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1920: Zhoucun Commercial Bank Failure Case and Judicial Justice

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Abstract

In 1920, the Zhoucun (周村) Commercial Bank announced its collapse. The huge amount of debt owed could not be repaid, and this case involved many Zhoucun (周村) merchants, which was difficult to solve for a while. It was not until 1924 that a task force was set up to investigate and hear the case, which lasted for three years, was completely resolved. The collapse of the Zhoucun (周村) Commercial Bank illustrates that in the old democratic era, without the guidance of advanced ideas and organizational leadership, the spontaneous commercial behavior of the merchants and people would not be able to survive the arrival of the international financial torrent. Only after the founding of New China, under the leadership of the Communist Party of China, did the financial industry in Zhoucun (周村) receive a new dawn.

Keywords

1920, Zhoucun (周村) Commercial Bank, Collapse

The News, January 29, 1924, "Mediation of the Zhoucun (周村) Commercial Bank Case".

Local Hengyu and other Zhuang, the former to Shandong Zhoucun (周村) Commercial Bank after the collapse of the debt to Jinan Chamber of Commerce to clean up, the creditors on behalf of Yu Mao (裕茂) and other eight in Shandong local should sue, has not been resolved. Recently, we heard that some people have been mediated to try to sell the bank's property and distribute it according to the creditors' debts, so as not to delay the time. The creditors of Zhoucun (周村) have written to seek the consent of Hengyu (恒裕) and other banks in order to comply.

From this "news", we know that the Zhoucun (周村) Commercial Bank had already closed down before 1924, and after the closure, due to the dispute over the handling of debts, the Jinan Chamber of Commerce, which was in charge of debt settlement, was sued by eight merchants,



including Zhoucun (周村)Yumogong(裕茂公), which had business relations with the Zhoucun (周村)Commercial Bank, and the case was handled until the beginning of 1924, when the outcome was known. It can be inferred that the Zhoucun (周村)Commercial Bank was sued by several merchants, indicating that the dispute after the collapse was extremely complicated. So, when did the Zhoucun (周村)Commercial Bank collapse after all? What led to the inevitable bankruptcy of a local bank that was the "top of the province" in commerce?

Section 1

After the opening of the Jiaoji(胶济) Railway, foreign financial institutions developed rapidly in the commercial ports of Shandong, and in 1898, the German Deutsches Bank opened a branch in Qingdao, and in 1909, a branch was opened in Zhoucun. However, as early as 1886, there was an incident that "Zhang Yao(张曜), the governor of Shandong, borrowed money from Edward Bank"[1], indicating that Zhoucun (周村)already had business with foreign banks long before the opening of the port. Around 1907, German Wiling(维林) set up a branch in Qingdao and subsequently established exchange business with Zhoucun Tonghetai Firm[2]. In 1912, Britain's HSBC Bank and Russia's Russo-Chinese Bank set up branches in Qingdao. In 1913, Japan's Yokohama Specie Bank Ltd set up a branch in Qingdao. These foreign banks also set up branches in Weixian, Zhoucun, Jinan and other places successively. After the outbreak of the First World War, Japan's Yokohama Specie Bank Ltd also gained a dominant position in the financial field of Shandong with the occupation of the Jiaojia-Jinan Railway.

In 1914, the Bank of China set up an office in Zhoucun (周村). At this time, It has been opened as a commercial port for ten years, foreign companies were spread all over Zhoucun, modern banks and traditional ticket houses coexisted harmoniously and went hand in hand, and Chinese and foreign silver dollars and banknotes passed through the Zhoucun (周村)market at the same time. However, unfortunately, Zhoucun, which has always been a "commercial city"[3], failed to establish its own local bank. Many foreign businesses in Zhoucun (周村)went to Jinan for exchange, while foreign companies went to Qingdao for exchange, and Zhoucun, which was "the top of Shandong in commerce", needed its own bank.

It was in 1914, Zhoucun (周村)rich merchant Li Jingzhai(李敬斋) initiated, "Zhoucun (周村)major merchants jointly invested in the establishment of the Zhoucun (周村)Commercial Bank" [4], using a modern joint stock company system, by several capital strong merchants jointly invested in the establishment. At the beginning of the Republic of China, foreign banks, the Bank of China, the Bank of Communications and the Bank of Shandong all opened branches in cities along the Jiaoji Railway, but the only one that could create its own local bank was Zhoucun, and although Jinan, the provincial capital, had the head office of the Bank of Shandong, it did not create the Jinan Commercial Bank; Weichen opened a port at the same time as Zhoucun, but Weichen also failed to establish its own local bank. Although the magic city of Shanghai was



opened to the outside world at the time of the First Opium War, the earliest commercial bank in Shanghai was created in 1915, later than the creation of the Zhoucun (周村)Commercial Bank. The establishment of Zhoucun (周村)Commercial Bank in the midst of the turbulence of the Japanese-German War and the warlord's seizure of power proved the modern financial awareness of Zhoucun's merchants and people, and marked the rising strength of Zhoucun's national financial capital, and the initiator Li Jingzhai(李敬斋) became the first successful banker in Zhoucun's history.

Once established, Zhoucun (周村)Commercial Bank quickly grew and developed into one of the most influential banks in terms of capital reserves and operational capabilities, once evenly matched with Bank of China Zhoucun (周村)Branch and Shandong Bank Zhoucun (周村)Branch. Soon, Zhoucun (周村)Commercial Bank quickly opened branches in Jinan, Tianjin and Shanghai, and established business cooperation with many banks such as Shanghai Henglong Chambers. Because it was a local bank, Zhoucun (周村)merchants had a higher degree of trust in banks opened by locals. For example, in 1906, when the Shanghai Shandong Association was established, the Zhoucun (周村)Gang, such as "Yi Xing Gong, Tong Xing Tai, Yi Cheng Yong and Guang Sheng Rui"(义兴公、同兴泰、益成永、广生瑞), were active sponsors. [5] After the establishment of Zhoucun (周村)Commercial Bank, it largely assumed the exchange business between Zhoucun (周村)and foreign merchants, and Yumaogong(裕茂公), which later had economic disputes with Zhoucun (周村)Commercial Bank, was a Zhoucun (周村)Xiongzhi merchant. The merchant started in 1915 and opened branches in many cities such as Shanghai, Wuhan, Xuzhou, Weixian, Jinan, and Tianjin, and its "cloth sales market accounted for half of China".⁶ Yu Mao Gong had its own silk house, Mage village(麻葛庄), and Yu Mao Yuan (裕茂源)silver house, so it is known that Yu Mao Gong was the one who took the largest share of the debt after the collapse of the Zhoucun (周村)Commercial Bank.

The establishment of Zhoucun (周村)Commercial Bank has to some extent prevented the immersion of foreign banks in the financial industry of Zhoucun. In addition to several banks such as the Bank of China, which had previously settled in Zhoucun, no new banks appeared in Zhoucun. Zhoucun (周村)Commercial Bank once supported half of Zhoucun's modern finance. It played an important role in promoting the development of Zhoucun's commodity economy.

However, this prosperity was soon interrupted when a financial crisis swept through the banks in 1916, leaving no one unscathed. Like most banks, the Zhoucun (周村)Commercial Bank was caught in the middle of this unprecedented disaster. Shun Pao 1916-11-21 "The Danger of Finance in Shandong".

Shandong Provincial Council members such as Wang Jinbi(王晋璧) proposed to remedy the low price of silver case slightly cloud: theft to the value of the province's silver yuan per round to exchange for copper yuan one hundred and thirty-five or so, at any time each other up and down, the difference is not yet disparity. Since the two banks to stop cashing in, and paper money low to



80% off there is strange, the market has been greatly affected. Today, the industry by the cash, the market seems to be a little activity, is the copper round drought, silver round price is low, to the current silver round for copper round, still get the number of months before the 15% discount, is the bank's cash is still not enough to su the market of the trapped, and the copper round of the shortage is really enough to trap the economy in a critical way. In addition to cotton, peanut native products are listed, foreign merchants carry a large amount of silver yuan to buy native goods, the value of silver yuan will be low, and the villagers to goods for money still to copper yuan as the standard, the copper yuan will be to the drought. The market is in fear, not only the business people are suffering, that is, the military also suffered losses. If not urgently maintained, there will be a great danger. However, to find a remedy, it is appropriate to examine the causes of this. Since the destruction of the money, the province's one hundred and seven counties have more than thirty counties to copper yuan, to sixty to seventy counties of copper yuan for one hundred and seven counties, its inadequate use is visible, the reason for this one; Zhoucun, Weichen County, known as affluent, is now withered. From the former province of silver yuan prices, Zhou, Weifang merchants with silver yuan to the province to change money; silver yuan prices down, then transport money to the province to change silver yuan, in his analysis of the hammer knife, good for themselves, and the province is really by the furry discretionary surplus agent deficiency benefit, so the silver yuan prices often get its level. And since the military disaster, Zhoucun (周村)solid one stumble, Weichen County also vitality, not time for the manipulation of strange plan to win the plan, and the province is in the isolation of the situation, this is the reason two. In this and seek remedy, non-copper dollars in bulk can not. Check the Tianjin copper dollar bureau, is still drum casting, intend to request the governor and the governor first telecom the bureau, how much can be shipped to the eastern province, and then order to issue the old note, distributed to China, Shandong, Qilu banks, quickly carry out the purchase and transportation, and telecom request the Ministry of Communications to reduce the train freight, as the interests of the bank can slightly save the money shortage and the market fears can be avoided.

The words "silver yuan," "copper yuan," and "zhiqian(制钱)" appear repeatedly in the report, indicating that silver and copper yuan are directly related to the financial crisis in Shandong. This was the currency in circulation in Shandong in the early years of the Republic. All kinds of currencies could be used, leading to confusion in the coinage system. So Wang Jinbi immediately suggested that banks and the government try to protect the price of silver. In the article cloud: "Since the war, Zhoucun economic crisis serious..... The economy of Shandong Province is also isolated." He believes that the Zhoucun (周村)"military disaster" (referring to the Protectorate Army) is the direct cause of the financial crisis of the entire Shandong Province, Zhoucun (周村)a turmoil can actually lead to the serious consequences of financial paralysis in Shandong. This shows that the financial system of Shandong Province relies heavily on Zhoucun, which has an important dominant significance for the financial industry of Shandong Province.

At the end of April 1916, a run on the Shandong branch of the Bank of China and the Shandong



branch of the Bank of Communications broke out and quickly spread from Shandong to the whole country, plunging the financial market into chaos.

At this time, it was autumn and agricultural products such as cotton and peanuts were available in large quantities, and foreign merchants brought large quantities of silver dollars to Shandong to buy agricultural products, while the villagers who sold agricultural products were still mostly based on copper dollars. If the "bulk" copper yuan could be collected in time, it could supplement the shortage of banks in Shandong, and the exchange could continue. But how to raise the "bulk copper yuan" that could remedy the financial crisis in Shandong?

Shandong Copper Yuan Bureau was created in 1903 and was closed down by the Qing court in 1907 for casting poor quality copper yuan, thereafter, all copper yuan used in Shandong were cast by the Qing court Copper Yuan Bureau (in Tianjin). Before and after the Protectorate Army, Zhoucun (周村) circulated silver ingots, copper yuan, Beiyang silver yuan, system money, due to foreign business, also circulated British Liren Yang and Japanese silver coins.

In the face of this sudden financial storm, Wang Jinbi (王晋璧) proposed remedial measures to raise copper dollars, "check the Tianjin Copper Dollar Bureau, now still drum casting, it is proposed that the Governor consult with the Bureau first, how much can be shipped to the eastern provinces, and then ordered to issue the old note, distributed to the banks in China, Shandong, Qilu, to carry out the purchase and transportation, and telegraph the Ministry of Communications to reduce the train freight, as the interests of the bank can slightly save the money shortage and the market The panic of the market can also be avoided." He suggested that the governor of Shandong Province should personally consult the Tianjin Copper Dollar Bureau about the amount of copper dollars that could be shipped to Shandong and request the Ministry of Communications to reduce the freight charges for these copper dollars. If this could be done, the amount of copper dollars shipped to Shandong would then be allocated to three banks, the Bank of China Shandong Branch, Shandong Bank and Qilu Bank, respectively, one national bank and two provincial banks, according to the amount of copper dollars shipped to Shandong. Although the Zhoucun (周村) Commercial Bank had branches in the provincial capital, Wang Jinbi's (王晋璧) distribution of copper dollars was difficult to be zephyr to the Zhoucun (周村) Commercial Bank. Of course, the provincial banks are more important, the copper dollars shipped from Tianjin could not take care of every local bank with branches in the provincial capital, all banks were stretched to the limit when the financial turmoil came, therefore, the legislator could only bear the pain of local banks and let them fend for themselves.

Zhoucun (周村) Commercial Bank is weak and struggling to maintain due to the lack of support from the government. At that time, there were almost no reports about "Zhoucun (周村) Commercial Bank" in the major domestic media, so much so that some researchers believe that Zhoucun (周村) Commercial Bank went bankrupt, such as "Zibo City Finance" describes the banking situation in the Zibo area during this period: "In 1913, the Shandong Bank, a joint venture



between the government and business, set up a branch in Zhoucun. In May 1914, the Bank of China, a joint venture between government and business, also set up a branch in Zhoucun, while the local business community also joint venture Zhoucun (周村)Commercial Bank. These three banks were affected by the instability of the local situation, were withdrawn or closed after 1918. After the next seven or eight years, no banking institutions in Zibo. 1932, the Bank of China, Bank of Communications, Shandong Minsheng Bank, Shandong Ping City official money bureau and set up offices in Boshan, Zhangdian, Zhoucun." [9] Many researchers believe that "after 1918" Zhoucun (周村)Commercial Bank was closed down. Zhoucun (周村)Old Business" also believes that the Zhoucun (周村)Commercial Bank "was forced to close in 1919"[10]. However, Wu Depeng and other "Zibo financial industry before the founding of the country" is recorded: "in May 1916, the Protectorate Army Wu Dazhou Department occupied Zhoucun, from China, Shandong, Zhoucun (周村)commercial three banks looted cash more than 150,000 yuan, the Bank of China Zhoucun (周村)branch was forced to close down. 1922, 1924 has set up offices in Boshan, Zhangdian, Zhoucun (周村)and send Zhuang. " [11]Obviously, the "Zibo City Finance" contained after the Protectorate Army Zibo area for seven or eight consecutive years without banking institutions is inappropriate, Wu Depeng's article clearly recorded that the Bank of China resumed operations in Zhoucun (周村)in 1924 at the latest. After the closure in 1918, the news about the Zhoucun (周村)Commercial Bank was almost extinct, and many studies of the financial industry in the Zibo area before liberation no longer involve the Zhoucun (周村)Commercial Bank, and some scholars even believe that the Zhoucun (周村)Commercial Bank has since retired from the stage of history. However, the "Shun Pao" did not accidentally leave a record about the Zhoucun (周村)Commercial Bank continued to operate after the financial turmoil in 1916. "Lost money orders are invalidated" in the Wen Wei Po on October 13, 1917.

Pukou(浦口) Fei Hong(飞虹) ship sank, the letter was lost, there are this number from Jinan sent to the Zhou Village Commercial Bank, the word Ji three hundred and seventy-eight money orders two paper, totaling two thousand two and one thousand two; and Yu Hou Tang Zhou word ninety money orders a paper, totaling one thousand one hundred and two two and five money, has been to the Shen Zhuang hanging lost and scrapped, hereby registered Shen, the new two newspaper statement. Yucheng stack, with Changxing the same start.

Due to the Fei Hong(飞虹) the ship Flying Rainbow, all the goods carried were sunk. The remittances from three merchants, namely, Yuchengzhan(玉成栈), Tongchangxing(同昌兴), were also lost through the Zhoucun (周村)Commercial Bank to the respective branches of the three merchants in Shanghai. The remittances of Yuchengzhan(玉成栈) and Tongchangxing(同昌兴) were remitted through the Jinan branch of Zhoucun (周村)Commercial Bank, including 2,000 taels for Yuchengzhan(玉成栈) and 1,000 taels for Yuchengzhan(玉成栈); the remittance from Zhoucun (周村)Yuhutang(裕厚堂) to the Shanghai branch of Zhoucun (周村)Commercial Bank was 1,100.25 taels, making a total of 4,100.25 taels for the three payments. After the shipwreck, Zhoucun (周村)Yuchengzhan(玉成栈) and Tongchangxing(同昌兴) promptly published the



statement of loss in "Shun Pao" "News" to avoid the possible loss. Regarding the sinking of the Fei Hong(飞虹), according to the "Special Advertisement of the Jinpu Railway Administration" in the newspaper "Shun Pao" on 1917-10-17[12], the sinking happened on October 3, when the ship collided with a soldier ship and the Fei Hong(飞虹) sank. Fortunately, all the people on board were rescued by the ship in time and there were no casualties, but all the goods on board were sunk. Therefore, Jinpo Railway Bureau published a special announcement. All the losses of the sunken ship would be compensated by Xinhua Stock Company. Also, the newspaper "Shun Pao" on October 13, 1917, "Lost bills of exchange forfeited" also said: "The sinking of the ship will be fully compensated by Xinhua Stock Company.

Because of the sinking of the ship Pukou(浦口) Fei Hong(飞虹), the mail has my bank from Jinan to Qi Lu Bank to pay the word Qing two hundred and fifty-seven money orders, counting the regulation yuan three thousand two; and Zhoucun (周村)Qing Xing(庆兴) branch Hengxinggong(恒兴公) to pay the word Tian one hundred and fifteen money orders, counting the regulation yuan before one hundred and two two five money, has been to each number to hang the lost ticket stop payment, special and board Shen, Zilin two newspapers to declare null and void, regardless of Chinese and foreign people pick up, all as invalid. According to these two reports, Zhoucun Commercial Bank was still in operation until October 1917.

However, various newspapers and media from 1918 to 1919, such as "The News(《新闻报》)", "The Times(《时报》)", "Republic of China Daily(《民国日报》)", "Central Daily《中央日报》", "Yishi Newspaper(《益世报》)", "Jinan Daily(《济南日报》)", etc., have no record of the Zhoucun (周村)Commercial Bank. There is no information about the collapse of Zhoucun (周村)Commercial Bank in 1917, and it is also known from the two reports in the Wen Wei Po from 1917 to October that Zhoucun (周村)Commercial Bank did not lose money due to the loss of bills of exchange, and certainly did not go bankrupt as a result. In 1918-1919, the Bank did disappear from the press, but in 1920, the press began to pay attention to it again. It was during the two years when the Zhoucun (周村)Commercial Bank was absent from the press that the banking industry in Shandong entered a golden period of development, and in 1934 the Chinese Industrial Journal - Zhoucun (周村)(VI) (《中国实业志·周村(六)》)"Finance".

The money industry in Zhoucun (周村)began in the early Qing Dynasty and flourished in the seventh and eighth years of the Republic of China (1918-1919), with more than 100 families. [13]

After the Bank of China opened a branch in Zhoucun (周村)in 1914. Local banks in Shandong were also established: Shanghai Bank Shandong Branch (1915), China Industrial Bank Shandong Branch (1916), Qilu Bank (1916), Qingdao Donglai Bank (1918), Continental Bank Shandong Branch (1919), Shandong Fengda Bank (1919), Mao Ye Bank Shandong Branch (1919), Bian Ye Bank Shandong Branch (1921), and so on. These banks were mostly commercial and joint ventures between the government and the merchants, operating businesses such as deposit, exchange and insurance, and also underwriting large amounts of public bonds to finance the



military and political expenses of the Beiyang warlord government and warlords of various factions. Although most of the above-mentioned banks did not open branches in Zhoucun, almost all of them had exchange transactions with Zhoucun (周村)merchants, which together pushed Shandong's financial industry to a glorious era. However, it was the golden period of Shandong's financial prosperity (1918-1919), Zhoucun (周村)commercial banks were not able to ride the wave, and the banks that followed the trend of the times were those strongly supported by the government, such as the Bank of China, Shandong Bank, etc.

Section 2

“Bank Weekly”, December 30, 1918, "Local financial and business conditions, Zhoucun".

This week, if the financial situation is not loose, because the use of the current foreign slightly wide, the market is not abundant due to the bottom, but fortunately, Boshan, Huantai, Tai'an and other places are to the village to buy goods with silver money, after the money price forgiveness does not look big. The two weeks since the Shen ticket because the transaction is not much, are reported two flat……The company's main goal is to provide a better solution to the problem. The first time I saw it, I was able to get it.

This news reports the situation of the financial market in Zhoucun (周村)during the last week of the year 1918: the "current ocean", i.e., the North Sea silver, was most in circulation because "the Zhoucun (周村)market had a low deposit". The "bottom of the stock" refers to silver taels rather than silver dollars. Zhoucun (周村)market shortage of silver, can replace the silver of the most trusted people that is the silver yuan. Boshan, Huantai and other places merchants bring silver to Zhoucun (周村)to buy goods, they will exchange silver for money and then trade, but the price of money will not rise, but the silver brought to a certain extent to supplement the shortage of Zhoucun (周村)silver; Shanghai "Shen ticket(申票)" within two weeks of the transaction is not much, it shows that the use of "Shen ticket" was once very popular. During the week, the price of silver yuan fell; silver yuan in Shandong Province was flat for two weeks. The price of silver continued to rise, "because merchants have received copper yuan for silver". That merchants in Zhoucun (周村)exchanged copper dollars for silver is evidence of the silver standard monetary system, which was generally considered to be the most trustworthy currency in an era of extreme monetary chaos.

After the outbreak of World War I, Japan seized the German rights in Shandong. In order to strengthen the economic aggression in Shandong, one of its measures was to buy a large amount of copper in Shandong market, which led to copper shortage and caused the rise of silver price in Shandong financial market in 1918. Many silver houses in Zhoucun (周村)closed down as a result; the second of its measures was to open up loans to the Chinese government. from 1917 to 1918, the Beiyang government made 17 loans to Japan, 11 of which were related to Shandong. [15] Facing the long advance of Japanese finance, the Beiyang government decided to rapidly develop



domestic banks to resist the Japanese financial invasion. Wu Depeng(吴德鹏) et al. "The Financial Industry of Zibo before the Founding of the People's Republic of China" states that "in 1922 and 1924, the Bank of China set up offices and sending banks in Boshan, Zhangdian and Zhoucun. It also set up a savings branch and ran the Zhoucun (周村)manager's office of the China Insurance Company and the Zhoucun (周村)agency office of the Central Savings Association, but the insurance and savings business could not be developed." [16]Encouraged by the national policy, Shandong Bank and Bank of China roamed in Zhoucun, however, local banks in Zhoucun (周村)remained absent. In 1920, before the national banking policy was introduced, the Zhoucun (周村)Commercial Bank had officially resumed business, which indicates that the record of "Zibo's Financial Industry before the Founding of the People's Republic" is inaccurate or directly ignores local banks. After the resumption of business, the Zhoucun (周村)Commercial Bank opened branches in Shanghai, Jinan and other cities, and undertook a large amount of exchange business. Shun Pao" published on 1920-03-05 "Statement on the loss of money orders".

Now, the Jinan Dong Lai Bank issued a check No. 108 five-day period of five hundred dollars, to Shanghai Dong Lai, Zhoucun (周村)Branch Bank to cash; and Jinan Zhoucun (周村)Commercial Bank issued a check No. Nian eight five-day period of five hundred dollars, to Shanghai, Jinan Zhoucun (周村)Branch Bank to cash, these two checks because of the loss, has been to Dong Lai, Zhoucun (周村)commercial two banks to declare to stop signing to stop cash, hereby published in the Shen, the new two newspapers, so that the treasure of the number of the wrong receipt, this white. Yong'an Street Tong'anli Fu Yu'an paper luggage Shinji Kai. A A738

Apparently, the revived Zhoucun (周村)Commercial Bank had extremely close business dealings with Shanghai and Jinan branches. Donglai Bank(东莱银行) was a private bank founded in 1918 by Liu Zishan, a wealthy merchant in Qingdao, and had branches in Tianjin, Shanghai, Hankow and Jinan. During the period when the Zhoucun (周村)Commercial Bank was closed, the two banks did not have dealings with each other. However, immediately after the resumption of business in 1920, a cooperative relationship was established with the Qingdao Dong Lai Bank. in March, a total of 500 Yang Yuan in remittances from the Jinan branch of the Dong Lai Bank to the Shanghai branch and the Zhoucun (周村)Dong Lai Bank branch was lost; a total of 500 Yang Yuan in remittances from the Jinan branch of the Zhoucun (周村)Commercial Bank to the Shanghai branch and the Zhoucun (周村)head office was lost. These two lost remittances are related to the Zhoucun (周村)Commercial Bank, therefore, Zhoucun (周村)Commercial Bank Jinan Branch promptly to Qingdao Donglai Bank, Zhoucun (周村)Commercial Bank to make a statement, and in the "Shun Pao" "News" published a statement of loss, and then, "Shun Pao" March 6, 1920, 7 newspaper published on March 5 about the Zhoucun (周村)Commercial Bank "lost money order notice "This enabled more people to learn about the news through newspapers, which promptly prevented the bank and its customers from facing imminent losses.

According to the chapter "Zhoucun" in the "Domestic Exchange Book" in 1920. ⑪ Once it



resumed business, the Zhoucun (周村) Commercial Bank quickly expanded its business, indicating that after several years of accumulation, the shareholders had sufficient funds in reserve, and with the encouragement of the state policy, the Zhoucun (周村) Commercial Bank not only operated exchange and credit business, but also had enough strength to carry out guarantee business. According to an article in "Yishi Newspaper (Beijing)" dated June 4, 1920, "The dark secret of the Wenzu mining trend(《文祖矿风潮之黑幕》)", it was learned that the area around Wenzu Village (Bucun) in Zhangqiu(章丘) was rich in coal mines, which had been mined by local residents since the Ming Dynasty, and that in 1910, the Qing Dynasty's Customs Daotai(道台) opened a modern coal mine in Wenzu Village(文祖村), mechanized coal digging, installed boilers and used steam as power, which greatly improved production efficiency. In 1920, there were 20 mines with an annual output of more than 10,000 tons, and 41 steam boilers, 41 car winches and 20 steam pumps had been installed. Small train roads were laid, and the products were transferred from the Mingshui East Station to the Jiaoji Railway for export, and sold to Shanghai, Qingdao and other places. Among them, Taifeng(泰丰) Company is the strongest one among the coal companies in Wenzu, which started production from 1919, "the share capital is only 200,000 yuan, but just after the anniversary, the surplus profit is more than 300,000 yuan, which can be a special color for the mining industry", less than a year, the net profit is more than 300,000 yuan. This would have been a happy news for the coal industry, and also for other coal companies to make an example. But Li Lianxi(李莲溪), the general manager of Taifeng, tried to keep the profits for himself. For this reason, he managed to frame the two vice presidents and tried to dismiss all the people who had shares in the company, including the workers. When his attempt was exposed, he tried to stop the operation by falsely claiming that there was not enough coal storage in the well. The vice president, who was well aware of the situation, told the board of directors that "there was enough coal for 5,000 trains" and "the coal pile on the well was like a mountain, no less than 100,000 tons", which was enough for decades of mining. On the other hand, in 1919, in order to facilitate the transportation of coal, the board of directors of Taifeng decided to lay a light railroad, and the manager Li Lianxi privately gave the right to build the road to the Italian businessman Di Weirui(狄威芮). In addition to the purchase of rails, Taifeng also purchased "five locomotives and fifty coal cars", "Di also ordered 20,000 tons of coal from the company, and borrowed 50,000 yuan from the company with interest, two copies of the contract, the loan was guaranteed by the Zhoucun (周村) Commercial Bank. Di Weirui(狄威芮) borrowed 50,000 Yang Yuan from Taifeng Company, all of which was guaranteed by Zhoucun (周村) Commercial Bank. There is no more information to prove how the Zhoucun (周村) Commercial Bank and the Italian merchant had intercourse, but Zhoucun (周村) is the mutual market area of China and the Yang, there are many foreigners living in Zhoucun (周村) for a long time. It can be inferred that Di Weirui(狄威芮) had already established a high level of trust with the Bank during his business operations in Zhoucun. However, Di Weirui(狄威芮) defaulted on his contract with Li Lianxi(李莲溪), which stipulated that if the road construction project was not completed by the deadline, "a fine of 5,000 yuan shall



be imposed for a period of fifteen days, and the total fine shall be 90,000 yuan". The foreign businessman was fined 90,000 yuan, plus the 50,000 yuan he had borrowed from Taifeng, a total of 140,000 yuan. Of course, Di Weirui(狄威芮) will not compensate, so this huge sum of money should naturally be repaid by the Zhoucun (周村)Commercial Bank, which guaranteed for him. Therefore, the guarantee fee was the key event that led to the death of Zhoucun (周村)Commercial Bank.

The year 1920 was a disastrous year for the Zhoucun (周村)Commercial Bank, which not only had to repay the huge sum of 140,000 yuan to the Tai Feng Company on behalf of the Italian merchant Di Weirui(狄威芮), but also had to bear the losses of its shareholders' operations. Bank Weekly, June 18, 1920, "Financial and commercial situation in various ports".

This week, the commercial bank of Zhoucun, because of the collapse of the town of Zhoucun (周村)Henghetai foreign goods, eat a huge amount of bad debts. The bank can not support, has stopped operating. The banknotes issued by the outside circulation, silver taels, silver dollars, copper dollars, a total of 150,000 yuan, the industry by the Banking Association to maintain, on behalf of borrowing to meet. And the commercial bank manager Chai Jitang(柴继唐) opened by the Zhengli Heng(正立恒) silver, Yu Feng Heng(裕丰恒) grocery store, there is a joint relationship, has been declared closed today, all accounts to the Chamber of Commerce to clean up. Check the line of credit is not always, and there are not many dealers, so the merchants did not suffer any losses, and did not affect the market.[18]

Zhoucun (周村)Henghetai was mainly selling "foreign goods", which led to bankruptcy due to imprudent operation. The huge amount of money owed by Henghetai to the Zhoucun (周村)Commercial Bank could not be repaid, which made the Zhoucun (周村)Commercial Bank unable to operate normally due to the lack of funds. During the period of the Protectorate Army, the Zhoucun (周村)Commercial Bank had issued 10yuan and 5yuan banknotes, which failed to circulate due to their poor quality. Along with the integration of the Protectorate Army, the only banknotes issued by the Zhoucun (周村)local banks were also abandoned. The only banknotes issued by the local bank in Zhoucun (周村)were also abandoned. The three types of reserves used in the business of Zhoucun (周村)Commercial Bank were still silver taels, silver dollars and copper dollars, which were widely circulated in the society. 150,000 yuan was the entire reserve of Zhoucun (周村)Commercial Bank in 1920. When there was a run on the bank along with the collapse of Henghe Tai, the Bank ran out of 150,000 instantly and was unable to cope with the shortage of reserves, and finally, a banking association stepped in and the Bank took out a loan to meet the exchange needs of its customers. This protected the reputation of the Zhoucun (周村)Commercial Bank, but the bank itself was unable to repay. Chai Jitang, the manager of the Commercial Bank, had two businesses, Zhengliheng(正立恒) Silver and Yufengheng(裕丰恒) Grocery, which were "declared closed today because of their joint and several relationships", so it can be seen that in his daily work, Chai Jitang(柴继唐) used his identity and convenience as the



manager of the Commercial Bank to associate the Zhoucun (周村) Commercial Bank with his private bank in his business, so when the Commercial Bank was in crisis, his private bank was also in trouble. Therefore, when the commercial bank had a crisis, its private bank was not immune from being implicated, so much so that its private bank and private store had to cease operations and declare bankruptcy, and all the accounts of the two businesses were cleaned up by the Zhoucun (周村) Chamber of Commerce on behalf of the bank. Since his private banking firm did not do virtual business and did not issue banknotes, the amount owed was very small and his customers did not suffer any loss. So far, it has not been found out how many loans were made by the Zhoucun (周村) Commercial Bank during this run. However, the fact that it brought down the manager's private bank and private merchants shows that the loan was not a small amount.

The run on the bank was based on the lack of bank reserves. The shortage of bank reserves was due to the fact that customers were depositing their money in foreign banks and Chinese banks, especially local banks, were left idle.

After the opening of the Jiaoji Railway, foreign banks issued banknotes in order to expand their sphere of influence in China. The number of foreign financial institutions in Shandong's commercial ports increased rapidly, and they all enjoyed the power to issue banknotes. Qingdao was one of the places where foreign banks were established. Foreign banks issued banknotes, copper dollars and military notes, which greatly affected the Bank of China, Bank of Communications and local banks. In *Electricity*, No. 25, 1919, "Zhoucun's Initiative to Set Up Electric Light", it was reported that Wang Sumin (王素民), a merchant in Zhoucun, planned to set up an electric light company and deposited the first 50,000 yuan "temporarily in the Bank of Tianjin Zhengjin for the start-up fund"[19]. At this time, there were several banks in Zhoucun, including the Bank of China, Shandong Bank, and Zhoucun (周村) Commercial Bank, and there were still many strong individual banks and money changers, but Wang Sumin (王素民) deposited his 50,000 capital in a Japanese bank, indicating that he had a higher degree of trust in Japanese banks. The Japanese Bank of Shogin was established in 1880, with its head office in Yokohama, Japan, and set up a branch in Qingdao in 1913. Along with the occupation of the Jiaoji Railway by, a large number of Japanese goods were dumped to Shandong, "Shun Pao" 1914-09-22 "Germany and Shandong (ten)".

Germany's influence has not yet reached the whole province of Shandong, solid stop in Shandong along the railway line, Germany for the development of Shandong in the last ten years, and in the economic sector in all aspects of the impact of many, the most notable Japanese goods, the direct import of, rapid progress is also. In the last seven years, the total amount of foreign goods directly imported into Shandong is 12.5 million taels, or even 14.9 million taels, Japanese goods account for most of them.

Through military, force and cultural soft power, Japan took control of Shandong, while the Shojin Bank gradually took control of the Shandong financial system. Even the failure of Chinese



diplomacy at the Paris Peace Conference after World War I, which triggered the domestic boycott of Japanese goods, did not prevent Japan from monopolizing Shandong's finance. The Republic of China Daily, September 7, 1919, "The Patriotic Tide in Zhoucun": "Shandong Bank has always been pro-Japanese and self-confessed in our Lu, and Zhang Jiechen(张介臣), manager of Shandong Bank in Zhoucun, bought small cocoons for the Japanese" and was denounced by the angry patriotic students. Japanese banks manipulated Shandong finance, monopolizing the deposit business in Shandong. Because of the political instability in Shandong, so the cash of Chinese and foreign merchants are deposited in foreign banks, especially the Japanese banks, resulting in the growing capital of the Japanese banks, of which about half of the Bank of Gold, the Japanese banks also control the commercial exchange in Shandong. The exchange of silver and silver dollars, "to 100,000 of the cash silver, manipulate up to ten million taels. It can be inferred that the attitude of other merchants in Zhoucun (周村)towards domestic and foreign banks was also the same as that of Wang Sumin(王素民). This directly affected the business of the domestic banks.

The two huge payouts encountered by the Zhoucun (周村)Commercial Bank in 1920 were enough to kill it in a situation of tight inventory. The collapse of the Zhoucun (周村)Commercial Bank illustrates that local banks were greatly dependent on the market and were not strong enough on their own, lacking the ability to cope with crises and the experience to deal with social crises. Local banks can only maintain deposit operations within the limits they can afford, and in the event of a financial crisis, local banks and private banks will be unable to cope.

Under the coordination of Zhoucun (周村)Chamber of Commerce, Zhoucun (周村)Commercial Bank finally exchanged all the only 150,000 reserves. After that, there was nothing but huge external debts. The Zhoucun (周村)Chamber of Commerce was responsible for clearing up the debts after the bankruptcy of the Zhoucun (周村)Commercial Bank, so it can be inferred that the Zhoucun (周村)Chamber of Commerce had sufficient financial resources to deal with the bankruptcy of the Zhoucun (周村)Commercial Bank. But, again, 1920 was an unfortunate year for the Zhoucun (周村)Chamber of Commerce.

At the beginning of 1920, the Zhoucun (周村)Commercial Bank was doing well without any signs of crisis, and in January, the Shandong Provincial Department of Finance issued new treasury bills, which were to be distributed to all counties along with military pay. -According to an article in Yishi Newspaper, 1920, "Treasury Bills Failure to Trust Financial Panic", it was written on the face of the new treasury bills that they would be redeemed at the end of April, and the head office and branches of Bank of Communications would be responsible for the redemption of the new treasury bills. However, two months have passed since the end of April, and in the middle of June, people went to the Bank of Communications with their new treasury bills to cash them in, and as a result, the Bank of Communications did not acknowledge that "the bank can afford to cash them, and then said that the treasury bills are not due for cashing".If the Bank of Communications was not unreasonably dishonest, then the provincial government told a big lie to the masses. We know



that these "New Treasury bills" were immediately the non-convertible banknotes that Xu Shuzheng(徐树铮) suggested to the Duan Qirui(段祺瑞) government in 1916. In 1916, the Beiyang government did not issue such coupons because of the public revolt. But four years later, in 1920, the Beiyang government learned from the previous lesson, and in the very secret situation, finally issued a successful, sent to Shandong banks more than 200,000 yuan. As a result, the stockholders took the new treasury bills to the Bank of Communications to cash them in and were refused. Although the financial fraud involved the whole province, but the biggest loss "is a commercial bank" that is the original Shandong Bank's losses were the most severe, and the Zhoucun(周村)Commercial Bank, which had just resumed business in early 1920, naturally did not escape the disaster.

According to "Yishibao (Beijing)《益世报(北京)》", September 23, 1920, "The Result of Jiyuan Treasury Bills(《济垣金库券之结果》)", in September 1920, as the government had not paid salaries for several months, the treasury was emptied and the Director of Finance of Shandong planned to issue new treasury bills, which was unanimously opposed by the employees of various organs and the army. The director of finance was impeached for this reason. The governor of Shandong personally intervened to solve the problem, but he still passed the pressure to the business community, including the Chamber of Commerce, banks, salt merchants, and the currency exchange to bear a total of 600,000 yuan, and the three chambers of commerce in Zhoucun, Yantai, and Jining to bear a total of 300,000 yuan, "with the income of the taxes on land and servitude as a guarantee, the interest borrowed from the merchants one million yuan, without the use of the current foreign, that is, with the money, the merchants will be issued by the Department of Finance of the old and new treasury bills, all on behalf of the recovery, and immediately destroyed. The "Zhoucun(周村)Chamber of Commerce was forced by the Provincial Department of Finance to pay the tax of 500,000 members and embezzle 100,000 yuan from the "Transport Department", totaling 1.4 million yuan. Zhoucun(周村)Chamber of Commerce was forced to levy 100,000 yuan by the provincial treasury, this amount will certainly have no return, for the Zhoucun(周村)Chamber of Commerce undoubtedly snow, further increasing the pressure on the Zhoucun(周村)Chamber of Commerce, the Zhoucun(周村)Chamber of Commerce has been unable to pay off the arrears for the collapsed Zhoucun(周村)Commercial Bank.

