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Contents

Inclusion of Pro-Environmental Education in Textbooks at the Elementary and Secondary Level: A Review of Khyber Pakhtunkhwa Textbook Board, Pakistan

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Abstract: Facing local, national and global environmental challenges it is vital to educate the children with basic environmental challenges through Environmental Education (EE). This will not only build their knowledge regarding environmental challenges but also motivate them towards a pro-environmental behavior and attitude which will ultimately ensure their participation in eliminating and mitigation of such challenges. This goal can be achieved by inculcating EE in the national curriculum at elementary and secondary levels which needs to be modernized by quantity and quality of contents, teaching methodology and evaluation. A study was conducted to explore the inclusion of environmental education in the curriculum at elementary and secondary levels of Khyber Pakhtunkhwa province of Pakistan. All the textbooks from Grades VI to X were reviewed and analyzed. The study revealed that although considerable quantity of environmental education had been included to address the national and international challenges but there is lack of coherence in subject matter. One common observation in all textbooks is lack of practical involvement of students in all those propositions which could build the psychomotor and affective domain of EE for progressive results. In-service teacher training program of EE can improve the quality teaching methodology and command over subject matter. The role of provincial department of Environment, co-curricular activities, public-private partnership and study tours can boost the knowledge and attitude of students to sustainable environmental development.

Key words: Environment Education, Textbooks, Student knowledge, Attitude, Environmental protection and conservation, In-service Teacher training.

Introduction

The role of education in mass awareness and generating the sense of responsibility is very considerable (Bybee 2008). Similarly, acquiring and transmission of knowledge in the educational process are not merely human behavior modification parameters because human behavior is not fully relied on rational consideration (Raivio, 2011). According to Jensen and Schnack (1997), behavior modification towards desirable goals cannot be achieved merely by teaching (p. 167). Here the scope of a school is also strategic which reshapes the behavior of young generation of a country towards the desirable characteristics of the society. This reshaping of behavior is dependent upon the courses and instructions delivered by the school (Hopkins, 2001).Due to this reality of education being an instrument to behavior modification, effective education related to environment and sustainable development are expected to focus on the important domains of cognition (knowledge), psychomotor (attitude) and affective (practices) which will enable children to deal the real-life issues and sustainable solution (Cincera & Krajhanzl, 2013. p. 118).

Curriculum of formal education system at elementary level is a direct way which enables individuals in acquiring knowledge, skill and aptitude which can nurture their behavior and attitude pro-environmentally. There is also inclusion of some difficult terms and phenomenon related to environmental education, which are difficult to learn and interpret without schooling. Additionally, the process of education also improves the knowledge acquisition, value, priorities and the capacity of children to plan for future endeavors and sustainable use of resources (Cutler and Lleras-Muney 2010; Kenkel 1991). This type of curriculum should create sense of critical thinking and analysis in students related to environment (Seatter, 2011).

United States Environmental Protection Agency (US-EPA) defines environmental education (EE) as process which enables a person to investigate the issues related to environment, inclusion in solving of these problems and take necessary action to improve the environment. This can be broadly divided into following major components: The components of environmental education are:

Awareness and sensitivity to the environment and

environmental challenges

Conceptualization-Knowledge building of the environment and environmental challenges

Attitudes towards environmental concerns and motivation towards environmental sustainability

Skills to confront and assist for resolving environmental challenges

Participation in supporting activities to resolve environmental challenges (US-EPA. 2017).

According to Berg (2011), a developmental policy has been initiated by many countries for sustainable consumption and production and they are promoting various activities to achieve the goals of this policy. This is a three-dimensional approach including 1) efficiency which deals with economic and technical aims 2) sufficiency – deals with controlling of overconsumption and 3) deliberation which is targeting public participation, information sharing and consensus development. Environmental education is basically part of this deliberation aspect of this policy.

Environmental Education is a vital force for the improvement of environmental and sustainable development which enhances the capacity of people to get aware of environmental issues. This also provides foundations to restore values, attitudes, practices and public participation in making a decision (Hart et al., 1999). In broader sense, the aim of environmental education has been extended its implication to "education for sustainability" which is also emphasizing on development, poverty eradication, gender equity and creation of environmentally sustainable societies. It is one the most effective approach to escalate the public awareness on environmental problem, equip them with skill for solving these problems which ultimately improve their quality of life (IGES, 2001).The intensity and frequency of environmental problems on national, regional and global levels have also boasted in the 21st century which needs not only preparedness and mitigation practices but also extension of environmental education (ÜnalveDımışkı, 1999). Hence, there has been an increasing demand to improve the quality of environmental education (Tarng et al., 2009, Erdoğan, 2011). It is a fact that the induction of environmental education at elementary level would raise environmental awareness in children (Erten, 2003).

1. Purpose of the study

To explore the inclusion of environmental education in the curriculum at elementary and secondary levels of Khyber Pakhtunkhwa province of Pakistan, an exploratory study was conducted. The purpose of the study was to correlate the existing curriculum efforts and coverage with the contemporary environmental problems and challenges facing by the country and local context. This study has also covered the applicability and practicability of environmental education with context of teachers and students.

2. Methods and materials

2.1 Research Model

The study covered the contents of environmental education from the textbooks of different subjects from 6th to 10th grades of schooling as primary data while secondary sources were accessed to find the trends and viability of environmental education for social, economical and sustainable development.

2.2 Data Collection

As the nature of this research study was exploratory, so all the textbooks from proposed grades were reviewed and properly evaluated. The theme and content of the lessons related to the study were summarized. The ***Table*** given below shows the detail of all textbooks contains the purposeful contents.

S #	Subject	Grade	Total Lesson	Environmental Lesson	%age of EE	Theme	Topics Covered
1	English	X	13	2	15.38	Population Education	Population Explosion in Pakistan
						Environmental Education	They Have Cut Down the Pines
2	Biology	X	9	1	11.11	Environmental Education	Man and his Environment
3	Chemistry	X	16	2	12.50	Environmental Education	Environmental Chemistry
						Health & Safety	Health, Diseases and its Prevention
4	G. Science	IX	5	3	60.00	Population Education	Population and Environment
						Environmental Education	Sources of Energy
5	Science	VIII	12	1	8.33	Environmental Education	Pollution and its Impacts on Environment
						Disaster Management	Natural Disaster
6	Geography	VIII	10	3	30.00	Environmental Education	Major Environmental Problems
						Environmental Education	Introduction of Modern Techniques in Geography
7	English	VIII	20	4	20.00	Health & Safety	Germs and Diseases
						Environmental Education	Kaghan Valley

						Health & Safety	Cleanliness
						Population Education	Population Growth and its impacts
8	English	VII	19	2	10.53	Population Education	The Happiness and Prosperity of the Home
						Environment Pollution	Pollution
9	Urdu	VI	25	2	8.00	Health & Safety	Health and Hygiene
						Environmental Education	Environmental Pollution
10	G. Science	VI	12	1	8.33	Environmental Education	Environment and Interaction

2.3 Data Analysis

The collected summary of all lessons in all textbooks was analyzed by different aspects including the types, causes and impacts of problems related to local, national and global environment, student involvement in the teaching learning process, and participation of students in resolving environmental problems through life skill based learning.

3. Result and discussion

To draw the results in sequential form, the textbooks review was sketched in chronological order. The detail list of all lessons is given here with following information.

3.1 Results

3.1.1 Grade VI

a. General Science

Environment and Interaction: A lesson of General Science book of grade VI has elaborated the environmental interaction of living and non-living components (Biotic and Abiotic components). Although lesson belongs to the subject of ecology but a little connectivity is mentioned for students' knowledge and comprehension. Still the language and level of complexity in the lesson are supposed to be covered by students. One of the additional points is World Environment Day which is tagged here.

b. Urdu

Health and Hygiene: In textbook of Grade VI a lesson of health and hygiene is given. The objectives of the lesson are to inculcate the importance of cleanliness in Islam, basic principles of hygiene, developing link between health and hygiene and highlight the importance of personnel as well as environmental hygiene.

In the beginning the importance of general cleanliness has been emphasized with special reference of Islam which is also the one of basic objectives and foundation of education in Pakistan. Afterward, personnel hygiene has been directed with basic hygiene practices of nail cutting, oral hygiene, and the role of daily physical exercises for a healthy life. The role of parents and teachers could not be ignored for the improved behavior change regarding health and hygiene in children, which has been covered in the lesson.The basic nutritional requirements for a healthy life have been touched marginally.

Environmental Pollution: The textbook of Urdu in Grade VI has inclusion of a chapter on environmental pollution. The objectives of the lessons are to give awareness about the pollution, its types, causes and sources of pollution and the ultimate adverse impacts of pollution on living and non-living things. The lesson has covered that what is the meaning of pollution in term of simple and understandable language and the major types of pollution which deteriorate the natural composition of air, water, soil and overall ecosystem. The interrelationship of air, water, soil and noise pollution has strained. As these pollutants have severe impacts and causing diseases which have been mentioned here including typhoid, diarrhea, polio, and other gastrointestinal diseases.

The practices which are resulting pollution of air, water and soil have been emphasized with local indigenous examples and linked with global warming. The role of community and public private partnership has been highlighted to combat pollution through reforestation, strict regulations regarding gaseous and liquid emissions/sewages and public awareness about environmental protection and conservation. In the exercise portion, students have been engaged in some activities based awareness and behavior change for environmental protection through field visits and study tours.

3.1.2 Grade VII

a. English

The Happiness and Prosperity of the home: A lesson in English textbook of grade VII emphasizes population education where the role of sustainable population for a happy and prosperous society is highlighted. A rigorous overview is given regarding various domestic and social requirements of a family consisting huge numbers. Although not precisely but a shallow view has given that how large family size affects the income of that family, resource sublimation, and human struggles for earning. The lesson recommends for sustainable population growth for future conservation and preservation.

Pollution: A lesson of English textbook with title "Pollution" of grade VII has shown a simple overview of different kind of environmental pollutions which contaminate the natural composition of water, air and soil. The main causes of air pollution like gaseous emission by industries and vehicles with associated health impacts and the consequences upon the ozone layer are highlighted. Similarly,

factors resulting water pollution and its impacts upon human health and other wildlife have been publicized. The common practices by general community in improper solid waste disposal, soil degradation, and causes of noise pollution have illustrated in simple and comprehensive language. At the end of the lesson, the role of public and government agencies to reduce environmental pollution and combating it with plantation are given to build the cognition of children and their respective role in environmental protection and conservation.

3.1.3 Grade VIII

a. English

In textbook of grade VIII a comprehensive lesson has been given with the title of "Germs and Diseases". Besides the general purposes of the lesson regarding the English grammar, the specific objective of the lesson is to understand the importance of healthy life and its protection. The transmission routes of germs have given emphasis. A special example of vector borne diseases malaria is included which countered its causing agents, propagation, and the health impacts of malaria and cholera. The lesson has proposed some remedy and precautionary measures to stop and eliminate the causes of malaria and also the role of cleanliness as a safeguard against these germs.

Kaghan Valley: Flora and fauna of the valley, life style of valley, importance of clean and fresh climate for a healthy life, overview of lakes and glaciers in the valley. No thematic inputs in the lesson for environmental consideration, degradation, protection, and conservation, impacts of tourist on the valley, no environmental education and impacts of masses on earth which is the theme of the lesson given in the table of content.

Cleanliness: The textbook of English for Grade VIII is consisting a lesson over cleanliness. The lesson has covered very simply the different types of hygiene as personnel, domestic and environmental. Each type of hygiene is further diversified through examples of everyday life and small doable actions related good hygiene practices. The role of children in their domestic and environmental hygiene is also given importance along with personnel hygiene. Behavior change towards hand-washing with soap, solid waste management, and proper sanitation system are being considered as decency for children and signs of social coherence. If not adopted, the worse impacts of bad hygiene practices result various health complications.

Population Growth and its Impacts: Textbook of English for grade X is emphasized the unsustainable population growth and its impacts in our country. The lesson highlighted that how the existing resources are being decreased by population growth and the basic rights of health, education, food, livelihood, social justice, citizenship rights, and security are eliminated. According to the lesson the population growth also delimits the continuous availability of natural resources and also deteriorating the environment.

b. General Science

Pollution and Environmental Impacts: At elementary level of grade VI a lesson has covered the environmental impacts of pollution. Different types of pollution have been highlighted with their concern impacts on the natural composition of our ecosystem and specifically on human health. Local, national and international problems and phenomenon attributed to pollution like solid waste generation, water pollution, greenhouse effects, ozone layer depletion and global warming have been synthesized in the lesson. The lesson also aims to give in-situ as well as ex-site strategies for natural resource management and restoration through policies, institution and behavior change towards pro-environmental practices.

c. Geography

Natural Disaster: Pakistan is facing various natural disasters which result widespread material, economic, human life and environmental losses. A lesson in textbook of Geography of grade VIII has given an overview of these disasters and with special reference of Pakistan. As per the lesson volcanic eruption, land-sliding, earthquake, flood, cyclone, desertification, and forest fire are major calamities which are preceded by the respective causes, impacts, mitigation measures, and safety measures for minimum losses. The role of community in disaster risk reduction and management is also imperative to make the community resilient and reduce their vulnerability, is also part of the lesson.

Major Environmental Problems: The textbook of Geography of grade VIII has given a consolidated coverage to extensive environmental problems. The students are expected here to get information about different types of pollution and its health impacts on human, plants and other wildlife. There are also some global challenges related global warming, greenhouse effects and ozone layer depletion which have been explicated in the lesson with its causes, impacts, and possible solutions. The lesson has also proposed some possible solutions and recommendations to avoid the environmental pollution by the combine efforts of policy makers and community. These solutions are applicable and can amend environmental degradations if properly implemented.

Introduction to Modern Techniques in Geography: The application of various modern techniques and instruments has great contributions for environmental monitoring and research which is also discussed in the textbook of Geography at grade VIII. Geographic information system (GIS) and remote sensing are the modern tools and techniques where large information can be collected in short time and with accuracy. Using these tools enable a

person to collected, retrieve, manipulate and display the data related to any environmental phenomenon.

3.1.4 Grade IX

a. General Science

Health, Diseases and its Prevention: At secondary level of Grade IX, which provides the role of a bridge towards professional education and economic development of the country, a lesson of health and safety has been included. The lesson seems more diversion towards medical aspects of health but even a linkage of healthy life and different mal-practices has been prescribed. The objectives of the lesson are to develop the knowledge level of students on cleanliness, balance diet, nutrition types, mal-nutritional practices, communicable and infectious diseases and their role in physical, mental and emotional health development. An impressive part of lesson has highlighted drug addiction and smoking. The short and long-term impacts of these drug abuses and smoking have emphasized. The social, economical, and health impacts of such habits have been drawn here which disunite particularly student's creativity and generally the whole community and coping mechanism of both is highly deteriorated. Further contents are targeting the diseases caused by mal-nutrition and drug addiction. The school children are prone to any emergency or accidental situation due to their increasing activities at secondary level which highlights the need of First Aid training (Mobarak et al., 2015), this has also been mentioned here for students' capacity building.

Population and Environment: In another lesson of the book, the social, economical, political and environmental impacts of population growth have been shed light. The impacts of exponential population growth on agricultural practices, crop rotations, genetic modification, soil erosion, water logging and salinity have been navigated. Other environmental profiles are urbanization, pollution (water, soil, air), deforestation and deterioration of natural resources have been correlated with over population. To overcome the problem of overpopulation some global distinguished working associations have been included like Earth Summit of 1992 and role of a balanced population growth in sustainable development which would ultimately combat environmental degradation.

Sources of Energy: A lesson in the same book for Grade IX of General Science has covered the different aspects of energy. Here the importance of energy in everyday life and its basic sources as renewable and non-renewable are incorporated. The cost effective analysis of each sources has drawn to enable students for environmental friendly source selection. The corrosive characteristics of difference sources for local, national and global environment with special consideration of Pakistan have been presented in an integrated form.

3.1.5 Grade X

a. Biology

Man and His Environment: At second stage of secondary level, a detailed lesson has been given in Biology book. The lesson has categorically covered the topic starting from the basic ecosystem the flow of food through different food webs. As this is the peak level of secondary education, so students have been fully conceptualized about the different hydro-geological cycles of ecosystem. The mutual relationship of living and non-living things and different forms of inter-dependency among living things is highly visualized. The major portion of the lesson is attributed to the human impacts on environment and the consequences of these impacts. It states that how tremendous increase in population, accelerated urban growth (urbanization), and the unwise destruction of forest have polluted the natural composition of environment. The lesson also comprised the negative effects of these malpractices which have resulted widespread local, regional and global problems like pollution, solid waste generation, wildlife habitat destruction, climate change, acid rain, greenhouse effects, and ozone layer depletion. These are burning issues in real sense which need specific interventions for control and reclamation by proposed measures in the lesson and awakening students intrinsic.

b. Chemistry

Environmental Chemistry I & II: The X grade textbook of Chemistry has covered the composition of atmosphere and water in two separate chapters. It is a quality effort to inculcate the real composition and characteristics of these two basic components of environment in student knowledge and understanding. Different pollutants of atmosphere and their inter-chemical reactions have been mentioned in form of acid rain, ozone layer depletion and global warming. In the second part water, as a vital part of environment, is presented. Here the importance of water, its composition and properties are put for building foundation of students regarding water. The basic theme of the lesson is to highlight the points of water pollution as industrial waste and effluents, household waste, municipal and sewerage water, solid waste and agricultural wastes. The negative impacts of both these air and water pollutants have been linked with individual type of pollutants which cause diseases, infections and prolonged genetic rampage in human as well as other wildlife.

c. English

Population Explosion and in Pakistan: At secondary level the text book of English for grade X has shown over population as a one the biggest challenges for Pakistan. The exponential population growth since its inception has hampered the economic, social and environmental development. Beside the socio-economic impacts, the demand and consumption of overpopulation have also affected the country's environment by creating air, water and soil pollutants. The

attributed problems of overpopulation can be solved by devising proper planning to educate the people who will also create a healthy environment. Parallel to education, different communication and awareness tools should be adopted to sensitize the masses on the problems of overpopulation.

They Have Cut Down the Pines: The textbook of English for grade X has highlighted the significance of forests in a poem. Here the beautification of the natural environment is attributed to forest where human and other wildlife were residing happily. The poet has expressed her observation and experiences about the joy and pleasure from the green forests which was flourished by human ruthless behavior.

3.2 Discussion

The purpose of environmental education is not only to promote a meticulous perspective or framework of action but also promotes individual learning which could develop critical thinking and build their capacity towards problem-solving and skill of making a decision (US-EPA. 2017). Based upon this fact, the following observations are being drawn from the above review of textbooks;

In some books like General Science of Grade VI and VII has covered the ecological aspect of environment but there is no identification of practices and attitudes which are degrading environment.

There is also repetition of various topics in consecutive grades which lacking coherence and continuity to build the foundation for students' behavior. This also identifies the gap of inter-grade coherence and linkage of textbooks, where the difficulty level is also missing.

Students understanding level can be accelerated by giving examples from their surrounding which is lacking. This lacking unable their thinking and analytical skills for real and near world phenomenon and indigenous knowledge about environment.

Practical part inside the lesson is also neglected throughout the textbooks which makes the significance of environmental curriculum as an imaginary field of study rather than real life subject.

In Pakistan, the evaluation and examination system of secondary level has been divided into theoretical and practical parts where practical evaluation is compulsory in science subjects (physics, chemistry, biology, and computer science). The review of these practical part shows that there is no such inclusion.

Again there are many lessons with detail description of environmental malpractices and some control measures have been identified which are not student centered. These measures belong to policy and administration level which the role of community (parents, students, and teachers) is fully missed out like in lesson of Man and His Environment of Biology textbook for grade X. This will only develop the cognitive domain while no psychomotor

privileges can be expected and the affective domain is fully undetermined under such theoretical contents. Although the details is comprehensive for secondary stage of schooling, especially, but this need the involvement of students as part of curriculum implementation and learning experiences.

4. Recommendations

The effectiveness of teacher education cannot be ignored for reshaping of attitudes and remodeling the habits of students so it is value worth to include subject of environmental education in pre-service or at least in in-service training programs. Here, priority should be given to teachers belonging from areas of endangered species, vulnerable to highly environmental deterioration, areas of rich natural resources, and other need based circumstances.

Most of the environmental phenomena can be observed, analyzed and manipulated with high precision if students are provided by opportunities to visit the occurring points of these phenomenons critically. The formal study tours can be easily molded to these sites like wildlife sanctuaries, national parks, industrial zones, solid waste management practices in the area, and water treatment plants.

Considerably, the quantity of course content is satisfactory but the teaching methodologies and evaluation part of the curriculum is lacking which can be fulfilled by proper in-service teacher training programs.

Most of the lessons are lacking any practical work which symbolizes the curriculum with traditional approach of passive teaching learning process. This area needs especial emphasis for pro-environmental behavior change and molding of attitudes for environmental awareness, conceptualization, developing skills and ultimately taking part in participatory actions on communal bases. This can also be supported by including such experiments in practical part of biology and chemistry of IX and X grades.

Besides boosting environmental literacy through environment education, the role of community is also of viable, from where student actually belonging and will become part of that community after all. So instead of proposing high level mitigation measures for environmental protection and conservation, it would be practicable to propose small doable practices should be encouraged in these textbooks.

Environmental Protection Agency (EPA) being an active department of Ministry of Environment-Khyber Pakhtunkhwa can also extend its support in form of human resources and technology selection and adaptation. The Agency can also promote teachers and students awareness on rules, regulation, policies and procedures for environmental protection. It will be difficult or almost impossible to access all schools but EPA can be engaged in programs for

environmental education of in-service teacher training directly. Another possible form of action for EPA is to design a tool kit for teaching environmental topics supposed to be used by all schools individually, which includes general maps, pictures, facts and figures, DVDs, globe, wildlife maps, natural resources maps and demographic maps of the country.

The students can also be motivated by observing special days related to environmental awareness, conservation, and protection like World Environment Day has been mentioned in the General Science book of grade VI. Similarly other related moments, for instance, World Water Day, World Wildlife Day, Earth Day, International Day of Forests and World Population Day can be observed within limited resources of a school. These special days can be more corroborated by arranging co-curricular and competitive activities like speeches, portraits competition, plantation, school environment day, and/or water safety day.

