Artistic features of the play

The first is the characteristics of national opera. This opera is a drawing on the Qi opera board cavity structure to develop the main singing voice and become an opera work, by the national singing method to play the main role in the play, so it has a bright and rich characteristics of the Qi national opera.

The second is the oratorio features. The play is a large-scale divertimento structure, with a certain dramatic plot, composed of a variety of vocal music and orchestra, including aria, recitative, duet and chorus, is a large multi-movement vocal divertimento, accompanied by orchestra.

The third is the characteristics of college campus drama. This play was created and performed in the university campus. Scriptwriter, director, actor, composer, recitation, dance, chorus, choreography, props, lighting, sound and drama management are composed of teachers and students from the university campus, totaling more than 200 people.

The fourth is the characteristics of five-tone drama. When performing, the first word is spoken and the tune is colloquial, and the melody changes more. Sing with the original voice, female cavity end melody extension, after the falsetto turn high, known as "cloud cover the moon", the melody is beautiful and simple, suitable for expressing feelings.

5. conclusion

On the whole, the drama shows the major events in the history of the Party that are closely related to Wang Jinmei, and the short and magnificent life of Wang Jinmei, a representative of the "The first National Congress" of the Communist Party of China, which is of great value and practical significance to the propaganda and education of the history of the Party and the inheritance of the red gene. This play vividly describes the resolute and brave image of Wang's mother, which typically shows the silent efforts of a large number of rural women in the rear positions of the revolutionary period, which is of great significance to the study of the image of female figures in



the revolutionary period. This play shows that people in the revolutionary period when the national interests and personal interests conflict unswervingly choose to contribute to the country, the performance of the spirit of giving up the small family for everyone, which has important educational significance for the cultivation of contemporary youth values, outlook on life. This play is a campus oratorio, created by more than 200 people including teachers and students. Wang's revolutionary deeds have been moving all the teachers and students, which is of great value and practical significance to the development of aesthetic education and ideological and political education in universities. This play sets national opera, oratorio, college campus drama, five-tone drama and other characteristics in one, which provides practical operational ideas and examples for party history study education, traditional opera culture on campus inheritance, aesthetic education and campus culture construction in colleges and universities.

References

- [1] Zhang Shujun, *Wang Jinmei* [M]. Beijing: Learning Press, 2020.
- [2] Wang Jinmei: Collection of Wang Jinmei (Jing) [C]. Beijing: People's Publishing House, 2001.
- [3] Jinan Normal School of Shandong Province. *Collection of Works And Research of Wang Jinmei* [C]. Beijing: History of the Communist Party of China Press, 2009.
- [4] Chinese Society of Figures in The History of the Communist Party. *Biography of Figures in The History of The Communist Party of China, Vol. 1* [M]. Beijing: China Renmin University Press, 2017.



A journal archived in Dječija biblioteka Istočno Sarajevo, BiH

A journal indexed in BiH (The National Bibliography)

A leading journal in social science research

Intercultural Communication

Social Science Edition

Founded in 2020, Quarterly

Division in Charge: East Europe-China Audiovisual Translation and Cultural Communication Association (ECATCCA)

Editing and Publishing: Journal of Intercultural Communication (Social science edition) Editorial Department

Address: Dječija biblioteka Istočno Sarajevo, Spasovdanska 19

Zip: 71123

Telephone: 066039179 (BiH) 15264386539 (China)

E-mail: journal2020@163.com

Website: <http://yingshixiehui.sdut1.com/>

Scope of Issuance: Public issuance at home and abroad

ISSN: 2744-2551

ISO: 3297