In addition to several huge debts, the Zhoucun(周村)Commercial Bank still had many complicated debts involving Shanghai, Tianjin, Jinan, Qingdao, etc. The Zhoucun(周村)Chamber of Commerce was also at its wits' end, and the collapse of the Zhoucun(周村)Commercial Bank became a historical "unsolved case"[20], which was delayed until 1924.

Section 3

"Shun Pao"1924-02-14, "Letter from Jinan Chamber of Commerce to Shanghai General Chamber of Commerce, inquiring about the mediation methods of Henglong and other banks after the



collapse of Zhoucun (周村)Commercial Bank".

The Jinan Chamber of Commerce sent a letter to the Shanghai Chamber of Commerce yesterday, inquiring about the views of Henglong(恒隆) and other companies on the mediation of the collapse of the Zhoucun (周村)Commercial Bank. The main text reads: "The defendant is ordered to pay the amount of 11,597 yuan and 6 cents to the Zhoucun (周村)Commercial Bank in accordance with the amount of debt owed by the Zhoucun (周村)Commercial Bank. And according to the amount of the plaintiff's claims, according to the composition of the split to the plaintiff. The rest of the plaintiff's request refuted" and so on, Yu Mao(裕茂) and so on the judgment, and again in the High Court appeal, has not been resolved. Now, by the people of the mediation, to the long litigation is not the final solution, it is better to combine Shanghai, Tianjin, Zhoucun, Jinan debts, remove the boundaries, cooperate, the bank Jinan, Zhoucun (周村)property, try to sell, outside the accounts, urgent recovery, the proceeds, to Jinan Chamber of Commerce, according to the amount of creditors around the average distribution. In this way, we can get the real profit as soon as possible, and avoid the false argument. Zhoucun (周村)debts, has expressed sympathy, and allowed to write to Henglong(恒隆) and other Zhuang, to seek agreement. After many days, we have not received any reply. It is said that we have sent a letter to your association to ask for the opinions of Hanglong(恒隆) and other companies on behalf of our association. In addition to handling the matter separately, we have prepared a letter to ask your association to gather Hanglong(恒隆) and other companies nearby to ask whether they have received letters from Zhoucun's debts and whether they agree with the above-mentioned mediation method, and if there is a reply, please inform us immediately so that we can discuss the matter.

Henglong(恒隆) is a Shanghai money changer. The Republic of China Daily, March 15, 1929, "Shenchang(慎昌) Foreign Firm's Machinery, Evergrande Yarn Factory's Prosperity, Evergrande Chancery's Books" recorded that after the closure of Evergrande Yarn Factory, all the property and debts were handed over to Evergrande Chancery to handle for them. Zhoucun (周村)Commercial Bank collapsed, "Jinan Chamber of Commerce wrote to Shanghai Chamber of Commerce yesterday, asking Henglong(恒隆) and other bank for the Zhoucun (周村)Commercial Bank collapse of the mediation method of opinion", then know, for the handling of Zhoucun (周村)Commercial Bank collapse of this difficult case, Zhoucun (周村)Chamber of Commerce ultimately also difficult to deal with, the main reason is the absence of such a precedent. In the past, the Zhoucun (周村)Chamber of Commerce was responsible for dealing with the closure of the money and silver banks, only as a notary to mediate, the debt disputes were handled by the bondholders and the merchants themselves, which were private acts. However, the modern bank is different, the bank's wire transfer business involves all over the country, the road is far, the situation is complicated, involving government agencies, foreign merchants and other institutions, in this case, the Zhoucun (周村)Chamber of Commerce transferred the handling of the case to the Jinan Chamber of Commerce, so the letter from the Jinan Chamber of Commerce to the Shanghai Chamber of Commerce begins with the cloud "Zhoucun (周村)Commercial Bank collapse of a



case, the debt first to our association The letter from the Jinan Chamber of Commerce to the Shanghai Chamber of Commerce begins with the following statement: "In the case of the collapse of the Zhoucun (周村)Commercial Bank, the debts will first be settled by our Chamber.

From the contents of the letter, it is known that after the collapse of the Zhoucun (周村)Commercial Bank, "Zhoucun (周村)Guangcheng Silver No. and other numbers" together with Shanghai Henglong(恒隆) money to sue Zhoucun (周村)Yumao(裕茂) and other eight merchants "not to pay". Guangcheng(广成) Silver is the famous old word silver in Zhoucun, the reputation is outstanding, in Zhoucun (周村)cultural construction, are active participants and supporters, such as Xianfeng two years (1852) Zhoucun (周村)rebuilt Kuixing Pavilion, Guangcheng(广成) Silver donated "ten thousand". [21] "equal number" shows that the business relationship with Zhoucun (周村)commercial silver is not only Guangcheng(广成) silver, but also other silver in Zhoucun. Initially, Guangcheng(广成) and other silver companies jointly sued to Shandong Local Trial Office, and after verification and investigation, it was learned that Guangcheng(广成) and other silver companies deposited a total of 11,597.36 yuan of cash money into Zhoucun (周村)Commercial Bank. The provincial court ruled that according to this amount of money, "according to the amount of debt owed by the Zhoucun (周村)Commercial Bank, and according to the amount of claims of the plaintiff, etc., according to the composition of the split to the plaintiff. The rest of the plaintiff's claims were denied" and all other claims of the plaintiff were rejected. This claim distribution plan was rejected by eight merchants, including Yumao(裕茂), and the defendant "Yumao(裕茂) and others appealed the judgment to the High Court, but the case has not been resolved", and eight merchants appealed to the High Court, but the case has not been heard.

The business connection with the Zhoucun (周村)Commercial Bank was the "Hanglong(恒隆) Bank" in Shanghai, which means that Hanglong(恒隆) was not the only creditor in Shanghai. The "Mediation of the Zhoucun (周村)Commercial Bank Case" quoted in the beginning of this article is a statement published by the Shanghai Chamber of Commerce and informed "Hengyu(恒裕) and other banks in this city" that "after the bankruptcy of the Zhoucun (周村)Commercial Bank, the property will be sold and the proceeds will be divided equally among the creditors. The proceeds will be divided equally among the creditors. Hengyu(恒裕), Henglong(恒隆) and Hengxing(恒兴) are all powerful money changers in Shanghai, which means that Zhoucun (周村)Commercial Bank is close to the Shanghai "Heng" business.[22] of the eight merchants in Zhoucun,there are two merchants to "Yumao(裕茂)" named, the text of the cloud "Yumao(裕茂)" is ultimately Yumaogong(裕茂公) Silk Bank or Yumao(裕茂) Inn, failed to say. If it is the Yumao Inn, generally cash transactions, will not involve large amounts of money owed.Yumaogong(裕茂公) is a famous old silk company in Zhoucun, business is booming, in Zhoucun opened four miscellaneous department stores, in Jinan opened Yumaogong(裕茂公) silk fabric and Yumoyuan(裕茂源) silk fabric and silver, etc. in Tianjin, Shanghai, Qingdao, Hankow, Chongqing, Nanchang and other places with silk branch. In 1914, the year of the Japanese occupation of the Jiaoji Railway, Zhoucun (周村)Yu Mogong Nanjing Branch, Hankou Branch and other branches



around the daily telegraph to Zhoucun (周村) main number to inform the market and the number of goods imported and sold. Yumaogong (裕茂公) to assess the situation, the timely use of the then advanced modern facilities - telegraph control of the overall situation, and long-term influence on the situation of the Zhoucun silk trade. Thus, the "Yu Mao" who did not pay back the debt when the silk Yumaogong (裕茂公) number. Based on business with foreign countries, the remittances of the Yumo public mostly through the Zhoucun (周村) Commercial Bank. This lawsuit involved at least a dozen banks, banks, money changers and merchants, and it was difficult to satisfy them all with the outcome. Therefore, the Jinan Chamber of Commerce wished to settle the case on its own, without going through the court, and this is the background of the letter from the Jinan Chamber of Commerce to the Shanghai Chamber of Commerce.

In the letter, it is also said that "the lawsuit will not be resolved, so it is better to combine Shanghai, Tianjin, Zhoucun (周村) and Jinan debts, remove the boundaries, cooperate fully, try to sell the bank's Jinan and Zhoucun (周村) properties, and recover the money owed to each account urgently." As we know, since the collapse of the Zhoucun (周村) Commercial Bank in 1920, the bond units and the bank have been litigating, but still failed to settle. The Jinan Chamber of Commerce suggested that creditors from Shanghai, Tianjin and other places should join together and cooperate to sell the properties of the Zhoucun (周村) Commercial Bank in Zhoucun (周村) and Jinan, and the proceeds from the sale should be managed by the Jinan Chamber of Commerce on behalf of the bank. The creditors' debts were equally distributed", i.e. "debts and debts were equally distributed". This plan was approved by the creditors of Zhoucun, and Yumogong (裕茂公) did not appeal. The next step was to deal with the debts in Shanghai. The Jinan Chamber of Commerce "wrote to Henglong (恒隆) and other companies to seek their consent. After many days, no reply was received". In the absence of a reply from Henglong (恒隆) and other companies in Shanghai, the Jinan Chamber of Commerce convened various creditors in Shandong to negotiate: to auction off the properties of Zhoucun (周村) Commercial Bank in Shangbu and the properties of the bank in Changshan County. The Chamber wrote to the Shanghai Chamber of Commerce and asked them to consult Henglong (恒隆) and other banks on behalf of the Chamber on their attitude towards this proposal, "whether they agree with it or not, and if they have a reply, they should inform us immediately. Five days later, the Jinan Chamber of Commerce again sent a letter to the Shanghai Chamber of Commerce, consulting the attitude of Henglong (恒隆) Chambers of Commerce, "Shun Pao" 1924-02-19 "Zhoucun (周村) Commercial Bank Debt Management Law of the inquiry".

The Jinan Chamber of Commerce wrote to the Shanghai Chamber of Commerce to ask Henglong (恒隆) and other banks to sell the property of the bank after the collapse of the Zhoucun (周村) Commercial Bank. In accordance with the method of equal division of debts and credits, we have already reported our approval or disapproval. I have learned that Song and Fang, the two presidents of the Lu Chamber of Commerce said that the sections are for the resolution of the pending cases for many years, since the debts are beneficial, according to the situation, has written



to request the Money Industry Association, to ask Henglong(恒隆) and other banks, for this approach, whether to agree, to see the reply as soon as possible, so that the reply.

President Song and President Fang of the Jinan Chamber of Commerce jointly appeared and wrote to the Shanghai Money Industry Association in the name of the Shandong Chamber of Commerce to consult the attitude of Henglong and other Zhuang on their behalf. It was stated that the Shandong Chamber of Commerce accelerated the speed of closing the case. Only one day later, it was restored by the Shanghai side, "Shun Pao" 1924-02-21, "Approval of Zhoucun (周村)Commercial Bank Debt Management Law Reply Letter".

The money industry association in this city received a letter from the Chamber of Commerce, requesting that Henglong(恒隆) and other banks be consulted on whether they agree with the debt management method after the collapse of the Zhoucun (周村)Commercial Bank, and so on. After receiving the letter, the Chamber immediately forwarded to Henglong(恒隆) and other banks according to the situation. According to Henglong(恒隆) and other banks, the Shanghai banks have received letters from Zhoucun (周村)on this method, and have already agreed to it. After the letter to Jinan Dong lawyer to check on the case, hereby approved the former reason, there is no objection, please send a letter to the Chamber of Commerce on behalf of the Chamber of Commerce to the Jinan Chamber of Commerce, asking it to follow the mediator's wishes, discretion can also be done.

Shanghai Henglong(恒隆) and other money changers agreed to the handling plan of the Zhoucun (周村)Commercial Bank's collapse. The protracted case of "Zhoucun (周村)Commercial Bank's failure" is finally over.

In summary, as the Zhoucun (周村)local bank - Zhoucun (周村)Commercial Bank has a high reputation, the shareholders in the foreign business exchange from their own shares of the local bank, and most of the Zhoucun (周村)local merchants in the process of business, involving foreign exchange business is also mostly from the Zhoucun (周村)Commercial Bank. Surrounding areas such as Zhangqiu Bu village(埠村) coal mine capital business, foreign investment business also through the Zhoucun (周村)Commercial Bank. Based on the fact that each shareholder had a strong business firm, Zhoucun (周村)Commercial Bank had sufficient backing to guarantee the needed business relationships, which were eventually dragged down by the defaulting units and the companies being guaranteed. The failure of the Zhoucun (周村)Commercial Bank illustrates the inevitable fate of collective or individual entities that lacked state care towards failure in the turbulent times before national unification. National capital was striving for survival and development under the suppression of foreign and bureaucratic capital, and its development was in line with the Chinese people's aspirations for economic independence and political democracy at that time. And the failure of the Xinhai(辛亥) Revolution and the defeat of the Protectorate Army proved that without advanced ideas and organizations, the development of any national capital could not lead to success. It was only with the birth of New China that the direction of national



capital was indicated. 1956 saw the basic completion of the socialist transformation and the transformation of the former national capitalist economy into a socialist economy, and the financial sector in Zhoucun (周村) entered a new era of development.

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Rumination on Kant's Perpetual Peace Theory

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Abstract

"Perpetual peace" has become a widely discussed proposition as an ideal form of international politics for human society. Kant's "Perpetual Peace" is an important source of this idea, which is the conclusion of his academic career. Based on his doctrine of "moral reason," Kant made a guiding theoretical plan for the way to achieve the end of war for mankind, including several provisions for national institutions, the international social order, and the code of conduct for world citizens. In today's international society, where the trend of globalization is challenged, General Secretary Xi Jinping's diplomatic concept of "community of human destiny" provides Chinese ideas to promote the realization of world peace in the new situation, and guides the concrete practice of "One Belt, One Road".

Keywords

Kant, The idea of permanent peace, Contemporary programs



Introduction

For a long time, the realization of "peace" has been the subject of Western political philosophy and philosophy of law; accordingly, war is a difficult and serious issue that realpolitik has to face all the time. With the accelerated development of human civilization, the world situation has become more complex. After World War II, contemporary societies have been undermined by numerous undercurrents oriented by economic interests, nationalism and ideology, making it difficult to establish a firm foundation for peace in the world as a whole.

However, the desire for peace is deeply rooted in human beings. On the topic of "stable peace for the long term," the German philosopher Immanuel Kant, as early as the 18th century, put forward his "theory of perpetual peace" and elaborated his juridical and political theory on how to keep the international community at peace. According to Kant, the absolute foundation of international peace is based on human beings themselves, i.e., human beings have a priori reason; instead of contradicting and conflicting with metaphysics (what I can know), morality (what I should do), and religion (what I can hope) in the field of philosophy, human reason provides a possible basis and premise for the establishment of the latter. In this way, Kant applies the fundamental critical function of human reason to all fields (including politics), and everything in human society is put before the impartial "court" of human reason in thought and practice, and is subject to its comprehensive examination and criticism. Rationality is an innate characteristic of human beings, not something else that comes from them. [1] Therefore, human reason also becomes the a priori basis of Kant's argument for the "permanent peace."

1. Main Elements of the Permanent Peace Theory

According to Kant, "the state of peace must be established," [2] P108 and it is the a priori human reason that must assume the responsibility of the "establisher". With this underlying understanding that "the foundation of peace is human reason," Kant makes several specific demands for his theory of "permanent peace."

First, the first formal clause of "perpetual peace": the civil institution of every nation should be a republic. Kant says, "The only institution that follows from the idea of the original contract on which the whole legitimate legislation of a people must be based is the republic." [2] P109 This means that a republic can give the people governed by the state the most adequate freedom to exercise their reason, and the members of society embody their human rights dignity in the process. How, then, can people enjoy this freedom? The most direct and effective way is for each person to participate in the governance of himself or herself. In a republican society, all legitimate legislation of the state should be made and observed by the members of this state as citizens, as human beings themselves; this means that the rulers of the state come directly and extensively from the ruled of the state, whose will is jointly embodied in the laws of the state, and the



fundamental interests of both will be the same in their realization and possession. Each citizen uses reason to effectively assert his or her own interests, and at the same time is willing to submit to rules not proposed by him or her in order to safeguard the legitimate interests of others: this is the rational composition of the ruling power in civil society. The superiority of republicanism is not only reflected in the "purity" of the citizens' human rights internally, but also in the "utility" of preventing destructive wars externally. This is because the interests of a republican civil state are to a considerable extent aligned with the individual interests of each member; thus, in order to protect their own interests, each individual in the state has the incentive to use their reason to make utilitarian considerations of the possible consequences of the state's actions, and they do have the right to unite to manipulate the state's actions. If, for example, a country's participation in a war requires the consent of its citizens, then they must be personally involved in thinking about the possible consequences of the war: the destruction of buildings, the contraction of the economy, the threat to life, and even the direction of international public opinion and the domestic political situation. When the nationals hold the power to rule, guided by constant reason, peace will be the inevitable and most beneficial option. In other words, when every nation is republican and has the aforementioned composition of power, then peace will become the common, permanent and rational choice.

Secondly, the second formal clause of "permanent peace": free nations should form a League of Peace, based on respect for human rights and recognition of international law by all nations. This means that the development of the state as a free entity presupposes a system of international alliances in which every state participates. State sovereignty has external independence, so that each state is a political entity with the right to free development and independent choice, just as it is every free and independent citizen of the state with a priori rationality. According to Kant, "the nations as states are just like individuals, and it can be concluded that they are also in a state of nature (i.e., not by external law) violating each other by virtue of their coexistence with each other. Each of them can, and should, for the sake of its own security, demand that the other nations join itself in an institution similar to a civic one, in which the interests of each nation itself can be secured." [2]P114 It can be seen that nations, too, like individuals, can best secure their own interests in a group consisting of similar kinds of people with little individual difference by demanding, constructing, and joining an order that is widely recognized by the members of the group. Kant also points out that "this allegiance (at least literally) that every state harbors to the concept of right proves, however, that we can still find a greater though nowadays dormant moral endowment in mankind, which will one day be the master of the principle of evil in us (which he cannot deny); and this he can hope for in others as well. " [2]P115 That is, human practical rationality can also produce a resonant basis for a free union system among different individuals, a system that is capable of being realized in individuals with the common trait of rationality. In short, the union system of free states is an inevitable product of rational judgment, so that the realization of the international rights of each state (claiming human rights, the right to peace and development)



will certainly be realized as well.

Once again, the third formal clause of "perpetual peace": the law of world citizenship would be based on the universal law of friendship, treating others with kindness. In this regard, Kant first emphasized that "it is not a question of benevolence, but of rights. [2] P119" meaning that all peoples of the world as independent individuals have the right to take their place in the world of human life, including the legal right to stay, to socialize, and to act freely. When strangers come to a territory they are not familiar with, to an unknown group, they will be treated equally because of their common rationality, rather than being treated as criminals, slaves, or enemies, and being treated with hostility or even harmed. The basis of this right lies both in the a priori rationality of each individual and in the law that is widely recognized by human society as a whole and established by itself as the manager of the world - "man is the end". -in the law of the world. In this way, citizens are given the right to be treated kindly as members of human society, and peace among human beings can be achieved in the human world, regardless of time and space.

In addition to these three formal clauses of "perpetual peace," Kant also proposed six informal clauses as preconditions, or preparatory clauses, for the state of perpetual peace. These six clauses are as follows: (a) no peace treaty shall be considered a peace treaty if it is concluded with the hidden possibility of future war; (b) no independent and autonomous state, large or small, shall be taken over by another state by inheritance, exchange, sale or gift; (c) standing armies shall be gradually and completely abolished; (d) the national debt shall not be used for the foreign struggle of the state; (e) no state shall be used for the foreign struggle of the state. (5) No state should interfere with the constitutions and governments of other states by violence; (6) No state at war with another state should resort to hostile acts that would make the establishment of mutual confidence in future peace impossible, such as sending assassins to the belligerent state, tearing up surrenders, stirring up mutiny, etc. Obviously, the six articles mentioned above are for the possibility of countries that are still in the stage of preparing for and conducting war to choose permanent peace by leaving war, and their ultimate goal is invariably directed toward the achievement of eventual permanent peace, thus becoming the norms of international law advocated and followed by the forces of peace.

Obviously, these articles proposed by Kant not only set out the rights that states can enjoy, but also the obligations that they must fulfill, reflecting the international perspective that runs through his thinking about peace, as well as the a priori rationality of human beings that is the basis of his own philosophical system. Once again, it can be concluded that reason is the foundation of the "permanent peace doctrine."

2. The Practice of Permanent Peace

"Both the foundation and the core of the doctrine of perpetual peace lie in the a priori rationality of human beings and state entities at different levels, as advocated by Kant, the author of the



doctrine. Among the contemporary political practices that clearly embody this thesis and at the same time implement the spirit of the three formal provisions of "perpetual peace," the "Belt and Road" initiative proposed by China is a representative example.

On September 7, 2013, Chinese President Xi Jinping proposed the strategic concept of building the "Silk Road Economic Belt";[3] on October 3 of the same year, Xi Jinping proposed that China is willing to develop maritime partnerships with ASEAN countries and jointly build the "Maritime Silk Road" in the 21st century. ". [4] On November 4, 2014, Xi Jinping pointed out that many countries along the Belt and Road share common interests with China, and that China can only achieve sustainable development if it is deeply integrated into the world economy. He stressed that to promote the "Belt and Road" construction, we should cooperate with the countries along the route on the principle of mutual benefit and win-win, so that the countries along the route can benefit from China's development, and insist that all countries share opportunities, meet challenges and create prosperity together. [5] Throughout the "Belt and Road" strategy, the land-based "Silk Road Economic Belt" helps build cooperation in various aspects, such as mutual economic assistance, energy security and anti-terrorism; [5] the "Maritime Silk Road The "Maritime Silk Road" has the prospect of promoting economic and trade integration between Asia, Europe and Africa. [6] The Belt and Road Initiative asserts that the construction of the Belt and Road will "adhere to the purposes and principles of the United Nations Charter", namely "respect for The "Belt and Road" initiative will "adhere to the purposes and principles of the Charter of the United Nations", namely "respect for the sovereignty and territorial integrity of States, non-aggression, non-interference in each other's internal affairs, peaceful coexistence, equality and mutual benefit", and adhere to the principle of "common commerce, common construction and sharing", linking Eurasia and Africa, and open to the world. [7] The Belt and Road Initiative, together with the complementary concept of "Community of Human Destiny", is obviously different from the principle of "Union of Peace" proposed by Kant in his "Theory of Perpetual Peace". The "Alliance for Peace" principle has something in common. The economic foundation determines the superstructure, and for political peace, mutual communication and full integration of economic conditions are undoubtedly of primary importance. China's "One Belt, One Road" initiative embodies a variety of theoretical perspectives, including the ancient Chinese political idea of "the commonwealth of nations", the Western philosophical concept of "cosmopolitanism" represented by Kant, and the international communist concept. It is a new era of peaceful development practice of "promoting consensus through dialogue" with economic interconnection as its link and various strategic cooperation as its focus.

3.Commentary on the Permanent Peace Theory

For centuries, Kant's "Perpetual Peace" has been providing peace-loving people with theoretical ideas for solving global disputes among human beings and pointing out the value of mutual



benefit and peaceful coexistence in the management of international relations. It can be said that the "doctrine of perpetual peace" has been a bright light in the future, giving people hope for peace. At the same time, the dignity of human beings is clearly reflected in the specific terms of Kant's discussion; without any distinction or discrimination based on nationality, class, ability, wealth, etc., Kant tells us that every rational person has the right to participate in the great journey to a peaceful future, and that the world of peace will eventually belong to every rational person. Therefore, the "doctrine of perpetual peace" has an important enlightening role and practical influence in the field of social thought and international politics.

However, the practice of "permanent peace theory" is still difficult in today's society. Kant, like Hobbes, believed that human society is a world in which violence, not peace, takes ontological priority. In a state of rule of law, there is also coercion, which indicates that violence is permanent and there is always the possibility of conflict and war. Thus, in the Kantian theoretical vision, "since social peace is guaranteed by the coercive pressure of law, it is a mere temporary pacification of war The island of peace exists in the sea of war." [8] Legal power relies on the guarantee of coercive violence, and the perpetual presence of violence is bound to become an ineluctable threat to peace. Faced with such a logical dilemma, Kant suggested that no one would exercise violent repression as long as nations consciously and voluntarily obeyed the law. But this requires a high degree of moralization of mankind, as well as a considerable degree of multipolarization of the world's political and military forces, and for the present age, a not-too-short historical process.

Furthermore, Karl Jaspers suggests that Kant did not try to explain permanent peace in terms of society or in terms of international relations, but rather tried to continue to explain permanent peace in terms of the problem of man, strictly speaking, in terms of the richness of the human heart, and more precisely, in terms of "honesty," "freedom," and "trust," which are directly related to man himself. The explanation of the permanent peace is based on the question of human existence, such as "honesty", "freedom", and "trust". For on this premise, the state of law must be preserved and peace can be truly achieved. For Jaspers, man must keep on regaining this peace. This means that coercive law does not guarantee peace; on the contrary, only the determination of the human will on the state of existence reasserts peace at all times. [9] P28 Jaspers also emphasizes that Kant's conception of perpetual peace is neither a program that can be realized in society, nor a program that provides society with institutions and laws, but only a philosophical principle that clarifies all these programs. These different interpretations of the "permanent peace thesis" are merely a reflection of the different times, and therefore we cannot consider politics, society or people as the only basis for permanent peace, but rather a state of peace should be ensured for all mankind in all aspects. [9]P 29



Conclusion

In the final analysis, according to Kant's understanding and exposition, mankind is bound to a peaceful future, and people should have faith in it. According to Kant, permanent peace is a natural arrangement of social history and the "destiny" of human social development; although human beings have emotional qualities in addition to reason, and various twists and turns will occur in the long process of moving toward peace, the reason given by nature to human beings can play the role of ultimately unifying the purpose of human existence. In other words, permanent peace is an irresistible law of nature.

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Research on the Integration of Chinese Classical Recitation into Humanistic Literacy Enhancement ^①

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Abstract

The comprehensive quality of higher vocational graduates is their bargaining chip for market evaluation and job selection. Schools should continue to innovate cultural education mode, always grasp the trend of social development, and always respond to the requirements of the times in order to promote graduates to achieve fuller and higher quality employment. Zibo Vocational College through the implementation of the "classical recitation, nine long back to one(齐诵经典，九久归一)" cultural education project, from nine directions to create projects, Chinese classical recitation activities to help students develop the habit of recitation, and to achieve the purpose of improving humanistic literacy.

Keywords

Higher vocational students, Classical recitation, Habit formation, Humanistic literacy

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At present, all kinds of middle and high vocational schools in China can deliver about 10 million technical skills talents to the society every year. In modern manufacturing industry, strategic emerging industries and modern service industry, more than 70% of the new employees are vocational school graduates. [1] In three years of campus life, students not only learn knowledge and refine skills, but also further build character to improve their overall quality, which will increase their chances of gaining favor in the job market. For this reason, Zibo Vocational College continues to innovate the cultural education model, "Recite the classics, Nine long back to one"(齐诵经典，九久归一) cultural education project is one of them, through the nine directions to build the project, the Chinese classics recitation into the school's public curriculum and student club activities, so that the knowledge contained in ancient Chinese poems and songs and contemporary poetry, prose The project aims to transform the knowledge, moral essence and values contained in ancient Chinese poems and songs, as well as contemporary poetry and prose, into a "gentle rain" that infuses students' hearts and minds, enriches their connotation and temperament, and cultivates cultural confidence, so as to achieve the goal of cultivating recitation habits and improving humanistic literacy.

I. To Find out the Current Situation of Chinese Classics Recitation Project in Universities

1.1 There are some common problems in Chinese classical recitation activities in higher vocational schools

In order to further understand the recognition and demand of higher vocational students for the implementation of Chinese classical recitation project in schools, four higher vocational schools in and outside the province were selected to conduct a questionnaire survey. 500 questionnaires were sent out, 473 questionnaires were collected, and 473 questionnaires were valid, with an efficiency of 94.6%.

The results of the analysis show that: a. The form of Chinese classical recitation activities in schools still remains at a superficial level, such as organizing poetry recitation sessions or poetry recitation competitions. b. Students' reading of Chinese classics is generally low, and most of them still stay at the required reading level in secondary school language textbooks. c. Students are more interested in participating in clubs with Chinese painting, calligraphy, batik, paper cutting, seal carving, embroidery, hand weaving, Chinese costume performance, folk dance, classical dance, martial arts, tea art, food, etc. than in literature appreciation courses and Chinese classical recitation activities. d. Girls are significantly more interested in reading Chinese classics than boys, and students of liberal arts (including arts) are significantly more interested in reading Chinese classics than students of engineering (including business, medicine and finance). e. From the



perspective of classical reading foundation and learning acceptance ability, high school graduates are obviously more solid than technical secondary school graduates and junior middle school graduates, acceptance is better. f. From the perspective of classroom activity and community participation, lower grade students are obviously more active in class and have higher community participation than higher grade students.

The results show that these schools have the following common problems: a. lack of appropriate classical recitation materials, which makes students' choice of recitation content too arbitrary and the quality of the texts not guaranteed. b. lack of innovation in classroom teaching methods, which makes recitation uninteresting and makes students reluctant to participate actively. c. lack of overall planning for extracurricular practice activities, which makes recitation difficult to form habits and to enter the mind. d. lack of effective assessment strategies, which makes students receive insufficient positive motivation and makes recitation activities difficult to sustain. The lack of effective assessment strategies makes the students' positive motivation insufficient and the chanting activities difficult to be sustained.

1.2 There is still much room for the development of Chinese classic recitation projects in domestic universities

In order to further understand the current situation of research and practice of Chinese classical recitation project in universities at home and abroad, the study of Chinese classical recitation is carried out with the aim of "Recitation", "Classical Recitation" and "Chinese classical recitation" "College Students Recitation" "College Students Reciting Classics""College Students Reciting Chinese Classics"" "College Students Reciting Chinese Classics Humanistic Quality" as key words and phrases, and launched a search in the database of papers on China Knowledge Network to get the following data (see Table 1).

Keywords	Academic Journals	Dissertation	Conference Articles	Newspaper Reports	Books	Results
Recitation	3086	1607	416	226	2	2
Classical Recitation	1021	226	186	170	2	1
Chinese Classical Recitation	224	54	17	46	1	
College Students Recitation	146	21	1	5	1	
College Students Reciting Classics	107	15	1	4	1	
College Students	41	4		2	1	



Reciting Chinese Classics						
College Students Reciting Chinese Classics Humanistic Quality	8					

Table 1: Summary of data of "the current situation of research and practice of Chinese classical recitation project in universities at home and abroad

The results of the analysis show that the effectiveness of using Chinese classical recitation activities to improve students' humanistic literacy is mainly reflected in the following aspects: a. School level: to carry forward the excellent Chinese traditional culture, create a characteristic campus culture, realize cultural education, implement teaching reform, and help curriculum construction. b. Individual level: to master recitation methods, enhance language expression and writing ability, develop recitation habits, cultivate cultural Theoretical perspectives: mainly the "trinity" theory, "one guide, two drives" theory, "inside and outside the classroom The theory of "Trinity", "One Guide, Two Drives", "Integration inside and outside the classroom", etc. The research and practice of Chinese classical recitation project has not been carried out in foreign universities, and domestic universities are still in the initial stage, so there is still more room for development.

2. Designing the cultural education program of "Recite the classics, Nine long back to one"(齐诵经典，九久归一)

The results of the analysis show that: a. students generally believe that participating in Chinese classical recitation activities is helpful to their study, life and work, and can improve their overall quality. b. most students are willing to present on stage if there is an opportunity to do so. c. students hope to learn recitation through teachers' leading, peer exchanges, television networks, etc. d. students hope that teachers will teach more about the background of writing and the ideas contained in the works, the The students would like to learn more about the background of the work, the ideas contained in it, the pronunciation method, and the stage recitation skills.

We designed the cultural education program "Recite the classics together and return to one for nine years" by combining the above.

2.1 Develop a loose-leaf textbook

In order to solve the problems of students' arbitrariness in choosing the content of recitation and the lack of guarantee for the quality of recitation, the scope of recitation works was determined according to the results of the questionnaire survey, and works containing Li Bai's (李白)"Jiangjinjiu(《将进酒》)", Su Shi's(苏轼) "Niannvjiao - Chibihuaigu(《念奴娇·赤壁怀古》)",



Zhang Ruoxu's (张若虚) "Chunjianghuayueye" (《春江花月夜》), Su Shi's (苏轼) "Shuidiaogetou" (《水调歌头》), Mencius' "Born in Sorrow, Dying in Peace" (《生于忧患，死于安乐》), Wang Bo's (王勃) "Tengwanggexu" (《滕王阁序》), Liang Qichao's (梁启超) "Shaonianzhongguoshuo" (《少年中国说》), Fan Zhongyan's (范仲淹) "The Record of Yueyang Tower" (《岳阳楼记》), Han Yu's (韩愈) "The Teacher's Discourse" (《师说》), Ouyang Xiu's (欧阳修) "Zuiwongtingji" (《醉翁亭记》), Tao Yuanming's (陶渊明) "Taohuayuanji" (《桃花源记》), Zhou Dunyi's (周敦颐) "Ailianshuo" (《爱莲说》), Zhu Ziqing's (朱自清) "The Shadow of the Back" (《背影》), Lin Huiyin's (林徽因) "You are the April Sky on Earth" (《你是人间四月天》), Xu Zhimo's (徐志摩) "Zaibiekangqiao" (《再别康桥》), Haizi's (海子) "Facing the Sea, Spring Blossoms" (《面朝大海，春暖花开》), Shu Ting's (舒婷) "Motherland, My Dear Motherland" (《祖国啊，我亲爱的祖国》), Lu Yao's (路遥) "The Ordinary World" (《平凡的世界》)(excerpt), Yu Guangzhong's (余光中) "Nostalgia" (《乡愁》), Ai Qing's (艾青) "I Love This Land" (《我爱这土地》), Shu Ting's (舒婷) "To the Oak Tree" (舒婷《致橡树》), Liu Yu's (刘瑜) "May You Grow Up" (《愿你慢慢长大》) etc., will be used to compile Chinese classics recitation materials in the form of flipcharts to supplement and expand school teaching resources.

2.2 Offer an elective course

Professional teachers with recitation skills are hired to offer an optional Chinese classical recitation course to fill the gap in the school's offline Chinese classical recitation program, improve students' literary appreciation, expand their theoretical knowledge of recitation, and enhance their recitation level.

2.3 Recording a micro lesson album

We recorded videos of Chinese classical recitation lessons, edited them into micro-lesson albums and uploaded them to the Internet to solve the problem of lack of online teaching resources for Chinese classical recitation in schools.

2.4 Conduct a special lecture

Experts from Zibo People's Radio, Zibo Speech Recitation Association and other units or institutions are hired to give lectures on Chinese classical recitation to students at school, opening up channels for students to participate in recitation activities inside and outside school and creating more opportunities for students to showcase themselves.

2.5 Create a WeChat public number

Linking quality audio and video resources of Chinese classical recitation, regularly updating knowledge of recitation skills, changing the status quo of single mode of recitation teaching, insufficient interest, and students' reluctance to actively learn recitation courses.

2.6 Create an association

We have created the "Shiyuxuan (诗雨轩)" student recitation club, using traditional Chinese holidays and national martyrs' memorial days to conduct regular recitation activities, discover new recitation talents, expand literary horizons, and enrich after-school life.



2.7 Create a group of reading friends

We will establish a group of students' reading buddies, carry out a competition of punching cards of audio or video works of classical recitation, organize students to evaluate each other, give feedback on the effect in time, and form positive incentives, so that the recitation will gradually enter the brain and heart and form good habits.

2.8 Organize a competition

Take advantage of the May 4 Youth Day or July 1 Party Day to hold a recitation contest to glorify the Communist Party of China, the motherland and the people, showcase youthful self, promote student exchanges, expand the influence of clubs, promote the construction of campus spiritual civilization, and highlight the The school's cultural education characteristics.

2.9 Publish an academic paper

The research and practice of Chinese classical recitation is incorporated into the cultural education system of "Recite the classics, Nine long back to one"(齐诵经典，九久归一), and solutions are proposed to address the problems of lack of suitable classical recitation materials, lack of innovation in classroom teaching methods, lack of overall planning of extracurricular practice activities, and lack of effective evaluation strategies. Write a paper and publish it in a provincial or above publication.

3. The implementation of "Recite the classics, Nine long back to one"(齐诵经典，九久归一)cultural education project of practical significance

In April 2022, on the occasion of the first National Reading Conference, General Secretary Xi Jinping sent a congratulatory letter, pointing out that "reading is an important way for human beings to acquire knowledge, enlighten and increase wisdom, and cultivate morality, which allows people to be inspired by ideas, establish lofty ideals, and cultivate a noble spirit. The Chinese people have been advocating reading since ancient times, focusing on the knowledge of the material, sincere and correct mind, inheriting the spirit of the Chinese people, and shaping the character of the Chinese people's self-confidence and self-improvement." [2] Therefore, Zibo Vocational College to implement the "Recite the classics, Nine long back to one"(齐诵经典，九久归一) cultural education project, to carry out Chinese classical recitation activities, from the students, teachers, schools, society and other levels, have very important practical significance.

3.1 Helps to improve the overall quality of students

According to the actual demands of students, the school selects Chinese classics as the content of the loose-leaf textbook, which is easily accepted by students and helps them gain a deeper understanding of traditional Chinese culture, receive a more comprehensive education of gratitude, integrity, love and right and wrong, cultivate excellent moral qualities and thicken patriotic



sentiments.

3.2 Help change the traditional teaching model

The Chinese classics themselves contain infinite artistic charm, and the student-oriented recitation activities help teachers change the traditional teaching mode, help students feel the rhythm of the text and the mood of the picture, establish the emotion connected with the work, promote students' reading ability, perception ability, expression ability, writing ability, and recitation ability to be effectively improved, enhance literary literacy, and cultivate aesthetic sensibility.

3.3 Helping to expand the school's social influence

By carrying out Chinese classical recitation activities, developing teaching materials, offering courses, producing online lessons, conducting lectures, establishing clubs, building reading groups, creating public numbers, organizing competitions and publishing articles, the school helps create a bookish campus atmosphere, broaden cultural exchange channels inside and outside the school, build a distinctive campus culture, enrich the connotation of school development, innovate the campus cultural brand and expand the school's influence in the society.

3.4 Helping to provide talents for urban construction

With the Chinese classical recitation activities into the brain into the heart into the line, help to shape the students' perfect personality, the formation of positive values, influence their speech and spirit, develop good behavior habits, for the development of urban construction delivery more in line with the market demand for high-quality skilled personnel.