The create interpretative skills in students, public-private partnership should also be established and developed where specialist organizations, institutions, social workers and volunteers can contribute and engage students for developing and promoting such behaviors and attitudes.

5. Future Work

There is a considerable space for research in analyzing and evaluating the quality teaching methodologies of environmental education at elementary, secondary and higher secondary levels. The focus and target of environmental education is "students" itself, so it is of dire need to evaluate their knowledge, attitude and practices through comprehensive research studies which will guide the policy makers, institutions, and curriculum developers for future strategies.

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Integrated Model Frameworks for Chinese Corporations and German Enterprises

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Abstract: This paper presents a novel method for identifying the suitable mode selection of culture integration for Chinese enterprises, during the oversea mergers and acquisitions with Germany family enterprises. Using questionnaire and case study, the national and organizational culture were be measured for the comparison of Chinese and German family enterprises, and the influence factors of culture difference and suitable culture integration modes would be teased out. Based on Berry's Acculturation theory, this paper would propose that if the national and organizational cultures were both distant, then the marginalization would be positive; if they were both close, then the assimilation would be positive; if their national culture were close while organizational culture were distant, then the separation would be positive; lastly, if their national culture were distant while organizational culture were close, then the integration would be positive. After the questionnaire research (130 open & close questionnaires to Chinese enterprises and 20 to Germany), 86 % valid questionnaires were recovered. The result shows agreement with theoretical prediction. Three case studies were conducted accordingly. The work presented here has profound implications for future studies of Berry's Acculturation theory. It is hopes to help solve the problem of the culture integration in mergers and acquisitions among China and Western Countries in the future and significantly improve over previous efforts by Moran, et al.

Key words: culture difference, culture integration modes, Chinese enterprises, decision-making process, German family enterprises, mergers and acquisitions

1. Introduction and Research Subjects

By collecting empirical data through questionnaire survey, this paper will mainly focus on the influence of corporate culture when Chinese enterprises make decisions about selecting culture integration models, after merging Germany companies. Here, corporate culture dimensions are independent variables, whereas culture integration modes are dependent variables, with the guide of Berry's acculturation theory (Berry, 1997) as the fundamental integration theory.

Considerable previous researchers merely highlighted the impacts of corporate culture on the performance of M&A (Yan and Kan, 2014), or others only compared national or corporate cultures between China and other countries (Direction, 2006). There were also some researchers pay more attention to the influence of national culture to M&A integration mode selection between China and Germany, from the macro- national level (Dongmei, 2012). But due to different corporate cultures, national culture analysis is not always applicable to specific company circumstances between China and Germany (Lodorfos & Boateng, 2006; Wei, 2008).

However, only a few studies linked corporate culture dimensions with culture integration and specifically analyzed each dimension's influence on the choice of M&A culture integration

within China and Germany (Dongmei, 2012). According to a report by Quer, Claver and Rienda (2012), Chinese enterprises faced great challenges in culture integration after cross-border M&A because of "cultural difference between China and other countries and low identification of Chinese characteristic culture in the acquiring and acquired companies". As Wei (2008) pointed out that Chinese enterprises face great challenges in culture integration after cross-border M&A with Germany, as high rate (50%) failed to deliver the expected results (Riad, 2005; Wei, 2008). Hence, it is essential to respectively elucidate the influence of corporate culture dimensions on Chinese enterprisers making decisions to choose culture integration models after merging Germany companies.

2. M&A between China and Germany

M&A is a deal to unite two existing companies into one new company, through the purchase of a portion of or entire equity or assets of the target company, to gain control of the target company (Olie, 1990; Hirsch, 1986; Weber, Tarba & Reichel, 2001). Yuhong (2007) mentioned that cross-border M&A makes the assets and operations of the enterprises belonging to two different countries be merged into a new legal entity, with the control of assets and operations transferred from local enterprises to foreign companies.

There are several types and reasons why companies complete

M&A (Ovseiko & Others, 2015). According to industry relations, it can be divided into three types (Weber, Tarba & Reichel, 2001). The first is called horizontal merger, which is purchase companies in the same industry to eliminate competition and extend market share. Secondly, it is vertical merger, which is by purchasing companies in the production process links, (eg. raw material producers or sellers) to extend production scales and speed up production process. Lastly, conglomerate merger by purchasing firms nothing in common to reduce the business risks arising from engaging in single industry and diversify their investment risks (Yu, Engleman & Van, 2005). According to the ways of investment, it can be divided into three types, with the start of the purchase of all or most of the shares of the target enterprise. Acquires become the subsidiaries of the merging enterprises wholly. Then by purchasing of a certain share of the target companies, the acquirers can get the control right to the targeted. Finally, purchase tangible or intangible assets (technology/ equipment / staff / management method) in cash or stock. The acquiring firms have to undertake part of the liabilities of acquires (Bijlsma-Frankema, 2001). As what PritchettChina (2013) figured out, there are always some conflicts with shareholders and managers from two countries.

Over the past two decades, cross-border M&A have become the popular way of foreign direct investment (FDI) in the world (Cai & Shen, 2001). Following this trend, Chinese enterprises gradually gain attention in international business, due to the active use of M&A as a method to expand in global markets (Valentino & Brunelle, 2004; Wei, 2008). However, 50% of M&A impeded Chinese enterprises to reach their goals. McKinsey, the ranked first consulting firm in United States, pointed out: from the last five years, the rate of M&A cases with huge return only accounted for 17% of the total, while 50% resulted in satisfaction to shareholders. The most common reason for failure is the cultural contradictions (Bijlsma-Frankema, 2001). Based on this circumstance, it is essential to learn the significance of culture influence during Chinese M&A business, which is a comprehensive research area that deserves being studied in depth (Bijlsma-Frankema, 2001; PritchettChina, 2013).

So far, China's acquisitions in Germany are mostly horizontal acquisitions, mainly focused on the machinery manufacturing industry (Wei, 2008). Germany is famous with its technology and manufacturing industry, which coincides with China's long-term development strategy. In some Germany leading technology and industry, such as light and wind energy, there are the increasing investments from Chinese enterprises (Wei, 2008). Especially from the 90s of last century, the German companies for China to merger are increasing as various reasons (PritchettChina, 2013). This is mainly because Germany did not timely adapt to the globalization environment, and lead to operational difficulties in product replacement, market transfer, compression costs and other aspects (Wei, 2008). Secondly, Germany is in the transition period from the mixed financing system to the direct - mixed financing system, it is more difficult for small and medium German enterprises to obtain

bank loans to continue to operate and expand their production (Yan & Kan, 2014). Third, for German family enterprises, the next generation is not willing to inherit his father's firm with the social value diversification (Yan & Kan, 2014).

Therefore, German government hopes that when its local enterprises' overseas investments are increasing, they can absorb more FDI to increase local taxes and employment and expand market share (Wei, 2008). Particularly, Wei (2008) said that Germany believes that China's overseas investment before and after the year of 2015 can up to about 600-700 billion dollars per year and Germany can absorb 2% from it, which is equivalent to more than 10 billion dollars direct investment inflows a year. As a consequence, Chinese M&A activities in Germany have attracted the attention of the German public, for example, the acquisition of Germany Parchim Airport by Henan Linde Co., Ltd. in the year of 2007.

3. Corporate Culture

Corporate culture originated in the sixties of last century, which is the connotation of culture in the enterprise (Hofstede & Bond, 1984; Hirsch, 1986). Western scholars say that most of the corporate culture refers to the unique cultural values, habits, ethics and production concepts formed in an organization. Schwarz and Davis (1981) considered it is the beliefs and expectations forms shared by the members of the enterprise, and is the basis for determining the behavior of the members. Edgar Schein (1984) argued that the concept of corporate culture is a set of value systems that most members agree on and used to educate new employees. While Lorsch (1986) saw that it is the common belief of senior managers as a way of managing employees.

Corporate culture needs to be broken down into specific layers in order to analyze its influence on culture integration (Hofstede & Bond, 1984). According to Yifan and Feng (2011), cultural can be divided into several levels: nations, organizations, industries and so on. Bijlsma-Frankema (2001) suggested that cultural factors in cross-border M&A could be studied at double layers (organizational and national layers). Even though there were several culture dimensions theories that are available in academic studies, only a few existed studies effectively used these dimensions to measure culture (Ovseiko & Others, 2015). The limitations on existed studies revealed that culture dimensions are not implemented sufficiently and correctly to analyze culture difference. But what need to be acknowledged is that the culture dimensions indeed provide a systematic structure which is beneficial for identify and analysis the specific culture difference between merged and merging firms (Stahl & Voigt, 2005; Yuhong, 2007).

However, Hofstede's (1984) seven dimensions of corporate culture will be used for evaluating objective of this paper. Actually, there are also many other corporate culture dimensions, for example, Chatterjee et al.'s (1992) dimensions of organizational culture. But the purpose of these culture dimensions is not for the analysis of culture integration. For example, Chatterjee's culture dimensions are

used for analysis the relationship between culture difference and shareholder value. As a result, corporate culture dimensions provided by Hofstede (1984) is the most relevant with this paper. However, culture dimensions cannot include all the culture difference that will affect the mode selection of culture integration (Yuhong, 2007).

Therefore, in order to understand corporate culture dimensions more deeply, other areas such as staff turnover rate, understanding of corporate missions from employees, etc. also need to be taken into account (Yuhong, 2007).

Table 1. Organizational culture dimensions (Hofstede & Bond, 1984)

Dimensions	Corporate Culture Differences Descriptions
Autonomy on decision making	Empowerment VS Hierarchical/centralized
Vertical-hierarchical contact	Attitudes to subordinates (attempt to new ideas)
Horizontal relationship	Coordination/harmony VS scheduled/standardization
Risk	the tendency to take risks/threat
Rewards	Fairly/competitively linked with work performance (salary)
Company Performance	Efficiency VS achievements at the expense of efficiency
Innovation	Rapid response to changes/flexible time orientation VS Stability/formality

Source. Hofstede's culture dimensions an independent validation using Rokeach's value survey. Hofstede and Bond, 1984, p.418.

4. Culture Integration Modes

Corporate culture integration is after M&A, on the basis of confirming the original corporate culture, to realize the cultural identity and cultural ownership, and thus to form a new corporate culture (Vaara, 2002; Seo & Hill, 2005; Yuhong, 2007). In general, original corporate culture as an exclusive and confrontational characteristics to a foreign culture and culture reform, so the enterprise culture integration must be based on corporate culture types and the degree of difference, or other specific circumstances to choose (Valentino & Brunelle, 2004; Riad, 2005).

In order to promote the success of culture integration, models have to be researched deeply (Riad, 2005; Yuhong, 2007; Baoqi, 2012; Boxia, 2013). Theories about culture integration modes in M&A have been raised since 1980s, and the basic one is Berry's (1997) acculturation theory (Baoqi, 2012). Actually, the modes of culture integration that presented by other scholars tend to have something in common with Berry's idea. For example, Nahavandi's (1993) research also presented "assimilation mode" with the same definition; Evans (1991) suggested that through the culture

infiltration and compromise, a mix culture is formed to integrate the culture strength of merged and merging firms. This mode is similar to Berry's integration mode (Yu, Engleman & Van, 2005; Boxia, 2013). These ideas reflected that actually Berry's (1997) acculturation theory is the most comprehensive one that includes different types of culture integration, which make it become more appropriate for academic research than other same type theories. However, there are also some scholars argued about the practicality of Berry's acculturation modes. Picker et al. (1991) and Olie (1990) claimed that the premises of successfully implementing "separation mode" are the merged firms have their own superior corporate culture and there are not too many direct contacts between merged and merging firm. They further argued that even though these premises were satisfied, it is still difficult to use separation mode. From this point of view, Berry's arguments cannot be fully accepted.

Overall, this paper will regard it as the fundamental theory for further research to develop it to be more suitable for Chinese and German M&A business. Berry (1997) suggested that there are four acculturation modes that can be used for culture integration in M&A.

Table 2. Acculturation Theory (Berry, 1997)

Contact	Cultural maintenance	
	YES	NO
YES	Integration	Assimilation
NO	Seperation	Marginalization

Source. Immigration, acculturation and adaptation. Berry, 1997, p.20.

1. Integration. Both parties try to adjust to each other's culture and make changes.

2. Assimilation. Merged firm forego its own corporate values, and the culture of merged firm is completely replaced by that of merging firm.

3. Separation. Merged firm isolate from merging firm in terms of culture and continue to maintain their own original culture.

4. Marginalization. There is no culture maintenance in merged side, and the psychological bonds among employees break up. This

condition may finally lead to culture loss for merged firm.

5. Statistic Analysis

In this paper, the primary data obtained through questionnaire survey. In the design of the questionnaire, we firstly determined the main content of our research. Then, based on previous research results (Hofstede & Bond, 1984), we have selected and revised the targeted projects. The actual survey is mainly for Chinese and German companies, most of which are located in Shanghai, Jiangsu,

and Munich, where M&A between China and Germany are relatively active. Particular emphasis is that, after the specific screening, the sample objects of the questionnaire are in full compliance with our empirical requirements. The objects are generally the core senior managers or above, with the age of 30-50 years old. They mainly have more than 10 years work experience for China and Germany M&A projects. Their affiliated enterprises are mostly more than 5,000 large-scale manufacturing and production industry companies. Most of them have more than one time of implementing cross-border M&A projects. 200 questionnaires were distributed, affiliated with three open-ended questions on each questionnaire, asking them to illustrate M&A between China and Germany culture conflicts and integration influence factors as much as they think (These factors collected could be expressed in key words or sentences). In the end, 65 questionnaires were recovered, in which 62 were valid, which met with the requirements of large sample.

The statistical method used in this study is Linear Regression with the statistic analysis software IBM SPSS Statistics (Version 22). In order to ensure the reliability of the subsequent statistic analysis, we clear up the collected questionnaires using the Microsoft Excel on the following order: 1. Removing the invalid questionnaires when inputting the data of questionnaires. The uncompleted questionnaires were considered invalid questionnaires. 2. The collected original questionnaires are numbered, corresponding directly with the questionnaire numbers entered into Excel. In order to ensure the accuracy of entered data, random sampling method would be used during the data entry process, to check the entered Excel database with the original questionnaire. If they were all correct, the process would be continued, while if there were errors, then erroneous data would be promptly corrected, and further verification for other data would be continued. 3. In order to regard the four integration models as dependent variables respectively, we numbered them as 1、2、3、4 with the correspondence to integration, assimilation, separation and marginalization. Then, according to the objects' answers, if the object chose integration, it was numbered as 1, if not, as 0. The same method used to the rest three models. The part format as follows in Table 3:

Table 3. Sorting the culture integration modes

1	Responder	CollectorID	StartDate	EndDate	IP Address	Email Add	Your natior	Your busin	How many	There are commonly four culture integration r			
2							Response	Response	Response	1	2	3	4
3	4.95E+09	90564587	09-02-2016	09-02-2016	155.56.68.215		1	0	3	1	0	0	0
4	4.94E+09	90564587	08-30-2016	08-30-2016	117.136.8.230		0	3	1	0	1	0	0
5	4.94E+09	90564587	08-29-2016	08-29-2016	109.84.2.157		1	3	2	1	0	0	0
6	4.94E+09	90564587	08-29-2016	08-29-2016	46.5.19.108		1	3	3	1	0	0	0
7	4.94E+09	90564587	08-29-2016	08-29-2016	223.197.183.91		0	0	3	1	0	0	0
8	4.94E+09	90564587	08-29-2016	08-29-2016	121.227.179.234		0	0	1	0	1	0	0
9	4.94E+09	90564587	08-29-2016	08-29-2016	117.136.95.1		0	3	2	1	0	0	0

Source. Sorting data according to the questionnaire survey

From the whole data we can discover that all objectives selected only one mode in their integration process, which reflects that culture integration mode selection by Chinese is not diversified. As Yifan and Feng (2011) mentioned that Chinese enterprises generally use only one model - assimilation, the mandatory way to force the merged enterprise to follow their culture. But the point here is different from her. We can find that all objectives select three ways: integration, assimilation and separation, while no objective selected two or more models at the same time. According to Yifan and Feng (2011), this is because the lack of integration experience of Chinese companies, with no mature and systematic related culture integration knowledge and skills.

The significant results of the liner regression between corporation culture dimensions and the integration mode shows in the table 4.

Table 4. The liner regression between corporation culture dimensions and the integration mode

Model	Non-standard Coefficient		Standard Coefficient	T	Significance
	B	Standard error	Beta		
autonomy on decision-making	0.557	0.121	1.161	4.589	0
adaptation preference	-0.152	0.076	-0.423	-2.006	0.059
working time	0.146	0.07	0.363	2.075	0.052
staff turn-over rate	-0.348	0.151	-0.616	-2.306	0.033

Coefficient: integration

Source. Sorting data according to the questionnaire survey

From the special analysis, it is obvious that the decision-making power of employees is significantly related to the selection of integration. The greater the power of independent decision-making, the integration mode is more likely to be adopted by China and Germany M&A. Same as what Yuhong (2007) figured out, higher employee autonomy represents greater employees' subjective initiative, indicating that employees have high degree of participation in the enterprise management. Therefore, employees feel they are valued and their job satisfactions are satisfied, leading them to work more actively and more confidently (Boxia, 2013). Boxia (2013) added that if implementing the integration method, employees would be actively involved in and corporate to the new company structure's adjustments, and are more willing to communicate with and accept the new culture from the other company. Hence, obviously, the greater the probability of successful culture integration would be realized.

While what is worth noting is that the correlation coefficient between staff turnover rate with integration mode is negative. This negative correlation indicates that the higher the staff turnover rate, the lower the likelihood of adopting the integration mode. Yuhong (2007) said that higher employee turnover rate relies on the condition that the new company has more necessary to lay off redundant staff, replace the incapacitated employees, and recruit new staff. Consequently, the organizational structure adjustment rate is higher after the acquisition. As a result, staff would fell fear and panic because the loss of previous familial working environment. In this condition, if accepting the integration way, the two sides employees will be more unsatisfied with the status quo, and resent to the culture of the other side, leading more culture conflicts. From this point of view, the possibility of adoption of integration is lower when staff turnover rate is higher.

Finally, however, in this model, other dimensions do not have significant effect on the choice of integration.

The significant results of the liner regression between corporation culture dimensions and the assimilation mode shows in the table 5.

Table 5. The liner regression between corporation culture dimensions and the assimilation mode

Model	Non-standard Coefficient		Standard Coefficient	T	Significance
	B	Standard error	Beta		
vertical-hierarchical contact	0.252	0.121	0.623	2.085	0.051
centralized control of seniors	0.228	0.097	0.488	2.338	0.03
adaptation preference	0.292	0.151	0.536	1.934	0.068
autonomy on decision-making	-0.467	0.127	-1.035	-3.666	0.002

Coefficient: assimilation

Source. Sorting data according to the questionnaire survey

Judging from the current data, we can see that accordingly, the autonomy on decision-making is significantly negative to the choice of assimilation, which is exactly contrary to the choice preference of the integration mode. It means that the greater the power of independent decision-making, indicating that the company more respect the ideas and suggestions of employees and having higher rate to retain the culture of the other side, thus, the less likely for Chinese enterprises to apply assimilation (Direction, 2006).

While the appropriate centralized control of senior leaders and the vertical-hierarchical contact are both significantly positive correlated to the assimilation mode, namely, the more centralized and hierarchical of seniors, the more chances the assimilation be selected. Following the description of Ovseiko and Others (2015), the more serious the bureaucratization, the lower participation of employees in company operation, the higher risk of acquires being "swallowed up" by a larger bureaucracy. With Chinese traditional collectivism preference, personal interests should be subordinated to the collective interests. Corporates have more probability to force individuals to follow up with managers' decisions. Hence, in order to facilitate new company management, reduce management costs, and improve production efficiency, the greater possibility the company force to assimilate the merged.

Further, the company adaptation preference is relatively significant for the decision of the acquirer, but not so strong like other dimensions mentioned above. Eventually, for the rest, we cannot estimate their influence degree according to the questionnaire feedback in this model.

The result of the liner regression between corporation culture dimensions and the separation mode shows in the table 6.

Table 6. The liner regression between corporation culture dimensions and the separation mode

Model	Non-standard Coefficient		Standard Coefficient	T	Significance
	B	Standard error	Beta		
vertical-hierarchical contact	-0.145	0.056	-0.578	-2.599	0.018
centralized control of seniors	-0.184	0.045	-0.634	-4.086	0.001
adaptation preference	-0.231	0.07	-0.685	-3.327	0.004
matching degree of both culture	-0.115	0.055	-0.443	-2.092	0.05
staff turn-over rate	0.145	0.073	0.439	1.979	0.062
understanding of corporate missions from employees	-0.162	0.055	-0.588	-2.966	0.008
culture felxibility	-0.147	0.06	-0.551	-2.455	0.024
implementation by juniors	0.251	0.069	0.833	3.634	0.002
years of seniors be retained	-0.217	0.11	-0.38	-1.971	0.063

Coefficient: separation

Source. Sorting data according to the questionnaire survey

After checking and listing the statistic we get from the questionnaire, it can be displayed that compared with the integration and assimilation, many corporate culture factors' influences are very significant to the select of separation. What is interesting is that,

opposite to the assimilation mode selection tendency, the stronger the senior managers' centralization or hierarchical contacts, the less impact on the acquirer to separate the new acquired company.

In details, it is also important that contrast with integration, with the higher rate of staff turnover, it is more possible for enterprises to separate the new entity like establishing subsidiaries or retaining the original culture, in order to stabilized the mood of employees and reduce the production lost caused by the M&A turbulence.

For the seniors' retain, in practice, the longer of seniors' retain, the less probabilities for enterprises to choose separation mode. Top managers are most likely to leave after M&A for several reasons (PritchettChina, 2013). They may lose authority or position to feel pain because the adjustment of organizational structure, or do not like the new company's business philosophy and mission of development, or can not/ do not want to bear the uncertainty and pressure due to M&A (PritchettChina, 2013). If company take strategies to prolong the retention of senior employees, indicating that the seniors would be more stable and satisfied with the new company structure (Bijlsma-Frankema, 2001). While the shorter the retention period, the higher the senior turnover rate, which will cause company costing more time and money to spend to find new and suitable staff for company (Cai, N. & Y. Shen, 2001). The use of separate mode will be likely to produce seniors' psychological turmoil. So the longer the retention period, the more stable mind of seniors, the less likely for companies to take a separate type, in order to reduce the loss of turbulence.

Further, the understanding of employees' to company's future mission is negative to the separation tendency. This relationship can be explained clearly by Bijlsma-Frankema (2001) that "the more both groups have to rely on each other to realize these goals, the stronger these goals function as a starting mechanism for trust and co-operation. The more both parties consider the others as important contributors to the realization of the goals set, the less they are inclined to damage the others, since they would damage their own interests as well. The urge to find common ground in a dialogue will be stronger then, agreements will be reached in less time."

Apart from that, what is noteworthy is that if the culture matching degree is higher or the culture is more adaptable or flexible from both companies, the acquirer is less possible to select the separation way. While apparently, no clues show about the rest dimensions apparent influence on the separation selection tendency.

Lastly, from the questionnaire answers, we found that no objects response to the marginalization method. As PritchettChina (2013) argued that marginalization occurs when acquires are not willing to accept the buyer's culture, and at the same time lost its own identification. But in reality, this situation rarely happened.

6. Discussions and Conclusions

According to the statistic analysis of the above data, conclusion can be organized as follows: (1) Staff turnover rate is positive to the selection tendency of separation but negative to that of integration,

indicating that the higher rate of staff turnover rate, the more likelihood for Chinese enterprises to chose separation, while less to integration; (2) The influence of autonomy on decision-making by employees on the selection of integration is very significant with p=0, but is negative with the assimilation mode, indicating that the stronger of the empowerment of employees, the more possibility the selection of integration by Chinese enterprise for merging Germany firms; (3) The hierarchy of managers is positive to assimilation mode, but negative to separation, indicating that if in a company, the stronger power of seniors, the more likely for the merged to be assimilated by the acquirers; (4) Other corporate culture dimensions are inconspicuous to the choice of culture integration methods by Chinese enterprises in this survey; (4) The possibility of choosing marginalization after M&A by Chinese enterprises is rare; (5) The culture integration choice by Chinese enterprises is simplify due to the lack of experience.

Many M&A activities of Chinese enterprises in Germany are too casual and random, with no guide of systematic and mature cultural integration strategy (Wei, 2008). In particular, Germany businesses going to sell are generally plunged into serious business crisis, which require Chinese buyers have strong governance and rectification ability after taking over, which obviously are lacking in Chinese enterprises (Wei, 2008). Overall, so far, the scales of most M&As by Chinese enterprises are 10 to 40 million euros (turnover) or so, with considerable room for improvement (Wei, 2008). Hence, Wei (2008) further guessed that, with the increase of experience in the pre-evaluation stage and negotiation stage of M&A between China and Germany, there would be increasing successful cases in the future. Therefore, demands for worthy researches in the area of post-culture integration management would be increased with the development of the current economic condition (Wei, 2008).

Through this research, the influence corporate culture dimensions on the selection of culture integration modes by Chinese enterprises is shown, which will do favor to theorists to understand the corporate culture factors that influence the decision-making of Chinese entrepreneurs in the process of cultural integration after M&A with Germany.

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Human Resource Performance Appraisal Based on Big Data

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Abstract: With the rapid development of Internet technology, we enter into a big data era. Large data technology is gradually applied to the human resource performance management of modern enterprises by virtue of incomparable advantages, which can realize the network of human resource performance management of modern enterprises and then promote the effect of enterprise human resource performance management. This paper aims at exploring the innovation way of enterprise human resource performance management under the big data era. However, facing complex and large data, it is an important issue how to be scientific and effective appraisal of human resources.

Key words: Big data, human resource appraisal, management efficiency

Introduction

In recent years, big data has attracted extensive attention of all circles of society; experts and scholars at home and abroad generally think that the big data will bring the world another great change, enterprise management also faces the great change; management ideas and methods will face great opportunities and challenges. Big data brings the enterprises more comprehensive and complex data, which can reduce the enterprise information asymmetry and result in cost information.

As an important part of enterprise management, human resource is inevitably affected by big data. Big data and related technologies will provide feedback ways, methods and data support for human resource management, especially performance management; they also play an important role in each part of human resource management; they can not only accurately track the performance of employees, but also help enterprises to know the overall situation of human resources, which can help enterprises effectively motivate employees to improve the efficiency of incentives and the efficiency of human resource management[1].

1. Revolution of Big data and Human Resources Appraisal

When big data is used to change human resource appraisal, special attention should be paid to job data and employee participation.

In the past appraisal, appraisers are mostly dependent on the limited written records to carry out the subjective evaluation for appraisees so as to determine the grading of the appraisal results[2]. For example, in accordance with the employees' attendance, the outcome of the work, the positive degree and other basic data (of course including failure rate, task completion rate, etc.), the contributions of employees to their enterprises can be confirmed. However, in the big data era, in order to achieve objective justice in the appraisal to eliminate the employees' opportunism behaviors, the human resource department must change the original appraisal methods and establish the tools of personnel appraisal and competency analysis based on big data.

In the design of performance appraisal indicators, it is necessary to carry out job analysis at first. Thus the organization should make full use of modern science and technology and relevant platforms to collect comprehensively and dig deeply related job data, and establish a data-based performance appraisal indicator system and analysis data of designing staff appraisal, which can not only objectively confirm the employees' contribution to the organization, but also provide guidance on improvement of the future work for employees.

In addition, information sharing and interaction platforms can be established within the enterprises. Using these interactive platforms, employees are indirectly involved in the formulation of performance appraisal policies and can assess the performance of the organization's leaders and other personnel, which helps to promote the transparency of organizational management and performance appraisal. Not only the leadership understands the employees' performance, but also the employees can supervise the leadership. Therefore, the human resource department can objectively determine the performance management plan by using a large amount of data generated by the platform, and make clear the problems that the employees care about most and the most desirable solution.

Big data technology can improve the performance appraisal method of human resources. By collecting complicated data related

to the appraisers, the organization can design assessment indicators with more humanization and high credibility. Use visual data to analyze techniques, such as Tag Cloud, History Flow, Spatial Information Flow and so on, and to construct graphical and utilitarian analysis results, which helps the human resource department to evaluate and select talents more objectively.

Performance management based on big data can help enterprises to measure employees' process performance and result performance more accurately, so that the linkage between wages and performance is closer, which provides objective evidence and technical support for the linkage between performance management and wages, realizes the relative equality between labor and harvest and increase the employees' awareness of the fairness in their work. In terms of fairness theory, employees' enthusiasm depends largely on the level of equity they feel at work. Therefore, the performance management of big data can make the employees feel the fairness of their work and improve the employees' work enthusiasm.

2. Establishing a Big Data System for Human Resource Appraisal

When facing the complex and huge data information, how can enterprises maximize the value and serve the enterprises' performance management system, which needs a set of complete solution for the data management system.

2.1 Clustering Algorithm

Clustering is defined as a process of partitioning a set of physical or abstract objects into a similar object class. Cluster is an important concept in clustering; it is a set of data objects; objects in the same cluster are similar to each other while objects in different clusters are different. Clustering analysis has been applied to many fields, including data analysis, pattern recognition, image processing and market research. In a business activity, for example, market analysts can use the clustering method to discover different customer groups from the customer library according to the purchase pattern to describe the features of customer groups. Data clusters are booming; contributory research fields include data mining, statistics, spatial database technology, biology and marketing. A large amount of data is collected and a database is established due to previous studies. Therefore, in the field of data mining, cluster analysis has become one of the hottest research topics.

2.2 Introduction to Clustering Algorithm

Hierarchical Clustering: Hierarchical decomposition data set, the results of which are used to construct a tree-like structure or to construct a clustering hierarchy; the decomposition methods include condensation and division. The condensed hierarchical clustering method is to treat each object as a cluster, and then merge them according to the similarity between these clusters until only one cluster is left . The concrete steps are as follows:

Preset processing: Each sample is used as a separate cluster, and the number of samples per cluster is n; the distance between any two samples is calculated, and the distance matrix is constructed.

(1) Merging the closest two clusters into a new cluster.

(2) The distance between the new cluster and all other clusters is recalculated, that is, among the distances between the new cluster and the original cluster, the minimum distance value is chosen as the similarity between the two clusters .

(3) Repeat (1) and (2) until all clusters are merged into one cluster or reaching a termination condition.

(4) Output the result of clustering.

The dividing-level clustering, on the contrary, is to treat all objects as a cluster at first, and then select one of the best ways to divide a cluster into two clusters; in each of the subsequent rounds, it is done in such a way that each round splits up a cluster, and then n rounds of division get n clusters to finish the sample collection hierarchy calculation.

3. Design of Performance Appraisal Data Module

The design of performance appraisal module reflects the importance of clustering algorithm in the human resources management system. Detailed indicator classification and process design must be done for the design and development of performance appraisal module. Performance appraisal is comprised of four indicators: the work capability, responsibility, communication and coordination ability, innovation spirit[3], these indicators are concluded by consulting experts with comprehensiveness and persuasive. The indicator scores of each employee at the end of the year shall be obtained by the appraisal team composed by the staff leaders and the staff members. The calculation of the performance appraisal module adopts the cluster analysis method; the reasonable appraisal method is established by clustering algorithm, which is effectively used in the human resource appraisal management system.

3.1 Work Capability

Work capability is the appraisal of the basic professional knowledge and skills of employees, including the assurance of the basic knowledge, the familiarity with the relevant professional knowledge and the mastery degree of frontier knowledge in the field. The basic knowledge refers to the relevant professional knowledge of the subject; the relevant professional knowledge refers to the interdisciplinary knowledge related to the subject; the frontier knowledge requires employees to pursue new technology and improve their work capability based on the basic tasks.

3.2 Responsibility

Responsibility refers to the high sense of responsibility, the ability to work voluntarily and to play the role. With the responsibility for the enterprise, employees can work voluntarily, actively and creatively.

3.3 Communication and Coordination

The ability to communicate and coordinate includes the ability to communicate with the various departments at all levels and the ability to communicate with colleagues in a team work. The smooth communication can attain the result with half effort. Only in this way

can the whole team work smoothly and reduce the conflict.

3.4 Innovation Spirit

The innovation spirit refers to the ability to adopt various thinking ways and find relationships between many ideas and concepts when solving the actual problems or facing challenges so as to put forward a new idea and solution and produce or may produce a certain achievement with organization and individual values [4].

The indicator appraisal structure of performance appraisal module is as shown in Figure 3-1.
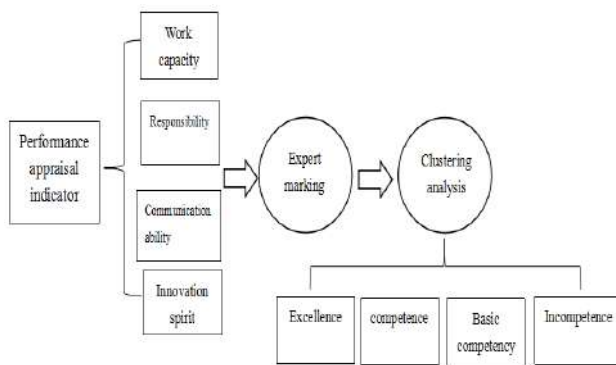

Figure 3-1 Indicator structure of the human resource performance appraisal management system

There are four categories of performance appraisal, including excellence, competency, basic competency and incompetency[5][6]. The performance appraisal indicators are work capability, responsibility, communication ability and innovation spirit, which establish the appraisal indicator system. The input data of the performance appraisal module is the indicator data of all the employees to be examined, and the output data is the grade divided by the employees after clustering analysis. Through the detailed analysis of the performance appraisal module, the performance appraisal module shall provide the following functions: (1) Enter the appraisal information; the appraisers select a piece of employee information in the employee list and give them corresponding scores according to the above-mentioned seven appraisal indicators; (2) Revise the appraisal information; and the appraisers select a piece of appraisal information from the appraisal list; (3) Delete appraisal information; the appraisers delete a piece of appraisal information from the appraisal list; (4) Employees' appraisal classification; according to the scores of the employees' indicators, adopt the clustering algorithms to classify them; according to the comprehensive score, there are four classes: excellence, competency, basic competency and incompetency; and give them the corresponding evaluation feedback; (5) Search the appraisal information; all employees can log into the system appraisal module to search their own results, including personal appraisal classification results, evaluation feedback, etc.

4. Strengthening the Analysis of Human Resource Appraisal Data

There are three aspects in the data analysis of human resource management: One is basic information analysis, which is basic work, and is the main method of personnel management and information processing, such as establishing employee information files and employee attendance records[7]. The second is the internal and external information analysis of each functional module in human resource management. It determines the health level of each functional module in human resource management, including labor cost analysis, compensation benefits, external competitiveness and internal equity analysis, performance appraisal result analysis, training demand and effect analysis, etc.. The third is human capital measurement analysis. This is a relatively deeper accounting analysis method, which truly embodies the concept of human capital.

With the development of economy and the aggravation of enterprise competition, performance appraisal of human resources, as the central part of human resource management, faces new challenges. In order to comprehensively analyze the whole process of human resource performance appraisal, we should establish a scientific and reasonable appraisal system, determine the weight of each indicator and analyze the appraisal data comprehensively. The method of group decision-making and the principle of clustering analysis can be introduced in determining the weight of each indicator. Big data technology can also find hidden information from some large human resource databases, help policy makers to find a potential link between data and effectively radicalize and deploy human resources, which can make the enterprises' human resource performance management more flexible and efficient.

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On the Involution of Purchasing Public Services by Local Government from the Social Organization and Its Prevention

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Abstract: The purchase of public services by local governments from social organizations is under a major change in China's public service supply mechanism. However, in the process of this change, the problem of involution of purchasing public services by local government gradually highlighted. The form of government procurement of public services is increasingly refined and diversified, but it really points to the public service supply mechanism has not produced substantial change. Concentrated in the transfer of government public service functions, nurture the development of social organizations, to meet the public needs of the audience and other areas of growth, lack of development. The reason is that the government relies on the path dependence of the traditional mode of public service supply, the rationalization of political rationality under the dual management system, and the asymmetric dependence between the government and the society are the key factors that restrict the public service supply mechanism from making substantive changes. There is a need to gradually clarify the applicability of the purchase, the release of resources at different levels; further change the management orientation, balance the relationship between government and government, and strengthen the purchase of the whole process of quality supervision system construction.

Key words: Local government, social organization, involution of purchasing public services, prevention

Introduction

In recent years, the government through the purchase of public services to provide social services to the community has covered many areas of social life, has gradually become a change in government functions, to break the monopoly of government public services supply, to achieve the main public service supply diversification of an important System Innovation. In 2013, the Decision of the Central Committee of the Communist Party of China on Deepening the Reform of Some Major Issues, pointed out: "To promote the government to buy public services" and "increase the government to buy public services" to achieve the optimization of public service supply and government transfer. [] The Fourth Plenary Session of the Eighteenth Central Committee of the Party pointed out that all affairs management services need to purchase relevant services from the society through competitive bidding or commissioning. This provides an important basis for the social organization to participate in the supply of public services from the central policy level. At the same time, the number of social organizations in China has increased rapidly. As of the first quarter of 2016, the number of social organizations in China has exceeded 660,000. Social organization has become an important object to the

transfer of government public service functions. However, in the current government to social organizations to buy public services system, methods, means, the process is more and more refined, complex, while the actual purchase of the purpose is not fully achieved, but appeared contrary to its objectives within the volume tendency. With the government to buy public service efforts continue to increase, the problem presents a further generalization of the situation. In view of this, this paper intends to use the theory of internal volume, analysis of the local government to the social organization to buy public services in the existing volume of the problem, to explore its logic and put forward its preventive measures.

1. The involution of purchasing public service by local government from the social organization: theoretical interpretation

The involution also known as "over-dense", which originated in Kant and Gordon Weize, and by the system to be systematic. Kant argues that internal cohesion has internal contradictions, entanglement, and stagnation. Gordon Weize interprets the concept of "inner volume" as a cultural pattern. After reaching a final form, there is no way to stabilize, and there is no way to update itself to a

higher form, but become more complicated. That is, the system in the external expansion conditions are strictly under the constraints of the internal refinement and complexity of the process. American scholar Geertz in the use of internal concept of the study of the colonial and post-colonial era of Java rice agriculture found that in the case of limited land area, the labor force into a large number of agricultural production, thus forming a sharp consumption of labor At the expense of the filling of agricultural growth model, which is only manifested as a repetitive agricultural production process, without substantial development. Since then, the concept of internalization into the academic field of vision, and gradually become scholars of non-substantive growth of the important theoretical analysis tools. Huang Zongzhi used this concept to study the internalization of China's small-scale peasant economy. He believed that China's small-scale peasant families had a large amount of labor input to obtain higher income, while the marginal remuneration of agricultural labor showed a decreasing law, and their labor productivity was not due to labor Of the growth and be improved. China's large population is trapped in the food production sector, but still at a level of subsistence. Huang Zongzhi practically understood the internal decline as "the marginal return of labor (force) diminished". In other words, he changed the marginal decline in the form of change, known as the growth of the growth that is "within the volume." American scholar Du Zanqi applied this concept to the analysis of political processes and other related fields, and in the "culture, power and the state," a book for the first time put forward the "national regime within the volume of" this issue. Du Zhanqi argues that state institutions do not rely on improving the efficiency of old or new institutions, but rather to replicate or expand old ones or social systems, such as the use of the old profitable economic system by the Chinese government to expand its administrative functions. The expansion of the state power should be based on the high efficiency, otherwise its expansion will become the kind of "within the volume" of Geertz did not have the actual development of growth, economic and social development stagnation trend. [1] [2] [3]

To sum up, the involution refers to the organization within the means of achieving the goal of passivation and external lack of corresponding stimulating change power, thus forming a relatively stable development model and the regulatory mechanism, resulting in political, economic, Culture and organizational behavior and other areas showing a "path dependence" or "locked state", which led to an internal volume growth or growth without the development of non-ideal form of change. In this sense, we want to use the theory of "inner volume" to analyze the existing problems of local government to buy public services from social organizations, and try to explore the reform utility of public service supply mechanism on this side. In the process of changing the mode of public service supply, although the main body of public service has changed from single to plural, the form and specification of public service purchase are becoming more and more diversified and complicated, but the public service supply mechanism. The purpose of fundamental change, the transfer of government functions, the development of social organizations

and the improvement of the quality of public service supply have not been effectively realized. On the other hand, although the number of social organizations grows faster, the number of public services projects is increasing, but the number of public services projects is increasing, but the number of public services projects is increasing. Is still at a low level of repetition, the quality of the social organization itself and the services it provides is not fundamentally improved, even in the process has also been weakened. It is noteworthy that the local government to the social organization to buy public services within the volume of the current transfer of government functions and social organizations in a large number of breeding reality, showing a further breeding and spread of the situation, which should arouse our attention and research.

2. The local government to the social organization to buy public services within the performance of involution and generate logic

2.1 The local government to the social organization to buy public services within the performance of the Involution

2.1.1 The transfer of government functions: the formal transfer of government functions, institutions and personnel without diminishing

The realization of the transfer of public service functions is one of the objectives of the government to buy public services from social organizations. In recent years, China to speed up the pace of government public service transfer, to create a clean and efficient government, the government to the social organization to buy public services, the public service supply provides more policy guidance. For the local government, it is necessary to optimize the quality of public service supply as the principle, in combination with the actual situation on the basis of the region, play a shrewd buyers role, timely and appropriate to achieve the orderly transfer of public service functions. However, some local governments do not fully understand the applicability and necessity of public service purchase blindly follow the trend, the herd, have to develop a purchase plan, issued the purchase of indicators, as an external administrative tasks and The pursuit of performance benchmarks, so that the original government by the efficient supply of public services to social organizations to provide, and even some do not belong to the scope of government services, the Government also use the way to buy the community, the government tentacles more extended To "private domain". [4] Such a formal task of transferring government functions to complete the task of transferring government functions, ignoring the objective of the purchase of public service objectives of the target replacement behavior, not only caused the advantages of public service purchase activities difficult to effectively play, but also lost the original Local government supply advantage.

The local government to promote the expansion of the scale of public service procurement is accompanied by the expansion of government agencies and personnel disorderly increase. In the event of the purchase of public services to social organizations, the local government not only to determine the purchase needs, planning the purchase plan, the development of the purchase budget, the selection

of social organizations and the implementation of follow-up supervision of the purchase effect, and even social organizations, staff training, Supervision, therefore, a number of management links and the implementation of a large number of specific work, the objective will inevitably lead to the original management of the powerless. In order to strengthen the management of public service purchases, the government had to increase the number of management institutions and expand the management team. On the one hand, there are a number of "committees", "leading groups" and "offices" to promote the purchase of public services in order to promote public service purchase activities. In the past, government departments that were directly responsible for the provision of public services, despite their loss of their functions, were subject to the maintenance of inerties and the maintenance of existing interest groups by government agencies, which were retained. As a result, government agencies have not been streamlined in the case of a shift in the supply of public services, but have shown an increasing trend. On the other hand, the government often deals with the problem of insufficient staff by means of employees, business or other means of secondment. In order to purchase the public service purchase activities of Meishan Municipal Government in Sichuan Province, the public facilities, such as the sanitation department, the garden office and the street lighting department, are dispatched through direct employment and labor dispatch in the same amount of the original staff. Of the way to increase the size of the staff reached 1435 people. [5] Although such persons are not included in the statistical range of government civil servants, they are still public service providers financed by finances. The rapid expansion of its number actually reflects the potential contradiction that the government function has not been really transferred in the process of purchasing public services, and the transfer of government public service functions has also become the vicious circle of "the more the service function is shifted and the redundant problem is more prominent".