4. Conclusion

The implementation of the cultural education project of "Recite the classics, Nine long back to one"(齐诵经典, 九久归一) and the integration of Chinese classical recitation into the research and practice of humanistic literacy enhancement of higher vocational students is another innovation of Zibo Vocational College in the construction of characteristic campus culture, which not only enhances the employment competitiveness of our graduates, but also provides a reference for other universities to carry out Chinese classical recitation activities. This is another innovation of Zibo Vocational College in the construction of campus culture.

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Blending and Symbiosis: Research on the Application of Opera Elements in Ceramics

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Abstract

Ceramics and operas are the treasures of Chinese culture, demonstrating the unique charm of Chinese traditional culture. The combination of ceramics and drama has a long history. The combination of the two is not intentional, but determined by the improvement of the artistry after the integration, the convenience of the transmission of the picture by drama, and the coincidence of the temperament of the ceramist and the connotation of the drama story. Porcelain painted with the patterns of opera characters combines the beauty of opera and storytelling, and its rise and fall are affected by the politics and economy of different dynasties, showing different development features. With the rapid development of modern art, under the influence of modern design concepts, based on the essence of traditional culture, the combination of drama and ceramics is more in line with the aesthetic appreciation of modern people, showing the diversified characteristics of popularization, cartoon, personalization and poetic.

Keywords

Traditional opera, Ceramics, Blending and symbiosis, Historical track

In the long history, opera and ceramic art have become the representatives of China's traditional



culture and the cultural cards of China. Traditional opera integrates the beauty of lyrics, music, art and performance, and achieves harmonious dynamic beauty with the singing, reading, doing and playing of actors on the stage. Numerous talented craftsmen have depicted the flowing beauty of opera in ceramics with pen and ink, and the moment is depicted as eternity under the blending and symbiosis of opera and ceramics. Nowadays, the influence of opera art on ceramics has risen from form to meaning. The concept of opera stage design has become the inspiration source of modern ceramic art innovation, and ceramic art works that are more in line with the public aesthetic have emerged as the times require. At the moment when the opera is frustrated, it also needs the blessing of ceramic art, so that people can appreciate the unique charm of opera while appreciating ceramic works.

1. Adaptability of Traditional Opera and Ceramic Art

1.1 The Improvement of Artistry under the Mutual Support of Opera and Ceramic Art

Gorgeous facial makeup and costumes in operas can bring visual enjoyment to the audience, which is a stylized expression with deep meaning. Once an actor comes on stage, he or she can give the audience a general understanding of the character image only by presenting his or her facial makeup and clothes. Therefore, the application of opera characters on porcelain can not only beautify the porcelain, but also convey the identity and personality information of the characters. In addition, drama interprets stories by singing and dancing. Each drama story has its own unique spiritual connotation. Porcelain painted with opera characters shows not only a beautiful object, but also a picture with advanced color matching and superb painting skills. Although its form of expression is static, people who have already understood the connotation of drama stories can instantly associate the overall context of the story from the static pictures, and even associate the mood of the characters at this time from the lifelike facial expressions of the characters. As a result, ceramic opera pictures can endow wordless pictures with profound connotation by virtue of their stylization and storytelling, which greatly improves their artistry.

China's ceramic art has a long history of development, and the high level of ceramic production technology makes it more vivid than other art forms in representing the characters in opera. The pastel porcelain absorbs the advantages of fine brushwork traditional Chinese painting and palace mural painting, and its superb production skills can make the screen produce light and dark changes in shades, so as to make the characters in the opera come alive and vividly. Such a vivid ceramic painting art has a unique advantage in representing the characters in the opera and shaping the artistic conception of the screen. Therefore, the dissemination of opera culture with the help of ceramics widely sold at home and abroad can maximize the preservation of the fresh face of opera characters and convey the connotation of opera characters. In the contemporary era,



various emerging forms of entertainment occupy people's lives. Under the mutual competition and extrusion of diversified entertainment, drama has long lost people's attention and lost its past glory. However, opera is the essence of China's excellent traditional culture, highlighting China's unique cultural charm, and is a cultural treasure that can never be forgotten in the long history. Today, the combination of ceramic art and opera is conducive to the spread of opera culture, awakening the memory of Chinese people for opera culture, and enhancing China's cultural confidence.

1.2The Convenience of Ceramic Painting in Obtaining the Blueprint of Opera Stage Pictures

Opera is a stage art that comprehensively uses singing, reading, doing and playing. It is a sensory art that acts on people's vision and hearing. It is a time and space art that continuously shows the changes and development of characters; And ceramics is a kind of touching plastic arts, showing a static image of the moment. Although drama and ceramics belong to different art categories, they have artistic commonalities - both pay attention to the sense of pictures with bright colors and strong stories. While appreciating the performance on the opera stage, ceramists can get creative inspiration at the moment when a character's emotion is strong. At this time, frames on the opera stage can just become the creation blueprint of ceramic art works.

Compared with novels, ceramic painting blueprints can be obtained directly from the drama stage, which greatly saves the time and energy of ceramists. In addition, the commodity economy in the Ming Dynasty was highly developed, and a large number of folk bookstores appeared. Folk printed books became a common practice, and books became more and more popular, becoming commodities that ordinary people also had the right to buy. Illustrated novels about operas were widely popular during this period, and became the blueprint of ceramic opera painting in addition to the stage of operas.

1.3The Literati Spirit Expressed in Operas Conforms to the Style and Features of the Times

Any work of art is the embodiment of the creators' ideological values, and is also the epitome of an era. Chinese opera was highly prosperous in the Ming and Qing Dynasties. As the cultural carrier of the main trend of thought at that time, affected by the change of social atmosphere and people's ideas, a large number of opera works focused on the love concept bound by feudal ethics, focusing on the performance of women's personal charm. The four famous Chinese classical operas, Peony Pavilion, Peach Blossom Fan, and Romance of the Western Chamber and Hall of Eternal Longevity, are classic works that express women's personality in the Ming and Qing Dynasties, and express women's yearning for freedom and their desire to break away from feudal bondage. These works, with their typical and profound story connotation, have been preserved and handed down in the long history, and even have great influence in the contemporary era.



Ceramic painting also reached its peak in the Ming and Qing Dynasties, during which a large number of exquisite ceramic painting works were created. When ceramists draw ceramic patterns in operas, they do not simply copy them, but rather integrate their own ideas, values, and aesthetic values into their second creation based on the prototype of the opera, which is an extension of the meaning of the original work [1]. Therefore, when ceramists are creating, they should first understand the connotation of drama stories and the ideas that the playwrights want to express. Only when the potter resonates with the drama story can his creative passion be aroused, thus creating a fine ceramic art that resonates with the soul of artists and viewers. Although the main objects of drama works are women, they express their dissatisfaction with the feudal society through women who are in the most vulnerable position in the feudal society, reflecting the spiritual temperament of literati who dare to challenge the secular world.

Ceramic artists are in the current of the times and are affected by the special atmosphere of the times. There must be a spirit of rebellion and questioning against the feudal rule in their hearts. Unlike scholars who can use ink to write about the injustice of the times, they have to rely on ceramic painting with passion. However, the story of simple painting is far less than that of pen and ink, while the drama works with complete story connotation can convey more stories, which is the ideal pouring mouth of expressing their own thoughts [2]. Therefore, the story connotation of the drama works has become the key factor to attract the ceramists to ponder over and pour emotion into the creation.

2.The Historical Track of the Application of Opera Elements in Ceramics

2.1The Application of Opera Elements in Ceramics in the Song and Yuan Dynasties

As early as the Song and Jin Dynasties, there were some drama figure story maps, which indicates that the drama elements of this period have been reflected in ceramic painting. In the Yuan Dynasty, Chinese operas officially entered a mature period, and the ceramic industry also entered a stage of brilliant development. The popular opera activities directly affected the creation of ceramic artists. During this period, a large number of opera characters and stories became the objects of ceramic art. As shown in Fig. 1, Jin Xiang Pavilion, a large jar of blue and white opera figures in the Yuan Dynasty, is based on Wang Zhongwen's dramas of the Yuan Dynasty. The structure of the screen is reasonable, and the scene and people reach an integrated state. At the end of the Yuan Dynasty and the beginning of the Ming Dynasty, the society was in turmoil, and Yuan Zaju lost its social environment suitable for development. In addition, the restoration of the imperial examination system in the early Ming Dynasty led to the loss of a large number of creative talents due to the literati's efforts to pursue official fame. During this period, Yuan drama



gradually lost its vitality. Influenced by the development of drama, accordingly, the number of opera character decorations appearing on ceramics was much lower than before.



Picture 1 *The Brocade Scent Pavilion*, a blue and white opera character jar of the Yuan Dynasty

2.2 The Application of Opera Elements in Ceramics in the Ming Dynasty

During the Jiajing period of the Ming Dynasty, opera was revived. Until the Wanli period of the Ming Dynasty, opera entered another golden age of development. At this time, a large number of opera figures appeared on ceramic objects. During this period, with the decline of official kilns, a large number of ceramic craftsmen flocked to the folk, and the rise of folk kilns, ceramic production technology was significantly improved, and the content and form of ceramics were also injected with new development vitality. In the late Ming Dynasty, a large number of folk bookstores printed books privately, and drew vivid prints related to the text content on the books, which provided ready-made materials for ceramic opera patterns and gave them fresh blood. During this period, the content, artistic conception and brushwork of ceramic opera patterns were influenced by printmaking, and most of them showed freehand characteristics similar to ink painting, which outlined the complex story connotation with simple lines.

2.3 The Application of Opera Elements in Ceramics since the Qing Dynasty

In the Qing Dynasty, local operas prevailed, and operas became more popular and popular. The vigorous development of opera has brought a new atmosphere for the development of ceramic industry. As shown in Figure 2, the story plate of "The Romance of the Western Chamber" during the reign of Emperor Qianlong in the Qing Dynasty was drawn from the famous section of "The Romance of the Western Chamber". The color of the picture is bright, and the characters' expressions are delicately portrayed, which perfectly represents the artistic charm of the opera characters displayed on the stage. At the end of the reign of Emperor Qianlong, the four major troupes came to Beijing. Through exchanges and mutual integration, Peking Opera was born. The prosperity of Peking Opera made the ceramic operas of this period show the characteristics of gaudy ornamentation. After the reign of Emperor Qianlong, the Qing Dynasty gradually came to



an end. The invasion of foreign enemies and internal corruption made the people miserable. The folk kilns were not able to recover in such an environment, and the production process of opera figure bottles was also much worse than before. In the Republic of China period, most of the opera patterns on ceramics were painted in imitation of the ancients, lacking vitality and vitality.



Figure 2 The story plate of the story "The West Chamber" by Qianlong of the Qing Dynasty

3.The Application Tendency of Modern Opera Elements in Ceramics

3.1 Enriching the Forms of Expression of Opera Patterns in Ceramics

As the makeup art of opera, facial makeup can show the spirit, temperament and character of the characters. It can be said that facial makeup is the key to the characterization of opera characters, and it is also the most distinctive opera element. The use of various colors in Facebook has its profound connotation, which reflects the characters' different personalities. For example, red represents loyalty, purple represents wisdom, courage and righteousness, and yellow represents bravery and good fighting [3]. As a symbol of opera culture, facial makeup has its own profound connotation, which enables modern people who are not familiar with opera stories to capture the character traits from its colorful face painting. In the context of low awareness of drama stories, Facebook, the simplest expression of drama culture, can become a symbol of drama culture even more when drama is frustrated. In contemporary times, opera facial makeup decoration is widely used in ceramic art, as shown in Figure 3.



Figure 3 Traditional Opera Mask Jar

As a traditional stage art in China, the solemnity of drama has been difficult to meet the aesthetic



needs of contemporary people. Cartoon animation, as a kind of entertainment art full of childlike interest and conforming to children's aesthetic standards, is greatly loved by children and even teenagers. Therefore, some creators try to apply cartoon elements to the production of traditional Chinese opera ceramic plates, as shown in Figure 4, which combines humorous and naive cartoon painting with dignified traditional Chinese opera art [4]. With the help of cartoons, the figure chart of opera drawn by this way is more easily accepted by the public, and the cultural connotation conveyed remains unchanged, which is conducive to the spread of opera culture and the launch of new creative ceramic products.



Figure 4 *Ren Shuanghe*, Porcelain Plate of Opera Characters

3.2 Realizing the Modern Transformation of Pottery Art with the Connotation of Opera Stage

The virtuality of the drama stage makes it transcend the limitation of time and space, thus realizing the free transformation of time and space on the stage. On the stage, opera actors bring the audience into the story situation not by setting but by their own performance. The existence of actors makes the stage time and space have a specific meaning. As Ah Jia said, "Once the stage is separated from the performance of actors, there is no fixed place and time." [5]. Therefore, since ancient times, the theatrical stage scenery has been simple. If the stage setting is too complicated and lifelike, it will limit the play of the opera actors and the imagination of the audience, and on the contrary, it will make the opera lose its own characteristics and incline to the western realistic drama. The characteristics of this theatrical stage set extend to the philosophical level, and it is a philosophical thought of "using less to win more", "using complexity to replace simplicity", "emptiness is color, and color is emptiness". Modern people pay more and more attention to the beauty of simplicity, and pursue the artistic realm of "no painting makes a wonderful place" [6] of ceramic artworks, which is similar to the aesthetic charm of the opera stage. As shown in Figure 5, Liu Jianhua's work *White Paper* presents the art form of paper with ceramics, realizing the ultimate simplicity of the picture. Its expression of "emptiness" can trigger people's exploration and thinking of the unknown, making different people have different understandings.



Figure 5 *White Paper* by Liu Jianhua

The stage and text of traditional Chinese operas are poetic. The aesthetic poetic language of drama fully reflects the rhythmic beauty of poetry, and with the rhythm of music, it can bring people to appreciate the artistic charm of Chinese classical poetry. Drama stage design also pays attention to the transmission of poetry and the formation of artistic conception. Zong Baihua, a famous contemporary esthetician, further pointed out that "the Chinese stage performance mode is original... This artistic performance mode is also connected with China's unique painting art, and even with the artistic conception in Chinese poetry" [7]. Like opera, modern art also tends to integrate ceramics with Chinese poetry culture, enrich the artistic connotation of ceramics with the artistic conception of poetry, and form a poetic space [8]. As shown in Figure 6, the composition of the picture of the ceramic artist Xie Xiaoming's *Dwelling in the Clouds* is simple, but it perfectly integrates the scenery and people to form an integrated artistic realm, which makes people feel a poetic beauty that is far away, quiet and detached from the secular world.



Figure 6 Portions of *Dwelling Two in the Clouds* by ceramic artist Xie Xiaoming

Conclusion

The blending and symbiosis of opera and ceramic art is a win-win art form. Traditional Chinese opera enriches the connotation of ceramic art works with the storytelling and distinctive personality of its character images, and ceramics are sold well both at home and abroad, promoting the dissemination of traditional Chinese opera. Under the influence of modern design concepts, contemporary opera character porcelain paintings have broken away from the traditional fixed expression mode, and a number of outstanding modern ceramic art works that are more suitable for modern people's aesthetics and conform to modern people's ideals, living conditions, and philosophical concepts have emerged as the times require. This innovation is a combination of opera and deep design concepts of ceramics, adapting to the development trend of the times. In the future, there are many new possibilities for the combination of opera and ceramics.



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A Study of the Guxian Village(古县村) in the Writing of the Japanese Monk Yuan Ren(圆仁)

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Abstract

In the Tang Dynasty, Japanese monks entered the Tang Dynasty to seek Buddha dharma, landing from Dengzhou(登州), all the way west to Chang 'an(长安). It passes through many post stations and villages along the East-West Ancient Guan Road



across Shandong Province. On his way from Qingzhou Prefecture(青州府) to Changshan County(长山县), he passed the "Guxian Village(古县村)" and recorded its scenery and commerce in his diary. Today, Zibo City Zhoucun(周村) District North suburb town has two villages: "Guxuan Dian(固玄店)" and "Guxuan Zhuang(固玄庄)", are here "ancient county" city remains. This is the same village, a common name "Guxian(古县)", later divided into two villages, respectively titled "Dian(店)" and "Zhuang(庄)". The "Guxian village(古县村)" that Yuanren(袁仁) passes through is Guxuan Dian(固玄店) rather than Guxuan Zhuang(固玄庄).

Keywords

Japanese Yuanren, Guxian Village(古县村), Guxuan Dian(固玄店), Guxuan Zhuang(固玄庄)

There are two adjacent villages in the northern suburbs of present-day Zhou Village(周村): "固玄庄"(Gu xuan Zhuang) and "固玄店"(Guxuan Dian), where an ancient county was originally abandoned and the original county was reduced to a village named "古县(Gu Xian)" ("故县(Gu Xian)), which gradually evolved into "固悬(Gu Xuan)" ("玄(Xuan)). Historical materials repeatedly appear in the "古县(Gu Xian)" is the "固玄庄(Guxuan Zhuang)" or "固玄店(Guxuan Dian)"? In fact, although the two villages are completely independent of two villages, but the two villages are a stone's throw away from each other, only a mile apart, Zhouxunquzhi Jianzhi(《周村区志 建置》):

("固玄店"(Guxuan Dian)) In the end of the Xuanhe Song Dynasty, it was located in a major transportation route, where merchants gathered. And there were 13 reputable stores, named "故县店(Guxian Dian)", which later evolved into "固悬店(Guxian Dian)" and changed to "固玄店(Guxuan Dian)" during the War of Resistance Against Japan.

("固玄庄"(Guxuan Zhuang)) In the Southern Dynasty, "武强县(Wuqiang County)" was established in the Southern Song Dynasty. Sui Kai Huang 18 years will "武强县(Wuqiang County)" to "长山县(Changshan County)". This place is the site of the former county, called the "故县庄(Guxian Zhuang)". Evolved into "固悬庄(Guxuan Zhuang)". Anti-Japanese period changed to "固玄庄(Guxuan Zhuang)". [1]

The District Annals(《区志》) believes that Guxuan Zhuang was the site of "武强县(Wuqiang County)" during the Northern and Southern Dynasties, and there is little evidence that "固玄店"(Guxuan Dian) was formed as a village in the late Northern Song Dynasty.

In the fields around "固玄店"(Guxuan Dian), there are broken bricks and tiles everywhere, and the ruins of the city walls can be seen everywhere. Archaeological evidence shows that this area was once the site of "武强县(Wuqiang County)" of "广川郡(Guangchuan County)" in ancient times. According to "Yugong"(《禹贡》), this area is "the boundary of Qingzhou", and "Qi Cheng(《齐乘》)", "Liu Xiaowu of Song Dynasty set up Wuqiang County in a place called Yu Ling", "Yuanhe County Annals"(《元和郡县志》): "Sui Kaihuang three years, the abolition of plain county, moved"



武强县(Wuqiang County)" into the ruined city Sui Kaihuang 18 years, "武强县(Wuqiang County)" for"长山县(Changshan County)", take the name of Changbai Mountain, belong to Zizhou(淄州)". Jiaqing(嘉庆) "Changshan County Annals (《长山县志》)" Volume 1.

Guangchuan County, which is the present-day government, was also established by Xiao Wu of the Liu Song Dynasty. In the Northern Qi Dynasty, the county was changed to Dongpingyuan County(东平原郡), and in the Sui Kaihuang, the county was abolished and renamed Changshan(长山). The old "Annals"(《志》) and "General Annals"(《通志》) are wrong, identify the details. The "General Annals"(《通志》) said: Guangchuan County(广川郡), in the county east 15 miles. Liusong Xiaowu set counties, Sui dynasty three years Wuqiang county(武强县)moved to Guangchuan county(广川郡), Sui dynasty eighteen years renamed long mountain(长山). The "Huanyuji"(《寰宇记》) said: Xianli County(县理城), that is, the county of Guangchuan county(广川郡) also. The time to write the record in the early Song Dynasty. "Yi Annal"(《邑志》) said: The end of Xuanhe, the Jin people want Song Dynasty to attack Liao Dynasty, Huizong ordered the people to build, since the protection, is moved to the present ruling. Since it was moved again, "Yi Annal"(《邑志》) still refers to Guangchuan County(广川郡), which is wrong. According to the old "Zhichengchixia"(《志 城池下》) said: Changshan County(长山县) in the ancient city, the end of Xuanhe is moved to the present governance, the cloud moved, by the ancient city moved to the present governance, not by the former county moved to the present governance. However, Changshan(长山) is not the ancient city, and not the end of the Xuanhe began to move, the old record is also a big mistake. The "General Annals"(《通志》) also said: Sui Dynasty moved Wuqiang County(武强县) into the ruined city, that is, the Guxuan village(故县村) in the east of the city, the "Yi Annal"(《邑志》) false Guxuan(固悬). According to the Niu Zhixue(牛志学) "rebuilt the county record"(《重修县城记》) said: to the twelfth year, the long mountain city(长山城), the beginning of its construction, the world's unique county wall inscription, the Eastern Jin Dynasty Liu Yu(刘裕) as Wuqiang county(武强镇), to the Northern Qi set Dongpingyuan County(东平原县)(original note: as the "郡"), and the Sui Kaihuang years, the establishment of this name. In the Tang and Wu Dynasties, the name was changed from Song and Jin to the present day. Its city face mountains and water, is now the situation, Qingji of the Guanliang, Shandong's channel. Also said: The end of Xuanhe, the Jin people wanted the Song Dynasty to invade the Liao, see the Song Dynasty lax, then kidnapped Hui(徽) Qin(钦) two emperors, political turmoil, the people spontaneously build the wall, in order to protect themselves, the Jin Changxia area, long time the wall is broken, in order to protect themselves, the people spontaneously built the wall the Central Plains earthquake, and then repair. According to the old annals, it only says that the ancient city of Yuling was rebuilt, not rebuilt, which means that since the ancient city was built, it was not the end of Xuanhe. Another said: this year's renchen(壬辰), Miao Houju Yan Yin County that together with the supervisor county a, a bookkeeper, according to the old base, led thousands of people to repair the wall, the wall is strong, the work was completed. Both said old base that is the base since the Sui and Tang Dynasty, rather than the end



of Xuanhe migrated to build the base carry on. According to this, since the Sui, the Changshan county(长山城) is the present governance, and not from the former county and then migrate the matter. City began in Sui Dynasty, and not since the end of Xuanhe. And Changshan in the Liu Song that is, the Guangchuan county(广川郡). The "Huanyuji"(《寰宇记》) said: To the Zhizheng(至正) from Xuanhe(宣和) is not far, if there is a move to the city, should not be recorded in the book, the old will misunderstand cattle, and the end of the Xuanhe moved today, and mistakenly in the name of Changshan(长山) in the ancient city of Yuling(于陵). The "General Annals"(《通志》) again misunderstood the old Annals and saying the former county moved to the present governance, non-Guangchuan county(广川郡), are lost in the examination. Now both correct, and again listed to identify their mistakes as the right.

Daoguang(道光) "Jinan Prefectur Annals"(《济南府志》) Volume 11 "East of the city of the Guxian(故县) village also, Yi Annals misidentified Guxuan(固悬), Guangchuan County(广川郡), the old county Annals said that is now the government."

It is known that the area around Guxuan Dian(固玄店)/Guxuan Zhuang(固玄庄) was the location of Wuqiang County(武强县), which was established under Emperor Xiaowu of the Liu Song during the Northern and Southern Dynasties. [2]

Ye Guishou(叶圭绶), "Continued Archaeological Records of Shandong"(《续山东考古录》), Volume 1, "Jinan Prefectur"(《济南府》) (above).

The "Huan Yu Ji" said: Emperor Wu of the Song Dynasty set up Guangchuan County, and in the Junli(郡理) to set up Wuqiang County(武强县), Gaoqi Tianbao seven years to Pingyuan County, Sui Kaihuang three years county waste, but moved Wuqiang County(武强县) in the waste county city, in the county to establish a government, county governance is in the Juncheng(郡城). Another said: the abolition of the county began to move the county in the county, then the county outside the city when there is a county. Tang Dynasty of Fang Yanqian stele said: Song in the East Guangchuan County(广川郡), the establishment of Wuqiang County(武强县). The "General Annals"(《通志》) said that the Guxian village(故县村) is also. But thought that the Guangchuan County(广川郡) is the county is not this county, is Song Dynasty established the Wuqiang(武强), then the end of the Jin Dynasty established the Guangchuan County(广川县), not in this city. The "County Annals"(《县志》) is said to be the present-day rule, is also. But thought Wuqiang County(武强县) is not, cover the beginning of the Song water Guangchuan, set up a separate Wuqiang County(武强县), then Guangchuan into it, and the county's government as before, Sui Dynasty abolished the county, began to move the county into it. Le's said: in the county to set up the county to have this, but mistakenly thought that Wuqiang(武强), so do not contain, Avoid Guangchuan(广川) interference Wuqiang(武强) government affairs, resulting in self-contradiction, But Fang Gong's inscriptions do not mention these things, straight from the examination of its establishment migration of the reality.

Xuantuan "Shandong General Annals"(《山东通志》) Volume 34 "Territory Annals"(《疆域志》)



Volume3 "Changshan County(长山县)".

Wuqiang County(武强县), the former city in the county 15 miles east, now the Guxian village(故县村).

There are many place names around China that are called former counties, often they are historical counties or cognacs. During the Spring and Autumn Period and the Warring States Period, the area around Zhou Village(周村) was the Yuling Yi(于陵邑) of Qi. In the Western Han Dynasty, Zhou Village belonged to Yuling county(于陵) and Banyang(般阳) counties from north to south. In the Wei, Jin and North-South dynasties, belonged to the Guangchuan County(广川郡) of Wuqiang County(武强县), Wuqiang County(武强县), that is, "Guxian village"(故县村). The "Tongjian" (《通鉴》) volume 181 Hu note quoted Song Bai saing: "Zizhou Changshan County, Song in this overseas established Guangchuan County(广川郡) and Wuqiang County(武强县), Sui dynasty change Wuqiang(武强) for Changshan(长山), to the southwest of the county thirty-five miles Changbai Mountain for the name." Old said Wuqiang. "Song Zhi"(《宋志》): Jiangzuo(江左)stand. In the county east fifteen miles, now the Guxian village(故县村). The "FangYanqian monument"(《房彦谦碑》) said Song Dynasty in the East Guangchuan County(广川郡), set up a separate Wuqiang County(武强县)." Southern dynasty Song set Guangchuan County(广川郡), the establishment of Wuqiang County(广川郡). Kangxi(康熙) "Changshan County Annals"(《长山县志》) Volume 1 "historical site" "Guangchuan County City, that is, the present day. Liu Song Xiaowu set up this placement also. After the Qi changed the East Plains County. SuiDynasty, the county was abolished. In the end of Xuanhe, so that private construction, since the protection, was moved to set Changshan County(长山县) in this."

From the Southern Dynasty Liu Song Yuanjia five years (428), to the Sui Dynasty Kaihuang 18 years (598) to change Wuqiang County(武强县) to Changshan County(长山县), while the county office moved to Changshan, Wuqiang County(武强县)Office in the Guxian county (故县) before and after a total of more than 170 years. In the Sui Dynasty, after the cancellation of Wuqiang County (武强县) as an administrative function, the dignitaries and wealthy merchants in the original county moved to the new county - Changshan after the county office. Subsequently, due to various reasons such as war and disaster, the population declined sharply, the old county seat on the former site of the gradual formation of the village people that the name of the "故县" (Gu county), evolved into "固悬" (Gu Xuan), to the Tang Dynasty, the former site of the village is still only a village.

In the third year of Emperor Wenzong's reign (838), the Japanese monk Yuanren(圆仁) went to Wutai Mountain in Shanxi Province from Shandong Province through Hebei Province, and Rutangqiufaxunlixingji(《入唐求法巡礼行记》) recorded what Yuanren saw along the way after landing from Dengzhou. When he arrived at Qingzhou, he was warmly received by the officials of the Qingzhou Shogunate. After traveling 20 miles north from Qingzhou to the village of Shiyang in Yidu, he turned westward, passing through Zishui Stage(石羊村), and then turned



northwestward, and on April 4, he arrived at the place to rest of "Guxian Village(古县村)", the owner of the forge, who was originally from Peizhou(沛州) and had a peaceful heart and a heart for the Way. This shows that "Guxian" (古县) was still an important node on the main transportation route in the Tang Dynasty, and it was a necessary place to pass from Qingzhou Prefecture to Jinan Prefecture, and also a necessary place to pass from Dengzhou to Chang'an since the unification of Qin.

Due to the convenience of transportation, the Ming and Qing dynasties, in the "Gu county" (固县 Guxuan) set up a national warehouse, Kangxi "Changshan County Annals"(《长山县志》) Volume 2: "community warehouse, in the Guxian(固县), Zhou Village(周村), Sijiazhuang(司家庄), Lvjiazhuang(吕家庄), Jiaojiaqiao(焦家桥) and other towns." [4] P10 Ancient Changshan County set up a total of five community warehouse, in today's Zhou Village District within the jurisdiction of the Zhou Village and Guxuan(固县) two community warehouse. This is called "town", Zhou Village is the town under the jurisdiction of Changshan County, and Guhang is a village, and Zhou Village is also called "town", which shows both the scale of Guxuan(固县) as a village and its influence at that time. Guxuan(固县) set granary, that, in the administrative village of Changshan County, Guxuan(固县) and Zhou village equally important. And Kangxi 55 years (1716) "Changshan County(长山县), the city set": "Guxuan(固县) in the county east 15 miles, 5, 10 days set Zhou village in the county south 20 miles, 3, 8 days small market; four, nine days large market." [4]P16 then it is known that there are also two markets in the area of present-day Zhou Village, which belongs to Changshan County, namely Guxuan(固县) and Zhou Village, proving once again the importance of Guxuan(固县). The Japanese monk Yuanren of the Tang Dynasty, Rutangqiufaxunlixingji (《入唐求法巡礼行记》), landed from Dengzhou, passed through Laizhou, and stayed at the Yao Wang Temple(尧王庙) in Yao Mountain(尧山), Qingzhou(登州), and left early in the morning of April 3.

Out of the city to the north, travel 20 miles to Yidu County(益都县) boundary Shiyang Village (石羊村) Chen family meal. The host is at peace. After fasting fifteen miles northwest, to Linzi County(临淄县) boundary Zishui stage(淄水驿). Westbound twenty-five miles, to East of Jinling stage(金岭驿) East Wang's home. The host is straightforward and good-hearted, and he is attentive to his guests. Looking west saw Changbai Mountain(长白山). On the fourth day, from Pingming. Travel sixteen miles southwest and enter a small road. Looked at Changbai Mountain(长白山). Five miles to the west, to Zichuan County(淄川县) border Zhangzhao village(张赵村), into the Zhao family meal. The host was extremely poor and had no food to eat, but there was no evil in his heart. After fasting, 30 miles to the northwest, to the border of Changshan County(长山县) border Guxian village(古县村) home to stay. The owner, a forger, was originally from Peizhou(沛州) and had a peaceful heart and a moral mind. On the fifth day, he left early. Ten miles to the northwest, to Changshan County(长山县). From the county westbound ten miles to Zhangli(张李), broken in the middle. The host was attentive. After fasting, I went fifteen miles west to the east of Changbai Mountain(长白山). The period of the day from 3 p.m. to 5 p.m, to Xianren Tan(仙人台)



Qianbu village(前不村)at a house of Shi to eat tea. Asked lixuan temple(醴泉寺), the host replied: "from the village look west, straight line fifteen miles to lixuan temple(醴泉寺)" clouds, and then to the west into the mountains to go. [5]

It is known that the ancient official road that Yuanren(圆仁) traveled, the Guxian village(古县村) is obviously one of the important stops, the lodging Guo family is a blacksmith, Xuzhou(徐州) Pei County (沛县) people, it can be seen that, at least to the Tang Dynasty, although the administrative functions abolished, the prosperity of the county is no longer, but the Guxian village(古县村) still has many foreign businessmen in this business, the Guxian village(古县村) business environment still exists, did not disappear because of the withdrawal of the county, the former county site to "Guxian village(古县村)" is still known to the world. Therefore, Yuanren(圆仁) through Zishui stage(淄水驿), Jinling stage(金岭驿), Zhang Zhao village(张赵村), Guxian village(古县村), to reach Changshan County(长山县), Guxian village(古县村) is only Yuanren(圆仁) through the lodging stop, early in the morning to set off on the road, he lodged in the Guxian village(古县村), there are foreign merchants blacksmith Guo surname. In the Tang Dynasty, Guxian Village was just a village and was not divided into two villages, thus the names of "固玄店(Guxuan Dian)" and "固玄庄(Guxuan Zhuang)" in the Tang Dynasty were unreal.

Kangxi "Changshan County Annals"(《长山县志》) Volume 1 "Countryside" has "固悬店(Guxuan Dian)" and "固悬庄(Guxuan Zhuang)", which are the first time these two place names appear in the literature. It means that, at least before the Qing Dynasty, along with the increase of population and other social reasons, the original "古县村(Guxian Village)" was divided into two villages: "固悬店(Guxuan Dian)" and "固悬庄(Guxuan Zhuang)". Guxuan Dian (固悬店) was located on the official road from Qingzhou to Jinan, while Guxuan Dian (固悬店) was far away from the official road, thus, in terms of village size, Guxuan Dian (固悬店) was much larger than Guxuan Zhuang(固悬庄). Jiaqing "Changshan County Annals"(《长山县志》) Volume 3 "official land" "Guxuan Zhuang(固悬庄)", official land six minutes seven percent, east to Zhangyu Mountain(张玉山), south to the official road, west to Zhangyu Mountain(张玉山), north to the same." Clearly recorded that Guxuan Dian (固悬店) still has six points of official land adjacent to the official road. Guxuan Zhuang(固悬庄) that is not adjacent to the official road, and no official land. Because of the proximity to the official road, the population is large, the importance of Guxuan Dian (固悬店) began to highlight.

In the sixth year of Tianqi of Ming Dynasty (1626), the Joseon minister Jin Shangxian(金尚宪) represented Joseon to the Ming Dynasty as an envoy of gratitude, landing from Dengzhou(登州), following the ancient official road taken by Yuanren(圆仁), via Yidu(益都), Fangzhen(房镇), Guxian(古县) and Changsan(长山), with "The stores in the eastern border of Changsan are very prosperous"(《长山东界铺店甚盛》): "The green water in front of the gate surrounds Jinsha, and the sun is slanting on the building platform near the water. Covered in white smoke and red trees, the wine flag tea list several thousand." [6] Zhou Village is in the south of Changshan, not the east,



the beautiful scenery described by Jin Shangxian(金尚宪) is obviously not Zhou Village, and the Ming Dynasty landing from Dengzhou to Beijing via Changshan National Road is only this one, and since the cloud "Changshan East border", then the place where the thousand hotels are written is not far from Changshan, and the official road is the closest to Changshan and a stop with many hotels, that is, Guxuan Dian (固悬店) e, which provides a strong proof of the long-standing legend of Guxuan Dian (固悬店) in the folklore. The waterfront buildings, tea shops into rows, is in line with the natural ecology of Guxuan Dian (固悬店) , until the 1970s, Guxuan Dian (固悬店) 's surroundings are rivers and lakes, the village east and west, north and south are river bays, the official road is along the lake shore from southeast to northwest through the village, the village is also distributed in a number of small lakes, especially the village east and west have a vast lake, the lake swirls, reeds, green willows, wild ducks, it is the green water in front of the door on the flag flying scene. Guxuan Zhuang (固悬庄) has two lakes and bays in the village east and west, the village does not have a wine shop, did not form a wine flag flying scenery.

Guxuan Dian(固玄店) is located in Changshan County(长山县) to Zichuan(淄川), Changshan County(长山县) to Qingzhou on the official road, Changbai Mountain(长白山) via Wang village (王村)road before the opening, Jinan(济南), Zhangqiu(章丘), to Zichuan(邹平) must be through Guxuan Dian (固悬店) that is, Dengzhou(登州) to Jinan(济南), Dengzhou(登州) land to Changan(长安), to Beijing must be through Guxuan Dian(固玄店), passing carriages will be resting and lodging here, therefore, Guxuan Dian(固玄店) that is to open a store in every household and set up a restaurant. Until the late 1970s, there were still two old inns in Guxuan Dian(固玄店) that were still in business. The wide official road passes through the middle of the village, dividing the village into two parts, north and south. The loud sound of horse whips passing through the village can be heard from hundreds of meters away from the village. The wheels of the carts rolled and flowed incessantly. Beside the official road in the core of the village is the far-famed Guandi Temple(关帝庙), which precisely embodies the requirements of the merchants and villagers of Guxuan Dian(固玄店) for business integrity and righteousness as human beings, a spiritual habitat for the surrounding villages and the people doing business here. There are big temples in Guxuan Dian(固玄店) (mainly dedicated to Guanyin(观音), Bi Xia Yuanjun(碧霞元君) and Gao Da Gu(高大姑)) reflecting the spiritual demands of the general public.

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Research on the Effectiveness of Enrollment Promotion Work in Higher Vocational Schools in the New Media Era

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Abstract

It is of great practical significance to study the effectiveness of enrollment propaganda work of higher vocational schools in the context of new media era and to carry out



enrollment propaganda in a targeted way to improve the quality of student source and the quality of student training. Using the method of questionnaire survey, we investigate the new students of Zibo Vocational Institute in class of 2022, and compare and analyze with the current practice of enrollment work, and put forward working suggestions to focus on the long-term nature of enrollment propaganda and bring into play the initiative of the whole staff in order to obtain better enrollment propaganda effect and achieve the purpose of recruiting quality students.

Keywords

New media era, Higher vocational school, Enrollment promotion, Effectiveness

Zibo Vocational Institute is the construction unit of "High-level Vocational School and Professional Construction Plan with Chinese Characteristics" and the excellent construction unit of National Model School, with more than 25,000 students and the scale of schooling among the top of similar schools in China. With the expansion of the school scale, the focus of enrollment work began to change from scale expansion to quality improvement. To strengthen the effectiveness of the study of enrollment publicity work, it is important to carry out targeted enrollment publicity work and further improve the quality of students. By conducting a questionnaire survey on some new students of Zibo Vocational Institute 2022, and comparing the survey results with the current methods of enrollment publicity work, we provide reference for a more scientific development of enrollment publicity work.

I. Survey Method and Sample Situation

1.1 Questionnaire Design

The questionnaire is designed with six questions related to admission promotion, including whether they have watched the school webcast, whether they have made inquiries through QQ number or WeChat public number, the most trusted promotion media, the time they pay attention to the admission information, the most preferred way of admission consultation, and the information they most want to know about colleges and universities, etc. The new students will answer independently in order to get more comprehensive information.

1.2 Survey Method

Adopt the online answering method, which is automatically counted by the system to improve the recovery rate of the questionnaire. Summarization and analysis are carried out by full-time staff to ensure the accuracy and fairness of data statistics.

1.3 Sample Situation

A total of 7,394 freshmen of Zibo Vocational Institute 2022 class have participated in the online quiz, accounting for 96.7% of the number of freshmen of 2022 class.



2. Statistical Analysis of Survey Results

2.1 Whether you have watched the school webcast

44.63% of the candidates watched the webcast of the school's admissions promotion and communicated with the teachers online before applying for the exam.