2.1.2 Social organization level: increased volatility, lack of qualitative improvement

First of all, the emergence of a large number of social organizations, the lack of public nature is serious. Publicity is the fundamental attribute of social organization, and it is a reasonable basis for the existence and development of government. Social organizations carry the public interest expression, the function of public service provision, should reflect the public and the public spirit. However, in the course of social organizations undertaking the supply of public services, there is a series of acts and phenomena that are contrary to their nature and purpose, and in particular those involving large amounts of money transactions, they actually embark on the interests of organizations and individuals the way. On the one hand, the government to buy social services to social organizations should be in accordance with the government-related purchase system and the needs of social groups, select the appropriate social organizations to carry out, however, the current government to purchase public services need to temporarily create social organizations phenomenon is widespread. According to Wang Puqu

and other scholars survey found that a large number of social organizations in fact not based on the root of the masses based on the spontaneous establishment, but in the government to release the public service purchase signal, because of its profitable and temporary launch, Founded. [6] [7] Such organizations have sprung up, not only to increase the cost of government identification, and their profit-driven service supply behavior, will inevitably affect the actual supply efficiency. The decline in the quality of public service supply will reduce the public's trust in social organizations, affecting the government's assessment of social organizations. On the other hand, for social organizations, they should start from the actual needs of the people, providing a public service. However, a large number of social organizations to raise funds for the development of resources for the project, keen to run the project, pull the relationship between the indicators. Some social organizations even have a special project reporting department and arrange a special project applicants, making the project, competition resources gradually become a social organization of an important organizational goals and focus, and this is precisely the nature of the nature of this property Phase away from.

Second, the social organization to rely on the government to enhance the neutral encounter questioned. Neutrality and objectivity are the necessary elements of social organization's survival and development. However, at present, the resources of our country's social organization are generally lacking in talent, capital and technology. In the course of carrying on the transfer of government public service function, the lack of negotiation subject should Of the independent status and neutrality of the value attached to the government's tendency to highlight. On the one hand, the large number of retirees in social organizations to join, making its dependence on the government reflected more clearly. Government retired personnel has become an important object of social organization talent to absorb. They have their own professional qualities and network resources for social organizations in the government to buy public service activities to gain a competitive advantage, to clear the relationship with the government provides an important channel. Public services provided by social organizations are closer to government-oriented rather than to the needs of the population. Public service products stay more in the organization, but not really into the public eye, showing the characteristics of the suspension on the needs of the masses.

On the other hand, the government's purchase of public services from social organizations is an important source of social organization's access to development finance. The ability of social organizations to raise funds to support is an important measure of the degree of social organization development, which directly affects whether it can participate in the supply of public services with independent subject status. The current social organization still can not ignore the government through the purchase of public service transfer channels to learn from their own development needs of the financial resources, as well as in the purchase activities can be accumulated in government and public resources. Therefore, the social organization attached to the government's motivation and

behavior is more obvious, and the government for social stability considerations, but also tend to strengthen this control and dependency relationship. Under the constraints of this kind of relationship, the independent status of social organizations must be severely eroded and neutral values to challenge the people, it is difficult to stand on the objective and fair position to achieve the supply of public services. Again, a large number of social organizations are excluded from the purchase activities, the social organization of public service supply capacity as a whole to enhance the difficulties. Government to buy social services to social organizations, is to fully activate the social organization to participate in the supply of public services enthusiasm, make full use of social resources, maximize the advantages of social organizations, and continuously enhance the overall social service supply capacity, Effective supply. However, the current part of the local government has long maintained close cooperation with the fixed social organization, rather than looking for more suppliers. Therefore, a large number of social organizations are in fact difficult to participate in the government to buy public service activities. The close relationship with the government has gained a high degree of government-to-government cooperation with the government, and even to a certain extent, the development of public service purchase evaluation criteria, thus setting higher for other social organizations Access threshold. Government procurement activities continue to focus on small-scale social organizations, which further increase the social organization of public service supply capacity gap between. The cumulative effect of social organizations benefiting from government buying activities has been greatly enhanced, and the advantages of other large social organizations have been difficult to play in the buying activities. It is difficult for the government to ignore the problem of competition, and it is difficult to inspire the wider social organizations to participate in the supply of public services. The overall public service supply capacity of social organizations cannot be fundamentally enhanced.

2.1.3 The service audience level: the supply of services to a sense of fairness and lack of sense of access

The extent to which the needs of the audience can be met is an important criterion for measuring the success of government functions and the success of public service buying activities. In the process of changing the mode of public service supply, the audience not only did not really feel the improvement of service quality, but caused a sense of fairness and lack of access. First, the social organization in order to establish the image, in response to the government's purchase needs, tend to choose the supply cost is relatively low, the most effective effect of the audience, resulting in the specialization of clients. Take the service supply for the purpose of caring for children left behind. Social organizations often choose their own living conditions are better, the psychological burden of young children left behind as a service object, through the camera to visit, do the game, make exhibitions, hair gifts, write summary, do reports, etc. to complete the task, seem to work Do lively satisfaction, but really need to get care of the left-behind children did not enjoy the proper service. The current government on the social

organization for the public to provide effective public services is still a lack of strong supervision, the service groups are not clearly defined in the legal and institutional norms there is no clear basis for making the public service between the groups of people unfair Further intensified.

Second, social organizations can be said that some of the social vulnerable groups of the spokesperson, but not all people can find their own interests on behalf of. From the characteristics of the social organization itself, the service is often targeted at specific areas, with special needs of certain types of social groups, such as a region of people with disabilities, the specific areas of orphans and empty nests and so on. From the distribution of social organizations in China, its distribution in the country is uneven, regional differences are more significant, concentrated in the coastal economy is more developed areas. A large number of public service needs of the community has not been included in the scope of services to social organizations, they find it difficult to represent their own interests, in response to public service needs of social organizations.

Third, the social organization to save the cost of public service supply to employ a large number of professional low-level temporary staff, after a simple training for their posts, people are difficult to obtain high-quality public services. Social organization in order to further reduce the cost of labor costs, compression service staff salaries and benefits, to a certain extent, weakened the service staff enthusiasm and enthusiasm. Therefore, many of the audience in fact difficult to change the way the government public service supply situation to obtain more quality services.

2.2 The logic of the involution of local government to the social organization to buy public service

2.2.1 The path dependence of traditional public service supply mode

From the social development process, the traditional public service supply and demand changes are often led by the government. Classical political economist Adam Smith and others to further strengthen this view. [8] Under the guidance of this theory, the supply and demand of public goods or public services are realized by the government. However, with the continuous improvement of the field of public service supply and the continuous expansion of government functions, the western developed countries bear more public service functions, the result is the surge in financial pressure, the inefficiency of supply and government failure. This is forcing the government to re-examine the supply and demand of public services to achieve the transformation of government functions; on the other hand to promote the government from the field of public service production to the regulatory field, so as to create a huge space for the development of social organizations. From the development of China's public service supply and demand, China has experienced a long period of planned economic system. At that time, the supply of public services object to the demand for public services tend to be obvious homogeneity. In this case, the government on the economic and social development of public goods or public service production and supply control is realistic and feasible. With the continuous advancement of China's economic system reform, the social

structure has undergone tremendous changes, and the demand structure of the people has gradually changed from homogeneity to diversification. However, in the case of the background and mode of public service supply, the government's management philosophy is still subject to the traditional government-led public service supply model, cannot get rid of the traditional public service supply thinking dependence, which is difficult to change in the public service supply In the case of the corresponding government agencies and personnel to make adjustments to the government's transfer of functions are limited.

In fact, in the process of change of public service supply mechanism, there will always be a series of related areas of change, including institutional reduction, personnel adjustment and so on. And these areas are often involved in a wide range of interests, without the strong impetus of higher levels of government, it is difficult to mobilize the enthusiasm of the institutional changes. For a long time, the rationing rights of our resources are still in the hands of the government in a centralized way. Higher levels of government control a number of resources that can affect subordinate governments and economic and social development, including funding, approval and legitimacy. And with the local interests and departments continue to enhance the interests of the higher government and its departments through the hands of its resources to further strengthen the pressure to ensure the operation of the original supply relationship. Local governments at all levels in this top-down pressure in the process of their own interests to be formed, and continue to consolidate and strengthen, and then formed a "government power sector, the interests of the sector, the interests of the legal system" situation. Which fundamentally led to the government's own lack of motivation to change. In the case of conflict of public service supply system and supply mode, the development of government purchase of public service activities can only be the change of some public service purchase management methods, and cannot touch the pattern of interest behind the traditional public service supply mode. Therefore, even through the purchase of public services to social organizations in the way has not been able to fundamentally transfer government functions, to achieve government functions to optimize.

2.2.2 The dual management system under the political rationalization

At present, the government's management of social organizations is a dual management system, that is, the government's supervision and management of social organizations by the registration authority and business units are responsible. Under the dual management system, the government through the implementation of social organizations, double checks, double responsibility system to achieve supervision and management. Social organizations to obtain the legal status of the first to find the business unit in charge of the business, followed by the approval of the civil affairs department. Dual management system in fact for the development of social organizations to create a double pass, making a large number of social organizations due to the legalization of the higher threshold to the name of the enterprise in the business sector

to register, or affiliated with institutions, foundations, to other Social organizations within the form of internal groups, in addition to a large number of unregistered grassroots social organizations. According to Wang and other scholars survey found that the current number of social organizations to carry out various types of activities in the dual management system registered under the number of social organizations ten times. A large number of such social organizations are unable to gain fair access to the government's purchase of public services because of their difficulty in obtaining legitimacy. Even if they are, are mostly attached to some large foundations and social organizations, can not participate in an independent capacity, which led to the government's choice of limited social organization. In addition to non-competitive purchase methods such as inviting tenders, directed purchases, negotiated purchases, there is no strong competition between social organizations in competitive bidding activities. Therefore, on this basis, the selection of social organizations suitable for undertaking public services projects lack a broad organization basis, and the benefits of public service supply are difficult to obtain qualitative improvement.

The dual management system is mainly a decentralized mechanism of political checks and responsibilities. [9] Under this system, the government's motivation to buy public services from social organizations is more inclined to political rationality than economic rationality. In the era of planned economy, the government set up a dual management system is mainly to limit the development of social organizations, so as to avoid the potential political risks, and not the development of social organizations in the center of institutional norms. Therefore, both the business unit and the civil affairs department should review whether the development of social organizations will bring political risk as a fundamental element, even in the follow-up supervision of the success of social organizations in the process of follow-up supervision, Review as a priority. Under this kind of constraint, the social organization must not get rid of the administrative intervention of the business unit. On the other hand, the current large number of social organizations are actually appointed by the head of the business unit or appointed, the social organization activities of the leadership and decision-making power concentrated in the hands of the competent units, its independence has been weakened, so that in public services In the process of buying, political intervention has become a key factor in improving the efficiency of public service supply. As Slyke points out, the government's purchase of public services is not like a belief in economic rationality, but more like a symbolic political act. It does not pursue competition and low costs, Indicating that the government has been freed from the direct provision of public services, it does not invade the private market, become smaller and smaller, more and more effective. [10]

2.2.3 The relationship between government and social organizations asymmetric dependence on the constraints

In the context of resource dependence theory, the survival and development of an organization depends largely on its ability to draw resources. The contradiction between the organization's

demand for resources and its inability to meet the demand constitutes an interdependence between the organization and the external environment. The scarcity and importance of the resources required by the organization actually determines the extent and extent of dependency. In the process of government procurement of public services, the government and social organizations should be independent, equal and mutually beneficial participation in the main body. However, both of them exhibit asymmetric dependencies due to the unbalanced possession of resources. In addition to the resources available to the government to decide whether to buy from social organizations, to which social organizations to buy, but also on the legitimacy of social organizations that, funding, reduction (tax exemption), organizational legitimacy and a number of areas such as Discretion. Social organizations have the resources to include information, public opinion, professional competence, credibility, and service delivery in a given area. From the government and social organizations to grasp the resources of the property can be seen that social organizations on the government's resource dependence is a rigid dependence, and the government's dependence on social organizations, resources are flexible dependence. It can be seen that the interactive relationship between the two sides presents a typical potential difference. Thus, in the public service purchase activities, the government and the social organization of independent participation in the main relationship evolved into "grant - to undertake" relationship.

Furthermore, even in the "grant-to-undertake" relationship, the government's process of purchasing public services from social organizations is not only a grant, but also a letter that the government's selection of social organizations is based on trust. Based on the consideration of risk reduction, the government is more willing to choose those who are familiar or more "obedient" social organization as a partner, cooperation is based on interpersonal trust on the basis of uncertainty and instability. [11] Political relations between the two asymmetric dependence, so that the independence of social organizations have been more serious erosion. In the context of the difficulty of social organizations as an independent participant in the field of public service delivery, they are more likely to cater to what needs the government needs to achieve in the supply of public services, rather than the real needs of the audience. The service of social organization is more and more reflected in the will of the government, the professional needs of the service-oriented needs are threatened, and the professional commitment to social good governance is questioned. [12]

3. The prevention and control of the involution of local governments to the social organization to buy public service

3.1 To clarify the applicability of public service purchase, the release of resources at different levels

The way the government provides services to the public by purchasing public services from social organizations is a change in its supply rather than a transfer of responsibility. Local government in the field of public service supply still has an important responsibility to play. First of all, the local government should be

clear their own responsibility, and based on the efficiency of public service delivery and social equity to achieve. At present, there is still a big gap between urban and rural areas, regional and economic and social development. Different local governments are subject to the level of economic development and social organization development in the region, and their public service supply capacity will be different. With the gradual complication of social structure, the heterogeneity of public demand for public services is gradually increasing. Therefore, the government's purchase of public services to social organizations should determine whether to purchase, how to purchase, and purchase quantities and ranges after a scientific assessment of the local economic development level, the supply capacity of the relevant social organization, the social and economic benefits of the purchase itself, Thus abandoning the local government between the blind to follow, herself to buy thinking.

Local governments should further clarify the key sectors of the supply of public services, key areas and differences in social organization, so as to release the purchase of resources targeted. The most pressing social organizations are often closely related to the needs of the public for public services. The government should identify the key areas and key projects for the purchase of services to social organizations, such as public welfare charity, livelihood protection, social governance and industry management, in the case of full knowledge of the needs of the people. China's social organizations in different areas of its professional advantages and mass base are different. The government should be based on the characteristics of different social organizations, social organizations and services to build a benign docking between the public service supply system. For example, social organizations with official backgrounds generally have strong social mobilization capabilities and a more complete structural system. The government can purchase promotional services from such social organizations. And for a high degree of internationalization, research and development ability of social organizations, the Government can purchase technology, equipment services. For the grassroots social organizations with strong public dependency, the government can provide public welfare services which are closely related to the people's production and life. Therefore, the clarity of the social organization to buy public service resources, applicability and level, to a certain extent, is conducive to social organizations to improve their credibility in a field and supply effectiveness, but also help to avoid the scope of the purchase and the level of unclear Leading to the increase in government management functions, the expansion of the phenomenon of redundant agencies and other issues.

3.2 Adhere to both political rationality and economic rationality, from controlled management orientation to developmental governance orientation

At present, our government adopts the "classification control" approach to the management of social organizations. In this system, the government for their own interests, according to the social organization to provide the ability and scope of different social organizations to take different control strategies. This is a system in which the state uses "non-governmental" means, in the new

economic environment, carries out comprehensive control of the society and provides public goods for the society. The advantage of this kind of social organization management is that it is beneficial to the control of social organization and maintain social stability, but in the long run, it will adversely affect the development of social organization. In the field of government procurement of social services to social organizations, social organizations by the government implicit control of the drawbacks are particularly evident. Government management activities under the system reflected in the subjective political tendencies, fuzzy management philosophy of public service purchase activities of the scientific and follow-up economic efficiency assessment of the accuracy of the discount. Control management orientation into the development of governance orientation, which is to promote the government to the social organization to buy public services to achieve substantial progress in the inevitable trend. First of all, the government should participate in the purchase of public services to participate in public service activities should adhere to the "to help the main, to control as a supplement" management philosophy, the livelihood of the public service purchase project on the primary position, and gradually strengthen the cost of public service awareness and Efficiency thinking, dilute the infiltration of political thinking, for social organizations to participate in public service purchase links and follow-up supply links to create a relatively loose space for activities, give full play to its initiative and creativity. Second, to strengthen the social organization to undertake the government to buy public service demonstration platform construction, to take project guidance, technical support, public venture venture, incubation and other ways to further develop the development of social organizations. Third, for the development of social organizations to provide institutional support. Appropriate to reduce the social organizations to participate in government access to public service projects to enter the threshold to further absorb the social organization to participate in the supply of public services, and for different social organizations have the advantages of the conditions, given the appropriate purchase of resources, give full play to its differentiation Advantage, to maximize the effective supply of public services.

3.3 To build government and social organization symmetry resource dependence, to ensure the independence of social organizations

Whether the social organization can participate in the purchase of public services on an equal footing in an independent subject is a key element in restricting the promotion of the transfer of government functions and realizing the substantive development of social organizations. It is to avoid the government's purchase of public services from social organizations The basic elements. The independent participation of social organizations depends on the establishment of symmetrical resource dependencies between the government and the social organization. From the perspective of the supply of government resources, first of all, we should strengthen the system construction of public service purchase activities, and rigidly restrict the purchase activities with scientific system. Further revised

the "Government to buy public service management approach", and improve the government procurement and other relevant management rules, a clear government in the purchase activities in the positioning and responsibility to enhance the effectiveness of public service purchase and targeted. Second, strengthen the social organization of the credit rating system. The government is based on the scientific credit assessment mechanism to credit the social organization, is conducive to the nature and ability of social organizations from the subjective judgment to the professionalization of the assessment up, so as to change and overcome the social organization of the attitude of distrust, Social equality dialogue and mutual trust to provide a solid foundation.

From the perspective of social organization, to protect their own independent status, weaken the rigid dependence on the government, one is to a high degree of public mission and social responsibility to attract, to attract a dedicated high-quality talent to improve their own public and Professional, make full use of its advantages of human resources and credit resources for multi-funded, to enhance the ability to undertake independent public services and benefits. Second, strengthen the credibility of the building. The credibility of social organizations is the cornerstone of its survival and development, is the core elements of government and people's trust, therefore, adhere to the public line, root grassroots people, is the only way to enhance the credibility of social organizations. Third, we must strengthen the communication between social organizations and cooperative relations. The construction of cooperative relationship among social organizations is an effective way to realize the integration of local resources and enhance its right of discourse and competitiveness. Social organizations to maintain their own characteristics, clear their own development goals at the same time, broaden the channels of cooperation in order to achieve complementary advantages, shortcomings to promote the promotion of the overall status of the upgrade, and thus reduce their government and public service purchase activities in the potential difference.

3.4 To protect the interests of the interests of the purchase of stakeholders, to strengthen the activities of the public service purchase the entire process of quality control

In the process of purchasing public services, the government has a dual social identity: "the commission agent of the public and the client of the specific public service." [13] In this dual relationship, the government is the core of the actual operation of the actual power. Whether the purchase of public services, the number of purchases by the government decided that social organizations and clients is difficult to enjoy the appropriate right to speak, the majority of the audience is basically excluded from the public service purchase activities. Under the condition that the current public service purchase system is not perfect, the relatively weak social organization can not understand the operation of the public service purchase activities. It is more difficult for the ordinary people to have a clearer view of the process of government purchase of public services. Know, and even the social organization of specific services to provide ways and content is also blurred. Therefore, it is necessary to ensure that the government purchase process is open and

transparent under the premise of full respect and protection of social organizations and clients of the regulatory interests. With the increasing diversity of social supervision in our country, the emergence of new supervision methods such as network and media has created the conditions for the effective supervision of the relevant interest groups. However, the overall supervision of the network public opinion is still subject to the authority of the government. Form the de facto supervisor. Therefore, the real broaden and smooth the channels of supervision of stakeholders to protect its supervision and interests is to achieve the government to the social organization to buy public service standardization, the effectiveness of the key.

Public service purchase activities of the whole process of quality supervision is to improve the effectiveness of the purchase of the inevitable requirement. At present, government procurement services are based on the characteristics of the completion of the project, the purchase method has a temporary characteristics, and in response to public services by whom to supply, to take what kind of way to provide benefits and how to assess the scientific problems such as lax, poor supervision of the phenomenon. This is not conducive to improving the efficiency of the use of funds, but also is not conducive to screening to participate in the purchase of social organizations and the actual benefits of the project. Therefore, the first, should be the purchase of information disclosure and transparency as a government to buy public services, a basic system requirements, as to enhance the credibility of government procurement, digestion and corruption of the soil, open the government to buy an important means of supervision window. However, it is clear that different types of social organizations are very different from their service level, legitimacy and public relevance. Some public service purchase projects are difficult to be conducted in an open competitive manner. Therefore, it is necessary to set up a system of preferential competition , The purchase of special public services to allow the use of directional way to enhance the effectiveness of the purchase. Second, the cost control and benefit accounting into the public service purchase process, to further reduce the waste, compression supply costs. For a long time, the cost consciousness of Chinese government to purchase public service is relatively weak, the purchase efficiency does not match with the purchase cost, wastes a lot of social resources, and its actual public service supply benefit has not been improved. Therefore, the cost of time and cost of the purchase should be strictly controlled to reduce unnecessary losses and waste. At the same time, the performance evaluation should be used as an important means and standing tool for the government to purchase public service performance management. The effectiveness of public service supply is taken as the core and foothold of the purchase work. At the same time, diversified evaluation methods, There is a need to select a large number of vibrant social organizations, to achieve the government to buy public service activities to improve the quality.

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The Study of the Pilgrimage of the Tibetan Mountain in Western Anthropology with an Example of the Dmu Rdo Mountain

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Abstract: Mountain worship is one of the nature worship of ancient Tibetan. Anthropology in the west after the 1990s, along with Post-colonial the theoretical construction of The Times, through the appearance of many new theories have affected the study of Tibetan mountain pilgrimage and related ceremonies and the space. The study involved the scale of the research in the Dmu rdo mountain in Danba county. On one hand, the analysis of these results can enrich scholars both at home and abroad. On the other hand, there is a systematic understanding of the overseas field of the Tibetan mountain research from the analysis of the case.

Key words: Western research, Tibetan, pilgrimage, dmu rdo mountain

Introduction

Mountain worship is one of the nature worship of ancient Tibetan, According to Tibetan mountain god myth and its characteristics (Xie,1988), the author thinks that it is the most primitive belief of Tibetan characteristics form of worship, is forms the foundation of the entire Tibetan primitive belief system. Compared with other forms of belief, mountain worship is the most characteristic. Whether the reason of mountain worship or the anthropomorphic representation of the mountain, Tibetan mountain worship phenomenon and the reason is more complex. First, the mountain as a geographical indication in the real world, giving people with emotional cognition to sublime, awe, majesty, etc. In the cultural identity of the imaginary space, it overlaps with the beliefs, values, religious rituals, cultural identity, etc. Combined with mountain worship is not unique to Tibetan beliefs, in other sides, with Sino mountain system of Taoism and Buddhism, Judaism, mountain Sinai in the Middle East, Japan's Mount Fuji, etc. That is to say, mountain worship phenomenon in the history of the human experience is universal and convergence. Looking on rgyal-rong in southwestern China, one mountain not only covers the common features, but also presents a unique regional pilgrimage. Studying Tibetan mountain, western scholars generally have a cross-regional and frontier of the overall vision. Especially their Tibetan mountain research into a certain culture, since the focus on the analysis of inside extroversion. About the choice of topic, they pay more attention to the case analysis of a small, deep mining as the main research paradigm.

The mountain of Dmu rdo, the full name is the Shar-rgyal-mo-tsa-ba-rong. It is the highest mountains in the rgyal-rong region. From the data collected, so far, The word "Mo erduo" is a Chinese translation of the Tibetan word "Dmu rdo".There are "Mu do", "Mu erduo", "Mo erdo", "Mu duo", "Mei du", Mai duo" and so on. The current version of "Mo er duo", which is now translated, may be first seen in the Qing dynasty, li Xinheng. There are also various explanations for "Mo er duo", such as "a bald head", " earth and god ", "stone", "mountain", "general", "hercules" and so on. According to A Wangcuocheng, "shar" means the eastern part of the city of Tibetan. "Rgyal-mo" means the goddess, that is to say, the great goddess of the holy land. "Tsa-ba" means higher temperatures in the Tibetan area; "Rong" means the agricultural river valley. So the meaning of "Shar-rgyal-mo-tsa-ba-rong" is the tropical farming valley area of the east Tibetan. [1] The main peak is located in Yue zang, Danba county, the Tibetan autonomous prefecture of Ganzi, with an elevation of about 5108 meters. The mountain trend is heading north and south. It extends to Xiaojin county, Jinchuan county, Lixian county, Ma er-kang county and other township counties, ranking first in rgyal-rong Mountain system. According to Wu Dexi's Zhanggu tun County Annals[2], in 1776 years, After emperor Qianlong's civil war in Jinchuan county, the mountain was incorporated into the royal sacrificial system.

1. Pilgrimage: different understandings in the context of culture

Pilgrimage to the word has been widely used in Chinese anthropology folklore religion. The use of this concept is a "self-evident" empirical fact, but with the deepening of the field investigation and literature study, it is not hard to find, pilgrimage word after entering the Chinese anthropology research horizon, its in-depth understanding of cross-cultural context in need and also discuss the key stage.

Pilgrimage as a academic language, from vocabulary pilgrimage to the west of the Chinese translation. It is the vocabulary of a religious culture in the western culture. It refers to the christians for life's ultimate questions. Asking way mainly is the deliberate collective or personal space displacement, in particular, is a collective on foot to the holy church or place a super region, accomplish such a journey on foot, is considered to be a time of asking the individual life and the experience of self-examination. This is the western Christian culture under the pilgrimage the understanding of the word. How the word "pilgrimage" in anthropology and widely used in China, in his book, professor Wang has been combed in detail.[3] In this book, professor Wang Mingming makes the word "pilgrimage" in the context of the "western -- Chinese" cultural context. This interpretation is of great significance to understand the research topic, and the semantic translation of cross-cultural context also has important enlightening thinking. But, giving up exploring about " western --Chinese", and ignoring other Chinese minorities about the "mountain", "visit", "regional" worship ceremony activities with local ignored, is a kind of regret, also indicating that there are lots of meaning.

As we know, Tibetan Buddhism and bon religion in the form of religious belief has a the most obvious sign, that is the way of rotation. Tibetan Buddhism to clockwise (chos bskor) rotation, while bon to counter-clockwise (bon bskor) to rotate, the symbol of the performance in their figure character and the direction of a revolving around mountains. It is clear that the concept of "pilgrimage" in Tibetan is different from that in European culture. In the Tibetan language, they often use the term "gnas skor" or "gans – mjal" as pilgrimage. These two compounds are interchangeable, and their verb forms, "bskor-ba" and "mjal-ba," are often used in colloquial and written language to refer to the ritual of pilgrimage.(Su,2013)[4] Accordingly, Tibetan "pilgrimage" revolves around a circle in the center of the travel, whether it is a Buddhist clockwise or counter-clockwise of Bon, is all about a" holy land "at the center of rotation. The center is an important symbol of Tibetan culture in both physical and mental space, such as the incarnation of the gods, the habitation of god, the towering mountains, the clear lakes and so on.

Therefore, the Tibetan "pilgrimage" (gnas-skor) is different from the secular religious worship of the Han nationality, and also differs from the western christians traveling from one place to the "holy land".

2. A western interpretation of the pilgrimage of three places and the mountains of Mexico

2.1 macro analysis

The study of foreign expressions with the view of "pilgrimage" has been constantly updated with the expansion of western anthropologists in the 21st century. As a regional research, the first monograph of modernity is a religious anthropologist Toni Huber's the worship of the impurity, mountain: in the mainstream of the southern Tibet pilgrimage and visualize the perspective of landscape. This paper discusses the practice and cognition of the local people on the pilgrimage, and the intersection of the pilgrimage and local economic culture. These can be seen as a result of Victor Turner's view of the "pilgrimage as a social process". (Turner, 1975)[5] Besides, there are many books and papers about the sacred mountains, holy lakes and other holy places as well as related activities. Such as Pilgrimage in Tibet (Alex, 1998)[6], Divine Dyads Ancient Civilization in Tibet (John, 1997)[7], Scared Spaces and Powerful Places in Tibetan Culture (Toni, 1999) [8]and so on. Samten G • Karmay used Tibetan literature and field survey methods to analyze The anthropological methods of The phenomenon of The worship of rgyal-rong mountain in The study of The Arrow and The Spindle: studies in history, myths, rituals and beliefs in Tibet. (Samten, 2003)[9] Professor Rene·Gothoni discusses the relationship between mountain and tourism in the age of mass consumption in the Tourism, Pilgrimage and Travelers in Search of the Holy. (Rene, 2010)[10] Lhun drub Dor ji's Tibtan Buddhist Nuns: Damchopemas' s Prostrating pilgrimage to the Lhasa, which tells the story of a Tibetan female monk kowtow to Lhasa, based on gender, is a research article on "the expression" of "female pilgrimage". (Lhun drub Dor ji, 2010)[11] Besides, cross-regional Tibetan mountain expression research writings Toni Huber monographs in The holy land reborn: Pilgrimage & The sect reinvention of Buddhist India describes The activities of The elite Tibetan Buddhism in India, reveals The Pilgrimage activity profoundly affected their perception of Tibet to India, belong to The overseas tibetans as "self" of long distance of local Tibetan culture "imagination". (Toni, 2008)[12]

2.2 Micro case

First, the historical literature on the origin of the Dmu rdo mountain. A detailed tracking of the pilgrimage to the Dmu rdo mountain was carried out by Samten G • Karmay, This paper briefly Outlines the administrative structure, language exchange, education, and economic life of the rgyal-rong area. Especially important is the

provision of a valuable religious text material from the origins of the sacred mountain in Dmu rdo. Through to the literature record gter ston SangJiLing and how in morre mountainous travel and get awarded in a dream, found in the cave fu hidden text, and write requests the local Rab-brtan king protection around the worship pilgrimage Dmu rdo mountainous people such as the interpretation of the story. Samten G • Karmay thought process need a lot of the corresponding conditions of mountain, indicate the chance of trillion, a unique spiritual temperament, can make local tribal leaders to cooperate and aggregation pretty people dug along the architect or the lama.

The second is the unique philosophical theoretical perspective. Lawrence Epstein and Peng Wenbin have interpreted the "pilgrimage space" from epistemic and ontic. Epistemic and ontic has its special contextual meaning: when subject to central or behavioral expression semantics, space - place tends to ontology. When trending toward the edge or toward the center, the place becomes space, and becomes the historical construction of cognition and indexing. Through fieldwork, they carefully identified the different "holy tracks" of Rgan-gya Brag-dkar and rgyal-mo-rong, which showed that Rgan-gya showed the dominance of knowledge theory, while Dmu rdo was the dominant position of ontology station. So, because Rgan - gya Brag - dkar as the center of a place in the presentation of the locals, strongly incline to the edge of the other different like and Tibet, India and central discourse, it weakens the Rgan-gya Brag-dkar as local centricity, become a kind of historical discourse in the center of the other is constructed in the imaginary space, from entity to a cognitive exist in local memory. And the Dmu rdo mountain is a "unbroken natural place" in space compared to other man-made "sacred places" such as temples.

Conclusion

To sum up, through the analysis of foreign research data, it can be found that western scholars regard "mountain" as a kind of "holy land" as a kind of secondary position, which is a major perspective. Among them, the academic atmosphere of the "pilgrimage" theory as the entry point to excavate the Dmu rdo mountain is already quite large. Of course, there are shortcomings. First, case studies to reveal the local knowledge of inner composition has a strong persuasive, but the project research conclusion to the whole mountain shrine connected to other areas, it is lack of explanatory power, it has to do

with the lack of a systematic on Tibetan mountain culture, association, and the understanding of the integration. Second, an intense recently produced in western anthropological concepts and terms to discuss the problem of Tibetan shrine "pilgrimage", will cover reveals the legitimacy of the indigenous knowledge of Tibetan culture. Generally speaking, reading and especially have been carried out between Tibetology western anthropology to explore the results of Tibetan culture, not only can expand the domestic scholar's research horizon, and the effective cross communication, context and interdisciplinary interaction is also indispensable to China Tibetology and anthropology research methods.

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A Study on the Commercial House Price In China: in Terms of Money Supply and Lending Interest Rate

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Abstract: This paper uses the data-set from 2000 to 2016 to analyze the commercial house price from the aspects of money supply and lending interest rate in China. Via establishing the vector error correction model (VECM), an empirical analysis was conducted to reveal the effects of money supply and lending interest rate on the commercial house price. Through the empirical analysis, conclusions that are come into are that the money supply has a significant effect on the commercial house price; The effect of the lending interest on the commercial house price is not significant in the short run. However, in the long run, an increase in the money supply will result in an increase in the commercial house price. Conversely, an increase in the lending interest rate will lead to a decrease in the commercial house price in terms of the commercial house demand.

Key words: Money Supply, Commercial House Price, Lending Interest Rate, VECM

Introduction

The commercial house rises in 80 during the 20th century in China. And it has undergone many changes during the last 30 years. In January 1992, the reform camp became stronger after Mr. Deng's famous "southern tour"- in which he called for bolder reforms and encouraged people to get rich. After that, the commercial house market developed rapidly and arrived at a culmination. Also, the commercial house price was soaring during that period, so a measure, called welfare house system was conducted to curb its rising. In 2000, Chinese government calls off welfare house system and applies the market mechanism to control the commercial house market development.

As a matter of fact, the formation mechanism of the commercial house price is very complicated in the market economy. In general, its price is determined by two parts. one is the visible factor such as location, environment, design, size, decoration and others. Another is the invisible factor such as money supply, interest rate, economic growth, real income and some political policy. Finally, these factors will affect the commercial house price via the supply and demand of the commercial house. Namely, the commercial house price is determined by the supply and demand of the commercial house. And it has a positive effect on demand of the commercial house and it has a negative effect on supply of the commercial house. However, other factors only affect the commercial price and can not determines it.

In the market economy, the commercial house price will be shocked by many factors. Therefore, the commercial house price is analyzed in terms of invisible factors which are the lending interest rate and the money supply in this paper. In order to precisely obtain the relationship between the commercial house price and the lending interest rate & the money supply, data-set of them from 1980 to 2016 are gotten from the National Bureau of Statistics of the People's republic of China and People's Bank of China. Based on these data, a vector error correction model is established to analyze the relationship between the commercial house price and the lending interest rate & the money supply. After empirical analysis, results indicate that he money supply has a significant effect on the commercial house price; The effect of the lending interest on the commercial house price is not significant in the short run. However, in the long run, an increase in the money supply will result in an increase in the commercial house price. Conversely, an increase in the lending interest rate will lead to a decrease in the commercial house price in terms of the commercial house demand.

1. Literature Review

There are enormous attempts in the literature looking into the factors influencing commercial house prices home and abroad. But there are a few studies looking into the relationship between the commercial house price and the lending interest rate & the money supply. This paper mainly focuses on this point to discuss what contribution of the lending interest rate and the money supply to the commercial house price. Of course, some scholars study this problem in other aspects. For example, Matteo Iacoviello (2002) studies that how the impact on inflation and asset prices of monetary policy redistributes wealth among agents and acts as a powerful amplification mechanism. His findings show that how higher firm

leverage increases output sensitivity to monetary shocks, while household leverage reduces it. The effects of most of the shocks are transmitted through changes inagents' financial positions and fluctuations in asset prices: however, even if asset prices changes affect the business cycle, the monetary policy authority may not want to respond to such changes, so long as asset prices themselves are not the ultimate goal of monetary policy. In 2005, Alan G. Ahearne, John Ammer, Brian M. Doyle, Linda S. Kole, and Robert F. Martin discover that real house prices are pro-cyclical—co-moving with real GDP, consumption, investment, inflation, budget and current account balances, and output gaps. House price booms are typically preceded by a period of easing monetary policy, but then diminishing slack and rising inflation lead monetary authorities to begin tightening policy before house prices peak. In 2008, Charles Goodhart and Boris Hofmann observes that The link between house prices and monetary variables is found to be stronger over a more recent sub-sample from 1985 to 2006. Also in the same year, Plamen Iossifov, Martin Čihak, and Amar Shanghavi notice that the short-term interest rate, and hence monetary policy, has a sizable impact on residential housing prices. In 2009, Eric j. Levin and Gwilym Pryce hold an idea that the decline in long real interest rates contributes to rising house prices. In 2011, Hrushikesh Mallick finds that bank credit is operating from a supply side enabling increased supply of housing and thereby lowering the housing prices. in 2012, Bhupal Singh and Sitikantha Pattanaik find that while interest rate changes cause changes in stock prices, the reverse causality does not hold. This validates the point that monetary policy in India does not respond to asset prices, but the asset price channel of monetary policy exits. Evidence of a significant bi-directional causal relationship between credit growth and asset price trends does not provide any unambiguous result about the role of credit in asset price bubbles. In 2013, Nneji, O., Brooks, C. and Ward, C. W.R. publish a paper, called "House price dynamics and their reactionto macroeconomic changes" together. Their finding is that the sensitivity of the real estate market to economic changes is regime dependent. In the same year, Zhengxun Tan and Ming Chen use VAR models to analyze house prices and find that monetary policy can balance the economy and control house prices better and house prices play the important role in the transmission mechanism of Chinese monetary policy. In 2014, Li Zhou, Xiao Cheng, Shaohua Chen figure that the money supply to a certain extent can control the real estate price. In 2015, Juan Li and Xuemin Chen reveal that China's real estate market features a high coherence with the change of the long-term interest rate, employment rate and money supply, while there is a moderate coherence between the real estate market and the inflation rate and economic growth rate, and the coherence between the short-term rate of interest and the real estate market is the lowest. Moreover, just the same year, Weida Kuang and Peng Liu indicate that house prices and inflation are positively correlated and

endogenously determined. In 2016, Dominik Stroukal and Božena Kadeřábková find that low interest rates can inflate a housing bubble and as a result negative interest rates would only inflate it more.

This study makes the following contribution to the literature. While the majority of the existing literature primarily investigates the relationship between housing prices and inflation from an empirical perspective, very few study the theoretical underpinning of the relationship. In addition, it is assumed in the extant literature that inflation policies are exogenous, and the interplay of central banks with consumers and firms is neglected. On the other hand, the endogeneity issue between housing prices and inflation has not been considered in empirical research. Accordingly, this paper takes the money supply and the lending interest rate into account and establish VECM to demonstrate the relationship of commercial house prices with money supply and lending interest rate. Meanwhile, by using data from 1980 to 2016 in China, this paper aims to investigate the relationship between the commercial house price and the money supply & the lending interest rate in a vector error correction model (VECM) framework in an effort to address the endogeneity problem. Furthermore, This paper also provides some theoretical linkage between the commercial house price and the money supply & the lending interest rate. The remainder of the paper is organized as follows: Ⅲ. Theoretical Basis provides the constructs of the theoretical model; Ⅳ. Method and Model provides an empirical analysis; and Ⅴ. Conclusion provides some results which are analyzed.

2. Theoretical Basis

Since 2000, the housing price has become a heated issue in the whole China, wherever in the first-tier-city or small country. Also, the skyrocketing house price is a serious problem that the government or ordinary people should be faced. Due to this, a lot of scholars or policy-makers spare no effort to study the reasons that affect the excessive housing price, especially, Sweden economist, Knut Wicksell who wrote a book , called "Interest and Prices" which has a good addressing on how interest results in an increase in price and American economist, Alan M. Taylor wrote a book, named "International Economics" which also has a good effect on explaining the price rising in term of money supply.

2.1 Knut Wicksell Theory

Knut Wicksell considers that the price change can be divided into the relative price change and the general price change. the relative price change is determined by the technology and the lack or abundance of resource. As for the general price level, its significant factor that affects the price level is interest rate. when the interest rate increases, the input will be also increased, which will lead to a price rising.

This theory can also be applied in the housing price. The magnitude of interest rate determines the cost of house supply and

demand. Then, via changing the market supply and demand, the housing price can be affected. In terms of house supply, the interest change can affect the developers' financing cost. For example, if the interest rate goes up, the house developers' interest cost will increase. Therefore, the developer will decrease the house supply, which will result in the house price rising. Also, developers may directly increase their housing price. They will transfer the interest cost to consumer and not decrease the number of house supply. Of course, its result will lead to the house price rising. In terms of house demand, an increase in the interest rate will result in an increase in repayment of consumer. Moreover, if the Central Bank increases interest rate, consumers may think that the Central Bank prolong the deflationary period. So, consumers will not buy house, which will lead to the house demand decreasing. Because of this, the house price will fall.

2.2 Quantity Theory

Money supply is controlled by the Central Bank in every country. So the Central Bank can affect the house price via changing the money supply. For Instance, if the Central Bank lowers its interest rate, the Commercial Bank' lending ability will become larger. developers will borrow money from bank to build more houses. Owing to the lower interest rate, public will buy house to maintain the currency' value instead of saving money in bank. Therefore, the house supply will be expanded, which leads to an increase in house price.

3. Method and Model

In terms of long-run equilibrium and short-run dynamics, this paper will use Vector Error Correction Model (VECM) to analyze relations among the housing price and the lending interest rate, the money supply as well. The function of all variables can be written: $y_t = (\log Chp, \log M_2, \log Lir)$. So their VAR model with lag k can be written:

$$y_t = \alpha_t + \sum_{j=1}^{k} \Pi_j y_{t-j} + \varepsilon_t \qquad (1)$$

Where $\alpha_t = (\alpha_1, \alpha_2, \alpha_3)$, $\varepsilon_t = (\varepsilon_1, \varepsilon_2, \varepsilon_3)$

Performing a first-order difference to (1) gives:

$$\Delta y_t = \sum_{j=1}^{k-1} \Gamma_{t-j} + \Pi y_{t-1} + \varepsilon_t \qquad (2)$$

Consuming that equation (1) exists co-integration, a vector error correction model can be obtained from equation (2). The model gives:

$$\Delta y_t = \sum_{j=1}^{k-1} \Gamma_j \Delta y_{t-j} + \lambda ecm_{t-1} + \varepsilon_t \qquad (3)$$

The ecm term is determined by the long-run equilibrium of variables. The magnitude of the absolute value of λ implies how fast the long-run equilibrium relationship can adjust to the short-run fluctuation. Namely, if the absolute value of λ is greater, after a sequence that affects by the short-run factors, its convergence to the long-run equilibrium will become faster.

3.1 Data Description

This paper adopts three variables, the average commercial housing price, the lending interest rate and money supply (M_2) from 1980 to 2016. And the VECM is established to analyze the relation between the money supply and the average commercial housing price. Also, in order to remove the impact of heteroscedasticity, all variables are taken as the logarithm form. $\log Chp$ stands for the average commercial housing price; $\log Lir$ stands for the lending interest rate; M_2 stands for the money supply. All data-sets are obtained from the National Bureau of Statistics of the People's republic of China and all of them will be shown in table 1.

Table 1. Variables and their definitions

Variable	Definition	Source
$\log Chp$	average commercial housing price	National Bureau of Statistics of the People's republic of China
$\log Lir$	lending interest rate	People's Bank of China
M_2	money supply	National Bureau of Statistics of the People's republic of China

3.2 Unit Root Test

A time-series regression approach is used to study the relationship among time series. So it is important to test the stationary of the original sequence first. The reason is that, even though the sequence is non-stationary, the result of the regression test finds that the relationship among the sequences may be notable. In fact, this kind of regression is spurious regression. Therefore, it is necessary to test the stationary of the logarithm sequence of variables.

The test is completed by the following three models:

Model 1: $\Delta X_t = \delta X_{t-1} + \sum_{i=1}^{m} \beta_i \Delta X_{t-1} + \varepsilon_t \qquad (4)$

Model 2: $\Delta X_t = \alpha + \delta X_{t-1} + \sum_{i=1}^{m} \beta_i \Delta X_{t-1} + \varepsilon_t \qquad (5)$

Model 3: $\Delta X_t = \alpha + \beta t + \delta X_{t-1} + \sum_{i=1}^{m} \beta_i \Delta X_{t-1} + \varepsilon_t$ (6)

The null hypothesis, $H_0: \ \delta = 0$, one unit root exists; An alternative hypothesis, $H_1: \ \delta \neq 0$, a unit root does not exist.

The difference between model 1 and the other two models is that the other two models have constant and trend terms.

Actually, the proper order to test the sequence is from the model 3, then the model 2, to the model 1. Any test that rejects the null

hypothesis means that its original sequence does not have a unit root. As long as one of the results from any of the models rejects the null hypothesis, the original hypothesis can be considered stationary. When all of the testing results of the three models do not reject the null hypothesis, the original sequence can be considered non-stationary. And then, the first order difference sequence of the original sequence should be tested, and the procedures above should be repeated.