In the new media era, higher education schools can effectively improve the reach of information and better serve candidates by establishing a sound media combination communication system. It can also take advantage of the hyper-temporality of emerging media to expand the influence of promotional activities and make it easier for candidates from other provinces to obtain information [1].

2.2 Whether the consultation has been conducted through the QQ number or WeChat public number of the admissions consultation

51.85% of the candidates have followed the school's admissions information public number or consulting QQ for consultation before applying.

According to the 48th Statistical Report on the Development of China's Internet by China Internet Network Information Center (CNNIC), as of June 2021, the size of cell phone Internet users in China reached 1.007 billion, and the proportion of cell phone Internet access continued to climb. With the rapid development of information technology and the popularity of smart phones, higher vocational schools can enhance the participation of candidates' consultation and show the level of schooling and professional characteristics of enrolling schools by enriching online publicity content [2].

2.3 The most trusted publicity media

The top three of this item are: 73.28% for the website of the Provincial Examination and Admissions Bureau, 45.60% for the Guide to Filling in Voluntary Applications, and 31.47% for the website of colleges and universities.

In the context of new media era, the main body of information dissemination of colleges and universities appears to be decentralized, and the proportion of unofficial information increases in the information contact of candidates. However, different channels in traditional media and new media and new media in enrollment propaganda still have different credibility in candidates' perceptions. The websites of provincial examination boards, application guides and enrollment schools are official information released for the society, which are authoritative and reliable and most trusted by candidates. Other forms, such as promotional materials distributed and advertisements released by newspapers and TV, do not possess these two conditions and are therefore not recognized as the most trusted medium by candidates.

2.4 The time for candidates to pay attention to the information of enrollment schools

42.72% of the candidates started to pay attention to the information of enrollment promotion after



the results of the college entrance examination were announced.

After the results of the college entrance examination are announced, is the most sensitive period of information on admissions publicity, at this time the results of the college entrance examination has been determined, the need for the results and understanding of the admissions school to "right", once selected, will play a decisive impact on the future filling out the volunteer.

2.5 Favorite method of admissions counseling

The top three most preferred methods of consultation by candidates are "telephone consultation" 53.35%, "QQ online communication" 40.02%, "live web consultation" 21.67%.

This means that in the age of the Internet, the "one-to-one" mode of telephone communication is still an important channel for people to get information. Candidates and parents will call the school anytime they have a problem, and they don't necessarily call only the admissions office, but also the school office, the teaching department, and other departments. And whether they can get satisfactory answers to their inquiries or not directly affects whether the candidates apply for the school or not. Therefore, higher vocational schools should form a school-wide atmosphere of "full publicity" to help the completion of the enrollment work. At the same time, according to the different characteristics of various consultation methods and the expectations and needs of the audience, we should personalize the positioning of different consultation methods, take into account the different characteristics of different platforms and channels, and release information in a targeted manner.

2.6 What information do you want to know about the university before applying?

The top three most wanted information are: "school environment" 70.69%, "employment and further education" 51.08%, and "faculty level" 48.43%.

Compared with the candidates in the previous years, the "post-00" candidates focus more on the information of higher vocational schools in terms of regional development, school construction level and living facilities. Higher vocational schools should strengthen their infrastructure, do a good job in school services, and provide good learning and living conditions for candidates. The second place of concern for employment and further education shows that students of higher vocational schools attach great importance to employment prospect, which is also in line with the goal of higher vocational colleges to cultivate skilled talents and improve the quality of students' employment in order to better promote enrollment.

3. The Results of the Survey and the Current Comparative Analysis of Enrollment Promotion Work

3.1 Comparison of enrollment promotion methods

In the process of enrollment propaganda, almost every vocational school has to print a large



number of paper enrollment propaganda materials, some of which are distributed to candidates through high school teachers, and some are distributed directly at the entrance of high schools or examination points. However, according to the survey results, the candidates are very concerned about the authority and authenticity of the enrollment information, most of them are introduced by the official website and recommended by their relatives and friends to know the enrollment information of the school, but it is difficult to accept the form of active door-to-door publicity. This requires the higher vocational schools to strengthen the importance of network publicity, build a vivid interface, lively content, interactive and timely network publicity platform, timely dissemination of enrollment information and accept the online consultation of candidates, giving full play to the advantages of network communication. At the same time, we should actively invite candidates and parents to visit the campus, and show the quality conditions of our school to the candidates in an all-round way, so that they can have a comprehensive and detailed understanding of the enrollment school. Improve the quality level of education and teaching, do a good job in the management of school students' services, and expand the publicity effect of interpersonal communication through the word of mouth of school students.

3.2 Comparison of the best time for enrollment promotion

In order to improve the efficiency of enrollment publicity, each vocational school usually starts to focus on publicity 1-2 months before the college entrance examination, and the publicity work will be over when the candidates finish the college entrance examination, and then it is waiting for the candidates to fill in the voluntary admission. However, from the survey results, not many candidates pay attention to the enrollment information before the college entrance examination, because it is the time to concentrate on the preparation for the college entrance examination, the study task is heavy, it is difficult to have time to pay attention to the overwhelming enrollment publicity information. Moreover, the admission batch of higher vocational schools is the last batch, no matter what the candidates' usual performance is, they always have some fluke psychology and aim at undergraduate schools first, so the publicity of higher vocational schools before the entrance examination should not be too concentrated, but should take into account the publicity period after the entrance examination results are announced and before filling in the specialized volunteers, so that the candidates can get the admission publicity information of higher vocational schools in time when they have information needs.

3.3 Comparison of enrollment promotion targets

The publicity object of higher vocational school enrollment is generally the candidates of college entrance examination, and all the publicity revolves around the candidates. Some schools give souvenirs to the candidates, and some schools send admission publicity SMS to the candidates, but it is not enough to make the candidates as the publicity object only. According to the survey results, parents, relatives and teachers will have a greater influence on candidates to fill out the volunteer application. If parents or teachers approve a school, candidates will also listen to their opinions. Therefore, when higher vocational schools conduct enrollment promotion, they should also



include candidates' parents and candidates' teachers in the audience population for analysis. Compared with the candidates, parents and teachers are generally more serious, they may be more concerned about the brand of the higher vocational school, the amount of tuition, whether the management is strict, etc.. This requires the higher vocational schools to take into account the thinking and cognitive ability of the parents and teachers of the candidates when formulating the publicity strategy, so that the enrollment publicity information can be delivered to the parents and teachers of the candidates through suitable channels to expand the effect of enrollment publicity.

3.4 Comparison of enrollment promotion content

When the enrollment propaganda is carried out by each higher vocational school, the historical development of the school, campus construction, professional introduction and enrollment plan are the main contents. In fact, besides these contents, the employment prospect and the development direction of graduates should also be the key contents of the enrollment promotion. Through the survey, we can see that many candidates think that the "employment" situation of the enrollment school is what they want to know most. The goal of higher vocational schools is to cultivate highly skilled and applied talents for the front line of production and management of enterprises. Candidates are concerned about the employment situation of higher vocational schools, on the one hand, for their future development, and on the other hand, from the employment situation to see the recognition of enterprises to higher vocational schools. If the employment channel of a vocational school is smooth, it proves that the school has a high level of education and good quality of training, which can form a virtuous circle of "quality of training promotes brand improvement - brand improvement drives school development - school development guarantees This will form a virtuous cycle of "training quality promotes brand improvement - brand improvement drives school development - school development guarantees training quality". Therefore, when the higher vocational schools draw up the propaganda content, they should combine the professional teachers' training conditions and focus on the curriculum design and employment prospect of each major, so that the candidates can choose the right major according to their actual situation, which not only meets the candidates' professional requirements, but also helps the development of the professional construction of higher vocational schools.

4. The Proposal to Strengthen the Effectiveness of Enrollment Publicity

4.1 Innovative promotion system and strengthening of the recruitment team

The enrollment publicity work of higher vocational schools should be a "handy project" with the mobilization of all staff and the collaboration of all departments, taking enrollment publicity work as the entry point and improving the quality of talent training as the goal, thus promoting the formation of the brand of higher vocational schools. To build a full-time enrollment team with strong business and high quality, and form a wide coverage and complete enrollment publicity



network^[3].

4.2 Refine data analysis to provide a basis for decision-making

Analysis of candidate data, distribution of origin, distribution of grades, distribution of majors, channels for understanding enrollment information, etc., detailed research on the student market, scientific determination of enrollment majors and enrollment plans. Through the comparative analysis of data, we can grasp the number of admissions and graduation in different regions in recent years, find the target group that meets the application conditions of higher vocational schools, conduct targeted publicity, strengthen communication with the target group, and provide data basis for the formulation of enrollment strategies^[4].

4.3 Expand publicity channels and enrich the content of publicity

Newspaper, TV, radio, network and other publicity media have their own characteristics, some are suitable for parents and teachers to understand the information, and some are in line with the use habits of candidates. The higher vocational schools should use them selectively according to the time of enrollment strategy promotion, and deliver the enrollment publicity information to the candidates and parents in time. The printed materials and video clips used for publicity should be beautifully produced and comprehensive, which should conform to the publicity characteristics of the media and also meet the candidates' needs for information, so that the candidates can understand the enrollment publicity information covering a wide range and with strong timeliness^[5].

4.4 Improve service awareness and implement brand strategy

The enrollment propaganda of higher vocational schools is not only the work of the enrollment office, but also every link in the process of education and teaching may have an impact on the enrollment propaganda work, only by establishing the consciousness of "full participation" and "propaganda at all times" and ensuring that every teacher and staff who communicate with the candidates can improve their service consciousness and do a good job. Only by establishing the consciousness of "full participation" and "publicity at all times" and ensuring that every teacher, student and staff who communicate with candidates can improve their service consciousness and do a good job can the interpersonal communication effect be maximized, thus enhancing the image of the school, creating a quality brand of higher vocational school and attracting more quality students to apply.

5. Conclusion

In the context of the new media era, the enrollment propaganda of higher vocational schools should be oriented to serve the candidates, aim at exploring practical methods of enrollment propaganda, and establish effective management systems and methods by studying the big data and audience groups in the usual enrollment propaganda work^[6]. Through modern information technology means, build new media to help enrollment publicity new mode, so as to explore new



ways and new methods.

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How Ordinary People can Protect their Legitimate Interests in the Face of Unlawful Infringement

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Abstract

The right of self-defense is a right given to citizens by law, which enables them to fight against unlawful attacks, and also serves as a deterrent to unlawful attacks. The right to self-defense shows society that "the law cannot give way to the lawlessness of



the concept", it encourages citizens to see the righteousness of courage, promote social justice. But we ordinary people for legitimate defense and over-defense in the degree and amount of grasp, often difficult to just right, easy to break through the boundaries of defense, so ordinary people face illegal aggression how to better protect their legitimate interests in the limits of defense?

Keywords

Over-defense, Public, Ordinary people, Social justice

1. Introduction

Over-defense is a situation in which the act of self-defense exceeds the legal scale of defense and thus should be criminally responsible. It has its positive significance in encouraging citizens to make better use of the right of defense, protect legitimate rights and interests, and maintain social order.

In 1979, the "Criminal Law" established the system of legitimate defense and stipulated that "actions taken to save the public interest, one's own or another's person and other rights from an ongoing wrongful attack are not criminally liable." However, in practice, it is difficult to grasp the boundaries of legitimate defense and over-defense, which seriously affects the enthusiasm of citizens to take measures of legitimate defense to stop unlawful infringement.

The 1997 "Criminal Law" made important changes to the provisions on self-defense. There are three improvements: first, the introduction of the concept of "causing damage to the wrongdoer"; second, the clarification of the necessary limits of defense; and third, the establishment of the unlimited right of defense against violent crimes. The revised "Criminal Law" legislatively improves the right of citizens to take up legal weapons for private remedy in the event of an ongoing violation.

With the advancement of China's socialist rule of law, people's demand for social justice is getting higher and higher. Judicial authorities have clarified the boundary standard of legitimate defense. The purpose of the act of defense is to stop the wrongful attack, rather than violence to violence, so there must be the necessary limits. If the intensity of defense is not restrained, the defender is allowed to take extreme means of defense against the wrongdoer, obviously violates the interests of the wrongdoer and violates the principle of justice.

Only when a defensive act is committed that is clearly not necessary to stop the wrongful attack can it be considered to exceed the necessary limit. The obvious here is a significant excess, this excess is a clear and uncontroversial excess. This limit is also put in the shoes of the victim's point



of view, the defense of the limits of the provision, for the righteousness of self-defense should be judged from the benefit of the defense of the necessary limit; and the damage is obviously not necessary to stop the wrongful attack. Only in the case of both, can be considered as self-defense.^{[1] 'P62-65'}

2.The Causes of Excessive Defense

2.1 Fear of psychology and emotional disorder

Defense is often a defense against a wrongful act, so attention should be paid to the time or timing of the beginning of the defense. Due to fear or other well-founded victimization, it is easy for a vulnerable person to "over-defend" against an unprepared attack. The assumption of defense is made before the other person has committed the wrongful act or has even begun to prepare for the wrongful act.

Or when the other party has already done wrongdoing, due to psychological factors, environmental factors, the contrast between the strength and weakness of the two sides is obvious, resulting in the victim into a kind of emotional extreme tension, they are driven by the emotions of fear and hatred, it is easy to misconceptions about themselves, if you can not maintain a minimum of rationality and restraint, people in a panic will have "acted inappropriately If one cannot maintain a minimum of rationality and restraint, one runs the risk of "over-acting" during panic.

The criminal law gives the victim a "weapon" to protect his own safety, but the use of "weapons" must be a prerequisite - the wrongful attack is underway. The other party can fight back against the wrongdoing committed by one party, if the timing is not right, there may be a hypothetical defense or a cognitive error that causes the victim to fall into the controversy of "too much".

2.2 Lack of relevant skills and knowledge

A large proportion of criminals have some knowledge of the law, even if a large proportion of ordinary criminals have made careful plans before committing crimes. The victim, on the other hand, is often in a passive state, passively suffering from sudden attacks, suffering from physical and even life-threatening situations, with limited knowledge of the law, compared to the victimizer well prepared, with strong psychological qualities and motivation to act, the victim is lack of relevant protective skills and preventive knowledge.

Especially in the face of criminals carrying tools or criminals with large differences in size, unfamiliar tools or random "weapons" may become the victim's "lifeline", panic will be to protect their own will in the hands of not The victim's desire to protect him/herself is placed on a tool that is not in his/her possession. In the process of self-defense, the victim exceeds the limits, both in terms of the tools used to cause injury to the other party and in terms of causing injury to the other party, which is far more than necessary.



2.3 Influence of social and cultural factors

The concept and system of defense has been in China for a long time, and the "He may be given a lenient punishment for a negligent crime and be pardoned" recorded in the "Shang Shu(《尚书》)" is considered to be the earliest record of legitimate defense in ancient China.^[2] (P113-114) With the transition from slave society to feudal society, the idea of defense was further developed and gradually became an important part of ancient rituals and laws. In the "Rites of Zhou(《周礼》)", it is written that "It is guiltless to kill a burglar who breaks into a township house with a weapon". During the heyday of feudal society, the "Tang Laws and Regulations(《唐律疏议》)", a collection of feudal laws and a representative of the Chinese legal system, also clearly stated that "Trespassing at night without cause is punished by the government, and it is not a crime for the owner to kill the intruder as soon as he finds him."

According to the ancient texts examined, in the ancient social context, between the legal interest in property and the right to life of thieves who violated private property, the law chose to protect the right to property indefinitely, and even killing thieves for this purpose was not guilty, and these were the system of self-defense concerning property in ancient feudal society. As for the acts against life and physical health, the ancient law embodied the idea of lynching and heavy punishment, which gave citizens the right to self-defense.

However, in the modern background, justifiable defense is not "fighting violence with violence", but with justice against injustice, "tit for tat" is not correct, but infinite defense is limited, so should avoid this degree of "excessive defense".

3. The Consequences of Over-defense

The determination of over-defense cannot be considered with the usual thinking, but rather put yourself in the victim's shoes and intervene based on factors such as the victim's psychological state. The defensive overkill will have certain consequences for both the perpetrator and the defender.^[3] (P114-124)

3.1 Injury or killing of the perpetrator of violence

The actor's legitimate defense obviously exceeds the necessary limit to cause significant damage, constitutes self-defense, shall be criminally responsible, but should be reduced or exempt from punishment.^[4] It should be the nature of the lesser social harm, whether from the subjective malice of the perpetrator or objective criminal results of the two aspects to analyze, the harm to society is lower.

The law encourages us to use the right of defense to protect our legitimate interests, so we should



trust the law. No one can use the trial of emotion to replace the trial of law, the judiciary must follow the legal procedures to prove their guilt and make them bear the corresponding legal responsibility according to the law. We citizens cannot harm or kill the perpetrators of violence under the guise of "defense".

3.2 Negative effects on the defenders themselves

The defender may play the role of a passive sufferer in a defensive process, and also cause a series of post-traumatic stress disorder and other problems in himself. Especially mentally, they face great stress: firstly, flashbacks, repeatedly replaying the experience of the trauma at that time, creating hallucinations and delusions. Secondly, emotional numbness and avoidance behaviors occur, and many victims become depressed or uninterested in anything after experiencing the traumatic event; finally, they become sensitive and suspicious, experience increased alertness, have frequent nightmares, and their social functions are seriously affected.

Of course, the existence of the "victim guilt theory" in the social network, to those who were attacked to bring a very huge secondary damage, but also for the victim's rights will also become more difficult because of the fear of public opinion guidance. There are also the righteous defenders, but also because of the public opinion campaign to become a "hundred mouths to say", suffer unwarranted accusations, which is precisely what the bad guys want to see.

3.3 Impact on society and law

Through the study of over-defense cases, the boundary between legitimate defense and over-defense has been explored, and the criteria of "causing significant damage" and "exceeding the necessary limit" are gradually becoming known to the public. As the number of cases of self-defense and over-defense increases, it promotes a positive social culture that everyone has the right to take up the weapon of the law to protect their own safety and fight against wrongdoing.

4. To prevent and Avoid Over-defense

4.1 Popularization of law and education

Legal education can make the people know the law, know that they have to use the law to solve problems, and that the way to solve disputes is not violence and extreme means, and that many problems can be solved peacefully through the law. Avoid the use of excessive violence. In the process of self-defense, one should take the necessary actions to protect oneself and avoid excessive harm to others. The law gives the public the power to fight against wrongdoers, and this power is both a life-saving straw and a backstop for heroic counterattacks at critical moments.

Carry out legal home publicity, through the recitation of legal short stories, so that the people have a preliminary understanding of the law, know what to do and what not to do. Professional lawyers can also be hired to regularly explain examples, so that the law is deeply rooted in people's hearts,



and when infringed, the first time to call the police for help. It is also possible to carry out legal mini-theater in schools and communities, where parents and children participate together to learn the law while carrying out parent-child activities, allowing children to experience the emotions of different roles, communicate in time and share their gains. The whole process can also be videotaped and organized for parents of students to watch, and through watching and group discussion, another new gain will be made.

Through legal education, we know how to protect ourselves, but also respect the personal rights of others. In the process of self-defense, it is important to respect the personal rights of others and avoid excessive harm to others. As the saying goes, "You can't protect yourself from others, and you can't harm others". Within the limits of protecting yourself to the maximum extent possible without crossing that red line of the law.

4.2 Strengthening psychological quality

The hypothetical defense of the first to strike mentality or the defense after the aggression has stopped is not desirable. In the face of possible unlawful aggression, panic will not solve any problems, the first thing to do is to calm down and judge the situation they are in.

Remain calm and rational in self-defense. In times of crisis, emotions can easily fluctuate, but you must do your best to control your emotions to avoid going into an overreaction of "fear turned into anger". For example: defensive provocation. Emotional excitement, we may appear to be strong and competitive psychology, when the other party does not have a sense of aggression, and after "provocation" and other words or behavior provocation, so that the other party again generated aggression ideas and behavior, and then defense, this situation does not belong to legitimate defense, and then there is a mutual fight, both sides have a sense of aggression, but also There is no so-called defense.

A strong psychological quality is a prerequisite for using the law to protect yourself. In the exercise of psychological quality, teaching and practicing methods of self-exclusion, especially through self-referral and other methods to give yourself courage to quickly adjust your mind, no one can be calm and rational all the time, but when we lose our calmness and sanity, we learn some ways to self-regulate, so that we can get rid of panic as soon as possible and return to a more calm state.

With some knowledge of the law of defense, we have an adequate knowledge base. But when real, imminent danger occurs, how can we maximize the protection of their health and even life safety? In the face of the wrongdoing of the mugger, we first stabilize our emotions as soon as possible, do not let the fear of fear overly influence, not to mention the vain illusions and sympathy for the perpetrator.

4.3 Training and simulation training of skills



Get the right self-defense training. Self-defense training teaches us how to determine the level of danger we face at the moment and the appropriate action to take. Through self-protection skills training we are better able to get out of situations and better protect ourselves.

Whether it constitutes self-defense can not just stand in the perspective of normal people to see, to take into account the victim's psychological state in the face of the murderous situation, the relationship between the strength and weakness of the two sides and the crime occurred at the time, in a certain place and other environmental factors, these are the defense skills training, the construction of different scenarios, targeted training. For defense, we must correctly understand its importance and status, not because of a fluke and a moment of laziness on negligence and carelessness. We should be good at observation in daily life, for different scenarios of crisis situations tips and prevention methods should be kept in mind, can not be lost because of small, and give up the rescue signal when they are in danger.

In the simulation training, we should learn to pay attention to the limits, focusing on the training of the "appropriate" psychology. On the one hand, the psychology of "riding the wave" in self-defense, is not the best option, on the one hand, "riding the wave" may cause over-defense, so that you from the victim into the victimizer; on the other hand, "riding the wave" On the other hand, the "pursuit" may also have the possibility of being introduced to new dangers.

Do not overuse weapons. If you use tools for self-defense, you must know when to use them and the limits of their use. Self-defense skills training is not about subduing a crime, but about escaping a situation and better protecting yourself.

5. Conclusion

As a natural person in the face of a dangerous moment of unlawful aggression, we may often not be able to make rational judgments. When faced with a dangerous scenario, the body, when confronted with an urgent event, releases a lot of adrenaline, makes irrational judgments, and is difficult to control. Therefore, the victim cannot be required to make the most correct judgment, but only the most reasonable judgment and choice. But no right can be abused, and the right to self-defense is even more so. When a citizen encounters an unlawful attack, the priority should be to call the police when the conditions are right, to resolve conflicts through the public security organs, to avoid aggression, to resolve disputes as rationally as possible by peaceful means, to avoid the abuse of force, and to jointly cultivate a harmonious and good social morality.

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On the Basic Content of the Right to Be Forgotten in the Era of Big Data

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Abstract

The right of the individual subject to decide on his or her own who can access certain personal information without interference from third parties has The right of the individual subject to decide on his or her own who can access certain personal



information without interference from third parties has long been seen as an expression of the protection of the autonomy of personal information. However, the rapid development of digital technology and the rapid spread of the Internet have made "memory the norm and forgetting the exception", and the era of "permanent memory" of information on the Internet has arrived. The accessibility, permanence and comprehensiveness of electronic data have brought about a "gaze" that has greatly challenged the right to The accessibility, permanence and comprehensiveness of electronic data have brought about a "gaze" that has greatly challenged the right to personal information, and how to adequately protect personal data has thus become a key issue in the era of big data. In 2012, the EU data protection law reform introduced the concept of "right to be forgotten" for the first time, and gave digital information subjects the right to request data controllers In 2012, the EU data protection law reform introduced the concept of "right to be forgotten" for the first time, and gave digital information subjects the right to request data controllers to delete personal information and related links on the Internet, which has attracted much attention and controversy from various parties. This article discusses the basic content of the right to be forgotten in this context, and provides some reference value for promoting the establishment of a personal This article discusses the basic content of the right to be forgotten in this context, and provides some reference value for promoting the establishment of a personal information protection system with Chinese characteristics in China and further protecting the interests of information subjects.

Keywords

Right to be forgotten, Right to personal information, Big data, Privacy protection

1. Background of the Era of Big Data

The world has been changing rapidly since the Internet was developed more than thirty years ago. In the era of big data, the characteristics of information processing are concentrated on large quantity, multiple types, high processing speed and low value density, and the storage and access to information are no longer restricted by space and time and are extremely convenient.

Forgetting has always been the nature and norm of human beings, however, the universal application of digital network technology and the Web 2.0 "user-created content" mode of information sharing has led human beings to the extreme of not being able to forget. People's comments, pictures and search records on the Internet are permanently stored in cyberspace like "tattoos". To a certain extent, being forgotten has become a luxury in the Internet era.

The right to be forgotten not only reflects an individual's pursuit of fundamental rights, but also his or her willingness to control his or her information. In recent years, scholars both at home and abroad have launched intense discussions on the right to be forgotten from different perspectives. Based on the rule of law atmosphere and the background of the era of big data, in the process of implementing the Personal Information Protection Law, further clarifying the boundaries of the



basic content related to the right to be forgotten can provide a more appropriate solution to alleviate the defects of digital permanent memory and strengthen the control of information subjects over their personal data within a certain limit.

2.The Establishment and Development of the Right to Be Forgotten

The "right to be forgotten", also known as the "right to erasure" [1], refers to the right of the data subject to have personal data about the data subject permanently deleted by the data controller and to be forgotten by the Internet, unless the retention of the data has a legitimate reason [2]. This means that the user has the right to ask the data collector and user to completely delete his or her data whenever he or she wants to terminate or avoid the use, dissemination or disclosure of his or her personal data on the Internet or in other domains, but this right is not an absolute right and cannot trample on freedom of expression and harm the public interest, among others.

The term "right to be forgotten" originates from the French legal concept of "right to forget" in the mid-20th century [3], which refers specifically to the right to remain silent about events that will not happen again in the life that has passed, mainly the right of a person who has been criminally punished to ask others not to disclose his or her criminal record after returning to society at the end of the sentence. The right to be forgotten is considered to be the original form of the right to be forgotten [4], which refers to the right of a person who has been sentenced to criminal punishment to ask others not to disclose his or her criminal record after the completion of the sentence and return to society.

With the rapid development of information technology, the core of the right to be forgotten is also changing. Although the right to be forgotten has always been visible in Western countries and in individual laws in China, it was not until May 2014 that the right to be forgotten was formally established in law. This was marked by the famous case of Gonzalez v. Google [5], in which the Court of Justice of the European Union issued a final decision in favor of the plaintiff's right to be forgotten claim.

In short, the advent of the data age has triggered a series of dramatic changes. Prediction is at the heart of Big Data, which applies mathematical algorithms to vast amounts of data to predict the likelihood of things happening, which provides convenience in our daily lives, but inevitably also brings about concerns. When a data subject does not want to be informed of his or her further plans, the right to be forgotten to prevent others from analyzing and using his or her information is an important part of this right.

3.Research Significance

At this time when the wave of big data is surging, it is of great theoretical and practical significance to deconstruct the jurisprudence of the right to be forgotten and to study its basic



contents in detail.

First, studying the basic content of the right to be forgotten helps to better understand the emerging rights. With the development of society and the renewal of science and technology, the existing rights research is likely to fail to meet the requirements of the times. As an emerging right in the context of big data, the essence of the right to be forgotten is the control and protection of information interests. Seeing the microscopic, the study of the right to be forgotten may become a typical study of emerging rights.

Secondly, the study of the basic content of the right to be forgotten helps to effectively protect the rights and interests of human beings. In short, the purpose of the right to be forgotten is to protect the "information interests" of the information subject and to avoid losing control over the information related to oneself. On this basis, a further clarification of the basic content of the right to be forgotten can help the subject of the right to better protect his legitimate rights and interests.

Finally, studying the basic content of the right to be forgotten is conducive to improving the rights protection system and related systems, and promoting the establishment of a personal information protection system with Chinese characteristics in China. At the moment of the implementation of the Personal Information Protection Law, actively combining with China's national conditions, constantly exploring and improving the basic content of the right to be forgotten can further protect the rights of data subjects, while promoting the overall improvement of China's data governance capacity and creating a good digital ecology.

4.The Basic Content of the Right to be Forgotten

4.1Analysis from the perspective of data subjects

The most central content of the right to be forgotten is the right of the data subject to request the data controller to delete his or her personal data. The data subject has the right to be informed of the purpose, manner and retention period of the information collected and processed and to choose whether or not to consent to it. The right holder has the right to request the deletion, concealment, etc. of information that is not necessary for its existence but whose continued existence would harm the interests of the right holder. If the information subject submits a request for the right to be forgotten until the review of the processing results, and if he/she believes that the continued processing of the information will cause irreparable and significant harm to his/her personal interests, he/she may simultaneously apply for restrictive measures to immediately stop the processing of the information. If the information controller does not fulfill or neglects to fulfill its obligations, the information subject shall have the right to seek judicial remedies and demand that the information processor bear the liability for infringement damages

When handling information, information processors shall comply with the mechanism of informing consent, and guarantee the information subject's right to know and the right to make autonomous decisions. After receiving a request for the right to be forgotten, the information



controller is obliged to review and evaluate the information involved and decide whether to take measures such as deletion, concealment, etc. The decision shall be notified to the information subject, and the necessary explanations shall be given for the negative result. When deciding to take measures such as deletion or concealment of the information, the third party who reproduced and forwarded the information shall be notified in time to take measures to deal with it, and the obligation shall be fulfilled within a limited period of time in order to supervise the realization of the right to be forgotten.

4.2 Analysis from the perspective of data controllers

The data controller's obligation to delete shall be fulfilled by reasonable technical means to achieve the effect that personal data is not reproduced in the network. Reasonable technical means mainly focus on the complete removal of personal data from the server, but in certain cases may also include means for the data controller to take certain technical measures to block, isolate, disconnect and anonymize or de-identify personal data.

The data controller is obliged to take reasonable steps to inform third parties of the fact that the individual wishes to have his or her data deleted, and is also obliged to ensure that such data is deleted. The individual even has the right to delete the data in the court or governing body of the Union as the final and most authoritative in order for the data in question to have to be erased.

4.3 Analysis from the perspective of the exercise of rights

Specifically, the right to be forgotten applies in two specific situations: first, the specific risk now. Data subjects can be warned when the retention of outdated data causes immediate harm to individuals. Second, the abstract risk of the future. The retention of data may cause harm to the data subject at some point in the future, and in order to prevent adverse consequences from the already outdated data, the data subject can make operations beforehand to ensure that the data processor deletes the data that no longer needs to be retained through the governance system of the online platform.

The right to be forgotten, as a right applicable only in the field of online information, is only for specific information that has been posted on the Internet and is visible to the general public. This specific information should be generalized as inappropriate, outdated information that will lead to a lower social evaluation of the information subject. [6]

Inappropriate information is information that is incorrect in its description of the status of the subject of the information that still exists on the network.

Obsolete information refers to information that still exists on the web, which may have once been true for the object in question, but has become "past tense" as time passes and reflects the state of the object in question.

Information that leads to a decrease in the social evaluation of the information subject refers to negative information on the Internet whose continued existence leads to a continuous decrease in the social evaluation of the relevant information subject.



The scope of application of the right to be forgotten is not infinitely expansive. The right to be forgotten is limited worldwide through the identification of exemptions that balance the conflict between the right to be forgotten and other fundamental rights. The EU General Data Protection Regulation (GDPR) provides exceptions to the right to be forgotten: in the interest of freedom of expression and freedom of information; in order to comply with a legal obligation required by federal law or the law of the member state in which the data controller is located, or when it is in the public interest and for the official performance of official functions; in the interest of public health; in the pursuit of scientific and historical research in the public interest, and when archiving is required for statistical purposes; and for other legitimate requirements [7].

All of the above provisions can be attributed to the relationship between individual interests and public interests. According to the ranking of the interests protected by law, the public interests should be protected first. From the perspective of balancing the two, the following rules can be followed.

First, scientific, historical research and statistical purposes based on the public interest take precedence over the right of the information subject to be forgotten.

Second, based on freedom of expression and freedom of information, shall be determined on a case-by-case basis. Content may take precedence over the right to be forgotten if it relates to public affairs; content may not take precedence if it is of a private nature.

Third, the information cannot be deleted for the sake of maintaining public order and public interest. Constraints are required for the collection and processing of information by government departments and other functional departments. When personal information is collected and processed for the sake of public interest and authority, improper disclosure is to be avoided.

4.4 Analysis from the perspective of liability determination

The determination of liability usually requires the satisfaction of four elements: harmful acts, harmful consequences, causal connection and fault responsibility.

First, in terms of harmful acts, the data controller ignores or refuses to review the data subject's request for deletion of the relevant information; or refuses to delete information that meets the conditions for the right to be forgotten.

Second, from the viewpoint of the harmful consequences, the behavior of the data controller brings continuous negative impact on the personality image of the information subject and may be accompanied by other harmful consequences such as property damage.

Third, in terms of the causal link, the data controller fails to fulfill the obligation of review, notification or deletion in a timely manner after the information subject makes a request for the right to be forgotten, thus furthering the harm.

Fourth, the principle of fault liability is also called the principle of negligence liability. Specifically, when the information controller deliberately refuses to perform the relevant deletion



obligations knowing that failure to do so will infringe upon the personality rights interests of the information subject, thereby causing further damage to the personality interests of the information subject; when the information controller negligently fails to perform the relevant deletion obligations or is overconfident that retaining the information will not cause damaging consequences, thereby causing further damage to the personality interests of the information subject, it shall be determined that The information controller shall be deemed to be at fault.

Conclusion

The development of the Internet and big data society has made people firmly cured by the network, "memory" has become the norm, and "forgetting" has become a luxury. The protection and remedy of legal rights of data subjects, especially civil rights, are difficult in front of the Internet and big data. In order to cope with the new problems of "eternal information" and "difficulty in deleting personal information" raised by the Internet for global human beings in the era of big data, the right of data subjects to request the deletion of relevant online personal information - the "right to be forgotten". -The "right to be forgotten" has been created. The social interest protected by the right to be forgotten is not a new creature of the Internet era, but a long-standing human society's respect and demand for the value of gaining social understanding, constructing and maintaining personality traits, and protecting human dignity. The traditional rights protection model can no longer adapt to the development needs of the big data society, and the tinkering with the original norms can no longer meet the needs of the new legal interests or emerging rights protection, nor can it adapt to the tension of the law on the balance of interests, nor can it carry, suppress or share the risks brought by big data. Therefore, there is a need to create a new legal system based on the basic content of the right to be forgotten, to manifest and interpret the concept of fairness and justice in the era of big data.

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Climate Change Analysis of the Paris Agreement

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Abstract

The Paris Agreement is a landmark document for climate change. The Paris Agreement formalises the shift from mandatory to autonomous emissions reductions and essentially promotes a common but differentiated distribution of national responsibilities for emissions reductions. China has also responded strongly on the issue of carbon emissions, and in order to achieve its emission reduction targets as



soon as possible, China has set specific targets in line with the Paris Agreement.

Keywords

Climate change, The Paris Agreement, Actions of China

1. Introduction of Paris Agreement

As mentioned above, Trump made the US leave the Paris Agreement. In the early morning of June 2, Beijing time, President Trump officially announced the withdrawal of the United States from the Paris Agreement. The U.S. withdrawal from the Paris Agreement means that there are many uncertainties in the U.S. climate policy, which will certainly affect and change the international community's response to climate change to a certain extent, and the global climate governance will face many challenges in the future.

As the world's largest economy and the second largest emitter of greenhouse gases, the United States has long assumed a leading role in addressing climate change, especially during the eight years of Obama's tenure, and has vigorously promoted global cooperation to address climate change. The U.S. withdrawal will hurt its own economy on the one hand. For every 0.55°C increase in temperature without a slowdown in carbon emissions, the U.S. will lose 0.7% of its gross domestic product. If the temperature rises by 3-5°C (compared to the 19th century level), it will cause losses to the U.S. economy equivalent to the "Great Recession" of 2007-2009, and these losses will not fade away ^①. On the other hand, it will undoubtedly deal a heavy blow to the international community's efforts to jointly address climate change, directly affect and shake the confidence of some UNFCCC Parties in addressing climate change, and cause some economies that are already in a wavering position to wait and see and "free-rider", which objectively affects the synergistic actions and efforts of Parties to address climate change. This will objectively affect the synergistic actions of the parties to address climate change and the subsequent implementation of the Paris Agreement.

Biden announced the US plans to reenter the Paris climate. Returning to the Paris Agreement means that the United States will once again have to comply with global rules. These rules mean that in 2021 the U.S. will need to improve on its 2015 pledge to cut carbon emissions. Biden's commitment to a U.S. goal of zero emissions by 2050 will guide U.S. economic development for decades to come. The global view of climate change has moved forward since the Obama era, and the U.S. needs to move with the times. Jennifer Morgan, executive director of Greenpeace International, said the United States needs to recognize that the world is a much different place today than it was four years ago, and that the United States needs to stay in partnership with countries that can't come back and tell people what to do. "Rejoining the Paris Agreement is really

^① Hsiang, Solomon, et al. "Estimating Economic Damage from Climate Change in the United States." *Science* (American Association for the Advancement of Science), vol. 356, no. 6345, 2017, pp. 1362-1369.



the floor, not the ceiling, for the Biden administration on climate”.^① On his first day in office, Biden signed an executive order canceling the permit for the oil industry’s Keystone XL pipeline expansion, the largest energy partnership between the United States and Canada.

According to the New York Times, the United States has emitted more greenhouse gases than any other country in the world since the industrial revolution. Thus, the U.S. response to climate change has both symbolic and practical value, affecting not only the global population, but also the United States itself. The Biden Administration’s ambitious plan reflects its commitment to advancing the post-epidemic recovery and revitalization of the U.S. economy, reshaping the U.S. economy and industries, and restoring U.S. credibility and global leadership by creating jobs with environmental and climate justice, building infrastructure, 100 percent clean energy, and supporting the transformation of skills for workers in the fossil energy industry.

2. Paris Agreement and Nationally Determined Contributions

The Paris Agreement almost includes the world's major greenhouse gas emitters in terms of participation, and its adoption and entry into force is important progress in global climate governance, but it does not mean that NDC emission reduction models can be effectively implemented. The NDC emission reduction model has two defects, the weakening of the principle of common but differentiated responsibilities and the dilemma of international collective action.

The principle of common but differentiated responsibility has two elements, one is the common responsibility, the other is differentiated responsibility. Common responsibility is based on the integrity of the global environment and the international community's pursuit of the common interests of all mankind. all countries, regardless of their economic and political strength, should assume responsibility in dealing with climate change.^② Of course, "common" does not mean "identity" and "equality". Common responsibility is the premise of distinguishing responsibility, while differentiated responsibility is the limitation to joint responsibility.^③ Differentiated responsibility requires setting different emission reduction obligations for different countries according to different national conditions and capabilities on a fair basis. Developed countries bear the responsibility for emission reduction before developing countries and have the obligation to provide technology transfer and financial support to countries that lack compliance capacity.

^① Megan Rowling, Thomson Reuters Foundation, Biden’s return to Paris pact just a first step on U.S. climate action, <https://www.reuters.com/article/climate-change-usa-politics/bidens-return-to-paris-pact-just-a-first-step-on-u-s-climate-action-idUSL8N2JU5DK>.

^② Justin Lee, “Rooting the Concept of Common but Differentiated Responsibilities in Established Principles of International Environmental Law,” *Vermont Journal of Environmental Law* 17, no. 1 (2015): pp. 27-50, https://www-jstor-org.ezproxy4.library.arizona.edu/stable/vermjenvilaw.17.1.27?sid=primo&seq=1#metadata_info_tab_contents

^③ Christopher D. Stone, “Common but Differentiated Responsibilities in International Law,” *American Journal of International Law* 98, no. 2 (2004), pp.276-301, https://www-jstor-org.ezproxy4.library.arizona.edu/stable/3176729?sid=primo&origin=crossref&seq=1#metadata_info_tab_contents



The source of differentiated responsibility is based on the historical responsibility of developed countries in greenhouse gas emissions. It is due to the actual economic and technological gap between developed and developing countries and the needs of economic and social development of developing countries. Historical responsibility is an important part of distinguishing responsibility. Developed countries emit a large amount of greenhouse gases in the process of industrialization, and until today, their carbon emissions still account for a large proportion of the world's carbon emissions. Therefore, according to the polluter pays principle, developed countries should bear more responsibility for reducing emissions than developing countries. However, there are disputes between developed and developing countries. Developed countries advocate that common responsibility should take precedence over differentiated responsibility, and developing countries, especially big developing countries, should also be included in the system of compulsory emission reduction. On the other hand, developing countries believe that differentiated responsibility is the key to the principle of common areas. global warming is mainly attributed to the historical responsibility of developed countries in the process of industrialization, and the actual economic and social development needs of developing countries should not be ignored.

The Paris Agreement adds the expression of "according to different national conditions", that is, on the premise of jointly undertaking the obligation to reduce emissions, countries make their contributions differently according to different national conditions and their respective capabilities. It reflects the gradual transformation of this principle in international environmental law, from focusing on the historical responsibility of developed countries to comprehensively considering the different national conditions, capabilities, and historical responsibilities of different countries. The NDC emission reduction model almost replaces this principle with the capacity of the States parties, putting too much emphasis on the NDC plan put forward by each country according to their national conditions and capabilities, while neglecting the consistent objective responsibility criteria that should be included in the identification and distribution of emission reduction responsibility. In practice, the NDC plans submitted by most countries contain the content of discussing the fairness and impartiality of their NDCs but do not include historical responsibility. Only a few Annex I parties, including Canada, have mentioned their historical emissions in their plans.^①

To sum up, the NDC emission reduction model ignores differentiated responsibilities to attract more countries to participate and deliberately strengthen common responsibilities. If the issue of historical responsibility is no longer an important part of differentiated responsibilities, it means that the differences in the emission reduction between developed and developing countries are gradually narrowing and gradually transformed into the common responsibility of all countries.

^① "Canada's INDC Submission to the UNFCCC (2015)," UNFCCC, accessed May 27, 2021 <http://www4.unfccc.int/Submissions/INDC/Published%20Documents/Canada/1/INDC%20-%20Canada%20-%20English.pdf>



This may shake the fair basis of the communist principle and make it more difficult to implement financial and technical assistance that is already ineffective.

The climate problem is a global problem, which does not belong to a particular country or region. Since human beings realized the climate crisis, the international community has been seeking to promote the coordinated governance of the global climate through the formulation of international law. However, in the collective action in pursuit of common goals, there are always individuals who benefit free of charge from the actions of others without paying the cost through the behavior of "free rider", which leads to the dilemma of collective action.

Economic interest is an important factor leading to free rider. For a long time, most countries have adhered to the principle of maximizing their interests. However, improving climate change and reducing carbon emissions belong to the global climate system, and from an economic point of view, it belongs to public goods.^① All mankind shares the benefits of climate improvement, and no country can avoid the harm caused by global climate deterioration. Even if it does not bear the cost of climate governance, no individual can be excluded from the climate system. This nature of public goods makes some countries give up the pursuit of long-term interests for the sake of their economic interests and choose to reduce their emission reduction costs as much as possible. However, if all countries adopt free rider to reduce emissions, the goal of global climate governance will not be achieved.

The aggravation of NDC emission reduction to the dilemma of collective action is mainly reflected in the lack of external pressure can easily lead to the lack of emission reduction efforts. Most parties are conditioned when they join the Paris Agreement, and whether to implement the emission reduction plan also depends on whether the attached conditions can be achieved. Take the issue of climate finance as an example, developed countries rarely mention the issue of climate mitigation finance in their nationally owned contribution documents, and even if it is involved, it does not include a clear and specific financial support plan. For many countries with limited economic and technological capacity, especially the least developed countries and small island developing States, the contribution to emission reduction is based on climate financial support. There is no consensus on how to solve the problem of financial support in the NDC, which can easily lead to an imbalance between the financial provider and the recipient. The developing countries will include the NDC on the condition of obtaining funds, while the developed countries, as the main providers of funds, adopt a conservative strategy on financial contribution.

To sum up, although NDCs have attracted more countries to participate more flexibly and independently in reducing emissions, sacrificing the way of mandatory constraints may make climate governance more disorderly.

^① Rebecca M. Bratspies, "Global Public Goods: An Introduction," *American Society of International Law Proceedings* 104 (2010), pp. 147-148, https://www-jstor-org.ezproxy4.library.arizona.edu/stable/10.5305/procanmeetasil.104.0147?sid=primo&seq=1#metadata_info_tab_contents



3. China's Response to the Paris Agreement on the Issue of Carbon Emission

The period from 2020 to 2025 is a special period for China to complete its 14th Five-Year Plan for national economic and social development. At present, the world is facing the impact of the Covid-19 and the world climate governance is at a "crossroads".

First of all, from the perspective of rights, the short-run impact of the epidemic on carbon emissions is clear. The economy of all countries is largely in recession, and therefore the demand for transportation is greatly reduced. Therefore, within the short term, international carbon emissions are guaranteed to decline. In addition, the epidemic may have some long-run effects that induce structural changes. With the promotion and application of 5G technology, the speed of low-carbon transformation are going to be more accelerated in developed countries and rising countries with high level of intelligence. Many developing countries lack net infrastructure, therefore the epidemic does not play an obvious role in promoting the transformation to low-carbon economy and society. The carbon emissions of developing countries can probably still grow. As a result, the epidemic will have a structural impact on global carbon emissions, with the share of global carbon emissions falling quicker for developed and rising powers.

Besides, the covid-19 could influence the will of countries to participate in the global governance. On the one hand, after the outbreak of the epidemic, many countries may realize that mankind is indeed a community with a shared future. There are still many global problems to solve, and countries around the world must cooperate and make joint efforts. They may realize that unilateralism, mutual finger-pointing will only make the problem worse. On the other hand, the COVID-19 epidemic has a negative impact on intentions. Some countries claim that excessive globalization could result security threats, and that anti-globalization is needed. This will weaken the will of countries to participate in global cooperation on climate change to a certain extent.

At this time when global goals are not clear, China has taken the initiative to put forward a long-term low-carbon development strategy on the middle of the century, led by the vision of carbon neutrality. This has greatly boosted the arrogance of the international community in jointly implementing the Paris Agreement and promoting the "green recovery" of the post-epidemic world economy.

At first, China's commitment to carbon neutrality has injected new impetus into global climate governance. China's President has declared at the United Nations General Assembly that China will reach the goal of peaking its greenhouse emissions by 2030 and changing into carbon neutral by 2060. In global COVID - 19 outbreak continues to spread, rising the climate crisis, ecological degradation, the economic worsening, multilateralism blocked difficult times, China's top leaders on "green recovery" and net zero emission statement shows China ceaselessly take property



development path determination and bravery. The discharge of the clear green and the zero carbon economic transformation of the long-term policy signal will boost the confidence of all countries, particularly developing countries. From the international and domestic scenario analysis, this target is relatively consistent with the temperature control path of 1.5°C. The real question is how to implement the long-term 2060 target by reinforcing the short-term target. From 2030 to 2060, it will take China 30 years to move from a peak in carbon dioxide emissions to a net zero emissions.

Besides, China needs to accelerate decarbonization process throughout the 14th Five-Year plan period with intended nationally determined contributions. Within the short term, the 14th Five-Year Plan period is a very critical period for decarbonization process. During this period, the government should specify and demonstrate a carbon dioxide emission peak plan at the national level in key provinces, regions, and industries. In addition, the coordination of various ministries is crucial, and the cooperation between ministries and the Ministry of Ecology and Environment also demonstrates China's ambition to reduce emissions. China's goal of achieving net zero emissions by 2060 means that all economic sectors of the whole society in China should take immediate action to complete the transition to net zero emissions. Then, China has to achieve the decarbonization of the power system ahead of schedule, and basically must stop building new coal-fired power plants in the next 40 years. The energy transition needs to be guided by the principles of social justice, to help affected regions and industries, and to provide livelihoods for vulnerable populations.

About the international cooperation, China needs to formulate regulations to guide overseas investment activities, reduce the impact of overseas investment on the environment and climate, and promote climate-friendly international cooperation. ①If the international community truly implements the Paris Agreement, the world will be carbon neutral by around 2070 at the latest, leaving developing countries with very limited time. Thus, as a responsible big developing country, China needs to consider the decarbonisation of long-term trends, identify and manage related climate risk during the process of south-south cooperation and "area" in the process of construction. Besides, China has to promote overseas investment and aid of climate-friendly projects to help other developing countries expand and prosper in low-carbon form. At the same time, after China has put forward a clear carbon neutral target, future policy frameworks such as South-South cooperation and the One Belt And One Road initiative should absorb these signals as soon as possible to provide norms and guidance for China's foreign aid and overseas investment.

4. Conclusion

The Paris Agreement has brought about a new global climate change management system, but it is

① Jiankun HE, "Situation and measures of China's CO₂ emission mitigation after the Paris Agreement", *Frontiers in Energy*, no. 12 (2018): pp. 353-361,



still not perfect. Nationally Determined Contributions (NDC) is not as binding as the Kyoto Protocol, causing parties to take full account of their own economic interests when formulating carbon emissions plans, rather than reducing carbon emissions as the primary goal. However, as a great developing country, China has responded earnestly to the "2 degrees Celsius" target in the Paris Agreement and has taken active measures to be strictly responsible for its carbon emissions.

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A Study on the Quality Evaluation of Entrepreneurship Education in Universities Based on System Dynamics^①

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Abstract

Entrepreneurship education in colleges and universities is a key component of college students' entrepreneurship. In order to analyze the factors influencing the quality of entrepreneurship education in colleges and universities and their mechanisms of action, form a comprehensive approach to education evaluation, combine system dynamics theory, construct the causal relationships of personnel, platform, policy, social environment and other factors on the quality of entrepreneurship education, and use Dynamo simulation language and Vensim software on the computer to build a college The basic structural model of the dynamics of entrepreneurship education quality was built on computer using Dynamo simulation language and Vensim software, and the feedback mechanism of three important entrepreneurship resources, namely, entrepreneurship education input elements, implementation process and entrepreneurship resources, was analyzed, and several policy suggestions were put forward to realize the quality improvement and effective operation of entrepreneurship education in colleges and universities.

Keywords

College entrepreneurship education, System dynamics, Quality evaluation

I. Introduction

1.1 The current situation of entrepreneurship education in colleges and universities

After more than ten years of exploration and research in the field of entrepreneurship education in domestic universities, they still retain a greater need for development. Feng Yahong(冯雅宏) mentioned in his research on the development of entrepreneurship education that entrepreneurship education in colleges and universities needs to establish an entrepreneurship education system by combining the construction of the times and the development needs of colleges and universities themselves. Li Weiming(李伟铭) proposed that the development of entrepreneurship education in colleges and universities needs to focus on student training, the development of entrepreneurship science and innovation competition can be used as the basic education of entrepreneurship education, and the quality of entrepreneurship education can be improved comprehensively by diversifying multiple modes from simple to complicated in terms of classroom education and imparting knowledge. Liu Zhikan(刘志侃) analyzed entrepreneurship education in colleges and universities with development strategy thinking, and cultivated entrepreneurship education thinking with enterprise development as the guide. Yang Xiaohui(杨晓慧) mentioned that the development situation of entrepreneurship education in China's colleges and universities is mainly led by the policy-guided government and the layered multi-dimensional development relying on



the layered multi-dimensional diversified development of college entrepreneurship bases. Wen Ya(温雅) found that the quality of entrepreneurship education in China's colleges and universities has shortcomings in education platform, curriculum system and science and innovation competition and organization and implementation according to the entrepreneurship analysis of graduates comparing several colleges and universities. Yan Haibo(闫海波) mentioned that the support of national policy for entrepreneurship education in colleges and universities and its experience of successful entrepreneurship cases are the necessary path for entrepreneurship education. Han Jingyi(韩婧怡) believes that the process of entrepreneurship education in China's colleges and universities mainly focuses on theoretical courses of preaching and teaching, one-sided entrepreneurial knowledge and theoretical skills guidance lacking practical factors, which is not conducive to the development of entrepreneurship education in colleges and universities. From the above scholars' research and analysis on entrepreneurship education in colleges and universities, it is found that China has entered a new stage in entrepreneurship education, and the development path of entrepreneurship education in colleges and universities in China needs to go through the new development direction of cross-discipline, in-depth integration of professional cutting points, and keeping pace with social science and technology.

1.2 The current situation of quality evaluation analysis of entrepreneurship education in colleges and universities

In the process of fully implementing entrepreneurship education in colleges and universities, the quality of entrepreneurship education in China is poor. Huang Zhaoxin(黄兆信) et al. mentioned that the construction of quality evaluation index of entrepreneurship education in colleges and universities should be based on the development needs of colleges and universities and the development goals of entrepreneurship education as the starting point, and the research judging methods should be determined by combining the curriculum system, education teaching process and teaching results. Li Weiming(李伟铭) et al. proposed that the indicators of college education quality evaluation system need to analyze the innovation ability and level of professional teachers as factors. Mei Weihui(梅伟惠) et al. proposed that the two factors of funding input and effect of college education platform need to be shown in the evaluation system of college education as a focus. Xia Renqing(夏人青) believes that comprehensive indicators of college entrepreneurship education need to be refined to control quality, and 12 system indicators are designed from the composition of college institutions, participating objects, relevant policies and practical activities, and 10 system indicators are designed from the faculty, teaching platform and teaching methods, based on performance evaluation and quality control as research objects. Liu Ying(刘影) believes that the quality and effectiveness evaluation of college education quality are biased to the causality of input and production. The multidimensional design is based on the platform environment of universities. Fan Lvhe(范闾翮) et al. analyzed the quality evaluation of college entrepreneurship education in terms of QFD quality evaluation in terms of college enrollment, entrepreneurship education, curriculum system and employment prospect and its graduation analysis in a



comprehensive study. Yang Xiaohui(杨晓慧) et al. proposed to analyze the quality evaluation of entrepreneurship education in colleges and universities using hierarchical diversity, continuous process and lagging results, and proposed a combined hierarchical dimension for comprehensive evaluation of entrepreneurship education quality. Zou Min(邹敏) et al. based on CIPP model to evaluate entrepreneurship education energy in clarifying the connotation based on evaluation research, importing CIPP model from policy orientation, process and result lag to analyze the suitability of entrepreneurship education energy evaluation in colleges and universities.

Although some relevant research results have been obtained, scholars mostly study the influence of entrepreneurship education in colleges and universities based on individual factors, and the research on the systematic generalization of influencing factors and the mechanism of interaction between influencing factors is more. In summary, with the increase of national policies, social benefits, enterprise development and university industry and research on entrepreneurship education, China needs to further strengthen the comprehensive evaluation of the quality of entrepreneurship education in colleges and universities. Due to the late start and slow development of entrepreneurship education in China, no systematic evaluation of the quality of entrepreneurship education in colleges and universities has been formed, and the system complexity of the evaluation of the quality of entrepreneurship education is high. Therefore, combining with the actual entrepreneurship education in Chinese colleges and universities, establishing a scientific and reasonable and forward-looking evaluation system of entrepreneurship education becomes an urgent problem of entrepreneurship education in colleges and universities. Therefore, this paper uses the model to design and evaluate to improve entrepreneurship education, such as changing entrepreneurship education methods and adjusting entrepreneurship education models to achieve optimization of entrepreneurship education and create a new entrepreneurship education structure and decision rules. Through scientific evaluation, it is important to provide theoretical support and path guidance for colleges and universities to carry out entrepreneurship education on the one hand, and to realize the detection and control of the quality of entrepreneurship education in colleges and universities on the other hand, so as to improve the quality of entrepreneurship education in colleges and universities comprehensively and help the implementation of national innovation and entrepreneurship strategy.

2. Ecosystem Structure of Quality Evaluation of Entrepreneurship Education in Universities

2.1 Quality evaluation index system of entrepreneurship education in colleges and universities

Through the study of the connotation of entrepreneurship education in colleges and universities and its extended attributes, we analyze in depth the interaction between entrepreneurship



education curriculum, faculty construction, entrepreneurship competition and education methods and their influence mechanisms on the effect of entrepreneurship education; apply the theory of complex system evaluation index optimization, combine with rough set attribute simplification and gray clustering theory to establish the index system optimization method; use network analysis method and variable precision Using the network analysis method and the theory of rough set, we establish the weight calibration algorithm of comprehensive index system.

Based on the basis of the evaluation and analysis of the mutual integration of the quality of entrepreneurship education and professional education in colleges and universities, the principles of the comprehensive evaluation index system of entrepreneurship education in colleges and universities are proposed, and the weights of the indexes are determined using the multi-layer multi-level analysis method to construct the comprehensive evaluation index system of entrepreneurship education in colleges and universities. The comprehensive evaluation method of fuzzy mathematics is used to analyze the quantitative evaluation of entrepreneurship education examples and verify the effective implementation of the comprehensive evaluation index system of entrepreneurship education in colleges and universities. Based on the results of the index evaluation analysis, we propose the targeted opinions on the comprehensive evaluation index system of entrepreneurship education in colleges and universities.

On the basis of sorting out the current situation of research on the integration of innovation and entrepreneurship education and professional education, the principles of constructing the integration evaluation index system are proposed, the index weights are determined by using hierarchical analysis method, and the innovation and entrepreneurship education and professional education integration evaluation index system is constructed. The comprehensive evaluation method of fuzzy mathematics is used to conduct quantitative evaluation analysis of entrepreneurship education examples and verify the rationality and validity of the index system. Based on the analysis results, targeted suggestions for promoting the integration of innovation and entrepreneurship education and professional education are proposed, with a view to providing theoretical guidance for comprehensively improving the quality of entrepreneurship education in colleges and universities and helping to implement the national innovation and entrepreneurship strategy.

2.2 Connotation of comprehensive evaluation index of entrepreneurship education quality in colleges and universities

Analyzed from the basic concept essence aspect of college entrepreneurship education quality and professional education, the target object of comprehensive evaluation of college entrepreneurship education quality is all college students, and the purpose is to cultivate contemporary college students' independent innovation and entrepreneurial consciousness and cultivate high-level innovative and entrepreneurial comprehensive composite talents for the society. For the current college students' professional education based on the quality of entrepreneurship education in colleges and universities as a basis, to cultivate talents with professional education as the goal,



according to the social development needs of students in the professional category of entrepreneurship education teaching activities. Based on the above basic connotation of the quality of entrepreneurship education in colleges and universities to discern, the integration between entrepreneurship education and professional education in colleges and universities is mutually supporting and promoting each other, and realizing the organic integration of entrepreneurship education and professional education in colleges and universities is the sublimation of implementing the high quality of entrepreneurship education in colleges and universities, which on the one hand manifests the immersion of the knowledge system and education practice innovation of professional education in colleges and universities, and on the other hand shows the innovation consciousness, entrepreneurial concept and comprehensive quality in entrepreneurship education in colleges and universities. On the other hand, it shows the internalization of innovation consciousness, entrepreneurial concept and comprehensive quality of entrepreneurship education in colleges and universities. The quality of entrepreneurship education in colleges and universities has a timely boost to the reorganization of professional and entrepreneurship teaching resources, the reshaping of faculty and the enhancement of high quality and efficient talents training.

Therefore, a comprehensive and systematic analysis of the education problem of the comprehensive evaluation index of the quality of college entrepreneurship education takes the overall optimum of education as the core as the logical initial point, and after the cross-fertilization of multi-dimensional level perspectives to sieve the multi-level indicators of the quality of college education, in terms of the systematic nature of the quality of college entrepreneurship education, its evaluation index needs to involve the content of the main elements indicators involved in college entrepreneurship education and professional education.

3. Dynamics Model of Quality Evaluation System of Entrepreneurship Education in Universities

3.1 System dynamics theory and quality evaluation

System dynamics simulates the behavior pattern of a system based on the dynamic structure within the system and its feedback mechanism. The subsystems that make up the system and their interactions constitute the structure of the system, thus simulating and analyzing the dynamic behavior of the system and dealing with complex system relationships. The systems to which system dynamics applies are usually multiparametric, nonlinear, multi-feedback, and time-varying and complex. Currently, system dynamics is widely used in the fields of urban sustainability assessment, economic development forecasting, and enterprise performance analysis. System dynamics usually consists of three main steps in modeling: first, to clarify the system construction objectives: analyze the real system, specify the boundary of each subsystem and the internal indicators of the system, and draw the causality diagram; second, to establish the system flow



diagram and the kinetic equations of each indicator through quantitative analysis; third, to establish the model, and use Dynamo simulation language and Vensim software to realize the simulation of the real system on the computer, and optimize the model. The model is optimized by using Dynamo simulation language and Vensim software. And on the basis of the above operations, gather the actual situation and derive the system operation law to provide suggestions for policy design and improvement. Starting from the system dynamics theory, college innovation and entrepreneurship education is influenced by the interaction of multiple factors such as external environment elements, internal organization elements and action elements, which are multi-parameter, non-linear, multi-feedback, time-varying and complex, so it has significant advantages to carry out analysis by using system dynamics. See Figure 1.

3.2 Build the evaluation model of entrepreneurship education quality in colleges and universities

In 1956, Professor Forrest of MIT proposed the system dynamics theory, and he used the feedback theory as the basis to study the behavior of complex systems. System dynamics theory believes that the behavioral characteristics of the system mainly depend on the internal factors, and the external factors can play a small decisive role, so how to choose the system boundary is directly related to the success of the model. The research object of this paper is the evaluation of the quality of entrepreneurship education in colleges and universities. The ecological community of entrepreneurship education in colleges and universities is also a complex and dynamic social system, and the elements present nonlinear and complex system relationships. Therefore, in order to profoundly analyze the evaluation structure of college entrepreneurship education quality and study its operation mechanism, we analyze and integrate their mutual relationships with the entrepreneurial behavior and functional division of entrepreneurial subjects within the evaluation of college entrepreneurship education quality, and build a basic model of college entrepreneurship education quality evaluation dynamics on this basis.

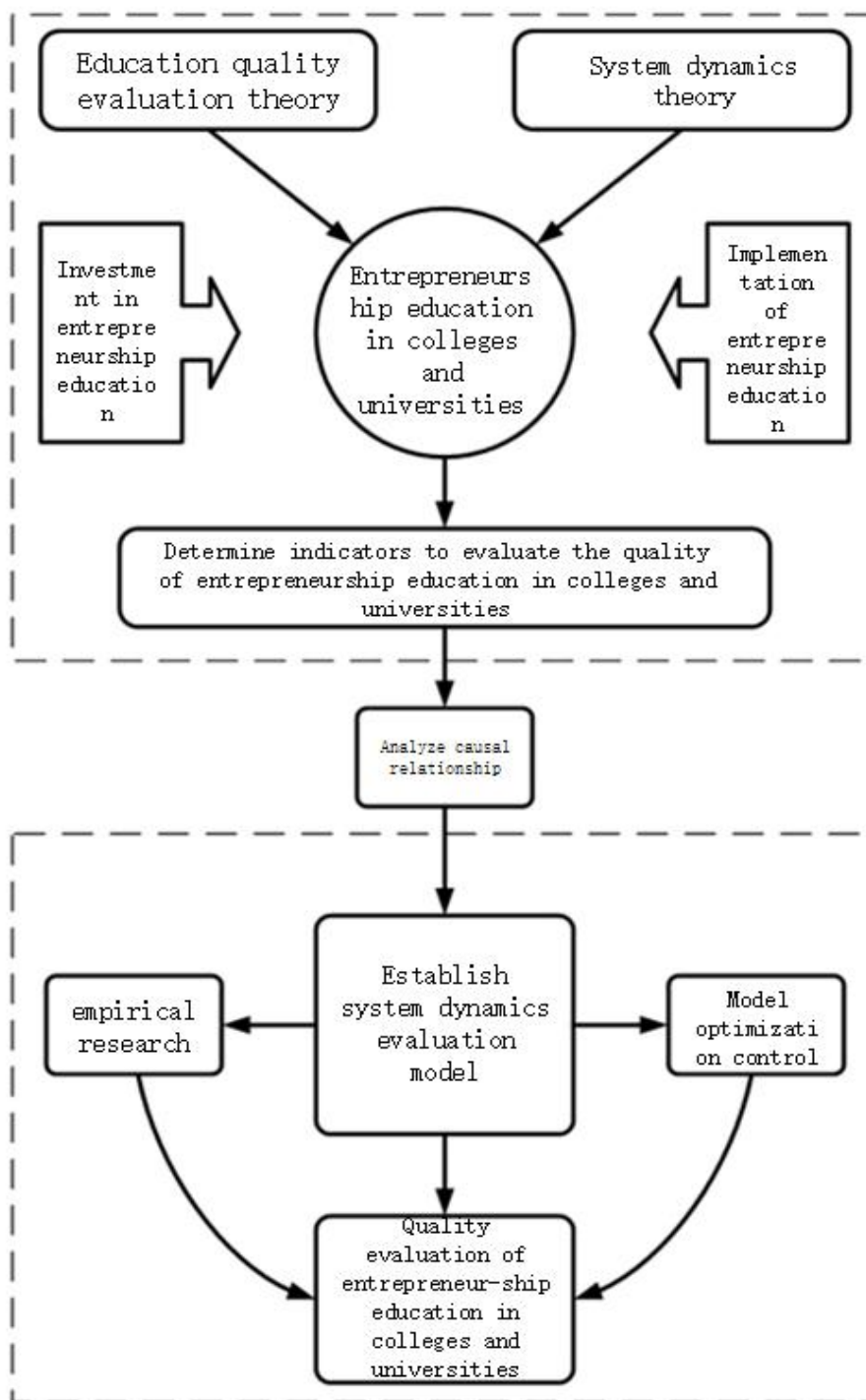


Figure 1

Causal analysis is the basis for the study of system dynamics theory. System dynamics analysis uses causality arrows to connect two causally linked components, with the variable at the end of the arrow indicating the outcome and the variable at the end of the arrow indicating the cause. Positive causality indicates that an increase in one variable causes an increase in another variable associated with it, and is indicated by a "+" sign next to the arrow; negative causality, on the other hand, is indicated by a "-" sign next to the arrow. Therefore, the basic model of system dynamics of quality evaluation of entrepreneurship education in colleges and universities can be represented



in Figure 2.

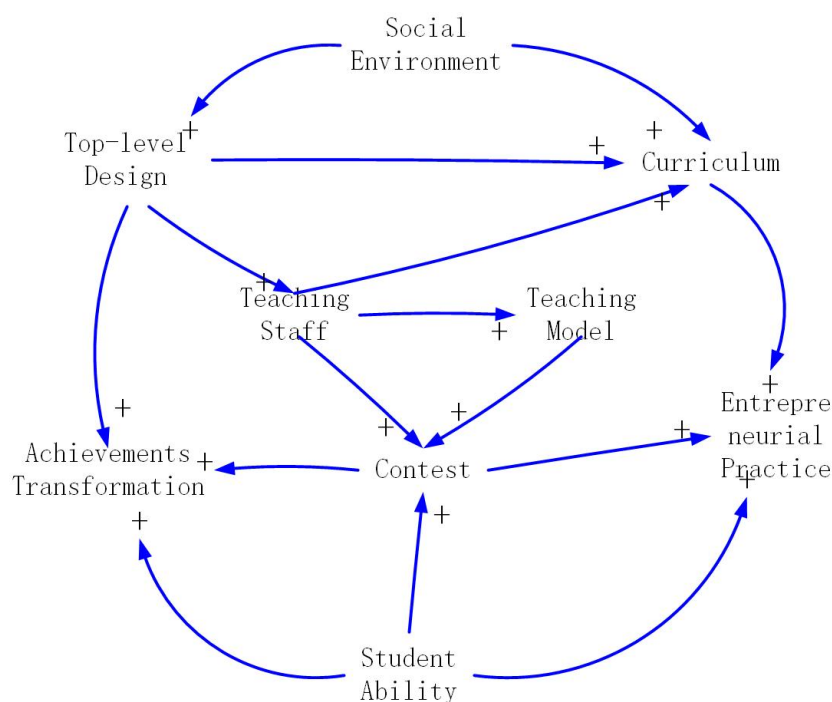


Figure 2

3.3 Optimization and control of the evaluation model

From Figure 2, we can find that the quality evaluation of entrepreneurship education in colleges and universities is a circular process, and the factors that influence each other will eventually form a closed loop. In the evaluation system of entrepreneurship education quality in colleges and universities, students' entrepreneurial motivation, entrepreneurship class teaching, entrepreneurship teachers' quality and external environment are the indispensable key elements. The richer these elements are and the more matched the inputs are, the higher the quality of entrepreneurship education in colleges and universities, the more chances of successful entrepreneurship and the greater the probability of success will be. The quality improvement generated by entrepreneurship education in colleges and universities, i.e., improving the quality of entrepreneurship education in schools, makes the environment of entrepreneurship education further optimized, and the competitive advantage of entrepreneurship education after strengthening and the optimized policy environment of science and technology entrepreneurship will further improve the quality of entrepreneurship education by improving the level of entrepreneurship education in colleges and universities, thus forming a cycle process of entrepreneurship education.

4.Operation Mechanism of Quality Evaluation of Entrepreneurship Education in Colleges and Universities



According to the horizontal and vertical criteria of the quality of entrepreneurship education in colleges and universities, the factors affecting the quality of entrepreneurship education can be discussed and analyzed in terms of depth and breadth, respectively. In terms of the breadth of entrepreneurship education quality in colleges and universities, the most direct reflection is the degree of awareness, the participating audience, and the depth of curriculum integration. In terms of the depth of the quality of entrepreneurship education in colleges and universities, the most direct reflection is the success ratio of entrepreneurship, the development degree of entrepreneurs, etc. In a comprehensive view, in the process of implementing entrepreneurship education in colleges and universities, faculty, top-level design, teaching mode, social environment, and transformation of results are the keys to determine the quality of entrepreneurship education. Therefore, the key factors affecting the quality of entrepreneurship education in colleges and universities can be analyzed in three dimensions: students' entrepreneurial motivation, teaching of entrepreneurship courses, quality of entrepreneurship teachers, and external environment. The analysis of the evaluation of the quality of entrepreneurship education in colleges and universities based on system dynamics elucidates the influence on the quality of entrepreneurship education in colleges and universities in each of the three dimensions. By analyzing the three dimensions of students' entrepreneurial ability, teachers' entrepreneurial education ability and entrepreneurial environment, and identifying the hierarchical analysis model of key factors based on the principle of system dynamics, it can be found that under the dimension of students' entrepreneurial ability, students' entrepreneurial motivation is the dimension, which is the direct factor affecting the quality of students' entrepreneurship education; in the dimension of teachers' entrepreneurship education ability, the quality of teachers of entrepreneurship courses and entrepreneurship courses are the key to the quality of entrepreneurship courses, which is the key factor affecting the quality of entrepreneurship education in colleges and universities; the external environment can be the top setting of schools, cooperation between enterprises and schools, policies and forms, which are the key to the external environment dimension and are the main factors affecting entrepreneurship education in colleges and universities .

5. Policy Suggestions for the Effective Operation of the Quality Evaluation System of Entrepreneurship Education in Colleges and Universities

5.1 Strengthening the top-level design of quality evaluation of entrepreneurship education

Strengthening the top-level design of entrepreneurship education quality evaluation is an important foundation for promoting the scientific, institutionalized and standardized evaluation of entrepreneurship education education. Although the Implementation Opinions on Deepening Innovation and Entrepreneurship Education Reform(《深化创新创业教育改革的实施意见》)



have been issued accordingly from the national to provincial education management departments to universities, the issue of evaluation on innovation and entrepreneurship education still needs to be gradually studied and specific implementation plans and details introduced in the process of the implementation of the Opinions(《意见》). From the national level, the evaluation system, evaluation standards, evaluation subjects, evaluation methods, and the application of evaluation results of innovation and entrepreneurship education are regulated at the top level, so as to promote the construction with evaluation, effectively promote the practice of evaluation of innovation and entrepreneurship education, and then help the high-quality development of innovation and entrepreneurship education in China.

5.2 Implementing entrepreneurship education curriculum construction

Starting from the courseware and lesson plans, the construction of entrepreneurship education and professional knowledge organic integration of lecture materials. With the goal of cultivating active innovative thinking, solid knowledge of entrepreneurship theory, excellent teaching ability of innovation and entrepreneurship, outstanding scientific research ability of innovation and entrepreneurship, and remarkable practical ability of innovation and entrepreneurship, we strive to cultivate students to establish a scientific concept of innovation and entrepreneurship, actively adapt to the national economic and social development and the needs of comprehensive human development, correctly understand the relationship between entrepreneurship and career development, consciously follow the law of entrepreneurship, and actively engage in entrepreneurial practice. At the same time, through open communication between teachers and between teachers and students, we create a strong atmosphere of innovation and entrepreneurship, and strive to achieve the classroom effect that teachers enjoy teaching and students learn wisely. Taking this as the basis and opportunity, we accelerate the construction of offline courses of innovation and entrepreneurship education, and lay the foundation for building high-quality online public courses of innovation and entrepreneurship education.

5.3 Enhance the entrepreneurial talent pool and faculty

Classroom teaching contains two main dimensions: people and resources. Firstly, in the human dimension, the teaching interaction relationship between teachers and students and students is the focus of attention. We give full play to teachers' independent initiative in teaching, respect teachers' teaching innovation and teaching exploration, promote teachers' professional knowledge and teaching skills, and build a new model of teacher-student interaction with strong interaction; focus on the construction of peer-to-peer learning relationship, students through group activities, group discussions, group extracurricular practice and other types of group learning forms, to create a strong learning atmosphere, so that more of the silent knowledge is internalized and transformed into practical ability, giving full play to students' independent learning subjective. The students give full play to their independent learning initiative by creating a strong learning atmosphere through group activities, group discussions, group extracurricular practices, etc., so that more tacit knowledge can be internalized and transformed into practical ability. Secondly, in



the physical dimension, we study the relationship between teaching scale, teaching resources and teaching effect. Adhere to the small class teaching method, choose teachers with different professional backgrounds to teach entrepreneurship courses for students of different majors, such as entrepreneurship education involves the content of economics, management, psychology, etc. Different teaching resources are targeted differently, so it is necessary to select them in a targeted way according to the teaching objectives, and modify the teaching program at the right time.

6. Conclusion

This study helps to develop new perspectives for theoretical research on entrepreneurship education at the level of talent cultivation quality, extends the application area of system dynamics, and provides important insights into the quality improvement of entrepreneurship education in universities. However, there is still room for expansion in this study: How effective are the improvement paths and safeguards in practice? Are there any differences between engineering and liberal arts colleges in entrepreneurial talent cultivation? These questions are worth further exploration.

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Research on the Impact of Reputation Management on Corporate Performance

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Abstract

Effective messaging and collaborative communication among teams is an important part of reputation management and a key component of crisis management. Reputation management can affect not only corporate performance, but also customers and other stakeholders such as airports, hotels and government departments. Etihad Airways strives to foster a spirit of cooperation among its employees and develop appropriate plans for reputation management as well as crisis management to ensure that the company is able to act proactively when problems arise, actively mobilize organizational energy, and prepare the entire organization to respond to crises.

Keywords

Reputation management, Corporate performance, Influence, Etihad Airways

Business reputation is a collective representation of a company's past behavior and results, which describes a company's ability to deliver valuable results to multiple stakeholders and measures an organization's position relative to employees and external stakeholders in a competitive and institutional environment.

1. Corporate Reputation Management

Corporate reputation management is the process of shaping and influencing the public perception of an individual, company or brand. The main types of reputation management include online reputation management, reputation crisis management, brand reputation management and personal reputation management. The goal is to ensure that the public and stakeholders perceive an individual or organization in a positive light. [1]

1.1 In corporate reputation management, three key words need to be noted

People can use emotion as a measure of how much a brand affects their emotions. Any successful



reputation management campaign can be summarized as "improving sentiment, reducing sentiment, or not affecting sentiment at all." By analyzing and measuring emotions, it is possible to gain a comprehensive understanding of how people feel about a brand.

People are the special hands that make brands successful. Brands improve their reputation by working with customers and partners to identify and respond to the emotions of their target audiences and improve their mood by.

Brand reputation management typically involves both negative exposure and increased positive exposure. The combination of positive and negative content about a brand and the exposure to that content determines the public sentiment for that brand.

1.2 "Sword" and "shield" is one of the key elements of corporate reputation management

The "sword" is a simple and effective way for companies to actively promote and disseminate their high quality and high level projects to enhance the value of their brand in corporate marketing. This mode of communication can play a leading role, like a sharp sword to give full play to the company's strengths, to ensure that the latest news in the industry is spread inside and outside the company, and to enable the company to develop.

Companies use "shields" to build models, establish and develop emergency response teams, and assign dedicated staff to respond to and deal with the effects of negative news.

2.Types of Organizationa Culture

Organizational culture is a traditional concept in modern companies. It is the core philosophy of a company, the basis for its development and achievement of goals, and the glue that organizes the different parts of an organization to achieve collective organizational goals. [2]

According to the competitive value framework, organizational culture can be divided into four types: resilient culture (adhocracy), clan culture (clan), hierarchy culture (hierarchy), and market culture (market).

Different companies and organizations have different hybrid cultures, and of the four types, one culture will be the dominant culture in an organization, and other cultures can exist in that company as well. [3]

The chart below depicts these four types of cultures in detail.



Competing Values Framework



2.1 Flexible culture

A culture of flexibility is more inclined to innovation. Companies or organizations with a dominant innovation culture will be more flexible in their collective decision making and the company will operate or make decisions faster overall, and many technology startups and companies use this culture to accommodate fast-paced company innovation and decision making.