Table 2. Shows the unit root test of the original sequence and its first order difference

variable	ADF Test Statistic	P-Value	Test critical value 5%
$\log Chp$	0.088	0.960	-2.945
$\log Lir$	-1.380	0.581	-2.946
$\log M_2$	-1.395	0.573	-2.951
$D\log Chp$	-4.028	0.004	-2.948
$D\log Lir$	-5.358	0.000	-2.948
$D\log M_2$	-4.013	0.004	-2.948

Table. 2 shows all variables are non-stationary under the 5% significance level. However, after 1 lag-order difference, all of them becomes stationary under the 5% significance level. Then, Johansen test should be done to test where three of them exist co-integrating or not.

3.2.1 Co-integration Test

In this paper, a Johansen co-integration test is conducted to verify whether $\log Chp$, $\log Lir$ and $\log M_2$ exist the long-run equilibrium relationship or not. In advance, the optimal lag should be confirmed. And the results are shown below.

Table 3. VAR Model Lag Order Selection Criteria

Lag	LogL	LR	EPE	AIC	SC	HQ
0	1.835	NA	0.000	0.069	0.203	0.114
1	153.405	267.478	4.928	-8.318	-7.779	-8.134
2	164.613	17.801	4.388	-8.448*	-7.505*	-8.126
3	171.517	9.746	5.140	-8.325	-6.978	-7.865

* indicates lag order selected by the criterion

According to AIC, lag 3 is optimal. After confirmed the optimal lag, the Johansen co-integration is performed just as table. 4 shows.

Table 4. Unrestricted Co integration Rank Test(Trace)

Hypothesized No. of CE(s)	Eigenvalue	Trace Statistic	0.05 Critical Value	Prob.**
None*	0.431	40.109	29.797	0.002
At most 1*	0.357	20.940	15.495	0.007
At most 2*	0.160	5.910	3.841	0.015

Trace test indicates 3 integration eqn(s) at the 0.05 level

*denotes rejection of the hypothesis at the 0.05 level

**Mackinnon-Haug-Michelis(1999) p-values

Table 3. suggests that one co-integration exists among all variables at 5% significance level. Namely, there is a long-run relationship among them just like Table. 4 shows.

Table 5. Long-run Cointegrating Equation

$\log Chp$	$\log M_2$	$\log Lir$
1.000	1.661	-8.746

$$\log Chp = 1.661\log M_2 - 8.746\log Lir \qquad (7)$$

From equation (7), it can be concluded that $\log Chp$ has a long-run relationship among them. An increase in $\log M_2$ can result in an increase in $\log Chp$. On the contrary, an increase in

$$D\log Chp = -0.298ecm + 0.266\log Chp(-1) + 0.323\log M_2(-1) - 0.292D\log Lir(-1) + 0.536D\log Chp(-2)$$
$$- 0.165D\log M_2(-2) + 0.118D\log Lir(-2) - 0.006(8)$$

Where $Adjusted - R^2 = 0.948$; $D.W = 2.352$

ecm is the error correction term whose coefficient stands for the adjustment of the long-run equilibrium relationship to the short-run fluctuation. The ecm's coefficient gets through the significance test under 1% level ($p = 0.006$), which indicates that $\log Chp$, $\log M_2$ and $\log Lir$ have a significant equilibrium relationship in the short run. On equation (8), its coefficient is –0.298. It demonstrates that when the $\log Chp$ is suffered from disturbance to deviate from the equilibrium, it will be received a great reversing adjustment to the equilibrium by –0.298. The lag 1 of $\log M_2$ has a positive effect on $\log Chp$ and lag

$\log Lir$ will lead to a fall in $\log Chp$.

3.2.2 Vector Error Correction Model

Due to co-integration existence, a vector error correction model can be established. The specific equation gives:

2 of $\log M_2$ has a little effect on $\log Chp$. However, lag 1 and lag 3 of $\log Lir$ has a positive effect on $\log Chp$. When $\log Lir$ changes 1%, $\log Chp$ will change 0.292%(-) in lag 1 and 0.118(+) in lag 2. Combined analysis above, a result can be found that an increase in $\log Lir$ can not lead to a decrease in $\log Chp$ in the short run.

3.3 Granger Causality Test

In order to obtain the short-run relationship among them, a Granger Causality test is performed, and its results are shown below.

Table 6. Granger Causality test

Null Hypothesis	F-statistic	P-Value	Result
$\log M_2$ does not Granger Cause $\log Chp$	3.438	0.031	Rejected
$\log Chp$ does not Granger Cause $\log M_2$	0.893	0.458	Non-rejected
$\log Lir$ does not Granger Cause $\log Chp$	0.647	0.592	Non-rejected
$\log Chp$ does not Granger Cause $\log Lir$	4.553	0.011	Rejected

Table. 6 shows that the hypothesis of " $\log M_2$ does not Granger Cause $\log Chp$ " is rejected, so it is can be known that $\log M_2$ is the reason of $\log Chp$; the hypothesis of " $\log Lir$ does not Granger Cause $\log Chp$ " is non-rejected, so it can be not sure that $\log Lir$ is the reason of $\log Chp$ or

not.

3.4 Impulse response Function

The impulse response functions show the reaction of the different variables' shocks to the dependent variable.

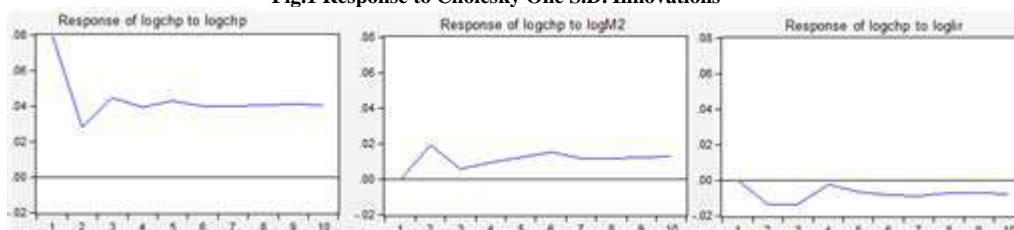**Fig.1 Response to Cholesky One S.D. Innovations**

Fig.1 shows the effect of $\log M_2$ and $\log Lir$ to $\log Chp$, of course including itself. In the short run,

$\log Chp$ has a negative effect on itself and its effect will arrive at minimum at lag 2. Then its effect will become positive. However, in

the long run, its effect on itself will keep unchanged approximately. As for response of $\log Chp$ to $\log M_2$, when $\log Chp$ is shocked by $\log M_2$ by a positive standard error, $\log Chp$ will be received a positive impact. and it will arrive at maximum at lag 2. In the long run, it will still keep positive. As for response of

$\log Chp$ to $\log Lir$, when $\log Chp$ is shocked by $\log Lir$ by a positive standard error, $\log Chp$ will be received a negative impact. and it will arrive at maximum at lag 4. In the long run, it will still keep negative.

Fig.2 Variance Decomposition
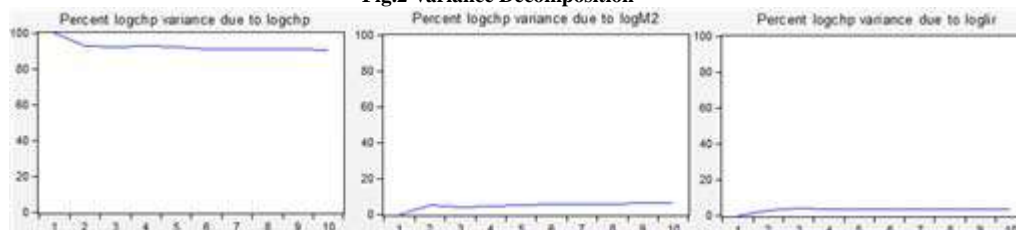
Variance Decomposition indicates that how much every independent variable contributes to dependent variable as time goes by. Fig.2 demonstrates that most contribution from itself up to 91%; The contribution of $\log M_2$ to $\log Chp$ is 6%; The contribution of $\log Lir$ to $\log Chp$ is 3% in the long run.

4. Conclusion

This paper aims to quantify the potential effects of the money supply and the lending interest rate on the commercial house price. In the short run, the money supply has a significant effect on the commercial house price (an increase in money supply will result in an increase in the commercial house price). Conversely, the lending interest rate's effect on the commercial house price is not significant. In the long run, the money supply still has a significant effect on the commercial house price (an increase in money supply will result in an increase in the commercial house price). Also, the lending interest rate has a negative effect on the commercial house price in terms of house demand (an increase in money supply will result in a decrease in the commercial house price).

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Structural Equation Model and Its Application of Network Resources and Marketing Dynamic Capability

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Abstract: Based on the existing analysis framework of marketing dynamic capability, this paper attempts to interpret the functions and mechanism of marketing dynamic capability from the new perspective of the company network theories. In addition, the paper adopts the corporate network resources, market knowledge, dynamic capability and other related theories to build the structural equation model of corporate network resources applicable to marketing dynamic capability. Finally, research data are used to conduct model tests in a bid to enrich the dynamic capability theory of company marketing under the dimension of its network resources.

Key words: Network resources, marketing dynamic capability, social capital

1. The logical model of network resources and marketing dynamic capability

1.1 Network resources

A company's network resources contain the network relationships, such as a variety of crosswise and lengthwise connections inside the organizations with suppliers, customers, competitors and other stakeholders. These connections can help the company's networks by means of alliances, joint ventures and long-term procurement contracts. Berger (1999) points out that the company's network resources can provide the required information and the reliable channels of resources for the company. Holm (1999) indicates that the company's network resources can better meet a variety of customer needs under the dynamic environment. Therefore, a company network's is built in response to the processes of resource allocation and value creation under the dynamic and changeable market environment. On the premise of defined network resources, scholars including Kogut (2000), Oliver (2001) and Krackhardt (1992) have made a division for dimensions of network resources. For instance, Kogut (2000) points out that the higher the quality of the company's network members in the network structure, more knowledge resources the company can obtain, which represents the definition of network density. Powell (1996) argues that the delivery of knowledge resources in a company's network structure also varies with the change of the positions of networks, and network members in the center position plays a more important role in the operation of the company, which is exactly network centricity. Katila&Mang (1999) believes that network size has a positive correlation with corporate performance. This sort of positive correlativity depends on the number of the network members and the degree of network connection, which is the network scale. Uzzi (1997) holds that the different levels of network connections of the company's various members will lead to varied speeds of knowledge transmission. The weak connection is able to reduce market transaction costs of knowledge acquisition, while strong connection will strengthen transaction costs of market knowledge. Hence, it can be seen from these studies that the company's network resources can be divided into network scale, network density, network intensity and network centricity.

1.2 Marketing dynamic capability

Marketing dynamic capability refers to an extension of the company's theory of management dynamic capability in marketing, but currently, scholars have not achieved the agreed understanding of the concept of marketing dynamic capability. For example, Morgan et al put forward the core viewpoint about constructive marketing ability, and collect information related to marketing by means of this view, as well as focus on ratio of network resources in marketing. Foley and other scholars put forward that the construction of marketing dynamic capability helps to enhance the overall performance of the company. Bruni, Verona and other scholars adopt the qualitatively theoretical model to analyze the relationship between the marketing ability and performance of the company. They think dynamic marketing ability is the company's dynamic organization process, which can help the company to conduct the release and integration of network resources, so as to increase the company's value creation process. Fang&Zou and other scholars put forward that marketing dynamic capability refers to a process of the company's cross-functional network resources integration related to the marketing interface and customer value. Through these studies, the common points of marketing dynamic capability can be found: the key of marketing dynamic capability is to quickly transform the company's marketing resources, capabilities, and processes in response to a changing environment and other "dynamic nature"; to focus on the creation and transmission of the company's customer value; to improve the performance of the company via changing the firm's marketing resources. According to this kind of commonality, this study divides the company's marketing dynamic capabilities into product development management, customer relationship

management, supply chain management, and other key processes.

1.3 The relationship model of network resources' effect on marketing dynamic capabilities

The company's network resources platform has become one important approach to acquiring the needed knowledge of the company, and has become the key point for the company to obtain the core competitive advantage. The basic framework of network resources holds that in addition to the company's own network resources, it must connect with various external network members outside the company in order to obtain critical network resources, thereby forming the core competitive advantage of the company. Under the condition of this sort of network alliance, the company has increasingly blurred border. The approach by studying a single company has been replaced by the network research and other methods. The company's SCP analysis paradigm can be interpreted via network resources embedded by the company.

Market knowledge is an important approach for the company to accessing to network resources. The company can gain various kinds of resources from the network, mainly including the market knowledge necessary for the company. The company can obtain network resources related to market knowledge of customers, competitors, suppliers and so on from network. This kind of network resources can improve the ability of the company's knowledge management. For instance, Hansen (1999) points out that the company's quantity and quality of network resources has a certain relationship with its market intellectual properties, and the company must match the network features with intellectual properties. Therefore, in order to better design and build its network and make use of all kinds of network resources, the company must analyze out what are the knowledge types and attributes it needs, so that it can get and make use of all kinds of market knowledge from the company's network platform. For example, tacit knowledge that can be embedded into the professional individual is the key resource of the company. This kind of knowledge has been transferring constantly in the company network, and has realized its value creation in the process of transfer. Therefore, the company network is an important platform to acquire the company's market knowledge, and the company's network characteristics directly affect the utilization of the company's market knowledge. The utilization degree of this kind of market knowledge ensure the company to coordinate all kinds of relations, and maintain the dynamic matching of the company's internal and external resources, as well as transfer the dynamic matching nature into the company's marketing dynamic capabilities under the changing needs of customers and changing market environments. The company's operating process demonstrates a process of maximizing stakeholders' value. During

the process, internal and external stakeholders of the company form all kinds of network connections, but network connections directly affect the healthy development of the company. Hence, the company must coordinate stakeholders' all sorts of network relations, and marketing dynamic capability has played a key role in the process of the interest coordination. This is due to that the product's development process involves identifying customers' personality requirements, designing unique and new products, as well as doing research and development of new product knowledge; identifying preferred suppliers, building a series of flow system of sources of goods, work flow and other supply chain knowledge; accessing to customer information, establishing and maintaining relationship knowledge with customers and channel members, providing after-sale service knowledge and other customer knowledge. These three aspects constitute the company's marketing dynamic capability, which is embedded into the product development process, the supply chain process and customer relationship process to coordinate the relationship between the company's various stakeholders. According to the logical concept model, structured equation path of the network resources and marketing dynamic capability can be built, as shown in figure 1.
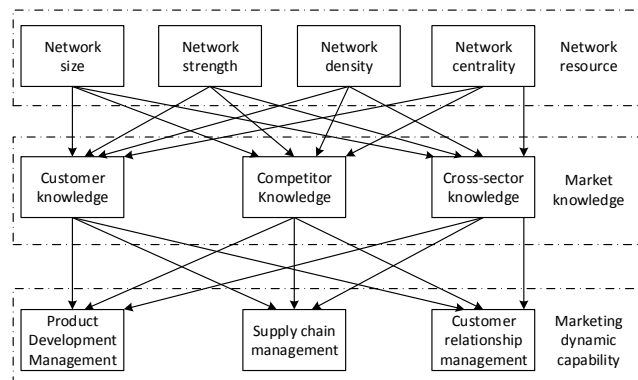

Figure.1 Theoretical model of structural equation path of network resources and marketing dynamic capabilities

2. Relational model application of network resources and dynamic capabilities

The structural equation of network resources on marketing dynamic capability refers to the relational model of network resources, marketing knowledge management and market dynamic capabilities. By use of AMOS software, the survey data of this paper are processed in a standardized way, so as to obtain confirmatory factor analysis of various dimensions, as shown in table 1 and table 2 respectively.

Table.1 Reliability inspections of various dimensionalities of network resources

Dimensionality	Network size	Network density	Network strength	Network centrality
Cronbach a coefficient	0.823	0.899	0.928	0.784

Table.2 Reliability inspections of various dimensionalities of marketing dynamic capabilities

Dimensionality	Research and development of products	Supply chain management	Customer relationship management
Cronbach a coefficient	0.867	0.789	0.824

According to the consistent theories within measuring tool items, Cronbach 's a coefficient values are obtained between [0, 1],

which means the greater the value obtains, the higher the reliability of the scale is. Generally, 0.6 is the acceptable threshold under the

internal consistency between variables. If the value is less than 0.60, the internal consistency of the scale is worse, and the design of a scale has problems, which should be revised and adjusted. It can be seen from table 1 and table 2 that, the scale of network resources and marketing dynamic capabilities has good reliability, which can conduct structural equation analysis.

After the scale's confirmatory factor analysis is conducted, structural equation analysis of network resources on marketing dynamic capabilities is carried out, which obtains the relevant path coefficients: network resources effect on the market knowledge and market knowledge effect on marketing dynamic capabilities. After the path coefficients are inspected, fitting test of the model is

inspected as well. In order to guarantee the measure model's inspection based on good fitting effects on theoretical assumptions, at least more than two standards of parameters are required, while there are more than 40 parameters of the fitting inspection of measure model, such as, NFI,X^2, RMSEA, SRMR, AGFI, GFI, NNFI etc. Confirmatory analysis can be conducted by selecting the appropriate indexes in these indexes according to the needs. Hu & Bentley (1999) points out in the review that there are seven fitting index criteria of structural equation model inspection, namely CFI (comparative fitting index), TLI (Tucker - Lewis index Tucker - Lewis index), IFI (or RNI), Mc, Gamma, SRMR, RMSEA. The inspection standards are shown in table 3.

Table.3 Fitting index and criterion

Specific index	x^2/df	SRMR	RMSEA	GFI	AGFI	NFI	IFI	P-Value	CFI
Criterion	<3	<0.08	<0.05	>0.9	>0.9	>0.9	>0.9	0.00	>0.9

Through fitting of structural equation model, each fitting index of the final structural equation that has been adjusted reaches the model fitting standard, which shows a better fitting degree, with no need to modify the theoretical model of structural equation. The

test results of various path coefficient s of the logic concept models are shown as follows. The significance level adopts the t value test, and the significance test results of its path coefficients are shown in table 4 and table 5.

Table.4 The significant results of inspection on the path coefficient of network resources effecting on the market knowledge model

Path	Coefficient	T value	Inspection
Network size –Customer knowledge	0.291**..	2.719	Pass
Network size - Competitor knowledge	0.223*	2.168	Pass
Network size –Cross-sector knowledge	0.128	1.267	Not pass
Network size - Customer knowledge	0.409***	5.478	Pass
Network strength - Competitor knowledge	0.204*	2.173	Pass
Network strength - Cross-sector knowledge	0.319***	4.304	Pass
Network density - Customer knowledge	0.579***	7.019	Pass
Network density - Competitor knowledge	0.207*	2.032	Pass
Network density - Cross-sector knowledge	0.278**	2.739	Pass
Network centrality - Customer knowledge	0.436***	5.687	Pass
Network centrality - Competitor knowledge	0.346***	4.872	Pass
Network centrality - Cross-sector knowledge	0.469***	5.942	Pass

Note: (* means the result is significant within the 0.01 level, * * means the result is significant within the 0.05 level, * * * means the result is significant within 0.1 level)

Table.5 The significant results of inspection on the path coefficient of market dynamic capabilities effecting on the market knowledge model

Path	Coefficient	T value	Inspection
Customer knowledge - Product development management	0.342***	7.781	Pass
Customer knowledge - Supply chain management	0.237*	2.021	Pass
Customer knowledge - Customer relationship management	0.347***	4.756	Pass
Competitor knowledge - Product development management	0.427***	5.587	Pass
Competitor knowledge - Supply chain management	0.331***	4.272	Pass
Competitor knowledge - Customer relationship management	0.292***	2.914	Pass
Cross-sector knowledge - Product development management	0.321*****	3.502	Pass
Cross-sector knowledge - Supply chain management	0.478***	5.929	Pass
Cross-sector knowledge - Customer relationship management	0.259***	2.587	Pass

Note: (* means the result is significant within the 0.01 level, * * means the result is significant within the 0.05 level, * * * means the result is significant within 0.1 level)

Table 4 demonstrates that online resources generally have

impacts on market knowledge in a positive way. All paths are

supported except network scale--inter sector path, and the influence is significant in all measures. Network scale--competitor knowledge (path coefficient is 0.223), network strength--competitor knowledge (path coefficient is 0.204), and network density--competitor knowledge (path coefficient is 0.207) are prominent at 0.01 level; network scale--client knowledge (path coefficient 0.291), and network density—inter sector knowledge (path coefficient 0.278) are prominent at 0.05 level. The rest paths appear to be significant at 0.1 level. The results from above show that online resources generally have impacts on market knowledge in a positive way. From Table 5, we can see that market knowledge affects marketing capability positively, which is very significant. Nuances lie in these specific paths: competitor knowledge and inter sector knowledge are shown to be more significant in marketing capability than client knowledge. In addition, there are differences in how different knowledge dimensions impact on marketing capabilities, e.g. customer knowledge has the best impacts on its public relations in dynamic marketing capabilities; customer knowledge produces the best impacts on product research and development in dynamic marketing capabilities; customer knowledge has the best impacts on supply chain management in dynamic marketing capabilities.

3. Conclusion

This paper tentatively investigates the relations between online resources (network size, network density, network strength and network centrality) and dynamic marketing capabilities (client knowledge, inter-sector knowledge and competitor knowledge). The functional path of online resources on dynamic marketing capabilities' influence mechanism is affirmed through empirical tests conducted by structural equation. Moreover, market knowledge management plays an important part in regulating the path. The detailed conclusions are shown in the following: (1) Structural equation model shows that customer knowledge has a bearing on product research and development, supply chain management and customer relationship management. Among them, three management areas of competitor knowledge on marketing capability have a positive impact, and its impact on product research and development is mostly remarkable. This is mainly because the company obtains the competitor knowledge in a bid to promote the innovation of the company's products, Hence, the role of the company's product research and development management is most obvious. Cross-departmental knowledge has a positive effect on marketing

dynamic capabilities, and has the most significant effect on supply chain management. This is due to that the company's supply chain management involves coordination and integration of various sectors, and cross-sector knowledge is able to facilitate the cooperation between various sectors. (2) It can be seen from the path of network resources and market knowledge that the dimensions of the network resources (network size, network density, network strength, network centricity) can improve the company's market knowledge, and have positive effects on market knowledge.(3) It can be seen from the market knowledge's influence path on market dynamic capabilities that, market knowledge management can enhance the marketing dynamic capabilities by elevating the efficiencies of product development management, supply chain management and customer relationship management.