2.2 Clan Culture

Clan culture prefers teamwork. Employees have equality as the main idea, everyone can participate in openly expressing opinions and comments, and teamwork has a stronger cohesiveness. In such a corporate culture, there is an increase in service quality and customer satisfaction. This is because there is an increase in effective communication with employees and customers, which allows for good feedback and decision making, and improved service quality. However, sometimes there are more voices and it makes decision making more difficult. How to collect all the information from within the company to provide high quality service to decision makers is still an issue that needs to be measured and considered over time, and further experiments are needed.



2.3 Hierarchical culture

A hierarchical culture is more focused on control. In this corporate culture, the organization is managed on a hierarchical basis. Each employee has superiors and subordinates, as well as their own business and goals to accomplish. The company has a strict structured management with a



simple and clear model that can operate efficiently on a theoretical basis. However, in practice, employees are prone to lack creativity and action when they are under this strict management model.

2.4 Market culture

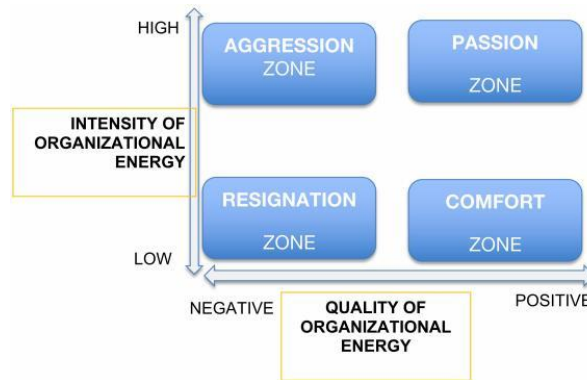
The market culture is more competitive. This culture places the most emphasis on the results of the company's operations and makes changes in decisions as the market changes, such as the company's effectiveness as well as the external results of market changes. In such a corporate culture, companies are more willing to seek benefits from the customer side and thus tend to ignore concerns for employees within the company.

In addition to these four major organizational cultures, The Leader's Guide to Corporate Culture Formations also lists other corporate cultures that are equally prevalent in modern companies, such as goal-based, learning, hedonic, results-based, and authoritative organizational cultures, each of which corresponds to a different set of considerations and influences on corporate decisions.

In summary, not only do different companies have different organizational cultures, but a company may also have more than one organizational culture. Organizational culture is a reflection of a company's business model. When a company is faced with making decisions and setting goals, the organizational culture can be used as a reference to provide appropriate solutions for achieving the set goals. Organizational culture is not fixed, and leaders can adapt and change it according to the actual situation. By responding to changes in business methods and targeting different goals, companies can improve their organizational culture to achieve better results.

3. Organizational energy

There are four types of organizational energies. These energies can stimulate the creation of forces within the organization, while karma can also create obstacles and problems for the development of the organization. Managers have realized that positive or negative emotions in their teams can have a significant impact on employee behavior and even on the development of the business. They link emotions to business development and performance, and by mobilizing positive emotions, all employees can work in a happy and positive atmosphere. The leader's task is to coordinate and mobilize the energy of the organization, to get employees excited and to take action.



Of these four organizational energies, companies in the Aggressive Zone or Passion Zone are more likely to succeed. In these two zones, the energy is proactive, while companies in the Comfort Zone are at great risk, and many people with these negative energies are facing abandonment.

3.1 There are four types of organizational energy

The energy that a company has in its comfort zone is often negative. In companies where employees are lazy, their satisfaction level is usually higher and they tend to settle for the status quo and do not seek advancement. These employees often lack the spirit of change, are unable to adapt to new strategies, lack positive energy and are nervous about moving the company forward.

Companies in this zone tend to have strong negative emotions. Employees lose hope in the company and are full of dissatisfaction. Execution will be greatly reduced and it will be difficult for both employees and the company to meet emotional needs, making it difficult to achieve the company's goals.

Companies in the region often face great crises and challenges, and such crises can create intense anxiety and tension among employees. However, under the influence of such emotions, employees often show greater potential and are motivated by the competition to work hard to achieve the company's goals. Moreover, these employees may be motivated by additional bonuses or personal ambitions to take action to achieve their goals.

The employees of companies in this region have an innovative spirit and advanced emotions. They love their workplace and act for innovation and the progress of the company. Their goal is not to surpass their competitors, but to discover new things and put the company first. ^[4]

3.2 "High-energy" and "low-energy"

The overall mood of a high-energy company will be more intense and exuberant. Under the influence of this mood, the mobility of the company's employees increases, and they act collectively to bring about higher and better output. The company is also more likely to achieve its goals and become profitable.

Low energy companies, on the other hand, will be more conservative. They will stick to systems and standards to avoid surprises. Under the influence of this conservative and repressive mood, the



company's employees will lack communication and cooperation, which is not conducive to the long-term development of the company.

To sum up, the mood of employees, the mood of customers and the mood of the company all have a great impact on the performance of the company, and the overall mood of the employees of the company plays a great role in shaping the behavior of the company. Corporate vitality is the combination of employee mood and performance, which is expressed by generally happy employees, happy people doing happy things, under the influence of the company's positive and enthusiastic vitality, so that the company can overcome all risks and difficulties and achieve higher performance. Leaders should be good at mobilizing the vitality of the company, facing the goals and challenges of the company head-on, stimulating the positive emotions of employees, developing their intelligence, and taking more positive actions to deal with the difficulties they face.

4. Business Case Analysis

Etihad Airways is the national airline of the United Arab Emirates. From its inception in 2003 to 2011, Etihad Airways has grown to a fleet of 62 aircraft serving 72 destinations in 47 countries. Like all international airlines, Etihad Airways is no stranger to unpredictable crises.

On April 14, 2010, the Icelandic volcano erupted, sending jets of lava, ash and dust from shards of glass to an altitude of 11,000 meters (over 30,000 feet), taking the aviation industry by surprise. Most routes can avoid Iceland, but the complication is being located below the rapids. Rapids are narrow air currents consisting of strong, concentrated winds at altitudes between 10,000 feet and 40,000 feet above the ground. This results in a plume of volcanic ash blowing toward Europe at a strong speed of about 400 km/h and spreading over a width of 50 to 100 km. These scattered volcanic ash reduced visibility. In the past, volcanic ash has been known to cause jet engines to stall, potentially affecting sensitive electronic equipment and scratching glass. [5]

4.1 Summary of business cases

The case documents how Etihad, as an organization, successfully navigated a crisis that caught the entire airline industry off guard.

It is mainly reflected in the following points: a. Strong services and products. b. High security and operability. c. Brand associations, sponsorships and promotions. d. Corporate social responsibility and philanthropy. e. Corporate communications. f. Room service and contact center. g. Organization-wide response.

The ERP plan details all of Etihad's policies, plans and procedures during a major crisis. This includes all aspects of the investigation of the incident, as well as humanitarian support for Etihad customers and staff and their respective families. Etihad ERP complies with all IATA, ICAO and DGCA recommendations and requirements and strictly adheres to industry best practices for responding to aviation accidents or incidents. Etihad regularly conducts disaster simulations



within the company and with business partners to test systems, complete benchmarking, and learn from other companies' crisis management capabilities.

As soon as the Ejarakul volcano erupted and faced with the crisis, Etihad began monitoring the situation and ERP went into action. The focus was on managing the evolving situation by anticipating the potential impact on its global operations, identifying collaborations and opportunities to reduce reputational risk, and ensuring that customer inconvenience did not jeopardize the safety of passengers, crew and cargo.

First, the airline assembled the most professional team to monitor the situation in real time, maintain communication between all departments and respond to the situation in a timely and correct manner. Then, Etihad Airways immediately maintained communication with passengers to ensure that all passengers were informed of the progress of the incident and accurate information about this flight as soon as possible.

Secondly, Etihad Airways will take special measures to take care of passengers who are unexpectedly stranded and will work with third parties such as tourism boards, police stations and embassies to ensure that all customer issues are handled properly.

Finally, Etihad Airways tracks each passenger's information to ensure that each passenger's travel plans are carried out and offers full refunds in case of problems, ensuring that all passengers arrive at their final destination without incident.

Etihad Airways responded quickly and effectively to the crisis, overcoming difficulties and earning a good business reputation.

4.2 Reputation Management

Etihad Airways has conducted successful reputation management in this case. In the event of a crisis, we monitor and respond to adverse news in real time and deal with customers appropriately so that all routes operate normally. Effective interaction and communication with customers is maintained to ensure that their requests are properly addressed. Etihad Airways used ERP and contingency plans to deal with problems that were rehearsed before the exercise and efficiently resolved the problems encountered, ensuring normal operations, minimizing losses and gaining a good corporate reputation.

4.3 Organizational culture

Etihad Airways has an organizational culture that leans toward a clan-based culture. There is strong communication between employees and leaders, and the entire corporate team is cohesive and innovative, able to respond quickly and efficiently to problems. The company has a very high level of execution, ensuring that everyone is on the same page. In the event of a crisis, all departments can actively communicate and work together to make the most logical decisions about the problem.

4.4 Organizational energy



Etihad Airways belongs to the passion zone of the four organizational dynamics. All employees take pride in their positions and responsibilities, ensuring a positive vision for the company, mobilizing employees and taking many urgent but effective actions in the face of crisis. Faced with an imminent threat, great organizational energy is unleashed to overcome the threat. Etihad Airways has adopted the "Winning Princess" strategy, which relies on strong engagement to bring employees into a passionate work mood to overcome the immediate crisis.

4.5 Evaluation

The unprecedented volcanic ash crisis in Iceland taught airlines around the world many valuable lessons, and Etihad Airways was no exception. In addition, the airline's management quickly began to innovate, improving the company's emergency response capabilities and gaining a better understanding of the consequences of this extraordinary crisis. All issues that arose during this incident were analyzed and addressed in a timely manner. The volcanic eruption case demonstrated that effective messaging and collaborative communication among teams is an important component of reputation management and a key aspect of crisis management. This approach is effective not only for customers, but also for other stakeholders such as airports, hotels and government departments. For this reason, Etihad Airways strives to foster a spirit of cooperation among its employees and to mobilize positive energy throughout the company to ensure that the company is able to act proactively in the event of a problem. [6]

5. Conclusion

The case of the volcanic eruption brought many improvements to the airline's work, such as crisis management and reputation management. Business processes have also been well improved, including travel visa management, major hotel room procurement and reservations, passenger data collection and transportation, policy and process development, and passenger communications. Reputation management is usually a complex process due to the unpredictability of uncertain situations, and managing reputation in an uncertain environment is a complex process. [7]

In the airline industry, every situation worsens the situation because every uncertainty the airline encounters exacerbates the problem. Etihad Airways, as a leading international airline, should anticipate every possible crisis situation, learn from this case, actively mobilize organizational energy, develop organizational culture, and prepare the entire organization to deal with the crisis.

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Research on Cultural Creative Design of District and County Museums

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Abstract

In the context of promoting the integrated development of cultural and museum tourism in the new era, district and county-level museums are facing a rare opportunity for development and need to change the status quo of lagging and low-end development of their cultural and creative product design. Through research and case study analysis, the current problems faced by county-level museums in developing cultural and creative products are sorted out, and the concept and path of developing cultural and creative products with "regional special culture as the core" are proposed. Taking Huantai(桓台) Museum as a specific case, we analyzed the design innovation of creative products in Huantai(桓台) County, and helped the regional characteristics of cultural creativity to follow the development trend of cultural tourism industry in the new era. The creative product development of district and county museums should be firm in cultural self-confidence and innovation, and incorporate the induction and dissemination of "regional characteristics of culture" into the design mission, so as to continuously promote the cause of district and county cultural museums and cultural tourism to a new level.

Keywords

District and county museums, Museum cultural creation, Regional characteristic culture, Design, Development path

The report of the 20th Party Congress proposes to insist on shaping tourism with culture, highlighting culture with tourism, and promoting the deep integration and development of culture and tourism. The Museum Regulations state that "the state encourages museums to explore the connotations of their collections, combine them with cultural creativity, tourism and other industries, develop derivative products, and enhance the development capacity of museums" [1]. In May 2021, the Central Propaganda Department, the National Development and Reform Commission, the Ministry of Culture and Tourism, the State Administration of Cultural Heritage and other nine departments issued the "Guidance on Promoting the Reform and Development of



Museums". proposed "to optimize communication services and give full play to the role of museums in the integrated development of culture and tourism and the promotion of cultural consumption" [2]. In this context, the design and development of cultural and creative products of museums at the district and county levels, as well as the promotion of integrated development of cultural and museum tourism, have brought new opportunities and challenges. Take Huantai(桓台) Museum as an example, it actively explores the development concept and path of "regional special culture as the core", fully explores the tourism resources in the county and the distinctive characteristics of the northern water town and the hometown of fishing ocean, and practices cultural self-confidence and innovation through the museum cultural creation business.

I. Problems in the Development of Cultural and Creative Products in Museums at District and County Levels

1.1 Undercrowding of museum visitors

Huantai(桓台) Museum is the first district and county level comprehensive museum in Zibo City, Shandong Province, highlighting the characteristics of Dongyi culture and Qi culture, a comprehensive display of the history and culture of Huantai(桓台) County, customs and social development, officially opened to the public in September 1999. There are mainly nine thematic displays such as "Light of Dongyi Civilization(《东夷文明之光》)", "Wadang Art of the Qi Country", "Ancient Spring Exhibition(《古泉汇展》)", "Bronze Mirror Appreciation(《铜镜鉴赏》)", "Ancient Painting and Calligraphy(《古代书画》)", "Jade, Bone and Porcelain(《玉器、骨器、瓷器》)", "Bronze Artifacts of the Boigu Country(《薄姑国青铜器》)", "Seals, Sealing Clay and Pottery Writings(《印章、封泥、陶文》)", a "World of Colorful Butterflies(《彩蝶世界》)" and two exhibition halls, with an exhibition area of more than 4,000 square meters and exhibits starting from the Houli Culture 8,500 years ago and down to the Ming and Qing Dynasties. As of the end of 2019, the collection includes 15 categories of cultural relics with 5,547 pieces (sets), including 85 pieces/sets of Grade I relics, 16 pieces/sets of Grade II relics and 81 pieces/sets of Grade III relics. As a comprehensive museum at the district and county level, the current Huantai(桓台) Museum has a very low visitor flow and is more dependent on the organization of public interest activities such as focused visits.

1.2 Traditional and single mode of display and sale of cultural and creative products

Only a small part of the museum visitor traffic will be converted into the traffic required for the sale of cultural and creative products, and the serious shortage of "popularity" and "purchasing power" will naturally affect the creation of the museum's cultural and tourism business atmosphere. Huantai(桓台) Museum's cultural and creative products sales business model is the physical sales of offline stores, more traditional and single, and generally use the glass counter display and sales method, this way occupies a lot of manpower, human resources costs are high. During the new



crown epidemic, the lack of open merchandise display promotion and unmanned selling equipment for cultural and creative products cannot realize contactless consumption, which obviously does not fit the new retail model of technology and fashion.

1.3 Lack of professional and high-level cultural and creative talents

The current problem of neglecting the professionalism of product design and development of cultural and creative products is common in most of the district and county museum development. Relative to professional backgrounds in culture and museology, archaeology, etc., few people with backgrounds in design, computer technology, and other related disciplines are added to the museum talent pool. District and county-level museums are limited by the dilemma of autonomy in staffing and funding budgets, and are unable to adopt a diversified and flexible team support model, and it is still difficult to try to set up special posts for cultural and creative design and bring in design professionals. The improvement of the technical level of cultural creation also needs to maintain the stability and iteration of development, while the complete cultural creation industry chain linking museum collections and achieving placement and landing is another obvious problem in development.

1.4 Cultural and creative product development needs a high level of creativity

Museum relics and special collections are the cultural foundation of cultural and creative product development, and are the fundamental premise and source of inspiration for design and creative excavation. Huantai(桓台) Museum has more than 5,000 pieces of various cultural relics from various eras, involving excavations, ethnic, folk, religious and revolutionary relics. The animal bones unearthed from the sacrificial vessel Pit of Yueshi(岳石) Culture at the Historical Site are the earliest oracle bones found so far in China. The museum also has a variety of pottery, stone tools, jade from the Houli(后李) culture to the end of the Shang(商) dynasty, the Dawenkou(大汶口) culture pottery objects, Longshan(龙山) culture eggshell pottery, the Shang dynasty to the Han dynasty Tonggu(铜觚), Tongjue(铜爵), Tongzhi(铜觶), "Yao" tripod(“爻”鼎), "Tufang" tripod(“土方”鼎), "animal eye interlocking pattern" tripod(“兽目交连纹”鼎), garlic pot(蒜头壶), "Yizi Sun" ear lamp(宜子孙耳灯) and other cultural relics [3]. Huantai(桓台) Museum's cultural relics collection covers a long period of history and distinctive regional characteristics, but there are still problems of simple creativity, crude imagery and low level in the transformation and development of cultural creation around the county's special culture. How to reflect and maintain the distinctiveness and differentiation of the Huantai(桓台) Museum among many district and county museums is worth further exploration of the direction.

2. The New Path of Developing Cultural and Creative Products with

Regional Characteristic Culture as the Core

2.1 Condense the regional characteristics of culture, to create "cultural and intellectual IP"



In the case of the weak foundation of cultural and creative product development in district and county-level museums, the common creative methods and approaches may not be applicable, and the development efficiency should be improved by "targeting characteristics and focusing on breakthroughs". First of all, we can break through the time and space limitation of the museum and explore the presentation and transformation of special cultural resources in the district and county where the museum is located. Second, from the point of view of user experience, the development of cultural and creative excavation of cultural relics collection characteristics of elements, to recognizability, memorability, convertibility as the basic point, to avoid the threshold of knowledge is too remote situation. And then focus on the promotion and create the formation of the Museum's boutique "cultural and cultural IP" to effectively achieve high recognition of visitors.

2.2 Focus on the integration of "culture, tourism and business" to create a cultural and creative industry chain

The dilemma faced by the Huantai(桓台) Museum in terms of cultural and creative industries is a microcosm of the challenges faced by the cultural and museum business at the district and county government level in China. First, the relationship between cultural influence and commercial logic must be handled. Commercial logic is the basic logic for the design and development of cultural and creative products. Secondly, we should explore feasible development paths with "solution thinking" and practice the "cultural tourism business" development model according to local conditions. On the basis of the better development of the integration of culture and tourism, we can develop in the direction of the deep integration of "culture, tourism, commerce and science", that is, the integration of culture, tourism, commerce and new technology into the collaborative innovation industry chain.

2.3 Emphasis on the development of the cultural and museum business, the implementation of the "government, industry, academia, research and innovation"

To analyze the situation of the cultural and creative industry chain involved in museums, we can introduce quality development teams or resources from universities, enterprises and other social parties to make up for the lack of relevant resources, and seek "government, industry, academia, research and innovation" cooperation and innovation. First of all, collaborate to help the development of the county's cultural and museums, to solve the contradiction between the unbalanced and insufficient development of district and county museums and the people's needs for a better life, reflecting the new spirit of cultural self-confidence, keeping the righteousness and innovation. Second, the excavation and promotion of regional characteristics of culture is an important part of the promotion of traditional Chinese culture, and can give fuller play to the social publicity and education function of museums [4].

3. The Preliminary Exploration of Huantai(桓台) Museum's cultural



and Creative Product Design

3.1 Cultural and creative products to explore the physical object language

The development of museum cultural and creative products needs to combine the perspectives of tourism consumption and cultural consumption on the basis of physical objects, which means that it is necessary to take into account the consumption demands of tourism scenes and contemporary urban life patterns while strengthening the cultural connotation. For example, the Huantai(桓台) Museum's relics "Yizi Sun" ear cup-shaped lamp(“宜子孙”耳杯形灯) reflects the customary characteristics of the Huantai(桓台) region that attach importance to clan inheritance and expect prosperity of children and grandchildren. The core elements of cultural relics in the field of application and material migration in the carrier of cultural and creative products, designed as a handheld portable ambient light, so that cultural relics into the daily life of tourism consumers.

3.2 Product type into the characteristic elements

Among the more common museum creations, we analyze and explore the types of products that can introduce northern food and wine culture, and lend attention to the development and promotion of cultural creations. By using "tongue-in-cheek" cultural and creative products to explore the cultural experience dimension of multi-functional channels [5]. The Huantai(桓台) Museum has attempted to develop the creative design of the bronze drinking vessel in its collection, the "Fuxinjue(父辛爵)", into a drinking vessel, which combines the cultural relics with the regional wine culture and allows the memorable taste senses to help strengthen the cultural imprint. This type of design development can also be combined with the Longshan culture "pottery ceremonial ware" (complete sets), official kiln pastel plate, double-hole clam knife, etc.

3.3 Cultural and creative expansion tightly grasp the application of digital technology

The development of museum cultural and creative industries should not be limited to the physical level of physical products. Taking the Forbidden City's cultural creation as an example, it has already formed a successful cultural creation experience that integrates multiple forms of offline and physical exhibitions, online channels and digital media. This shows that the digital economy represented by digital creativity and its cultural experiences need to enter into the new cultural and creative design development vision of the museums. District and county-level museums currently promoting the development of cultural and creative products need to grasp the current trend of new consumption, new scenes, and new business models, and integrate with the digital economy for corresponding layout or pilot, so as to explore the new business model of cultural and creative consumption as an opportunity to speed up the quality and efficiency of digital technology application scenes in the field of cultural tourism [6].

4. Conclusion

The improvement of the level of product design and development of cultural and creative products



of museums at the district and county level will help non-popular tourist areas to further promote the integration of cultural and tourism. Huantai(桓台) Museum takes this opportunity, through the design and development of the more influential precious cultural relics and their imagery symbols, to focus on helping to develop Huantai(桓台) County cultural and cultural tourism, so as to initially build their own museums Huantai(桓台) cultural IP. "Regional characteristics of culture as the core of cultural and creative products" is not only a carrier to present local distinctive cultural characteristics, but also Innovative heritage of Chinese civilization in the form of cultural and creative way, so that the museum for historical research, heritage conservation and display services to provide better conditions and services, and truly become the inheritance of Chinese excellent traditional culture of the big school, big stage.

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Research on the Impact of Hotel Customer Complaint Management on Business-customer Relationship

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Abstract

With the development of the Internet and the hotel industry, hotel management is also in the process of continuous improvement, in which the management of customer complaints plays an increasingly important role. To study the hotel's management of customer complaint link, to collect the evaluation made by customers on hotel service management using social media, to explore the current situation and problems of customer complaint management in the hotel industry, to investigate and analyze the main causes of customer complaints and the roles played by enterprises, employees and customers in customer complaint management, and to help propose ways for hotels to solve the problem of customer complaints.

Keywords

Hotel, Customer complaint management, Social media, Electronic word of mouth

Based on the collection and integration of previous literature and the latest data, we summarize the causes that trigger customer complaints in hotels, which mainly include poor staff service attitude, poor staff service quality, improper handling by enterprises and poor quality of customers themselves, leading to customer complaint behavior or writing bad online reviews, thus reducing customer satisfaction and loyalty to the hotel and affecting the reputation of the hotel brand. [1] In this paper, we study how customer complaint management affects the business-customer relationship from three aspects: enterprise management level, employee level and customers themselves, and propose solutions to the problem.

1. The relationship between hotel customer complaint management



and customer satisfaction

Customer complaints can help hotels identify and resolve problems. Customer complaint management is an integral part of hotel service management and is considered an irrevocable value for service providers to develop and maintain a successful business that drives customer loyalty to the hotel. Customer satisfaction is the foundation for creating customer loyalty, organizational profitability, customer returns and word-of-mouth communication. Different dimensions of complaint management may have different impacts on customer behavior.

1.1 The main reasons for customers to complain about the hotel

According to previous studies, the reasons that lead customers to complain about hotels include the following four main points: product or service quality reasons, customers' own reasons, internal reasons of the company, and customer expectations. The needs that customers want to be satisfied when they complain about a hotel include the following four main points: professional service staff, the need to be listened to, the need to be cared for, and quick response.

1.2 The relationship between customer complaint management and customer satisfaction

Providing a good experience for customers also includes customer complaints. [2]Providing customers with simple and convenient complaint channels and processes can improve the customer experience to some extent, thus increasing customer satisfaction. If customers are willing to directly express their dissatisfaction with a company's service experience, companies have the opportunity to correct the problem in a timely manner. For enterprises, this is an ideal channel to identify their own problems, but at the expense of customer satisfaction. If customers are not satisfied with the solutions provided by the company and cannot get a balance in their psychology, chances are they will not express their dissatisfaction directly to the company, but will use social media to spread it. This will not only reduce customer satisfaction, but also greatly affect the reputation of the company at the social communication level.

1.3 Online reviews have a huge impact on consumer spending and business sales

In the online environment, companies are not only dealing with a customer standing in front of them, but he may also be a customer who can express his opinions and experiences on social media and the Internet at the same time. This means that a troublesome customer today may negatively impact a company in front of hundreds of potential customers, which requires companies to pay attention to online word-of-mouth. The way a company treats negative online reviews will also greatly affect how potential customers view the company. [3]The value of online reviews is that they can be seen as a channel for customers to express their experiences directly. It is extremely direct, rich, and ever-changing. In particular, it provides customers with an intangible experience with subjective experience, making online reviews particularly important. For service-based businesses such as travel and hospitality, the importance of online reviews cannot be ignored.

Different types of online travel platforms not only provide customers with a wealth of information about their services, but also serve as an important reference for them when making travel decisions. E-word-of-mouth can directly reduce the risk of customers' decision making. Nowadays,



it is not only travel platforms that can have an impact on the eWord of Mouth of a hotel company, but also various types of social media have the same impact. For some customers who have the attributes of potential customers of hotel companies and loyal users of social media, the energy released by social media platforms can even exceed that of travel platforms. [4]Therefore, more and more hotel companies are beginning to pay attention to their image on social media.

2. The connection between hotel customer complaint management and service quality

Nowadays, in the increasingly competitive market environment of the hotel industry, better service quality means a broader and more stable position in the market. For hotel companies, service quality is undoubtedly one of the most important indicators.

2.1 Complaints and negative comments on online platforms and social media are the most important part of customer complaint management

Customer complaint management is an important part of hotel services, and its influence cannot be ignored. Conducting research on customer complaint management in hotel enterprises will help enterprises improve customer satisfaction and loyalty and help them attract more potential customers. Correctly responding to complaints and negative comments about hotel companies on online platforms and social media is the most important part of customer complaint management. Social media and the Internet have made the image of hotels more open and provided a broader scope for them to attract more customers. The issue of customer complaints is becoming more prominent on social media and online platforms.

2.2 Electronic word-of-mouth marketing is another form of customer complaint management in the Internet era that affects service quality

Electronic word-of-mouth is another form of customer complaint management in the Internet age. [5]As such, customer complaint management for hotel businesses needs to focus not only on resolving current challenges raised by customers, but also on how customers may portray themselves on the Internet. Effective electronic word-of-mouth marketing is therefore a must-learning for all hotel businesses, whether that business is large or small. Electronic word-of-mouth marketing can break down the time and space barriers of traditional hotel marketing and help spread itself to a larger consumer base. Electronic word of mouth can have a significant impact on businesses and customers. Customers who lack a first experience will tend to trust the word of mouth of other experienced customers when making purchase decisions. For companies, eWord of mouth affects customers' perceived attitudes toward the company's brand, which in turn affects their buying decisions.

3. Propose solutions to the management of hotel customer complaints

Clarify the impact and importance of complaint management to hotel enterprises, summarize the causes of customer complaints, so as to solve problems more directly and fundamentally for



customers and propose better solutions, thus gaining a better reputation for the hotel, increasing customer satisfaction and loyalty, and gaining more potential customers.

3.1 Analysis of the problems in the management of customer complaints in hotels

3.1.1 What roles do companies, employees and customers play in customer complaint management? What is the inextricable relationship between the three?

3.1.2 What are the main reasons for customer complaints?

3.1.3 In response to customer complaints, how can hotels directly solve problems for customers?

3.1.4 How do customer complaints affect IWOM? How do hotels market IWOM?

3.2 Using different research methods to analyze different data

An online textual analysis was used to collect and summarize informative data about customer complaints from previous literature and the persuasive website TripAdvisor, which is the world's largest online hotel review platform and the source of data for many previous similar studies, to analyze participants' thoughts and comments as observers. It also illustrates the importance of eWOM for this study, providing a more reliable and beneficial channel for hotel companies to manage customer complaints to resolve issues, and giving them a more effective long-term direction for online development.

Online reviews of several luxury hotel brands were selected, from which poor reviews that could be studied were selected and divided into different topics. Reviews about Chinese hotels were also screened, and the screened poor reviews were manipulated in the same way. The purpose was to compare the similarities and differences in hotel management services between domestic hotel brands and large foreign hotel companies. The statistics were compared with the results of previous literature to answer the research questions. Different data sources can avoid non-objective data from customers to a large extent.[6]

Text analysis using structured topic model. The negative topics of the reviews are identified from the online reviews of the platform, and the reasons for customer complaints and the reasons for the failure of the hotel complaint management service are summarized.

3.3 Propose solutions to the management of hotel customer complaints

3.3.1 Integrate the content of customer complaint management to provide reference for hotel companies, so that more hotel brands can standardize their internal requirements for customer complaint management and develop related systems.

3.3.2 Through the integration and analysis of data, more reasons for customer complaints can be found, so that hotels can learn from and improve upon them, thus avoiding possible causes of complaints in advance.

3.3.3 Provide more reference solutions for hotel companies to solve the problems encountered by customer complaints, try to solve customers' problems in a timely and effective manner, reduce possible bad reviews, improve customer satisfaction and tap more potential customers.

3.3.4 Provide reference development direction for the online field of hotel enterprises, clarify the importance of e-mouth, and make constructive comments and suggestions on hotel marketing e-mouth.



4. Conclusion

Every hotel wants to make every effort to resolve customer complaints reasonably and properly. However, in the face of various customer complaints, solving problems while earning higher satisfaction and loyalty for the hotel is something that hotel companies need to constantly think about. If a hotel company can provide the above-mentioned problem-solving capabilities and desirable results, it will definitely be able to occupy a place in the competitive market. Therefore, customer complaint management is a necessary topic for hotel companies.

Future research will be closer to electronic word-of-mouth communication. After all, in today's social environment, the influence of online platforms and social media is there for all to see. Of course, when hotel companies communicate directly with customer complaints, it is standard for all hotel companies to do their best to get the problem solved and give customers a satisfactory answer.

For hotel branding, companies are able to provide customers who raise issues with as perfect a solution as possible and receive positive online reviews, so that the most desirable outcome of customer complaint management is reached, both in terms of customer satisfaction, loyalty and winning more potential customers.[7]

The starting point of this study is the management of customer complaints in hotel services, and the solutions given are not applicable to all hotel enterprises, but more applicable to hotel brands that are roughly in line with the development direction of the Internet era, and cannot provide good suggestions and methods for some more traditional hotel enterprises, and other influencing factors are not discussed more extensively, so there are still many limitations.

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Talking about the Development Prospects of Secondary Culture in the IP Boom

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Abstract

In recent years, with the rapid development of new media and the innovation of cultural industry chain, network IP adaptations and related culture have gradually occupied people's vision and evolved into a boom. Influenced by its fervor, the subculture circle consisting of Animation, Comic, Game and Novel as the main parts - the Two dimensional culture has also gradually become a tributary under the craze. The emergence of Two dimensional culture is relatively short, the audience circle is small, and there are various problems in the general environment of IP fever. Discover the root causes and solve the problems in order to make the road of development of Two dimensional emerging culture evergreen.

Keywords

IP, Two dimensional culture, Industry chain

In recent years, with the rapid development of new media and the innovation of cultural industry chain, online IP adaptations and related cultures have gradually occupied people's vision and evolved into a boom. Influenced by its popularity, the subculture circle consisting of Animation, Comic, Game and Novel - the secondary culture (aka ACGN), has also gradually become a tributary of the boom. With the eye-catching characteristics of the current fast-food culture and its widespread presence in convenient new media, Two dimensional culture is gradually moving closer to mainstream culture as the younger generation grows into the mainstream of society. However, the IP industry chain is still incomplete and the IP market is mixed, and the Two dimensional works, which are still shallow in national acceptance, are being criticized by various people. The trend of Two dimensional culture is already flourishing, but it still needs to be explored in the fog of the IP boom.



1. IP boom and Two dimensional culture

In the past two years, IP has become a hot topic in the film and television industry and even in life, and the abbreviation of "知识产权" is directly translated as "intellectual property". Intellectual property, also known as intellectual property rights, refers to all scientific achievements created by human mental labor in the process of human spiritual production, with certain forms of expression. Domestic TV dramas IP is usually derived from popular popular culture that has a certain market and audience base, and has a certain popularity. In China, IP dramas mainly refer to the adaptation of literary works that are popular on the Internet and have a certain audience base into film, animation, games and so on. IP dramas are becoming a nationalized craze, and the culture brought by IPs is becoming more and more prosperous.

1.1 The rise of the IP boom

In recent years, the domestic hit IP works are mainly based on online literature, games and popular variety shows, among which online literature and games belong to the category of Two dimensional culture works. These works have gained a large number of fans and are suitable for adaptation into dramas. However, in the last century, the adaptation of literary works has already taken steps, so why is it that today it has contributed to the flourishing of IP fever that crosses circles and encompasses industrial chains? The reason for this has to do with the advent of the new media era.

In today's globalization of information, communication by new media such as Internet and APP is gradually replacing traditional media such as newspapers and radio. According to the 37th Statistical Report on the Development Status of China's Internet released by China Internet Network Information Center (CNNIC), as of June 2017, the scale of Chinese Internet users reached 768 million, and the scale of cell phone Internet users reached 694 million. The rapid integration and development of various emerging media has made even a single audience crossed the boundary by its influence and crossed to appreciate various literary and film works, and the change of audience in the all-media era as well as the brand-new demand has brought a flying IP fever.

1.2 The popularity of secondary culture

The concept of "Two dimensional" was first created in Japan, and is a generic term for the two-dimensional virtual world carried and built by carriers mainly animation, comic, game and novel. The term "Two dimensional culture IP" refers to novels, anime and games that convey ideas through virtual worlds, as well as movies and other products derived from these works.

In the early 1990s, Japanese anime entered the Chinese market with great success, and domestic audiences were the first to come into contact with "Two dimensional". After years of silently spreading in the form of one-liners, the binary genre became popular overnight along with the popularization of the Internet, and was enthusiastically pursued by the post-90s, and the fervor has



lasted until the post-00s. In line with this, domestic "Two dimensional IP" related products have also found a new market, "Two dimensional culture" for young groups to open the door more and more broad.

2. The Current Situation and Problems of the Development of Secondary Culture

2.1 IPing of binary culture

Although it is not the mainstream culture, Two dimensional culture is still flourishing as an emerging culture. Since 2014, the animation industry has been treated by more and more investors, with a total output value of more than 100 billion yuan. Meanwhile, the survey shows that the scale of China's core secondary yuan users reached 57.19 million in 2017, and the scale of Two dimensional users will expand even more in the future with the gradual spread of the Two dimensional trend and the successive release of major IP adaptations.

China's Two dimensional industry is in the transition stage from a blank sheet of paper to a wonderfully diverse one, and from a single output of traditional culture to a diversified transformation of the diversity of the people. Ip fever began in 2014, and under the influence of the rapidly growing fever, the total output value of the animation industry exceeded 100 billion in 2017, with an average annual growth rate of 20.7% over the past three years. According to the information, the scale of core secondary users in China reached 59.39 million in 2017, and the total number of secondary users was nearly 219 million, accounting for 62.9% of the post-90s and post-00s groups.

At the same time, behind the IP phenomenon in full swing, secondary yuan culture is changing to commercialization. More and more secondary IP-based derivatives such as hand-me-downs, movie and TV series soundtrack discs, and sub-games are being released and reaping economic benefits. In the business model, IP is the most pivotal part, with IP-based is equivalent to win most of the heat. IP plays a key role in the value creation and competitive advantage of enterprises, and also largely affects the market share of enterprises.

Under the impetus of IP economy, the Two dimensional culture industry has gradually formed into an industry chain with IP as the core resource, content as the main focus and derivative economic benefits as a supplement. The rapid development of Two dimensional market makes the value of high-quality animation IP also rise. The development of the whole industry chain from animation, film and television, games and derivatives is breaking through, and the movie creation of high quality IPs such as "The Return of the Great Sage(《大圣归来》)", "The Great Protector(《大护法》)" and "Qin Shi Ming Yue: The Great Wall of China(《秦时明月：万里长城》)" has also achieved a very high box office.

IP itself has innate advantages and characteristics such as content homogeneity, audience



crossover and conversion media diversity, which brings good opportunities and development opportunities for various adaptations and dissemination. Unfortunately, due to the relatively short time of emergence and development of Two dimensional culture, there are still various problems, both caused by environmental stubbornness and its own weak parts.

2.2 Problems in the development of Two dimensional culture

2.2.1 The unbalanced development of Two dimensional IP-based

At present, the lack of originality of domestic Two dimensional derivatives, the age of the audience is small and the awareness of copyright is not cultivated, the development environment is relatively many ills and even industry stubbornness, resulting in the road to the realization of most domestic IP is biased towards games and novels, the IP of secondary yuan works appeared "crippled" phenomenon. Whether it's mobile games or computer client games, the last two years have shown a flourishing trend. The highest monthly flow of the phenomenal hand game "Yin Yang Shi(《阴阳师》)" is as high as 2 billion yuan, and the hand game "FGO", which is rooted in anime works, has also taken the top three of the best-seller list several times. These works have been successfully adapted or will be adapted to film and TV dramas, due to their huge audience base. In the end, the important deciding factor for IP or not is the audience. The subjective impression of most people is that anime and manga works are "underage", which makes many excellent and suitable scripts for adaptation buried, thus making the overall development of Two dimensional culture also appear biased.

2.2.2 The complex IP market hinders the development of secondary culture

With the popularity of IP, the IP market is also gradually formed. The more works in the film and television industry enter people's view, the more fierce competition they experience behind the scenes, and behind the blossoming of a hundred flowers also hides the current situation of mixed market. Among the rich IP resources, few have actual value, and even due to the low threshold of network creation, the works also have anachronistic dregs of cultural output. Only a few works with values in line with the mainstream and fresh enough to be interesting can create a rich IP value.

Under the trend of IP commercialization, the pursuit of profit maximization has also become a common phenomenon in the industry. Vicious competition, copyright strife, excessive marketing and other drawbacks have surfaced, and there are fewer and fewer high-quality IPs, which has exacerbated the instability of the IP market.

a. Profit-seeking culture and fast food of works

Influenced by the IP fever, many film and TV companies began to grab IP resources to create star benefits, throwing away a lot of money for IP to be able to attract attention. The number of IP works has decreased sharply since the second half of 2014, when the rush to buy online novels reached a fever pitch. Previously, Variety had interviewed several film and TV drama producers, and almost all interviewees said, "The best web novel rights on the market have been snapped up."



Even many of the original works have not yet taken shape, the film and television companies signed a "contract of sale". In order to save costs, many companies choose to take the "shortcut" of keying, post-production to make up for the pre-shot, which greatly affects the quality and reputation of the work. Even the huge fan effect brought by the stars instead of the IP work itself, artificially creating false fervor in exchange for economic benefits.

Secondary IPs are rooted in the culture itself, and at the same time are one of the ways of cultural export. Under the influence of the increasing fast-food culture, it will inevitably wear down the quality of its own culture.

b. IP tropicalization of fans from the younger age

With the IP boom, fans are increasingly becoming a guarantee of economic benefits, and the success of IP-based works is largely due to their popularity and ability to "attract" fans, who in turn act as supporters and spread the word to more people. Fans are a subculture concept, fans expect to find a group spiritual resonance in common worship and pursuit, and are willing to invest money and energy for this spiritual support. In the Internet era, this phenomenon has generated even more fervor. Tang Qi Gongzi(唐七公子) and his "Eternal Love、Ten great III of peach blossom(《三生三世十里桃花》)", books and movies have created a breathtaking fan cult, and books were once sold out due to the movie.

As a niche emerging culture, the original fan base of secondary culture is characterized by a small number and young age. Under the expansion of IP, the overly young audience is easily influenced by public opinion and prone to irrational behaviors such as blindly touting and impulsive consumption. In such a chaotic and complex fan circle ecology, a lot of the original benign competition has turned into quality, and it is increasingly difficult for the public to see the clear secondary works themselves.

c. Copyright dispute at

In the current situation of IP-based bustling in China, there is no strong regulation for copyright, and the adaptation of IP makes the copyright frequently sold and disputes of all sizes emerge. In the past, the media source of copyright was relatively single, mostly from literary works. In the era of new media, Two dimensional works are becoming more and more diversified, with novels, comics, radio dramas, and even the names of music songs becoming popular IPs. Two dimensional IPs are growing in new media, making a large number of Two dimensional creations, plagiarism, piracy, and even illegal profits from the commercialization of the above three, and the value of copyright is getting higher and higher, while the threats are increasing day by day.

As China's anime industry is still in its formative years, many popular works in the Two dimensional IP are imported from the United States and Japan. Copyright has been reversed several times, and the line has long been blurred. The act of Two dimensional creation for profit is commonplace, but it has never been able to cure the disease.



3.The development of Two dimensional culture under the IP fever environment

The IP boom has brought new development opportunities to Two dimensional culture, but at the same time Two dimensional culture is also affected by its many force majeure factors. Under the influence of profit-oriented impetuous environment, not everyone has the interest to insight a culture. The reason why Two dimensional culture has gradually come into people's view, excluding the development of the times, is that people who appreciate it have gradually become the mainstream of society. Therefore, under the guidance of the all-media era, the current IP boom can be described as a search for cultural vitality in the midst of turmoil, which needs to be regulated from the environment and the work itself.

3.1Regulate copyright to promote healthy competition

At present, disputes surrounding the right of film and television adaptation, especially the copyright of adaptation, continue to be the top topic in major media due to their large number and impact. The right of adaptation is an important element of copyright, which refers to "the right to change a work and create a new work with originality". It is necessary to improve the legislation related to the protection of copyright of online literature and strengthen judicial protection.

Internet literature works have a strong fan base and are more suitable as a source of content culture works such as film and television dramas, animation and games. Therefore, sTwo dimensional culture-related industries need to enhance their own intellectual property strength, strengthen intellectual property layout, portfolio and reserve by establishing an all-IP management system that fits the competition and market demand, and improve their risk response capability.

3.2 Create a high-quality culture with humanistic values

Since ancient times, cultural emancipation and innovation have always been based on the perspective of human nature, and immortal works of literature and art are often filled with "people-oriented" ideas and high humanistic values. As a young emerging culture that is gradually accepted by most people, Two dimensional culture must highlight the idea of combining humanities and science if it wants to become mainstream culture. The IP veneer should be removed, the excellent traditional culture should be discovered from the cultural work itself, and a valuable spiritual output should be formed in order to endure and evolve from fashion to classic.

China's five thousand years of history and civilization stretches on and on, forming a strong cultural resources and cultural heritage. Domestic Two dimensional culture IP should be adapted and shaped by the national spirit and historical accumulation as the core culture. The day the new generation becomes the mainstream of society, the Two dimensional culture will have more courage to stand in the cultural trend of a hundred flowers.

4. Conclusion



Despite the weakness of the general environment, Two dimensional culture can still emerge as an emerging culture with national influence and high quality. The advent of the all-media era has given media tools a broader role of "supervision" and "exposure" while spreading the word. In recent years, whenever secondary works created on the Internet face copyright difficulties such as plagiarism and infringement, most of the authors choose to defend their rights online through new media such as Weibo and Zhihu, and the increasing influence of these media has led to a certain degree of regulation of copyright issues.

At the same time, more and more people are thinking about and discussing the classical creation of literature and art works, and spiritual works that are more adapted to the needs of the audience are emerging. Two dimensional culture will gradually enter people's new vision.

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The Path of Development of Teaching Management and Evaluation in Artificial Intelligence Environment

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Abstract

Combining comprehensive quality education with the latest information technology, adapting to the development of the times and continuous innovation is an important task for educators. Since 2017, artificial intelligence technology has been a hot spot that researchers around the world have been pursuing incessantly, and since then it has gradually integrated deeply into various fields, and has taken an irreplaceable position in the field of education. This paper examines the current research and application of artificial intelligence technology in the field of educational management and teaching evaluation, starting from the research situation of artificial intelligence technology since 2017.

Keywords

Artificial intelligence, Information age, Educational teaching, Educational management, Teaching evaluation

Nowadays, education has entered the stage of informatization, and artificial intelligence has become an important way to spread in many fields such as education technology, distance education, teaching evaluation, and education management, becoming an important research hotspot^[1]. Relying on the support of artificial intelligence technology and big data analysis technology in the information age, the personalized characteristics of learners are depicted through the analysis and mining of basic information data and learning behavior data of students. With the goal of promoting learning and improving performance, targeted programs are given according to the individual characteristics of students. With the further construction and application of smart campus, the teaching environment, curriculum content and teaching mode are changing, and the application of various learning spaces, big data platforms, mobile learning, blended learning and other learning modes are underway. School teaching evaluation and education management is an important part of school education and teaching work, which not only serves teachers and students' teaching and research, but also can establish a special early warning line for learning status to make specific observations on different students and carry out timely consultation,



which can reduce the emergence of problem students and promote their healthy development to a certain extent.

1. The Research Heat of Artificial Intelligence at Home and Abroad

Fig. 1 and Fig. 2 are the search results of the econometric visualization analysis from Zhiwang data. The annual trend of the number of publications on the topic of "artificial intelligence" in China is depicted in Figure 1. From the analysis of the data in Figure 1, it can be seen that before 2016, the number of publications on the topic of "artificial intelligence" in China was very small, and the rate of increase was slow, and the trend curve tended to be horizontal under the pull of the long time axis. However, starting from 2017, the number of domestic publications on the topic of "artificial intelligence" saw a significant increase. In July of that year, China's State Council issued and began to implement the *New Generation of Artificial Intelligence Development Plan* (《新一代人工智能发展规划》), aiming to seize the important opportunity to develop AI technology before the rest of the world and to take the lead in forming China's technological highland in this field^[2]. The annual trend of the number of publications in foreign languages in Figure 2 also shows the significant change of the topic of "artificial intelligence" in the international arena around 2017, and the enthusiasm of Chinese researchers in chasing this hot trend is basically in line with the international world, even slightly ahead. In 2018, many universities in China opened "artificial intelligence" as an independent major for enrollment, so as to cultivate high-quality talents with professionalism in this field. Artificial intelligence has gradually developed into a vital and irreplaceable branch under the major category of computer science.

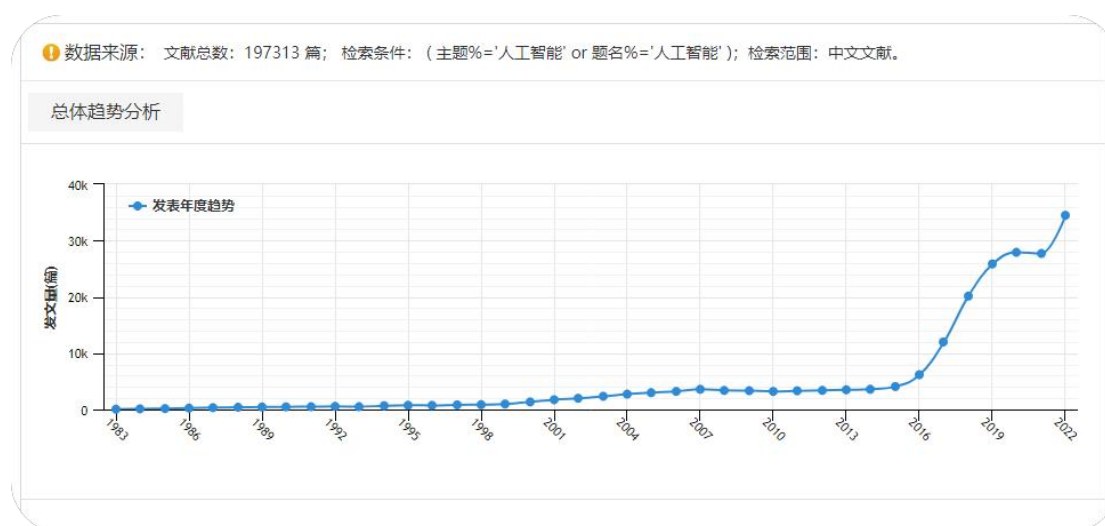


Figure 1

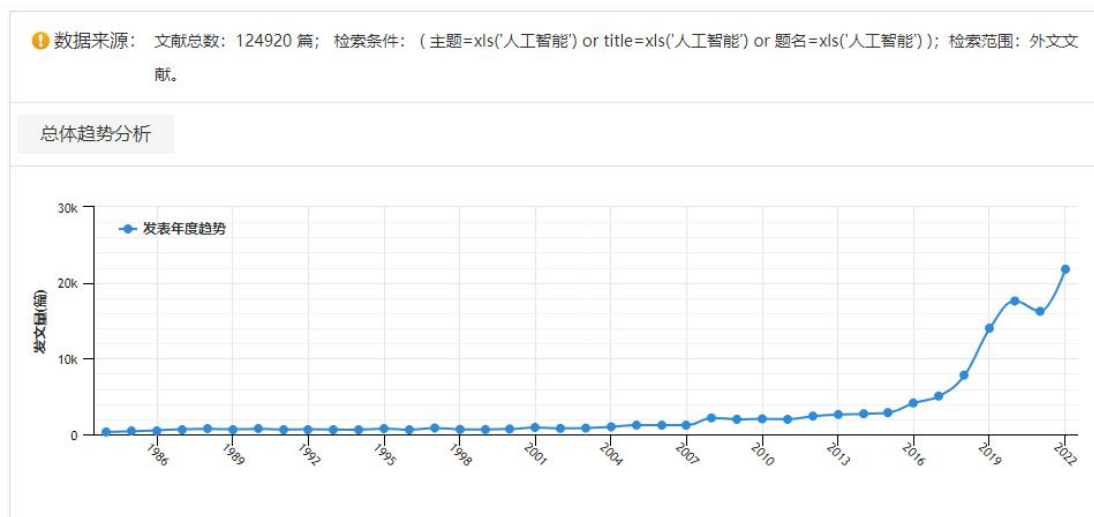


Figure 2

Up to now, artificial intelligence technology has emerged in all aspects of human work, life, and learning, in various fields such as medicine, military, education, culture, and entertainment, bringing us a strange, novel, convenient, and fast experience. The release of the State Council's *New Generation of Artificial Intelligence Development Plan*(《新一代人工智能发展规划》)also fully reflects the concern and expectations of the state and government of China for this new technology of artificial intelligence.

AI and Education: A Guide for Policymakers(《人工智能与教育: 政策制定者指南》) was launched by UNESCO at the International Conference on Artificial Intelligence and Education, *AI and Education for Policymakers*, in December 2021. As the name suggests, the publication of the *Guide*(《指南》) is aimed at policy makers, hoping to cultivate more educators and educational policy makers with cross-field vision and professional qualities necessary in the era of artificial intelligence. ^[3]

2. Artificial Intelligence and Education can not be Divorced from the Connection

The birth of artificial intelligence cannot be separated from education. The birth of artificial intelligence takes the information age as the soil, and the development of artificial intelligence feeds on human talents and wisdom. And human talents and learning come from the education received. Therefore, it can be said that artificial intelligence is rooted in education and teaching.

Machine learning is the core of artificial intelligence and the fundamental way to make computers with human-like intelligence. Machine learning acquires intelligence in the same way as human learning, and the learning of AI machines has a cognitive process very similar to that of humans. At the current stage, the degree of autonomy of AI machine learning is still not very mature and still relies heavily on human collaboration and assistance.



The development of human education and teaching of various emerging technologies, including artificial intelligence, is also driving the development of artificial intelligence, artificial intelligence in the development process of the huge upside and reverse pull the rapid maturation of education in related fields. From this point of view, artificial intelligence and human education promote each other, improve each other, lips and teeth.

3. The Significance of Artificial Intelligence to Help in Educational Management and Teaching Evaluation

To slow the spread of the COVID-19 pandemic, most educational institutions around the world have been closed since around March 2020. This affects more than 90% of the global student population (UNESCO, 2020). In China, offline education closed in late January 2020. China's Ministry of Education launched an emergency policy called "stopping classes without stopping school" on January 29, 2020, to ensure that students can continue learning at home through online learning platforms.

In higher education, 1,454 Chinese universities began their spring semester nationwide using online learning platforms from Jan. 29 to April 3[4]. More than 950,000 university teachers offered 942,000 courses and 7,133,000 lectures on the online learning platform. In total, college students attended these courses and lectures 1.18 billion times (Ministry of Education, 2020). China's online learning practices are unprecedented in scale, scope, and depth, and are considered to be the first exploration of their kind in the history of global higher education. Therefore, helping students adapt to new learning models that are fully integrated with ICT is a very important task.

In the information technology era, artificial intelligence technology, as one of the important iterations of information technology, has played a large or small role in all aspects of human learning, work, and life. Online learning platforms such as Mootools have emerged in recent years, especially since 2019 when the new coronavirus pneumonia epidemic that ravaged the world became a powerful catalyst for online learning. Online learning has gone from being feasible to commonplace, from being a welcome novelty to being the main, if not the only, way for teachers and learners to organize and engage in teaching and learning activities today. The design, development, implementation, modification, and evaluation of educational and teaching activities have had to be refined and changed accordingly. As a result, the education management and evaluation methods under the traditional education and teaching model cannot meet the requirements of the current information age.

The education management mode and teaching evaluation methods, which are restricted by traditional concepts, are like a thirsty sponge, thirsting for the injection of various new technologies such as artificial intelligence. The traditional approach to educational evaluation is monotonous and incomplete, focusing on test-based education and emphasizing test scores at the expense of learners' overall literacy.[5]



Educational management is an integral part of school education at all ages and stages. However, today's education management has not kept up with the dramatic changes in education and teaching, nor has it been able to meet the diverse and personalized needs of learners and teachers, and there are many problems and drawbacks such as passivity, inefficiency, stereotyping, and inability to respond to unexpected situations. From this perspective, the integration of artificial intelligence and other emerging technologies of the information age with the field of education and teaching is an unstoppable and timely trend, and an inevitable means to liberate the current teaching evaluation and education management that are bound by traditional education models and concepts.

4. The Deep Integration of Artificial Intelligence Technology and Education Management Field

Educational management is aimed at regulating educational and teaching activities in accordance with the corresponding objectives, thus helping to develop a well-rounded human being^[6]. Its main components include the regular development and implementation of educational work, the assessment of the quality of educational activities and work, the development and establishment of appropriate rules and regulations, the comprehensive testing and evaluation of students, the ideological and political education of students, the construction and management of classes and grades, student employment and scholarships, etc. No matter at what stage of school education, teaching management occupies an unshakeable and important position.

Human society has entered the information age at full speed, and with the increasing degree of education informatization, the needs of the times and reality have put forward higher requirements for today's education management model. To speed up the construction of education management informatization, it is necessary to deeply integrate education management mode with various emerging information technologies such as artificial intelligence in the information age, improve the artificial intelligence technology literacy of education management related personnel, enhance the ability to use artificial intelligence technology to solve education management problems, fully realize the great advantages of artificial intelligence technology applied to the field of education management, and need to sort out the clear relationship between artificial intelligence technology and The important and inseparable link between AI technology and education management needs to be clarified.^[7]

China's education and teaching management model is greatly bound by the rigid top-down concept, which makes the current education management model with various emerging information technologies such as artificial intelligence technology joining only on the surface of using technology to assist school education management^[8], failing to integrate with it deeply. In practical application, there are also many unavoidable differences, for example, different teachers' teaching effectiveness, different schools' teaching results, different parents' and teachers'



teaching concepts at different stages, etc. All these problems bring obstacles to the improvement of artificial intelligence in education management. Based on the existing problems and the current context of the information age, some thoughtful researchers have proposed five principles that can be referred to in the practice of education and teaching management (Wuyi College, Ma Qianli(马千里)): clear management direction; coordination of resources, objects, and other related matters; emphasis on the social purpose and needs of cultivating talents; always putting education and teaching, rather than information technology such as artificial intelligence, in the first place; various The deployment and integration of resources from all directions needs to remain efficient. In addition, other researchers have suggested three major principles related to educational management in universities (Guangdong Baiyun College, Wang Xiaoyan(王晓艳), and Mei Junqiang(梅俊强)), which are service, institutionalization, and practicality.

On the basis of theoretical research in the previous literature, the objective needs of informatization of school comprehensive quality education management process based on artificial intelligence technology are analyzed, summarized and refined through investigation and research. The nodes in the school comprehensive quality education management system mainly include the school administration, secondary teaching departments, third-party teaching institutions and other alliance nodes with authorization, as well as the authorized university teachers and students. The alliance nodes with authorization can propose evaluation indexes in it. After reaching a consensus, a smart contract will be formed and records will be made of education, training and practice information that meet the criteria of the smart contract. The comprehensive school education management system based on artificial intelligence technology consists of three core functional modules: user module, course module and resource module^[9].

5. Deep Integration of Artificial Intelligence Technology and Teaching Evaluation Methods

Teaching evaluation is an essential and important part of both traditional education and online education, especially in determining the learning outcomes of learners^[10]. According to Kedong Li (2009), evaluation refers to the measurement of the functions, quality and attributes of the evaluation object based on clear objectives and certain criteria, and the making of value judgments on the evaluation object by scientific methods. Teaching evaluation is based on clear teaching objectives, according to certain teaching standards, and using scientific methods to evaluate the teaching process and teaching effects for teaching activities. Teaching evaluation mainly studies teachers' and students' teaching activities, and is a value evaluation of teachers' teaching process and students' learning effects^[11].

With the rapid growth in the number of published papers in educational evaluation research, researchers have begun to use text mining methods to provide an overview of the evolution of educational evaluation research. The large amount of data



available in text mining can provide key information for outlining published research findings and research trends that need attention. Pereira et al. review 30 papers published in the *Journal of Assessment and Evaluation in Higher Education* (《高等教育评估与评价》) from 2006 - 2013 and summarize cutting-edge themes in higher education evaluation research based on the purpose, content, and methods of the papers. Marx et al. review the Student Standards Health A review of products from the first decade of the Educational Assessment Project. Chugh et al. collected 43 papers from six online databases, including Scopus (Elsevier), on graduate student assessment feedback from 2010 to 2020 and outlined four key issues through a narrative literature review: content, process, personnel, and expectations of feedback. Wang et al. used conducted a bibliometric and visual analysis of research papers published in six leading SSCI journals on international educational evaluation in the last decade (2010-2019) using Citespace software and summarized the hot spots and trends in international educational evaluation research in the last decade based on highly cited literature^[12].

With certain means and tools, such as smart wearable devices, student characteristics can be collected without the students' knowledge, effectively helping teachers to personalize learning by tailoring it to their students' needs. However, the e-learning systems developed to achieve this goal of online education have lost many of the functions of education itself, such as the function of personalized education and the function of tracking emotional feedback from learners. The increasing level of informatization has also led to a gradual shift from traditional learning styles to informational and digital learning styles. The purpose of mathematical models is to provide targeted instructional programs based on students' individual characteristics and to provide students with accurate, personalized educational services that promote learning and improve performance. Evaluation tools play an important role in how to effectively implement assessment of the learning process. The development of information technology, especially the rise of smart education, the full sample collection of big data, and efficient data processing capabilities are designed to enable the collection, storage, and analysis of learning process resources. Then, through personalized evaluation of the learning process, technical support is provided to facilitate the improvement of student learning process evaluation. Therefore, in a smart education environment, building a personalized and accurate evaluation model based on artificial intelligence technology is of great significance to promote students' overall development and stimulate classroom vitality.

6. Conclusion

The rapid development of artificial intelligence technology has brought multiple challenges to school education management and education evaluation, as well as new development opportunities. Strengthening in-depth research on AI technology, understanding its value and significance, and enhancing the rational use of AI technology can effectively sort out the complex educational management and teaching evaluation environment.



The advent of the era of artificial intelligence has had an irreplaceable and important impact on all walks of life in social development, especially in the field of education, profoundly affecting the form of classroom education presentation and pushing education management to informatization and modernization continuously. In this regard, based on the background of the artificial intelligence era and the characteristics and management status of school education management, measures related to building professional education management teams, improving big data management, and building school sharing platforms should be taken to continuously promote school education management in the direction of informatization, modernization and intelligence^[13].

Teaching quality directly affects the efficiency of talent cultivation. Effective teaching evaluation is conducive to timely solving the problems in teaching, improving teaching level and meeting the needs of curriculum teaching reform. However, the traditional teaching evaluation methods have shortcomings such as inaccurate evaluation results and long evaluation time, which urgently require innovation and reform of teaching evaluation methods. With the wide application of modern information technology in teaching, the use of artificial intelligence technology to build a new teaching evaluation model can effectively make up for the shortcomings of traditional teaching evaluation methods, achieve scientific and accurate teaching evaluation, and provide guarantee for improving teaching quality. The teaching evaluation method based on artificial intelligence technology has good evaluation accuracy and significantly shortens the evaluation time^[14].

The development and innovation of artificial intelligence technology has made an important contribution to the improvement of people's living standards. In the information environment, the education evaluation mode and management mode of schools need to be changed to meet the development needs of students in the new era and reduce the impact of information technology on modern education management. At present, there are still some schools adopt the traditional academic management model for management, which cannot highlight the humanization of management and is not helpful to the reform of university management model^[15]. Using artificial intelligence technology to transform the traditional simple education management into diversified services can effectively highlight the value of artificial intelligence technology and lay a good foundation for education work.

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An Analysis of the Tragedy of the Marriage of the Princess of Yanguo

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Abstract

As a special group in the history of women, royal women have a unique position in this research field. However, it is worth paying attention to that, compared with the previous dynasties, the marriages of princesses in the Song Dynasty were mostly not well, and the endings and fate of princesses were even more tragic. Contemporary scholars' research results are more concentrated in the Song Dynasty women's rights in marriage and the change of the position. As the relevant historical records of Yanguo princess are relatively sufficient and highly representative in such events, this paper will take Yanguo Princess, the first daughter of Song Renzong, as the object to analyze the factors that leading to the tragedy from three aspects including politics, ideology, and individual.

Keywords

Marriage and politics, Filial piety culture, Princess rights, Taijian mode

Introduction

The Song dynasty was a period of cultural prosperity for the Chinese people, as Mr. Chen Yinkeng (陈寅恪) said: "The culture of the Chinese nation has evolved over thousands of years, and was created in the era of Zhao and Song. The Song dynasty created new heights in economy, diplomacy, and culture, which made the culture and literature of the Song dynasty always occupy a place in the field of historical research, but compared with these aspects, the study of women's



history is in a young field. There are already many existing studies on the changing status of women in the Song dynasty, including issues of legal status, socioeconomic status, and marital property. In addition to studies on women in a broad sense, there are fewer studies on the marriages of noble women, such as princesses, which can only be found in scattered records from some books, lacking specific and detailed analysis and systematic organization. As members of the imperial family, princesses were a model for the common people, and their lives and marriages were the focus of much attention, interacting with the social and cultural climate of the time, and being a part of women's history that cannot be ignored. Yanguo princess, the first child of Emperor Song Renzong(宋仁宗) and the most honored princess, was pampered since childhood, but became the first princess of the Song dynasty to marry a relative and her own cousin, in an unhappy marriage, and died at the age of thirty-three. Studies on the marriages of Yanguo princesses are rare and are mostly based on political needs and changes in the political rights of the princesses. For example, the third section of chapter 1 of Zhang Bangwei's (张邦炜)"Song dynasty royalty and politics 《宋代皇亲与政治》", which deals with the princesses and their sons-in-law during the Song dynasty, points out that the princesses were politically important but not arrogant. They did not have a government or an euphemism; they did not have the power to appoint officials; they did not have extra-territorial power; and they were bound in their actions. Comparing the power of princesses in the Song Dynasty with that of the Tang Dynasty, it highlights the contraction and limitation of the power of princesses in the Song Dynasty. Another example is Wu Xuxia's(吴旭霞) "On the Marriage of the Imperial Family in the Song Dynasty 《试论宋代宗室之婚姻》", which emphasizes that marriage in feudal society is based on material relations and interest relations, and takes political needs, economic interests and ethical codes as the criterion. It holds that the melancholy and early death of Princess Yanguo is a family tragedy caused by the serious departure of marriage and affection, and that the Empress Dowager Zhang Yi is not able to enjoy the world's support. Thus I chose his elder brother Li Wei to arrange it on such a parents' order and arranged the words of the matchmaker's misfortune. In the paper "A Brief Discussion of Song Dynasty Princesses--and a Comparative Study of Tang Dynasty Princesses 《略论宋代公主——兼与唐代公主比较研究》" by the Institute of Ancient Books of East China Normal University, the second section of chapter 2, "The Origin of Song Dynasty Harnessed-Horses and Their Fear of Marriage" and the second section of chapter 3, "A Comparison of the Status and Role of Tang and Song Princesses in Marriage and Family" emphasize the importance of Song Dynasty princesses in comparison with Tang Dynasty princesses. In chapter 3, section 2, "Comparison of the Status and Role of Princesses in Marriage and Family in the Tang and Song Dynasties," the disadvantaged position of Song Dynasty princesses in marriage compared with Tang Dynasty princesses is emphasized, and the enhanced status and dignity of Song Dynasty harnessed sons in the family is mentioned. It is pointed out that Song dynasty princesses were mostly characterized by their quiet and frugal, virtuous and benevolent qualities, and they were mostly women who respected their elders and taught their



husbands and children in their marriages and families, and were influenced by female role models of good character, such as the Princess Jingguo, who also held an honored position, so they inevitably had the hardships and unique imperial fate that led to tragedy. Unlike previous studies of Song women and royal marriages, this paper is based on a single historical fact: the marriage of the Princess of Yangou.

1. Political Needs and the Development of Filial Culture

1.1 Victims of Politics

Marriage in feudal society was usually in the service of politics. As a child of the royal family, the marriage of a princess had to play an auxiliary role in maintaining feudal rule on the one hand, and to set an example for the people and be a model for women in the world on the other.

In essence, the marriage between Princess Yanguo(兖国公主) and her sidekick Li Wei(李玮) was a product of political necessity combined with the selfishness of King Ren.

The husband and son-in-law of the princess also tried to avoid marriage with the current court officials, preferring people with talent and no power to assume the heavy responsibilities of the princess's husband. First of all, Li Wei's attainments in painting and calligraphy made him meet the first requirement of becoming the son-in-law of the Yanguo Princess. Secondly, as the mother family of Emperor Renzong, the marriage of Princess Yan Guo and Li Wei could effectively avoid the sidelining of royal power and the expansion of the family power of Princess husband.

In addition to the good "political background", the marriage of Princess Yanzhou to Li Wei satisfied Song Renzong's personal desire to make up for his mother's debt to him. According to the book "Zizhitongjianchangbian 《续资治通鉴长编》" and "HuangsongtongjianchangbianJishiBenmo 《皇宋通鉴长编纪事本末》", Song Renzong wanted to marry his eldest daughter, Princess Fukang(福康公主), to the Li family in order to reduce his regret of not being able to fulfill his filial duties while his mother was alive and to brighten the family's reputation.

In May of the seventh year of Qingli, he conferred the titles of General Li Wei and the emperor's son-in-law, and betrothal Princess Fukang(福康公主) to Li Wei. Emperor Renzong had nothing to give the Li family because he was in memory of Empress Dowager Zhang Yi(章懿太后), so he married the princess to Li Wei.^①

To sum up, the root causes of Princess Yanguo's marriage tragedy are political needs and "selfish desires" of Emperor Renzong of Song Dynasty.

1.2 Extension of Filial Culture in the Song Dynasty

As early as the beginning of the Song Dynasty, during the Kaibao period, the Song Emperor Zhao

^①Yang Zhongliang, *Huangsong Tongjian Changbian Jishibenmo*, Vol. 52, Heilongjiang People's Publishing House, 2006, p. 1679.



Kuangyin(赵匡胤) ordered the world to "Honor filial piety and respect others", which laid the foundation for the Song Dynasty to promote the style of "filial piety". It was advocated that from the ruler to the people, from top to bottom, the social culture of "Filial piety comes first" was formed.^① The filial piety of children and women was valued by the royal family and society at both the human and legal levels of the Song Dynasty. As a special group in Song society, the legal status of royal children could not be confused with that of the common people, but at the human level, their words and deeds were also strictly required.

The purpose of filial piety for the royal lineage was not only to be filial to parents, but also to set an example for the general public through the respect and love of the emperor and the royal children for their elders, so that the concept of filial piety would be integrated into the bloodline and internalized as a habit, from learning to be filial to parents to learning to serve the king, and from ruling with filial piety to ruling with benevolence, thus maintaining the rule. Therefore, the inheritance and importance of filial piety culture in the Song Dynasty also directly influenced the way the emperor and the royal children handled various relationships within their respective families.

"The culture of filial piety became more profound and strict in the Song dynasty, and its extension in the Song dynasty "pushed" for Emperor Song Ren zong to marry Princess Yanguo to Li Wei on the one hand, and became the catalyst for the conflict between Princess Yanguo and her aunt Thomas Young on the other.

2. Decline of Political Rights in the Princess Segment

2.1 Compared with Tang Dynasty princesses

As this article explores the marriage of Princess Yanguo, who was the eldest daughter of Emperor Song Renzong and his only daughter after many years in power, her high status is self-evident. Among the Tang dynasty princesses, Princess Taiping, the infant daughter of Emperor Gaozong Li Zhi and Empress Wu Zetian, was comparable in status. Therefore, in the comparison of rights, the author chooses Princess Taiping, whose status is comparable to hers, to explore the gap between some of the rights enjoyed by the two.

2.2.1 Shifeng(食封)

Shifeng(食封), in ancient China, the feudal system was a system of feudal domains given to ministers by the monarch to collect rents and taxes as a reflection of their status and power. In the Tang Dynasty, the system of Shiyi has been changed and divided into surface reward and actual reward, for details, please refer to "Shifeng System in the Tang Dynasty《唐代食封制度》" by Han Guopan. As we all know, from the emperor to the people, material and economic matters, as the basis for survival, played a decisive role in the living conditions of individuals. Therefore, the

^①Huang Xiuming, "A Discourse on the Culture of Filial Piety in the Song Dynasty," Journal of Sichuan University, 2002(4).



differences in Shiyi between Princess Yanguo and Princess Taiping would have a direct impact on the exercise of some of their rights in their daily lives.

Historical records show that "In the Shiyi of queens, Kings and princesses, there were people who paid the taxes of the state"^① "Tanghuiyao(《唐会要》)"s, Volume 5, states that "Princesses were given 300 households and the eldest princesses were given an additional 300 households, some up to 600 households"^② However, during the time of Princess Taiping, the feudal status often exceeded the regulations and increased to 1,200 households. "The New Book of Tang《新唐书》", Volume 74, also emphasizes in the account of Princess Taiping that before Yongchun, the princes were enfeoffed eight hundred households, up to one thousand, and the princesses' food households were normally less than three hundred, but Princess Taiping increased to three hundred and fifty^③. In the "Zizhi Tongjian《资治通鉴》", volume 214, it is stated that during the reign of King Zhongzong, the Princess of Taiping's feudal title was increased to 5,000 households. In addition to Princess Taiping, Princess Anle's(安乐公主) family increased to 3,000 households, Princess Changning's family reached 2,500 households, and Princess Yicheng(宜城公主) and Princess Ding'an(定安公主), who were not born to Empress Wei(韦皇后), were given 2,000 households.

It can be seen that from the beginning of the Tang Dynasty to the period of Emperor Zhongzong, the food seal of the princesses increased very fast, and the princesses represented by Princess Taiping had an extremely abundant economic source. Especially in the period of Emperor Zhongzong, even in the case of natural disasters, there was no reduction in the feudal gifts to the princesses. According to the "Wenxian Tongkao(《文献通考》)", Princess Taiping(太平公主), Princess Changning(长宁公主) and Princess Anle(安乐公主) were limited to seven dinars, and even in the case of droughts and floods, the people still paid the rent as food feud to meet the needs of the princesses.^④

In summary, Princess Taiping(太平公主) had a very adequate Shifeng(食封), both in perennial and disaster years, however Princess Yanzhou was very different. There is no clear historical record of whether the princesses of the Song dynasty still had fiefs and tiangyi, but the "Wenxian Tongkao(《文献通考》)" mentions that the princesses of the Song dynasty no longer had an Yisi(邑司)^⑤. Thus, the institution set up in the Tang dynasty to manage the affairs of the princesses was abolished in the Song dynasty, and it can be seen that, to some extent, the Song princesses no longer enjoyed some of the privileges similar to those of the Tang princesses.

Most of the economic resources of the Song Dynasty princesses were salaries. According to historical records, the monthly salaries of the princesses of the Northern Song Dynasty were not

^① Ouyang Xiu, "The New Book of Tang", China Bookstore, 1975, P.742.

^② Wang Pu, "Tang Huiyao", vol. 5, China Book Bureau, 1955. P.81.

^③ Ouyang Xiu, "The New Book of Tang", vol.74, China Bookstore, 1975, P.1241.

^④ Ma Duanlin, "Documentary General Examination", vol.276, China Book Bureau, 1986, P.2271-2282.

^⑤ Ma Duanlin, "Documentary General Examination", vol.37, China Book Bureau, 1986, P.438



small, including those of the concubines and eunuchs, and could even be described as large, which also reflected the seriousness of the problem of "redundancy" in the Northern Song Dynasty. These phenomena also caused many officials and the emperor to reflect on, for example, "Rongzhai Suibi 《容斋随笔》" mentioned that Song Emperor Renzong initially determine the monthly salary of the princess when repeatedly asked Xian Mu Grand Princess, learned that the initial only five Guan. Song Shen Zong reflected on how to restrain the expenses of the palace: "Now the financial resources are not not much, but the use of not restrained, how to give enough?"

①In the book "Sima Wenzheng Gong Zhuanji 《司马文正公传家集》", volume 25, "Luncaishu 《论财利疏》", it is recorded that Sima Guang wrote a letter criticizing the high salaries of the princesses and concubines, pointing out that the monthly salary of the princesses of the previous dynasty did not exceed five thousand, but today it is already tens of times more "The above material shows that although the salary of the princesses of Yanzhou was not small, the princesses The monthly salary of the princesses was impeached by the officials and caused the emperor to think about it. This shows that the economic rights of the Song dynasty princesses were greatly restricted compared to those of the Tang dynasty.

In addition, in the "Song Huiyao Jigao 《宋会要辑稿》" ②, it is also mentioned that the Grand Princesses of Qin and Lu had difficulty in maintaining their salaries at a normal level due to insufficient local supplies in times of financial difficulties.

In summary, although the economic rights enjoyed by the princesses of Yanzhou and Taiping can no longer be accurately measured in comparison, they lag behind her in terms of Shifeng and salaries, and economic treatment in case of disasters.

2.1.2 Marriage, regime

The difference between Princess Taiping and Princess Yanguo is that the two princesses had the same power in their marriages. In the year of Feng Yi, Princess Taiping was able to refuse Tulufan's request for a marriage with her mother, Wu Zetian, After that, he married Xue Shao(薛绍) and later Wu Youji(武攸暨), and their treatment was very noble③. On the other hand, the Princess of Yanguo was given in marriage to Li Wei(李玮) at the age of nine, and even though they had many conflicts after the marriage, they remarried a few months later after the divorce in the seventh year of the Jia You ④. In addition, according to the family conflicts that occurred after the marriage of the princess of Yanguo, the number of staff and the number of people in the princess's house were mostly regulated by the court, and the princess did not have the power to interfere.⑤

① Hong Mai, "Rongzhai Suibi - Three Pens", vol14, China Bookstore, 2007, P85.

② Xu Songji, "Song Huiyao Jigao", Shanghai Ancient Books Publishing House, 2014, p. 244-245.

③ Ouyang Xiu, "The New Book of Tang", vol74, China Bookstore, 1975, P.1241.

④ Toutou, "History of the Song Dynasty", vol248, China Book Bureau, 1985, P.8777.

⑤ Yang Zhongliang, "Huang Songtongjianchangbianjishibenji", vol52, Heilongjiang People's Publishing House,



In terms of political power, there are many historical facts about Princess Taiping's interference in politics and power, however, in the Song Dynasty, it was very taboo for consorts and princesses to interfere in politics. Here, I only select a few typical historical facts about Princess Taiping to illustrate.

The "Zizhi Tongjian 《资治通鉴》" records that Princess Taiping was "fond of power" and that Wu Zetian considered her sensitive, calm and strategic personality to be very similar to her own, so she often discussed political matters with her.^① During the reign of Emperor Zhongzong, Empress Wei and Princess Anle were both jealous of her, and after participating in the joint execution of Empress Wei with Emperor Tang Xuanzong, Princess Taiping's political power reached its peak. "In addition, Princess Taiping blatantly took her carriage to stop the prime ministers in the Guangfan Gate and hinted to them that the emperor was going to appoint a crown prince, causing the ministers to "panic". Song Jing(宋璟) countered: "The prince has great achievements in the world, is a real imperial talent, the princess how to suddenly have this discussion!" .

Princess Taiping's status and power in the political world can be described as "all-powerful" four words. She naturally does not have to worry about her marriage because she holds the political power and wealth. Compared with her, Princess Yanguo is nothing.

2.2 The relationship between mother-in-law and daughter-in-law in the Song Dynasty

According to the "Book of Rites - Inner Rules 《礼记·内则》", ancient parents had absolute control over their children's marriage, both its establishment and its dissolution.