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Observation on Evolution of China's Social Policies from " New Year's Messages": From the Perspective of Symbolic Interactionism

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Abstract: The New Year greetings of Chinese national leaders from 1990 to 2016 are summarized using the ROST CM6. Based on the perspective of symbol interaction theory, the New Year address is used as the symbol of words for analysis, from which the historical evolution and development process of Chinese social policies are explored, to be outlined into the five stages of development. In the meanwhile, the main features are obtained through analysis of the concrete words in New Year greetings: stage one (1990-1997), the social policies were attached to economic policies; stage two (1998-2001), the social policies started to make development; stage three(2002-2006), the social policies made integrated development; stage four(2007-2012), the social policies became an independent field; stage five (2013-2016), the social policies rose to the height of national governance.

Key words: New Year's message, social policy, symbol interaction theory, evolution

Introduction

On 31st Dec. 1990, Chinese President Yang Shangkun made a new year's message on China Radio International. Since then , it has been a routine for national leaders to make a new year's message before new year. With new year's wishes, leaders not only concludes the past, but also makes future prospect in the message as they conveys political and policy claims and establish a national image. It was in the 1990s of 20th century that Chinese Socialism Economic Marketing System was established and social security system was developing at a very crucial stage. So we are going to observe China's social policies from the perspective of new year's messages by leaders, which allows us to comprehend the development of China's social policies over the past 20 years from a unique and interesting perspective.

1. What are the messages about?

There had been four national leaders in total giving new years' messages of a total 35,878 characters from over the past 27 years (1990-2016). Despite the differences in content length of messages, they remained fundamentally same with overall framework. Before 2013, new year's messages were mostly constituted by " wish-retrospect-perspective-international relationship". Since the year of 2013, the content arrangement of new year's messages have been more flexible and abundance with shorter paragraphs. Besides, contemporary social popular words were included in language expressions as well, such as "蛮拼的"（spare no efforts）in 2016,

quotes of ancient language, "新故相推，日生不滞"（the world moves on in a never-ending process of the new replacing the old）in 2016, which is more practically and vividly accepted by the public.

We can use the software ROST CM6 to analyze the new year's message after the words split. Then we filtered out highfreinvalid words, and we can draw the picture1. From this we can see, all the contents are around the two themes: Peace and Development. To analyze the word frequency, we can also find next conclusion. DEVELOPMENT has been mentioned 316 times, and 197 times, REVOLATION 92 times, COOPERATION 86 times, and poverty 35 times. Therefore, the new year's message contains the reflection to the reality and the expectation to the future.
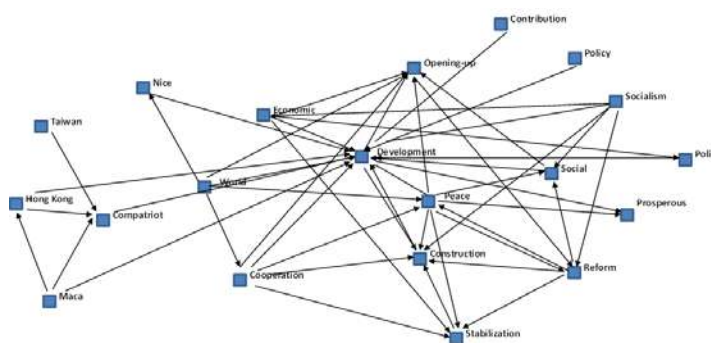
Picture.1 New Year's Message Words Net

2. Comprehension of New Year's Message by Symbolic Interactionism

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Symbolic Interactionism is one of the three theoretical Schools of contemporary western sociology against Functionalist School and Conflict School. This theory originated from Chicago School and Practical Philosophy America's early sociology. In Symbolic Interactionism supporters' opinion, Inter-personal communication is based on symbolic media, which is the central viewpoint of Symbolic Interactionism. In another word, human interaction is a carrier of media symbol and various meaning and it is stimulated by interaction with others instead of stimulation itself. According to self-practices, individuals give meanings to symbols. In the broad process of socialization, this meaning becomes stable and then symbolic meanings are interpreted by individuals. However, this meaning does not always remain stable and instead it is in constant changes and development. Mr. Blumer generalized it into three basic premises of Symbolic Interactionism; Firstly, individuals take actions over things based on the meanings they give to things; Secondly, these meanings are generated from the process of interaction; Thirdly, these meanings are not fixed and instead corrected through the process of self-explanation. However, wording, as a communication symbol, is created and applied based on the wording interpretation under given circumstances. As the theory emphasize: mutual causation between individuals and their environments(Harvey, T & Katovich, Michael A,1992).If it is in language form, then its interpretation is based the stable interpretation that is formed in contemporary social interaction. On the other hand, if it is in character form, then its explanation is open. However, once wording symbol is established, it possess the ability to create a real world. As Bourdieu once said :"the power to take actions with words" and " the ability to create a world"(Bourdieu,P,1990).

Expressions of social policies in National leader's new year's messages are based on fundamental interpretation of contemporary society and meanwhile are restricted by social realities(Giddens,A,1986). In another word, our interpretations of contemporary words shall be placed back to given historical environment. In the typical occasion where national leaders make new year's messages, language, as the most important symbol, plays a significant role in meaning sharing. Therefore, in different historical stages, different national leaders may have different expressions of certain concepts of social policies. For example, in 1993, "legislation" was mentioned for the first time while "rule by law" was mentioned instead in 2014. Although from the contexts , the idea was to manage the country by law. However, symbolic differences also indicate that differences in attitude toward law and law management methods lie in the differences in values. As another example, from the new year's messages over the years, we cannot find the word "social security" until 2001. But the idea of social security has been expressed. The social policies this paper pays attention to is such a kind of livelihood protection policy which is distinguished from the economic policy, political policy and so on. It has different expressions in different era, which is derived from the different social interaction in the historical environment, and what the different expressions contain is different value ideas. This article aims to explore the meaning of the symbol of words, and observe the historical evolution of Chinese social policies.

3. Evolution Analysis of Social Policies in New Year's Messages

Although the word "social policy" doesn't be mentioned in the new year's messages over years directly. We can also find some practice and policy thoughts between the lines. The "social policy" we said here is an abundant and new concept. Traditionally social policy has been understood as state policy geared to the relief of poverty and the helping of socially weak and marginal groups via a minimum package of social rights (Hill 1980, Room 1979). This concept of social policy has become inadequate at the very moment in which the post-war welfare state has succeeded in institutionalizing certain macro-structural mechanisms that have allowed for the inclusion of almost the whole of the population in its most elementary citizenship systems (Mishra 1981).And today, we need to understand social policy as one that help all the people get a better life, not only the poverty, but also the whole people. We can get TABLE1 from the detailed of new year's messages over the past 27 years. Then divide it into five stages according to the obvious shift of the wording symbol.

Table.1 The Evolution Stages of Social Policy in New Year's Messages

Year	Leaders	Important words of Social Policy	Evolution stages of social policy
1990	Yang Shangkun	The gross domestic product was doubled and people's lives were improved significantly	Stage1: taking economic development as the central task, the social policies attaches to economic policies
1991		1.1 billion people live and work in peace and contentment	
1992		People's living standard increases day by day	
1993	Jiang Zemin	Shaking off poverty and backwardness, making the motherland achieve prosperity soon	
1994		People's living standard continues improving	
1995		People's living standard improves significantly	
1996		people live and work in peace and contentment	

1997		people's lives further improved; eliminate poverty	
1998		Making every endeavor to help laid-off workers, peasants in poor areas and other people living in poverty to get rid of temporary difficulties	Stage2: highlighted problem of urban poverty. the social policies starts to make development
1999		None(special year: new century message)	
2000		Improve the live situation of people who is in the poor, so that they can have the requirement of self-development.	
2001		eliminate poverty and hunger	
2002		Paying great efforts to expand employment and promote re-employment, and complete the social insurance system; the strategies of prospering the nation with science and education and sustainable development; ecological environment protection and construction	Stage3: various social policies established. the social policies make integrated development
2003		promoting various social undertakings	
2004		human-oriented; Chinese people's lives further improved	
2005		all people can benefit from the achievements of our reform. and development.; Various social undertakings have developed continually and the people's livelihood has continued to improve	
2006		We will painstakingly boost social development and care for people's well-being	
2007	Hu Jintao	Improving people's well being will continue to be our top priority in building a harmonious society in which all people are well educated, workers well paid, patients well treated, elders well tended, and families well accommodated.	Stage 4:The social policy changes from supplying a deficiency to general benefits, from fragmentation to universal integration, and forms an independent field
2008		the people's lives have kept improving	
2009		guarantee economic growth, value people's livelihood and ensure social stability ； More stress will be put on further improving people's welfare, and maintaining social harmony and stability	
2010		focus on ensuring and improving people's livelihood	
2011		focus on ensuring and improving people's livelihood	
2012		the people's lives have kept improving	
2013		We also aim to achieve a higher degree of impartiality and justice in society so that people can live a better life	
2014	Xi Jinping	maintain social justice ;We will work with passion to improve their well-being, with efforts focusing on poverty-alleviation and guaranteeing basic living conditions;We will provide assistance to all those in need of help, including poverty-stricken farmers and urban residents with difficulties, so that their basic living conditions are guaranteed and they feel the warmth of care being in this society	Stage5: the social policies rose to the height of national governance
2015		social fairness and justice;get the tens of millions of rural population out of poverty and to let them lead a decent life; Now the party and the nation have been mobilized to make concerted effort for the victory of the decisive battle over poverty; To all those still live in difficulty, we will let them know that we do care, and we will let them feel the warmth of heart, from ours to theirs	
2016		the condition for many children from impoverished areas to	

receive education has also improved ;some people without
permanent household residence for a long time can finally get
access to social welfare; 10 million more people across the
country have been lifted out of poverty; social fairness and
justice; The whole party and the whole society should show
continued care and offer help to those fellow citizens living in
poverty

3.1 Stage One: 1990-1997

It was a crucial period of time for China's opening-up policy
and also prospering development of market economy in the 1990s.
During that time, market had just detached from the "Matrix"
government. Besides, it was still developing with various issues. On
the other hand, our nation was faced with slow development, low
living standards and continued impact of planning economy.
Therefore, the top priority of China was to focus on economic
construction, further open the marketing and enlarging the
decision-making powers of enterprises. From the new year's
message, we could see that President Yang Shangkun ,in his three
years' messages ,mentioned GDP increase, based on which economic
development was measured, and improvement of living standards
were measured by economic development. However, the messages
were only about " improve people's living standards" in general
instead of specific social policies. At that time, social policies
remained attached to economic policies. Besides, welfare benefits
could only be guaranteed in enterprises while reforms on
state-owned enterprises had just begun. Welfare benefits were all
mostly undertaken by enterprises. Therefore, welfare level heavily
depended on enterprise nature.

3.2 Stage Two : 1998-2001

In the last years of 20th century, China was faced with severe
social contradictions. Due to over-growth of market economic
development and deepened reforms of state-owned enterprises,
matching social security policies were not established in place yet,
which caused great difficulties to people's life. By the end of 1993,
there were a total of 12,740,000 being distributed or laid off
nationwide. What's worse, there was an estimated number of 3
million more to be laid off within three years with a number of
unemployed people of up 5.7 million in urban areas. Besides, hence
there were millions of new labor force to be transferred annually,
plus a considerable number of labor force from rural area. Obviously,
the situation was very severe. As employment in urban area became
an explosive social issue, government had to launch a series of social
policies to alleviate social contradictions. In 1998, the central
government officially launched " two guarantees" policy, which
means " guarantee laid-off workers' basic living condition, guarantee
that retired workers' pension is issued properly timely and
sufficiently". In December 1998, State Council launched "The
Decision of the State Council on Setting up Basic Medical Insurance
System for Staff Members and Workers in Cities". In 1999,
"Regulations of Unemployment Regulations" was launched after

multiple revisions. In September 1999, State Council launched
"Regulations on Guaranteeing Minimum Subsistence for City
Residents". In 2000, national social security funds was established.

3.3 Stage Three: 2002-2006

Since 21st century, people's living standard has been greatly
improve, due to rampant development of China's market economy
and implementation of various social policies. However,
improvement of living standard do not mean life happiness is
improved as well. As the gap between the rich and the poor widened,,
social policies aimed at promoting social justice, on the contrary,
caused injustice in certain aspects. In this stage, "social security"
was for the first time mentioned in new year's message. Stage Two
was about the "establishment" of social security while it was going
to an improved social security "system" in Stage Three. On the other
hand, the key of social policies was to promote employment and to
eliminate poverty by creating job opportunities, which was an
extension of solely relying on cash assistance to tackle poverty
issues. Besides, it put an emphasis on the idea "people-oriented" and
"how to fish" to help the poor with poverty elimination through
educational and employment training. In all, before 2006, China's
social policies had attached great importance to development,
therefore, the government had to overcome a series of problems in
market economy. Despite the emphasis on improvement of human
resources, its purpose was to ensure sustainable development of
market economy as a whole. Therefore, some scholars tended to
define social policies (from reform and opening-up to 2016) as
" production-oriented social policies"(Lin,M,2016). However,
compared to Stage Two, " develop social cause" was a frequent
occurrence of new year's messages, which indicated that social force
was highly valued at that time and society had become an
independent field. Besides, social policies had begun detaching from
economic policies with stability and independence.

3.4 Stage Four: 2007-2012

"Speed up livelihood improvement as key social construction"
was set an independent part of the 17th National Congress of the
CPC in 2007. In the new year's message of 2017, it was clearly
proposed livelihood development goal of "people enjoy their rights
to education, employment, medical and old-age care, and housing"
as social construction was firstly equally important as economic
construction, political construction and cultural construction. If
social policies had not completely separated from economic policies
till Stage Three, then social police is an independent field. Since
then regional administration had started shifted from GDP-oriented

administrative idea to livelihood security field. The purpose of social policies was no longer to "distribute and share the cake" instead of " make a big cake". However, the proposal of this specific goal was not only to conclude all the work over the past year, but also to provide guidance for the development of social policies that came along. Since 2010, China's social policies have grown from oddness to combination. Due to the characteristics of some specific policies as being temporary and urgent, it caused obvious differences in oddness, project, region and urban & rural to social polices as a result. At that time, some regions have executed integration of policies, such as minimum subsistence guarantee and medical area in urban and rural areas. On top of that, Chinese social policies also put forward a concept of " proper general benefit", I、 on the basis of development of related policies and orientation of various systems. Thus people have higher requirements for social policies. II、 In response to financial crisis. From the arrangement of livelihood words in new year's messages, "guarantee livelihood, guarantee increase" are usually pointed out equally. Therefore, social policy is regarded as a method to improve people's security and income, thus expanding domestic demands. Social policies will create more job opportunities, expand domestic needs and stimulate consumption. Therefore, on one hand, social policy has obtained a relatively independent position. On the other hand, social policies and economy policies are close connected.

3.5 Stage Five: 2013-2016

Since President Xi Jinping, there was an increase of expressions of people's livelihood and security in his new year's messages, in which social policies became clearer and gradually ascended to national administration after obtaining its independent position. Hence, China has entered an era of social policies. On one hand, "fairness and justice" was for the first time mentioned in new year's message of 2013 and following years. Social police is no longer an ordinary livelihood project and even simplified as " do something for the people", with theoretical meanings. Social policy is the guarantee of social fairness and justice while fairness and justice is the core value of whole society. Therefore, social policy is directly related to a nation's stability and society's health. From the perspective of symbolic interactionism, the idea " fairness and justice" established symbolic media for society and people gained a general understanding of "fairness and justice" through theoretically ethical interpretation. So that society can get rejuvenated in self-cognition with a good comprehensive of social policies. In another word, social policies were only of "practical awareness", neglectful of its value and meaning. Therefore, it was in low status and hard to be valued by the government. On top of that, it was odd, non-persistent and unfair in terms of specific projects. Since then, social policy has become the most important tools of the state governance and won

value guidance in specific practices of social fairness and justice(Lin,M,2017). On the other hand, by putting the value and meaning of fairness and justice to practices of social policies, we can conclude that regional poverty issue is key content of current social policies. Consequently, President Xi Jinping has for many times mentioned "poverty alleviation" " poverty alleviation and development" and " poverty elimination" etc that occupies a major part of the massage. Combining with "Precise Poverty alleviation", in another word, it is obvious that " overall poverty alleviation" has currently become the priority of the whole nation's work and thus social police has maintained an unprecedented position.

4. Conclusion

"People appeal, Respond with Reform". Social policies in new year's messages originates from social reality and meanwhile represent government's political direction. Analyzing it as a word symbol, we can find evolutional track of China's social policies : starting from zero, sharing from minority to individuals, from temporary policies to stable legislation, from attachment of economic policies to national administration. This paper is aimed at concluding the characteristics in the evolution of China's social policies through analysis on new year's messages. However, it's still preliminary in a limited perspective. And there are a number of issues that needs to be studied urgently on academic level. In conclusion, research study on China's social policies has just begun.

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On Characteristics of the Network Language from the Perspective of the Creativity of Language

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Abstract: Along with the popularization of the network language, the network language usage is also expanding rapidly, across the world. As one of the designed feature of language, creativity of language occupies an irreplaceable position in language society. This paper attempts to study the characteristic of the network language from the perspective of the creativity of language so that recognize the connection between the creativity of language and the network language.

Key words: Creativity of language; the network language; characteristic

Introduction

Creativity, as a designed feature of the language, plays a quite important role in linguistic field. Therefore, a large number of experts and scholars focus on the study of the creativity of language and some other areas that is related to the creativity of language. Until now, they have made much achievement in this field.

To the theory of the creativity of language, many researches have been done in China and other foreign countries.

Karl Wilhelm von Humboldt put forward the specific concept through the creative activities of human. (Hu Mingyang, 33) Georg Wilhelm Friedrich Hegel discussed the relationship between the concept of things and the creativity of language. (Li Xuemei, 37) There researches talked above were mainly about the relationship between the creativity of language and the specific concept.

Dai Weidong came up with the concept of the creative of language. (Dai Weidong, 29) Zhu Shuyuan made a research about the functions of language and the creativity of language. (Zhu Shuyuan, 20) These researches concerned above focused on the concept and the function of the creativity of language.

However, more attention in many researches was paid to the nature of language.

Ferdinand de Saussure pointed out the feature of creativity the language possesses. (Zhu Shuyuan, 20) Noam Chomsky undertook the creativity to study the nature of language. (Hu Zhuanglin and Li Zhanzi, 9)

Many researchers did researches focused on the creativity of language used in language learning and teaching. Sun Yinghui, Liu Shaofang and Zhou Jianzhi emphasized the training of the students' language creativity in second language acquisition. (Sun Yinghui, Liu Shaofang and Zhou Jianzhi, 149) Li Xuemei studied the relationship between the creativity of language and the language teaching. (Li Xuemei, 285)

There are some important researches emphasized the importance of the creativity of language in daily life. Noam Chomsky indicated the creativity of language in the general using language in daily life. (Cheng Fang, 34)

There are also some significant researches of the creativity of language from other perspectives have been done by lots of researchers. Alexander Afanasievich Potebnya understood the creativity of language from the perspective of psychology. (Chen Liming, 110) Karl Vossler and Benedetto Croce developed their aestheticism and idealism based on the theory of creativity of language. (Chen Liming, 110)

These researches mentioned above focused on the popularization and importance of the network language in society.

However, more attention in many researches was paid to the characteristics of the network language and its relative aspects. Su Peicheng researched the characteristics of the network language and its limitation. (Su Peicheng, 1) Zhang Huijuan discussed the characteristics of the network language and its reflection in the psychology of netizens. (Zhang Huijuan, 125)

The following researches are about the current state and value of the network language.

Jin Zhiru, Xue Dingzhu and Li Baohong made a research about the comparison of the norm of the network language in China and other countries. (Jin Zhiru, Xue Dingzhu and Li Baohong, 278) Min Yi made a comprehensive research of current situation of the network language. (Min Yi, 25)

From above researches about the creativity of language and the network language, many of them pay more attention to the relationships between the creativity of language and teaching, learning, value, and so on. There are also many researchers discussed the network language from many different perspectives. But few

researches analyzed the characteristics of the network language from the perspective of the creativity of language. Thus, this paper attempts to have more comprehensive analysis of the characteristics of the network language from the perspective of the creativity of language so as to better understand the characteristics of the network language.

1. Chapter One Theoretical Overview

This paper will be written from the theory of the creativity of language. In this chapter, this paper will define the creativity of language and discuss the reflection of creativity of language so that the succeeding chapters could be developed based on this theory.

1.1 Definition of Creativity of Language

Creativity of language has been noticed for hundreds years. Many researchers have been trying to define creativity of language.

Grover Hudson showed creativity as the characteristic of language that the language users readily and regularly permit the expression of new meanings. (Grover Hudson, 10) Humboldt defined the creativity of language as the reflection of spiritual creation of human and lied in the speech event which was unable to totally generalized by grammar. (Hu Mingyang, 42) Wen Xu pointed out language was creative in that language users can produce and understand indefinite numbers of utterances they ever or never heard before. (Wen Xu, 4) Hu Zhuanglin and Li Zhanzi determined creativity of language as the language users can express new experience which they never known before. (Hu Zhuanglin, Li Zhanzi, 9) Dai Weidong defined creativity of language as language users could construct and interpret the new signals. (Dai Weidong, 9)

To sum up, this paper defines creativity of language as language users could integrate the basic linguistic units together to make up countless sentences, most of which are never created or even heard before. Similarly, the language users can also combine the finite language symbols to form infinite words, phrases and clauses.

1.2 Reflection of Creativity of Language

Creativity of language interests many scholars and they have done lots of researches and reports. They figured out the embodiment of creativity of language from their definition.