The son thinks his wife is nice, but his parents don't like her, so he should get rid of her. The son was not satisfied with his wife, but his parents said, "This wife waits on us very well." Then the son should be treated as husband and wife, the same for life.^②

In fact, mothers have more influence in their sons' marriages than fathers. Due to the ancient social characteristic that men are the main outside and women are the main inside, women need to deal with all kinds of life chores in the family. The mother's sphere and scope of life were also mostly within the family, and she needed to guard the whole family for her husband, take care of the children, and deal with the relationship with her daughter-in-law. The increased time spent together raises the possibility of conflicts. If the mother and wife are in conflict, most men will choose to obey the mother and "sacrifice" the wife, which is more in line with the requirements of etiquette. Thus, the relationship between mother-in-law and daughter-in-law is central to family relations.

In the Song Dynasty, the fact that mothers-in-law were dissatisfied with their daughters-in-law led

2006,P.1688.

^① Sima Guang, "Zizhi Tongjian", vol.209, China Book Bureau, 1956,P.277.

^② Dai Sheng, "The Book of Rites", China Bookstore, 2017,P.889.



to the breakup of marriages still abounded.

According to the "Sushui Annals(《涑水记闻》)".

Zhang Ji's daughter married Yang Wenqiao Gong, refused to serve her mother-in-law, or imitate her mother-in-law's words as a joke, later divorced, and the relationship between the two families was not harmonious.^①

The Complete Works of Su Dongpo - Zouyiji 《苏东坡全集·奏议集》:

(Cheng) Zunyan, very suitable for his wife, but the mother was not pleased, zunyan divorced his wife.

Under the historical tradition and the overall social atmosphere, the royal women in the Song Dynasty could not avoid the contradictions in the relationship between mother-in-law and daughter-in-law. The princess could not act at will, nor could she enjoy too much special treatment in her mother-in-law's family by virtue of her power. The son-in-law Li Wei lost his father at a young age, and his mother Yang was in charge of the family affairs. Therefore, in the marriage of the Princess Yanguo and the son-in-law Li Wei, it was easier for her mother-in-law Yang to occupy a "dominant position" in this relationship, which produced friction with the princess.

The contradiction between the princess and the aunt is irreconcilable. Since the Emperor Zhenzong of Song Dynasty, there has been a clear record on the system of son-in-law promotion. On the one hand, it is to elevate the emperor's son-in-law to a new level, so that the emperor's son-in-law is the same generation as his father, "take the grandfather as the father as the brother", and finally match the royal status with the emperor's son-in-law's family. On the other hand, it can avoid the princess's salute to the aunt, which will lead to the weakening of the princess's noble identity. In fact, the system of Emperor's son-in-law was implemented and abolished in the Song Dynasty, which also affected the implementation of the princess's "the rites of mother-in-law and daughter-in-law".

The question of whether Yanguo Princess did "the rites of mother-in-law and daughter-in-law" when she descended is still to be studied. First of all, Li Wei, Emperor's son-in-law, as the uncle of Princess Yanguo, already has a higher seniority than Princess Yanguo. If the promotion system is implemented again It will inevitably lead to further generational confusion. However, if it is recorded in the "History of Song Dynasty Annals sixty-eight Li eighteen(《宋史·志第六十八·礼十八》)"that the promotion of Emperor's son-in-law was an "old system", then Li Wei was probably promoted, and Princess Yanguo did not receive the "aunt's Lix".

Shen Zong reign, the edict to "Once served the former emperor and respected his virtue. In the old system, the son of a scholar and official married a princess and had to be promoted to avoid conflicts between the princess and her mother-in-law. But how can because of wealth, it is against

^① Sima Guang, "Sushui Annals", vol.3, China Bookstore, 1986, P.46-47.



the order of human relations. This regulation should be abolished and the custom amended."^①

As soon as this edict was issued, the Princess of Chen (Princess Yanguo) was asked to continue to perform the rites of mother-in-law and daughter-in-law, and her husband was no longer promoted to the line. Thus, prior to this time (especially when the princess was descending) the Princess of Yan did not, to a large extent, bow to Yang. However, whether or not the princess performed the aunt and uncle rite, it is undeniable that this phenomenon reflects the extremely delicate nature of the relationship between the princess of Yan and Yang. Changes in policy and instability inevitably affected the way in which the mother-in-law and daughter-in-law got along, which in turn led to the creation of gaps in their relationship.

2.3 The relative elevation of the princess's husband

The elevation of the husband status of the princess in the Song Dynasty is not clearly recorded in the historical records, but according to the documents about the life of the princess in her husband's family, it can be seen that the status of the princess's husband in the Song Dynasty was quite different from that in previous generations. Taking Princess of Yanguo in Renzong Dynasty and Princess Dachang of Wei in Yingzong Dynasty as examples, this paper will analyze the promotion of the status of the husband of the princess in the marriage relationship between the princess and the Song Dynasty.

The Grand Princess of Wei was born to Emperor Yingzong of Song and Empress Gao, and her status was extremely prestigious. Despite this, the princess did not become arrogant in her favor, but was gentle, virtuous and generous. In the "History of Song 《宋史》", it is recorded that

The character of the princess is not jealous, the princess is good at reading ancient texts, like writing, relief and compassion for the people, the world called her virtuous.^②

After marrying General Wang Shen, as the princess's mother-in-law lived by herself, the princess went to live near her mother to take care of her. When sick, the princess herself served the medicine.^③

However, the princess's intimate care of her mother-in-law did not change the return of her husband's relative equal. Not only that, Wang Shen's reckless life in marriage, and his concubine misbehavior, concubine repeatedly ignore collision princess^④

The Grand Princess of Gunguo was the eleventh daughter of Emperor Song Renzong. Historical records: "The princess was frugal and had no interest in splendid pavilions. One summer, when there was a drought, Cao Shi (曹诗) and his family prepared to celebrate the princess's birthday. However, the princess said, "Because of the drought, the emperor has withdrawn the rich meals and stopped playing. How can I enjoy my birthday?" So he withdrew the birthday

^①Xu Songji, "Song Huiyao Jigao", Shanghai Ancient Books Publishing House, 2014, P.247.

^②Toutou, "History of the Song Dynasty", vol.248, China Book Bureau, 1985, P.8780.

^③Toutou, "History of the Song Dynasty", vol.248, China Book Bureau, 1985, P.8780.

^④Toutou, "History of the Song Dynasty", vol.248, China Book Bureau, 1985, P.8780.



preparations.^①After marrying Cao Shi, the princess became depressed and sick due to the husband of the sidekick. The condition of the princess deteriorated further and she finally passed away at the age of 24. In the 6th year of the reign of King Shen Zong Yuanfeng (1083), Cao Shi was relegated and ordered to stay at home for reflection. The edict stated that Cao Shi's inability to appreciate the court's kindness and disobedience to the princess led to her depression and illness, as well as his failure to treat the princess on time, eventually led to a serious disaster. The internal courtiers in the princess's residence and the relevant medical officials were all implicated and punished. The princess's husband died of depression due to his personal character and personal affairs, while the princess's husband only suffered the punishment of being demoted. From this point of view, the status and treatment of the princess's husband are not the same.

To sum up, although there is no clear historical record of the changes in the status of the princess's husband, it is obvious from the way the princess gets along with her mother-in-law and her husband that the status of the princess's husband has been greatly improved compared with previous generations.

Secondly, the abolishment of the promotion system of Emperor's son-in-law ^②in the period of Emperor Shenzong indirectly reflects the change of the status of Emperor's son-in-law's family. The prince is no longer promoted, the royal family and the powerful differences between the horse family in a certain level further closer.(iv)

2.4 Constraints on the power of the princess in the form of taijian system(台谏)

In the case of the Yanguo princess, the power of the taijian system played a great role in restraining the family. The Yan State Princess was disgusted with her husband and was unable to get along with him, and the relationship between her mother-in-law and daughter-in-law was also bad. The princess ignored the rules of etiquette and the Palace door at night, exposing the truth to the court. Sima Guang as the representative of the remonstrance official began to wantonly against the princess family on the impeachment.

The conflict initially began in the fifth year of the Jia You era when Princess Yanguo and her chamberlain Liang Huaiji(梁怀吉) and other late night drinkers were spied on by Yang, triggering a vicious incident in which the princess assaulted Yang. After the quarrel broke out, the princess eventually could not stand to continue spending time with her husband and aunt and mother-in-law, asked to go to the palace late at night.

Liang Huaiji and others to serve in the Princess Pavilion, the Princess loved. The princess tried to drink with Huaiji and other leisurely, Yang spied on it, the princess was angry and beat Yang. The matter spread widely and many people talked about it one after another.^③

^①Toutou, "History of the Song Dynasty", vol.248, China Book Bureau, 1985, P.8779.

^②Toutou, "History of the Song Dynasty", vol.248, China Book Bureau, 1985, P.2734.

^③Sima Guang, "Sushui Annals", vol.3, China Bookstore, 1986, P.76-87.



Historically, the forbidden center was the residence of the emperor, and the palace gates of the imperial city had to be closed before dark and could not be opened until sunrise the next day. During this time, it was strictly forbidden to open the palace gates unless there was an urgent matter. The Princess of Yanguo abused her power by opening the palace gates at night, which had a very negative effect, when all the officials heard this, they wrote in succession, and Lu Hui(吕诲), the chambermaid of the palace, wrote the following.

Yanguo princess, Renzong love daughter married Li Wei, mean to his husband's family. Because angry late at night to break into the palace door, like the emperor complained. The gatekeeper cannot play favorites. Princess night knock forbidden door, door improper hearing. And impeach the princess played the inner aide, will be expelled from the city.^①

From the content of the petition, the officials did not directly condemn the princess, but their dissatisfaction with her behavior was self-evident. The matter ended with the banishment of Liang Quanyi(梁全一), Liang Huaiji(梁怀吉) and other chamberlains of the princess's residence for the time being.

In October Geng Shen, Emperor Renzong ordered the princess Liang Quanyi to be assigned to the corner of the nine aides, Liang Huaiji was sent to the west capital Luoyang to clean the palace.^②

After Liang Huaiji and others were banished, the princess's mental problems appeared: "The princess disliked, or wanted to hang herself, or wanted to go to the well, or set fire to house, to invite the upper intention" Although Emperor Renzong recalled Liang Huaiji and others back to the princess's house, the princess's mental state did not improve significantly. According to "Sushui Annals - Volume 8(《涑水记闻·卷八》)", "Even refused to return to the cabinet, living in the hall, sleepless day and night, or want to commit suicide, or want to go out suddenly, like crazy . The left and right to hear, hence the appointment."^③

The return of the banished chamberlain to the princess's house again completely angered the admonishers represented by Sima Guang. Sima Guang and the others took turns to write a letter asking Emperor Renzong to severely punish Liang Huaiji and others and to discipline the princess strictly. He said that the princess had acted in an arbitrary manner and had abandoned her duties and responsibilities as a princess, and that she was a disgrace to the people of the world.

Sima Guang, "On the Princess of the House of the minister 《论公主宅内臣状》" played: "Right minister recently heard a decree to call before the tube sentence Yanguo princess house minister two people to return to the house. I must have made the same argument with Yang Tian and Gong Dingchen, but I thought it was unseemly and was not accepted".^④

^①Toutou, "History of the Song Dynasty", vol.248, China Book Bureau, 1985, P.10428.

^②Yang Zhongliang, "Huang Songtongjianchangbianjishibenji", vol.52, Heilongjiang People's Publishing House, 2006, P.1688.

^③Sima Guang, "Sushui Annals", vol.8, China Bookstore, 1989, P.76-87.

^④Zhao Ruyu, "The Discussions of the Ministers of the Song Dynasty", vol.33, Shanghai Ancient Books - 138 -



Subsequently, Sima Guang said in his memorial that Liang Quanyi and Liang Huaiji were as guilty as a mountain and should be sent to death.

Fu Yaoyu tried to persuade the emperor, emphasizing the princess with the favor of Renzong, the emperor's son-in-law. "However, the court expelled the son-in-law for the princess and recalled the inner officials. Isn't it a joke to the whole world? How is your Majesty going to educate your other children?

Yanguo Princess married Li Wei, by the inner Liang Huaiji, Zhang Chengzhao discord. Renzong sent the two men out, and after a short time, the two men were recalled to the princess House, and Li Wei was banished to Wei.^①

Under the fierce verbal attack of the officials, the event ended up punishing the princess and appeasing the son-in-law. Although Princess Yanguo was able to divorce her son-in-law in the seventh year of Jiayou, she remarried again due to the regret that her birth mother failed to fulfill her filial duties before the death of Emperor Renzong, until her death in the third year of Xining. In March "Seventh-year" of Jiayou, Princess Yanguo was demoted to the title of Princess Yiguo(沂国公主), the observation of Anzhou made Li Wei the Observation officer of Jianzhou, and lost the emperor's son-in-law. This was not enough. Sima Guang wrote a letter to Emperor Renzong reminding him not to forget his original purpose of marrying Princess Yan Guo to Li Wei. However, the matter had backfired until now. In view of Sima Guang's affection, RenZong blamed the princess again and gave the princess two hundred and twenty gold as compensation.

3. Personal Factors Catalyzing Marital Tragedy

3.1 Princess character issues

The princess was young and wise, and dutiful to her elders. When the emperor was sick, he took care of him every step of the way. He prayed to God in bare feet to replace his father and was loved by the emperor.^②

However, historical records about the princess after her marriage are mostly focused on her dislike for her sidekick Li Wei, and then emphasize the irreconcilable conflict between the two. After the outbreak of the conflict, the princess is many times with life, pray and the emperor's son-in-law and leave.

Li Wei looks ugly and coarse, the princess thinks he is ignorant, Han Shi is one of them to sow discord.^③

In addition, after Liang Huaiji and other officials were relegated, the extreme emotions and

Publishing House,1999,P.90-95.

^①Toutou,"*History of the Song Dynasty*",vol.341,China Book Bureau, 1985,P.10882.

^②Toutou,"*History of the Song Dynasty*", vol.248, China Book Bureau, 1985,P8777.

^③Yang Zhongliang, "*Huang Songtongjianchangbianjishibenji*", vol.52,Heilongjiang People's Publishing House, 2006,P.1684.



behaviors of Yan Guo Princess were abhorrent. She either committed suicide or set fire to the princess's house. Finally, Renzong had no choice but to recall the demoted officials.

The remonstrant officials Yang Tian(杨戩), Sima Guang(司马光) and Gong Dingchen(龚鼎臣) all remonstrated, but the emperor refused to listen. However, the princess hated Li Wei so much that she refused to go back to her husband's house. She was crazy and even attempted suicide several times

From "pure filial piety" to "Was considered to be uninformed", the history of the princesses of Yanzhou varies. However, as a princess of the Song dynasty, she was not allowed to act arbitrarily and to ignore the laws of the court. The Princess of Yanguo was too extreme and radical in her approach to marriage and family conflicts, and not only did she fail to set an example, but she caused opposition from many courtiers and became a "negative example". "The princess was not wise in this marriage.

3.2 Mishandling of personal relationships with chamberlains: Liang Huaiji(梁怀吉)

The contradiction between Yanguo princess and Sima Guang and other officials broke out in the night buckle palace door, and the reason why the princess returned to the palace at night is to start with Liang Huaiji and other internal serving drinking. It is recorded in the "Sushui Annals《涑水记闻》" that Princess Yan was very fond of her officials, such as Liang Huaiji, and had drinks with them late at night. After finding her mother-in-law Yang looking in, Princess Yan was angry and quarreled with her.^①

According to the record in Volume 52 of the Huangsong "Tongjianchangbianjishibenmo"(《皇宋通鉴长编纪事本末》), except Liang Huaiji and other eunuch who were demoted, the palace of the princess Yanguo was no longer set up a capital inspector, and the age of the resettled eunuch had to be over 40 years old, and those who did not respect the emperor's son-in-law were severely punished. These insinuations in the imperial decree indirectly reflected the overly close relationship between Yanguo Princess and Liang Huaiji and other officials, as well as the fact that there was no distinction between superior and inferior in the princess's residence.

The late night drinking with the valet made Yang unhappy. It doesn't fit the rules, either legally or morally. As a married woman, it was her duty to restore her dignity, whether she was a commoner or a royal child. As the wife of the son-in-law, Yanguo princess can not properly deal with the relationship and internal servant, naturally also have to bear the corresponding consequences.

In the third year of Xining's reign, the Princess of Yanguo passed away at the age of 33. According to the records in the "Xiningzouduirilu(《熙宁奏对目录》)", the Princess' living conditions were much worse after the death of Song Renzong, and even more miserable in her later years. Due to the aggravation of her condition and the fact that her husband did not allow the doctor to visit her, the princess actually had lice in her clothes and quilts and burned her face in the winter while

^① Sima Guang, "Sushui Annals", vol.8, China Bookstore, 1986, P76-87.



making a fire.^①

To sum up, the marriage tragedy of Yanguo Princess is the result of political, ideological and personal factors, each of which has its own primary and secondary. Taking the moral high ground to satirize historical figures and extreme advocacy of "women's rights" is not advisable. As the whole Song Dynasty was still under the rule of feudalism and Confucianism developed into Neo-Confucianism at the same time, the oppression of women did not actually decrease. According to Fang Jianxin's(方建新) "On Marriage Finance in the Song Dynasty"(《宋代婚姻财论》) and Li Zhisheng's(李志生) "Introduction to the History of Women in Ancient China"(《中国古代妇女史研究入门》), even though women in the Song Dynasty had more extensive regulations on marriage property and remarriage, women's power and status in marriage did not fundamentally change, and the society's extremely strict requirements on women did not weaken. Therefore, the discussion about the marriage of the princess Yanguo was more about impeachment and criticism in the Song Dynasty society, which basically did not play a civilized role in the society of women at that time.

The age of a grain of ash, fall on the head of an individual, is a mountain. Princess Yanguo's marriage tragedy is not only the result of feudal oppression and ancient Chinese Confucianism, but also the inevitable result of her personal choice. Her struggle against the marriage she hated became a flagship for women's marriage history and aroused our reflection. However, on the other hand, as a princess supported by the world, she could not perform her duties. Her words and deeds in marriage set a bad example for the common people at that time and became a "negative textbook", which had a negative impact on the stability of the royal family and social rule.

As a new era of women in the 21st century, we no longer need to adhere to the principle of "if you want to wear the crown, you must bear the weight" to choose a partner; It is not necessary to perform the obligation by arranging the words of matchmakers according to their parents' order. And no need to be attacked by so-called gossip. We have greater freedom and more rights, which is in line with the Marxist theory of the trend of historical development and conducive to social stability.

The end of the princess, who had been adored by all since childhood, was truly a sigh. As a victim of the "times", Princess Yan Guo was only a representative of the unfortunate marriage in the feudal society, which was a dazzling example under the background of the Song Dynasty. However, it is worth us to devote more time to the study of women's marriage in the Song Dynasty.

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A Study of Regional Music Development in the Perspective of Ethnomusicology

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Abstract

In the field of ethnomusicology, regional music is an important category. With the help of human geography and other related concepts, this paper systematically analyzes and considers regional music from four aspects: spatial hierarchy, cultural clustering, sonic landscape and social identity, incorporating it into spatial vision for analysis and research, and integrating music culture with social environment relations, interpreting related theories from a social perspective, aiming at exploring the development of regional music and putting forward some suggestions for reference.

Keywords

Regional music, Spatial hierarchy, Cultural clustering, Sonic landscape, Social identity

1. Spatial Level Order

Among geography disciplines, the concepts of map, space, and region are important constituents. In human geography, the study concentrates on the geographical distribution and geographical differences of cultural elements. If we look at the spatial level order, it is mainly composed of two parts together, dynamic space and static space.

1.1 Static space

A physical entity established in different geographical environments is a space. Space can not only represent a region or a piece of land, but also represent human civilization and cultural development in a specific environment to a certain extent. From this point of view, the static space in regional music is actually the different geographical environments in which different music is located. To some extent, regional music cannot be separated from human activities and is closely



related to the natural environment. Under different environmental conditions, different styles and characteristics of ethnic music will be produced, for example, the Dai family splashing water festival, the Inner Mongolia Naadam Conference and other ethnic religious temple customs, all of which will produce different ethnic music. After a large number of visits and surveys, we found that the formation of ethnic music is influenced by static space, and even to a certain extent, it is a sign of the development of ethnic music in different regions, and because of this, we must consider it from the perspective of static space in the process of making research on regional music. [1]

1.2 Dynamic Space

It is well known that regions are collections of time and space, and because both are always in a state of change and development, ethnomusicology achieves further development. When dynamic spatial environmental conditions change, ethnomusicology will also continue to develop and grow. Many musicologists, in their research on dynamic space, have begun to focus on the changing conditions of folk music in different regional environments as they change. For example, in the region of Inner Mongolia grasslands, Loess Plateau and Northeast Plain, the natural and social environment has changed considerably, and the folk music has also changed considerably, such as Shaanbei folk songs and two-person songs, etc., which have become more and more rich in the style of activities of musical expression, and have greatly contributed to the development of folk music. [2]

2.Cultural Clustering

Regional music does not appear in the form of a single individual, but is a combination of several cultural phenomena together. Therefore, in the process of studying regional folk music, we have to study it together with the specific local historical and cultural and geographical environment.

2.1 Regional Music Culture System

The development of folk music in China differs from other countries in the world, mainly through the development process of "music species - music category - music cluster - music system - music circle". Therefore, when studying regional music, it is necessary to make a systematic analysis of a certain region and combine the cultural characteristics, mechanism differences and combination of different regional music systems to make an accurate analysis of the formation of different ethnic music. Generally speaking, in the process of regional music development, different music systems will form a more special music development structure, among which the most representative ones are music types and music systems.

2.2 Hierarchical relationship of music culture establishment

From the perspective of the hierarchical relationship established by music culture, the current regional music development has formed a more complete three-level hierarchy of "main culture -



subculture - cross-culture". With the development of social economy and culture, this hierarchy has been recognized by most people. According to this hierarchy, in the process of researching regional culture, we must first study the development of the main culture. For example: the general behavior of the government in music activities, which is generally an important influential factor in guiding the development of mainstream music. Similarly, in other different regions, the main culture is mainly studied as the local traditional music. Secondly, when studying subcultures in different regions, subcultures are the counterparts of, for example, popular music received by the general population. Cross-cultural usually refers to foreign music, such as English and Korean, and they are mainly music that flows into the nation from other regions. These three forms of music are all important in the study of ethnic regional music, and there is a current trend toward the fusion of the three categories. For example, in one regional government-sponsored music event, ethnic music and foreign music are performed on the same stage, realizing the phenomenon of class clustering in the development of music in the region. [3]

3. Musical Landscape and Social Identity

3.1 Music Landscape

The concept of "cultural landscape" was first introduced in the 19th century by the famous German geographer Ratzel in his book "Ethnologie". Cultural landscape is also called historical landscape, which mainly emphasizes the significance of ethnic, religious and linguistic transmission during the development of a nation. At the beginning of the last century, American geographer Saul also studied cultural landscapes in depth in "Landscape Morphology". He believed that in the study of human geography, cultural landscape should be explored as the core content, because human beings carry ideology in their social and economic activities, and thus are also an important landscape. Secondly, the cultural landscape including music and musical meaning is mainly a sound landscape, which has a long history in different regions, nationalities and groups, and is widely distributed in the geographical environment, including the musical landscape composed of musical traditions, the core of which mainly lies in the geographical and spatial characteristics. In recent years, it has gradually evolved into an important field in spatial geography.

3.2 Social identity

Interpreting and studying the spatial value of regional culture cannot be separated from national identity. With the development of social economy and the gradual acceleration of music modernization, we should learn to look at it through the eyes of change and understand regional music dynamically under specific historical environmental conditions. For example, in the process of research, national politics and social identity are seen as a whole, and ethnic music and cultural customs are seen as a whole. In a word, whether from the spatial or local perspective, the diversified pattern of regional music inside and outside should be recognized, so as to lay a solid



foundation for the development of ethnic regional music. Not only that, regional music itself has a more special way of activity and dissemination, and with the progress of science and technology, local culture is bound to become regionalized and internationalized under the role of communication media. [4]

4. Conclusion

Logical perspective must be carried out with the region as the base, which is not only a dynamic combination of existing space and history, but also a system of material, energy and information exchange, which also has a high level of overall system upgrading, openness of layers and application prospects. In the specific research work, we can explore in the actual investigation and put our eyes on the specific historical environment conditions to trace the regional music cultural resources, ecological data and music development laws, which are important initiatives for regional culture construction and promoting the development of ethnic regional music.

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Research on Ideological and Political Teaching Mode Reform of Tourism Management Major^①

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Abstract

The reform of curriculum ideological and political teaching has become an important work in the reform of college education and teaching, and also an important measure to carry out the fundamental task of cultivating morality and people. In-depth digging of ideological and political elements into the teaching of the major course of tourism management not only meets the requirements of the students' professional development, but also conforms to the training objectives of the major of tourism management, so as to provide the high quality talents of both ability and virtue for the development of the tourism industry in our country. The purpose of this paper is to achieve the deep integration of majors, ideology and politics through the teaching mode of "double integration and double service" as well as the scientific and reasonable assessment and evaluation mechanism, solidify the feelings of patriotism, strengthen students' ideals and beliefs, and truly achieve the goal of "cultivating virtues and cultivating people".

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Keywords

Tourism management, Curriculum thinking and government, "Double integration, Double service", Teaching mode

At the beginning of 2020, the Ministry of Education issued the Guidelines for the Construction of Ideological and Political Education in Colleges and Universities (hereinafter referred to as the Outline). According to the requirements of the Outline, ideological and political education in the curriculum should be comprehensively promoted in all disciplines and majors of colleges and universities, and the cultivation of virtues and talents should be carried out in the whole process of classroom teaching in colleges and universities in an all-round way, so as to promote the ideological and political curriculum and curriculum ideological and political education to advance together and complement each other. It is one of the important tasks facing Chinese universities in the new era.

Tourism management major is the main way to cultivate talents in the tourism industry. Teachers of tourism management major should deeply realize the important influence of curriculum ideology and politics on students' future career development, actively explore the method of organically combining curriculum theory and practical knowledge of curriculum ideology and politics with tourism management major, and dig deeply into the ideological and political elements of tourism management major curriculum. In order to construct a teaching mode with the nature of ideological and political education, practical curriculum ideological and political education into the training of technical talents, for the tourism industry to cultivate high-quality talents with both virtue and ability.

1. Current Status of Related Research at Home and Abroad

1.1 Current status of domestic research

The term "curriculum ideology and politics" was first put forward by Shanghai Municipal Committee and Government in 2014. It is an educational concept developed from the early concept of "moral education", which combines all kinds of courses and ideological and political theory courses in the same direction to form a synergistic effect in the form of building a whole-course, whole-course education pattern, and regards "cultivating virtues and educating people" as the fundamental task of education.

Gao Deyi(高德毅) et al. (2017) argue that the concept of "curriculum ideology and politics" should be established, and a trinity of ideological and political system of ideological and political theory courses, comprehensive literacy courses and professional courses should be constructed in colleges and universities[1]. Dong Cuicui(董翠翠) (2019) researched the necessity of curriculum ideology and politics under the new situation, the current situation of curriculum ideology and



politics, put forward the existing problems and discussed the strategies to cope with it[2] ; in addition, many scholars have conducted a lot of researches on the construction path and reform path of curriculum ideology and politics in a specific discipline. [3][4]

At present, there are three main aspects of the research on the curriculum of tourism management: first, from the development of the college and the discipline, to explore how to reflect the "curriculum ideology and politics" in the construction of tourism management discipline; second, from a single course to propose how to carry out the curriculum ideology and politics reform; third, from the practical aspects of tourism management professional, to explain the Thirdly, the connotation of professional ethics education from the practical aspects of tourism management. However, this group thinks that the existing research mostly stays in the stage of qualitative theoretical discussion, and pays less attention to students as the main body of curriculum ideology and politics and tourism professional talent training, and there is a lack of discussion on how to serve students and improve their political identity and national sentiment to feed the society.

1.2 Current status of foreign research

There is a gap in the study of curriculum thinking and politics in foreign countries. However, foreign countries focus on ideological and moral education which has similar points with it, and they pay much attention to the inclusion of ideological and moral education in the general education curriculum. Among them, the United States puts forward the concept of integrated education to cultivate people's physical and mental development, and Japan puts forward the concept of whole-person education for the whole personality, which are the practical exploration of the reform of general education in western countries. The relevant studies in foreign countries do not directly dovetail with ours, but their ideas about ideological and moral education are worthy of our reference.

To sum up, the research on curriculum ideology and politics in China is still at an initial stage, and still remains at the level of qualitative theoretical inquiry, lacking of practical verification.

2. The Ideological and Political Implementation Status and the Necessity of Reform of Tourism Management Courses in Higher Vocational Schools

At present, the ideological and political teaching of tourism management courses in higher vocational colleges in our province exists the phenomenon of "scattered, floating and virtual" in different degrees. There are problems such as imperfect professional curriculum system, serious shortage of ideological and political elements mining, backward teaching means, imperfect ideological and political teaching evaluation mechanism and so on. Students are not enough to get into the mind and heart. Reforming and innovating the ideological and political teaching mode of tourism management major is an inevitable requirement for carrying out the fundamental task of



cultivating morality and educating people and improving the education quality of tourism management major.

2.1 The current situation of the implementation of the ideology of higher vocational tourism management professional curriculum

2.1.1 The ideological and political elements in professional courses are not sufficiently explored

Although the courses of tourism management major contain rich ideological and political elements, the current teachers of tourism management major pay more attention to the teaching of professional knowledge, do not pay enough attention to the construction of ideological and political elements in the curriculum, and lack the consciousness of integrating ideological and political elements into professional courses [7], and only carry out simple development of the ideological and political elements in some courses, and the integration of ideological and political content with the courses is far-off. It is not closely related to the professional content, and the combination of ideological and political elements and knowledge points is too simple, leading to the depth of ideological and political elements and the effect of education is not fully manifested.

2.1.2 It is difficult to innovate by the traditional teaching concept

The existing Civics courses of tourism management majors are mainly based on the traditional theoretical lectures of "one class, one book, one pen", and some teachers of tourism management majors only teach through traditional teaching methods, which are not accurate enough to understand the concept of Civics, lack of innovation in interpretation, and Civics education is too theoretical and formalized, lacking specific connection with the actual needs of tourism management students. It is too theoretical and formalized, lacking specific connection with the actual needs of tourism management students, which can easily lead to students' mechanical learning of theoretical knowledge of the course Civics, and cannot make students resonate with their thoughts and understand the real meaning of the course Civics.

2.1.3 Curriculum Civics teaching implementation reform is not implemented

In the implementation of the curriculum thinking and politics teaching, due to the lack of funds for the construction of the curriculum thinking and politics in higher vocational institutions, the teachers of tourism management majors are seldom trained in the curriculum thinking and politics, and there is a lack of overall design of the curriculum thinking and politics, which leads to the phenomenon that the teachers have a single and mechanical form of teaching, and cannot realize the "in-class and out-of-class, online and offline, on-campus and off-campus "The construction of the course Civics needs to be further implemented.

2.2 The necessity of Civic Reform of Higher Vocational Tourism Management Course

2.2.1 The important guarantee for the implementation of the concept of "three comprehensive education" in higher vocational tourism management



The complexity and diversity of the current student structure of tourism management has brought great challenges to the reform of curriculum thinking and government. In order to further adapt to the "inclusive" demand and provide strong support for the expansion of employment, higher education institutions must coordinate and promote the comprehensive reform of "three comprehensive education", and help different types of groups to enhance their professional knowledge of tourism management and improve their innovative and entrepreneurial abilities, while inspiring Students' vision for the future of the nation, the country and individuals. However, in the face of diversified student needs and the new requirements of "three-integrated education" for the whole staff, the whole process and all-round education, the traditional monolithic model of the Civic Science classroom can no longer better meet the individual needs of students. The construction of the "three fusion" curriculum thinking and education system can well put the whole staff, the whole process and all-round education into practice.

2.2.2 The necessary way to implement the fundamental task of "establishing moral education" for higher vocational tourism management majors

Establishing moral education is the fundamental task of education, but schools, teachers, students and so on only focus on the learning of professional theoretical knowledge. In order to meet the requirements of the new era, it is necessary to carry out the reform of the curriculum, not only to cultivate the good professionalism and moral quality of tourism management students through the Civics class, but also to integrate the Civics elements into each course. For example, we should explore the Civic and Political elements in the courses of "Tourism Policy" and "Red Tourism", and turn them into the interface between professional teaching and Civic and Political teaching, so as to realize the all-round development of tourism management students, and thus truly promote the effective implementation of the fundamental task of establishing moral and ethical values in higher vocational tourism management. This will truly promote the effective implementation of the fundamental task of establishing moral values in tourism management.

2.2.3 The important initiatives of higher vocational tourism management profession to adapt to the development needs of tourism industry talents

With the high-quality development of tourism industry, not only the technical skills of tourism management professionals have put forward new requirements, but also their professional literacy requirements are getting higher and higher, which means that while strengthening students' technical skills, we should also focus on cultivating students' professional literacy. In order to further meet the skills training of cultural tourism integration, intelligent tourism, red tourism and other specialized talents, the school should build "three fusion" course thinking and political education model, the quality of talent training from a one-way knowledge perspective to political literacy, humanistic literacy of multi-dimensional expansion, to promote the high-quality development of the tourism industry to provide strong talent support[8].

3. The Practical Path of Reforming the Ideology Teaching Mode of



Higher Vocational Tourism Management Courses

3.1 Construction and implementation of "dual integration, dual service" teaching system

According to the guiding ideology of "Establishing moral education as the fundamental task of education in the new era", based on the training objectives of the major, combined with the learning situation, the excellent culture and professional spirit are integrated into the curriculum teaching, and the "double integration" hierarchical curriculum system is structured, with emphasis on project-based practical teaching. In the course of practice, we will strengthen our ideals and beliefs, improve our professionalism, promote the upgrading and development of the regional cultural tourism industry, and achieve "double service", and continue to reform and improve in teaching practice.

3.1.2 Build a "dual integration" hierarchical curriculum system

Taking the professional ability required by the job group of tourism management as the core, construct a hierarchical Civic Science and Politics curriculum system of "Culture+, Professionalism+". Realize the organic combination of professional basic courses, core courses, practical courses and thinking and politics courses, and further strengthen the effect of education circle. Through online platforms such as Wisdom Tree, Vocational Education Platform and Tsinghua Online, we develop rich teaching materials, dig deeper into the Civic and Political Science elements, and promote the construction of teaching resources such as teaching resource library, online development courses and loose-leaf teaching materials.

3.1.2 Realize "double service" for students + regional economy

In the context of building a strong cultural province, the integrated development of culture and tourism has put forward new requirements for the professionalism and vocational skills of tourism management students, through the "double integration" curriculum system, to realize the two-way drive of professional knowledge and political education, to give full play to the spiritual leadership of political education, to cultivate new tourism talents with both moral and talent, through practice. The course is designed to promote the innovative development and creative transformation of regional culture through practice and employment, and to promote the transformation and upgrading of cultural tourism in Zibo and Shandong Province, and to contribute to the transformation of the old and new dynamics.

3.1.3 Build "12345" dynamic teaching implementation process

Based on the core job competency of tourism management profession, running through the two main lines of online and offline, realizing the trinity of online teaching, classroom teaching and practical teaching, forming a course thinking and politics teaching team composed of thinking and politics teachers, professional teachers, counselors and enterprise tutors, driven by typical work tasks, in accordance with the five steps of introducing tasks, knowledge learning, teamwork, skills training and cultural dissemination, the thinking and politics teaching will run through the The



teaching process is "12345" dynamic teaching implementation process.

3.2 Innovate the ideological and political evaluation mechanism of tourism management courses in higher vocational colleges

Construct a scientific and reasonable evaluation mechanism of curriculum ideological and political education, and attach importance to the evaluation of curriculum teaching process and quality. Core values such as excellent culture and professional spirit should be integrated into professional teaching, elements of ideological and political teaching should be systematically summarized, values of ideological and political education should be brought into play, new talents of cultural and tourism with both virtue and ability should be cultivated, and students' ability to serve regional cultural and tourism development should be improved. Form a clear goal, prominent focus, distinctive characteristics of tourism management curriculum ideological and political evaluation mechanism.

3.2.1 Sound curriculum ideological and political assessment system

To carry out multi-dimensional performance assessment and supervision and inspection system of tourism management professional courses, through analyzing the degree of completion of the discipline's "nurturing objectives", the degree of integration of the ideological elements and the connotation of the discipline, the satisfaction of enterprises with students' professionalism and other indices, to test the effectiveness of the construction of the course ideological education. Firstly, we explore diversified assessment methods, such as non-standard answer exams, case studies and feedback from study group discussions, to strengthen the moral education function of all courses in terms of teaching and learning, mutual integration and cooperation between industry and education. Secondly, establish an evaluation scheme combining self-evaluation, student evaluation and third-party evaluation to form a spiraling and coherent system. In the course construction as well as the commendation and awarding of various research results, we highlight the work of course thinking and politics, strengthen the support for the excellent results of course thinking and politics construction, and fully mobilize the enthusiasm and innovation of teachers in the construction of course thinking and politics integration teaching mode in tourism management[10].

3.2.2 Improve curriculum ideological and political teaching incentive mechanism

In terms of the construction of the incentive mechanism of curriculum thinking and politics, it is mainly reflected in the aspects of institutional regulation incentive, policy-oriented incentive and institutional mechanism incentive. In the construction of policy-oriented incentive mechanism, it is necessary to change the habit of emphasizing teaching rather than educating people in the past, instead of using students' scores, further education and teachers' titles and qualifications as incentive indicators, it is necessary to integrate the content of curriculum thinking and politics into it and change the traditional teaching concept. The system specification incentive needs to clarify the content of each system, so that teachers can actively communicate with students in class, help students solve the practical problems they encounter, and integrate the content of curriculum



thinking and politics into all aspects. While constructing the incentive and normative restraint mechanism, it is necessary to bring out the advantages of timely error correction mechanism, educational feedback mechanism and education collaboration mechanism, and build a concrete institutional operation mode to provide the inner and outer connection for the construction of the course Civics incentive mechanism[11].

3.3.3 Deeply explore ideological and political elements and integrate them into the teaching of professional courses

Exploring ideological and political elements should be closely combined with the characteristics of tourism management major, and a curriculum ideological and political system based on professional knowledge of tourism management should be built. Tourism culture and professional spirit should be integrated into basic and core professional courses, and project-oriented practical teaching should be emphasized to build a hierarchical curriculum system, namely: The basic course of "Culture +", the core course of "Professional Spirit +" and the practical course of "Project +" will run ideological and political education through the whole teaching process, serving the academic needs of tourism management students and the needs of social development.

4. Conclusion

Exploring ideological and political elements should be closely combined with the characteristics of tourism management major, and a curriculum ideological and political system based on professional knowledge of tourism management should be built. Tourism culture and professional spirit should be integrated into basic and core professional courses, and project-oriented practical teaching should be emphasized to build a hierarchical curriculum system, namely: The basic course of "Culture +", the core course of "Professional Spirit +" and the practical course of "Project +" will run ideological and political education through the whole teaching process, serving the academic needs of tourism management students and the needs of social development.

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