Lev Vygotsky indicated that the creativity of language reflected in the formation of self-awareness and the process of mind of language users. (Li Xuemei, 37) Ferdinand de Saussure emphasized that the creativity of language embodied in two aspects. One was language can create the concept of the specific objects. Another was language can express the nature and the real meaning of the objects so that it could own its rules and value. (Li Xueme, 286) Noam Chomsky viewed the creativity of language embodied in the infinitely use of the finite language form and then unify the language and mind through the generated power. (Cheng Fang, 37) Dai Weidong put forward that the creative of language embodied in that the language users can construct and interpret the new signals. (Dai Weidong, 9)

From all the embodiment of creativity of language mentioned above, this paper summarizes four aspects of embodiment of creativity of language as follows:

First, concept injected by the creative activities of language users. Secondly, construction and interpretation of the new signals. Thirdly, the infinite use of the finite language form by language users. Fourthly, the reflection of the creation of human spirit.

According to the embodiment summarized above, this paper will make more comprehensive analysis of the network language based on these four perspectives of embodiment.

2. Chapter Two Embodiment of the Creativity of the Network Language from the Perspective of the Creativity of Language

2.1 Embodiment of the Characteristic of the Network Language Based on Concept Injected by the Creative Activities of Language users

Concept injected by the creative activities of language users indicates that anything itself has no concept, but is given the specific concept through the creative activities of human. For examples:

(1) :-)   (2) : -   (3) : - <

Examples (1)-(3) are network language widely used in foreign network communication. They are just simple symbols; have no meaning, but injected meaning by language users which are: smile, sad, smile sadly according to the face expression of human. This kind of network language reflects the figurativeness and sluggishness of the network language.

(4) ^_^   (5) ^Q^   (6) ~c~

Examples (4)-(6) mentioned above are domestic widely used network language. They are also just meaningless simple symbols, but concept injected by language users which are: smile, licking his lips laughing, snicker. Thus, figurativeness and sluggishness of the network language could reflect by concept injected by the creative activities of language users.

2.2 Embodiment of the Characteristic of the Network Language Based on the Construction and Interpretation of the New Signals by Language Users

Construction and interpretation of new signals by language users just means language users can construct the new signals and then interpret them. So this paper will cite the following examples of current network language based on this perspective. The following examples are network language widely used abroad:

(7) hiho=hola=yo=hi=hey=hellow

(8) cya=cu=see ya

(9) OMG

All examples (7)-(9) are the abbreviations and they are also new constructed words or phrases of their originals which the language users interpret its meanings: hello, see you, oh my god. In concision, quickness and ambiguity can reflect from this aspect.

There are also some examples which are popular used in China can be cited:

(10) JJ

(11) MM

(12) BT

(13) 100 /10

(14) 13579

Examples (10)-(12) are the construction of JieJie, Meimei and Biantai, which the language users interpret its meaning: elder sister, little sister or beauty and metamorphosis.

Examples (13)-(14) mentioned above are digital ideographic language which are the construction of some single numbers and interpreted the new meaning by the language users: perfect,this is really strange.

All these cases mentioned above can embody a concision, quickness and ambiguity based on the construction and interpretation of the new signals by language users.

2.3 Embodiment of the Characteristic of the Network Language Based on the Infinite Use of the Finite Language Form by Language Users

Infinite use of the finite language form by language users shows that the language users can express the infinite meaning by using the finite means of language performance. The cases below are cited from this perspective.

(15) 419

(16) B4

(17) JJ baby me

All examples (15)-(17) talked above are popular used in foreign network communication.

In example (15), (16), (17), "419" "B4" "88" have a similar or same pronunciation and word formation with for one night, before, bye-bye, which regarded as the finite means, thus they convey the different meaning one night stand, before and bye-bye or goodbye, which regarded as the infinite meaning.

All these cases have the same pronunciation and word formation with their originals but convey the different meaning. So the language users can express the infinite meaning by using the finite means of language performance, which give an expression of innovation and times of the network language.

However, there are also some cases can be cited which are widely used in China:

(18) 伊妹儿(Yemeir)

(19) Making bricks

(20) Dinosaurs

The example (18) talked above is homophonic substitution language of e-mail, but the example conveys the different meaning with e-mail, which could reflect innovation and times of the network language.

All examples (18)-(20) mentioned above have the same pronunciation and word formation with their originals, but language users can have an infinite explanation about the meaning: publish the forum posts recklessly, the people who only watch the posts but no replying, the people who devote themselves to writing and the people who have poor appearance, which could reflect innovation

and times of the network language.

2.4 Embodiment of the Characteristic of the Network Language Based on the Reflection of the Creation of Human Spirit

Reflection of the creation of human spirit points out that creativity of language is the reflection of the creation of human spirit. For instance:

(21) 4

(22) 4ever

(23) 2

Examples (21)-(23) are widely used abroad. Because of the development of the culture and technology, more and more people use bilingual mix language (21)-(23) on Internet which convey the meaning: for, forever, to/ too based on the similar pronunciation. The language users may think it is very cool, funny and convenient to express in this way. So the randomness and humor of the network language can be reflected based on the creation of human spirit.

However, more examples are popular used in China:

(24) 酱紫(Jiangzi)

(25) 我(Wo) I 你(Ni)

In examples (24), 酱紫(Jiangzi)in Chinese produce the similar sound with (Nayangzi) (Zheyangzi), (Buyao) in Chinese which conveys the meaning of just like this, just like that, someone doesn't want something, resulting in randomness and humor of the network language, which reflects the interesting spirit of language users.

In example (25), "I"have a same pronunciation with the Chinese Character 爱(ai)which conveys the meaning love, so "I" here can be replaced by 爱(ai) . Thus "我(Wo) I 你(Ni)" express the meaning I love you.

Using network language mentioned above instead of the original ones may reflect the cool, funny mentality of the language users. This kind of new phenomena can be concluded as the reflection of the creation of human spirit, which results in the randomness and humor of the network language.

3. Chapter Three Characteristics of the Network Language from the Perspective of the Creativity of Language

3.1 Figurativeness and Sluggishness of the network language Reflected by Concept Injected by the Creative Activities of Language Users

From example (1) to example (6), the concept injected by the creative activities of language users reflects figurativeness and sluggishness of the network language.

All these concepts of the network language injected according to the face expression or behaviors of human or appearance of animals. They are so figurative and vivid that the opposite could catch the meaning directly and quickly.

For example:(1)":-)" , it's just like a smiley face expression of human, so the language users use it to express the meaning smile.

All theses examples (1)-(6) are so figurative and vivid that the language users use them can let the opposite people get the meaning directly and quickly.

Every coin has two sides. Along with the figurativeness of the network language, there also is a bad characteristic, sluggishness result from the network language (1)-(6).

Some language users would like to use the symbolic language such as: (1) ":-)", (2) ": - ", (3) " : - < "which convey the meaning: smile, sadness, smile sadly to express their feeling instead of employing the whole sentences I am smiling, I am sad, I am smiling sadly .

The network language is so figurative that many domestic language users would like to express the meaning of smile, licking his lips laughing, snicker by using the network language (4)^_^ (5)^Q^ (6)~c~ rather than the traditional language.

The network language adapt to the sluggish mentality of language users. Therefore, sluggishness of the network language can be put forward to analysis. What's worse! With time goes by, some language users may forget the writing of words, the grammar of sentences and so on, even the most simple sentence such as: I am happy, I am sad etc. much less the advanced words and sentences.

3.2 Concision, Quickness and Ambiguity of the Network Language Reflected by the Construction and Interpretation of the New Signals

The network language from example (7) to example (14) can embody concision, quickness and ambiguity of the network language.

In example (7), the language users can greet others by using the network language "holo" instead of hello. Examples(10), (11) are the constructed words of JieJie(姐姐), Meimei(妹妹 or 美眉), which the language users interpret their meaning: elder sister, little sister or beauty. In example (14), the new constructed "13579" which the language users interpret can convey the new meaning this is really strange because of the specificity of "13579".

All the new construction of words and phrases of these examples mentioned above are quite more concise than their originals: hello, see you, JieJie, Meimei, 13579. Therefore, using the network language is much quicker than using the originals.

However, quickness can be reflected in another sense.

In examples (9), "OMG " are created and popular used in foreign countries only, but it quickly sweeps around the world.

This kind of phenomenon is also can be seen in Chinese network language.

Firstly, example (12) "BT"can only be interpreted by some of the language users, but then it widely used by all the Chinese in about half of a month.

All these examples mentioned above show that an arresting newly created network word could be known by half of the population of the whole country in the shortest time. Therefore, quickness reflected in the efficiency of the information transmission can be put forward to analysis.

Opposite to the concision and quickness, the network language (7)-(14) could also cause ambiguity in Internet communication. If both the speaker and the listener want to understand the network language in net communication, they asked to have the common knowledge in this area. Otherwise, they may get the different understanding about one topic and can't continue the conversation fluently.

Not all the language users can interpret all these examples mentioned above totally correctly embody the sluggishness of the network language.

3.3 Times and Innovation of the Network Language Reflected by the Infinite Use of the Finite Language Form by Language Users

According to the theory of the infinite use of the finite language form by language users and analysis of cases (15)-(20) in chapter two, pay more attention to times and innovation is necessary.

Times of the network language concretely indicates the network language always keep abreast with time.

In example (15), "419" convey the meaning for one night reflects the network language adjoins human life. It can see the network language is becoming more and more popular in nowadays in another hand. It can reflect the times of the network language.

The domestic network language can embody this characteristic much more significantly.

Take homophonic substitution language as an example, with the frequent use of the e-mail enhance the awareness of language users to the e-mail, there is a foreign homophonic word (18) 伊妹儿 (Yemeir) in Chinese which has the similar pronunciation with "e-mail" in English, it can reflect the globalization of the culture which is the characteristic of times.

Furthermore, because of the popularity of network language, the language users interpret the network language a totally new meaning such as shift language.

All these cases can show that the network language keep abreast with the times. That is to say, times of the network language can be reflected.

Innovation is the largest characteristic of network language.

Another example, the meaning broadening word (20) "dinosaurs" originally means just an animal named dinosaur, now broaden over the people with ugly appearance.

All these cases talked above could show the innovation of network language in meaning, class, pronunciation and so on.

3.4 Randomness and Humor of the Network Language Reflected by the Creation of Human Spirit

Unlike the traditional language, the network language is not limited to the structure and grammar of language so that it's much random to make sentences. The network language from example (21) to example (25) embody the characteristic of randomness distinctively. They are all not limited to the traditional rules. The language users can express themselves as free as they like.

In examples (22) "4ever" conveys the meaning forever. Obviously, the phrase doesn't obey the traditional structure rule of the word and phrase. The language users can use the irregular writing words in net communication.

In example (24) "酱紫(Jiangzi) " combine the sound of the phrase "(Zheyangzi)", these new words disobey the structure rule, but they convey the same meaning with the original ones.

This paper will recite more cases:In example (25), the language users may could express their love by using "我(Wo) I 你(Ni)", which may be not shy, relax for the speaker and funny for the receiver. This is the power of the humor of the network language.

All these examples could reflect the humor of the network language and the power of the humor just adapts to the pressure society.

Conclusion

With the popularity of the Internet, the using of the network language is becomes more and more welcome. And the appearance of the network language is always depended on the creativity of language. The creativity of language, the essential feature of the language, is the reflection of the social life and thought, requiring constant innovation and development of language. The network language is the best example of its requirement. Based on creativity and reflection of language, the network language embodies its characteristics by citing its specific examples and then finally this paper put out eight features, such as sluggishness, figurativeness, ambiguity, innovation, randomness, humor, etc.

The network language is lively, brief, convenient and full of vitality as well as innovation, matching the efficient lifestyle of modern society. It enriches our traditional language and adds activeness to the traditional language to some extent. But it also inevitable destructs the normalization and purity of traditional language to some extent. Therefore, all people could treat the network language properly rather than to totally affirm or negate after the analysis of this thesis after reading   this paper.

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On the Influence of Writing of Qin Bamboo Slips on the Configuration of Chinese Characters During Li-character Evolution

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Abstract: Li-character evolution is an important turning point in the evolution of the ancient and modern characters. Qin Bamboo Slips inherits Oracle and Bronze Inscriptions are the source of the mainstream of the Chinese characters. Therefore, this paper mainly studies the evolution track of the handwritten ink Chinese characters written by Qin bamboo. The study found that the following six factors affect the strength of the penmanship and the shape of the Chinese characters, then further affect the configuration of Chinese characters: ① The pause in ink writing is enhanced and preserved to produce a new stroke.②Extend the horizontal strokes of seal character, shorten the vertical strokes, turn curve strokes into straight strokes and corning stokes increase.③ Change broken strokes into connection strokes to simply character pattern.④ Drag the pen or exit to cause a stroke change.⑤ Add the redundant strokes for the beauty of the characters.⑥ Erroneous transformation caused by writing leads to the changes of the strength of characters.

Key words: Chinese characters, Qin Bamboo Slips, Li-character evolution, configuration, strokes in writing

Introduction

Jia, Jin, Zhuan, Li and Regular Script are the main body of Chinese characters, which are also called mainstream fonts. The fast writing fonts Xing and Cao are vulgar forms. From Zhuan to Li, it is a revolution in the evolution of characters, which determines the direction of the future development of Chinese characters.

Mr. Zhao Pingan's *Research on Li-character Evolution* is the first monograph of researching Li-character evolution; Mr. Zhao made use of the abundant and detailed unearthed data to demonstrate that the time of the evolution was the middle period of the the Warring States Period and analyzed the external and internal cause of the Li-character evolution. The paper *Difference and Optimal Choice of Character Pattern in Li-character Evolution* written by Qin Yonglong and Li Hongzhi make a detailed examination of the evolution of Chinese characters in the process of Li-character evolution. Mr. Feng Xigui's "Summary of Chinese Philology" is a book which divides the main expression of the Chinese characters into four aspects: "Dissolving the corpus, changing curve to straight; saving and combining; ellipsis; component deformation; component fusion" Through the examination of the origin of the bamboo slips of Qin Dynasty, and the comparison with the characters like Oracle, Jinwen, Zhuan, Xiaozhuan, Mr. Sun He's book *Research on Qin Bamboo Slips* thinks that Qin Bamboo Slips evolve directly into Li-character of Han Dynasty. It is proved that the writing factors, such as the changes of writing strokes, writing materials and the changes of font structures, have an important influence on the font evolution.

The creation of any new book of Chinese characters is a gradual change, often produced in the mother 's womb of existing books. The

book of Qin bamboo slips not only inherits the large amount of Jin Wen in Western Zhou Dynasty, but also starts the beginning of Han Dynasty books. The writing strokes has exerted a great influence on the changes of font forms and shapes and the strength of the characters, which made the fonts change greatly and further made the formation of Chinese characters change greatly.

In this paper, the author summarizes the following six aspects of the influence of the writing of Qin bamboo slips on the configuration of Chinese characters:

1. Pause in Ink Writing Creating New Strokes

In the process of Li-character evolution, the pause in ink writing is enhanced and preserved to produce a new stroke when using ink pen to write characters in Qin bamboo slips. The origin of the beginning strokes of Regular Script "白""六""交""宀""广""享" are the same as the character "高" described in detail hereafter, entirely derived from the writing factors.

The character pattern of oracle, Jinwen and Qin bamboo slips of character "高" are as follows:

Oracle: 	He 709 Fanbin Group 	He 2381 Bin Group 	He 32313 Li Group 	He 23717 Chu Group

Jinwen: 	Integration 270·Evening of Chunqiu ·Qingong Bo 	Integration 11406·Evening of Warring States Period·25 Shangjun guards the temple 	Qintong Tuban 198·Evening of Warring States Period·Gaonugui

Qin bamboo slips：	Qingdu Zhenger·7 	Shuiri Yijian Yiwuba·16 	Shuida Jian Liuqi·14 	Shuilv Jian Wuyi·46

Li of Han Dynasty：	Han·Dingxian Zhujian Sansan 	Han·Xichui Jian Wusisi 	Weijin·Zhaojunbei 	Weijin·Caoquanbei

Regular Script ： 	Kangxi Dictionary (Neifu)·Haijishang·Gaozibu·1451.026

"高", the oracle of Shang Dynasty and the Jinwen of Western Zhou Dynasty and the Spring and Autumn Annals are the shape structure of pictographic characters; It is said in *Shuowen*: "Gao means Chong, like a tall view". In Qin bamboo slips, as people use the brush pen to write on the bamboo slips, the brush pen has a simple contact with the bamboo slips; as the soft hair bears the downward force, and the initial action of the brush pen forms a pause, so that a point is naturally generated at the start of the stroke. The times are intensified, so that it is easy to be interesting, and this

point becomes a stroke that people cannot write and people inherit and remain the point. The short vertical stroke in the later Li-character and the apostrophe in the regular script are developed from the point in Qin bamboo slips.

2. Extend the Horizontal Stroke of Zhuan, Shorten the Vertical Stroke, Turn Curve Stroke into Straight Stoke and Increase the Folded Strokes

Extend the horizontal stroke of Zhuan, shorten the vertical stroke, turn curve stroke into straight stoke and increase the folded strokes. These changes are caused by the movement of pen in the process of writing, and also adapt to the characteristics of bamboo slips and form new characteristics.

The length and breadth of the bamboo slips are regulated and a bamboo slip records one thing. If more words are written, it is a good way to extend the horizontal strokes and shorten vertical strokes, which also provides a flat appearance. Too long horizontal and vertical strokes increase the chance of undulation and picking, and the "wave potential" of Li-character is derived from it. This type of words has words like "比、北、丘". Because of the longitudinal roughness of the bamboo fiber, the curve rotation of Zhuan is difficult to achieve. In the circle rotation, the method that broken stroke rises is adopted, and the new folding strokes appear; as for words like "本""去""大""木""禾""牛", the strokes of symmetrical writing in Dazhuan appeared as a horizontal stroke from left to right. The words with totally enclosed structures like "田""日""囗""口", are transformed to vertical, horizontal folding and horizontal strokes. Some of the inflected lines are changed to straight lines, such as the words "安""好""毋".

Examples：

Word "比"：

Oracle：	Tun 3551（B3）

Jinwen：	Bigui Jinwen Bian Page 578

Qin bamboo slips：	Shui·Lv·Cang 21 	Shui·Xiao27 	Shui·Feng 75 	Shui·Wei 24.3 	Fang·Riyi260 	YueluYi·Wei 51

Li of Han Dynasty ：	Han·Laozijia Sanliu 	Han·Laozi Jiahou Sansan Ba 	Han·Zongheng Jiashu San 	Han·Yihaomu Zhujian Ersanliu 	Han·Sunzi Yierba

Regular Script：	Weijin·Shichenbei 	Weijin·Xi·Chunqiu·Zhao Shisannian

Word "女"：

Obracle： He 19907□ 旨Zu He 19985旨Zu He19976 旨Zu He 20109 白Zu

Jinwen： （Hewen） （Simuwuding） （Simuxinding）

Qin bamboo slips： Shui·Lv·Cang 62 Shui·Fa 167

Shui·Wei 18.5 Shui·Rijia 155.7 Shui·Riyi125

Fang·Rijia17 Zhou·Bin 368 Yuelu·Wei 72

Yuelu Yi·Zhan 17

Li of Han Dynasty： Han ·Laozi Jiahou Eryier

Regular Script： Weijin·Caoquanbei

3. Change Broken Strokes into Connection Strokes to Simply Character Pattern

In that handwritten ink book of Qin bamboo slips, there has been the phenomenon of changing broken strokes to connection strokes to simplify character pattern and further changing the structure type of Chinese characters.Take the words "曹""春" as examples to illustrate it：

The character patterns of the word "曹" in obracle, Jinwen, Qin bamboo slips, Li of Han Dynasty, and regular script are repectively：

Obracle： He 36828 Huangzu

Jinwen: Caogongzige Caogongying Mengji Yumupan Qinyin·Zhanwan·Yuban Qin bamboo slips： Shuiyujianyisan·28 Shuisajianyisan·11 Shuizajianerjiu·11 Lijian J1 ⑦—5·7

Li of Han Dynasty：

Weijin·Xi·Chunqiu·Xinianbania Weijin·Huaiyuanmiao bei Jianjinzhuan Page303

Regular Script： Zihui·Yuebu Page458

The inscriptions on the bones of the Yinshang Dynasty are characterized by the word " ", which means the two east forms and date. The word "曹" is added short horizontal stroke under the structure "口" from Xizhou Dynasty and combines with the ancient form of "甘"; this type of writing remained until Qin and Han Dynasty. In the book of Qin bamboo slips, appeared in the middle of the upper east character, which extends with the brush pen. In the Han Dynasty, the shape of the upper part was from the structure of the bamboo slips of Qin Dynasty, later connected the two short horizontal strokes and finally merged the middle two short vertical strokes, the whole word becomes "曹" .

The character patterns of the word "春" in obracle, Jinwen, Qin

bamboo slips, Li of Han Dynasty, and regular script are respectively:

Obracle： Obracle Zibian 04596（A7） 08525（A7） 08181(A7) 08582 Zheng（A7） 17314(A7）

Jinwen： Luanshuqing Zhengyuejichun Caihoucanzhong Caihoucanzhong Zhengjing 142-143▪Zhanwan▪Chunchengzuokuge

Qin bamboo slips： Shui▪Riyi 224.3 Shui▪Riyi 111 Shui▪Lv▪Tian 4 Shui▪Rijia 143.B Shui▪Rijia 155.Z Shui▪Rijia 1.B Fang ▪Riyi 363 YueluYi▪Wei 25 Yuelu Yi▪Zhan 12

Li of Han Dynasty: Han▪Laozijiayierjiu Han▪ LaoziYiqianbawuxia

Regular script： Zihui▪ Ribu

Besides "曹" and "春" mentioned above, the characters of "舂、丑、臣、卧、宦" also have this phenomenon, so it has the general significance.

4. Drag the pen or exit to cause a stroke change

For the words "邦" "弓" "光" "过" "及" "即" "忌" "甲" "见" "九" "久" "都" "可" "吏" "令" "茅" "民" "牧" "色" "司" "时" "史" "印" "之" "止" in the written characters written by Qin bamboo slips, there are strokes used to drag the end pen or the exit, which is inherited by the later mature Li of Han Dynasty and is the source of "swallow tail". Take the words "仓""之""人" as examples to illustrate it:

The character pattern of the word "人" in oracle, Jinwen, Qin bamboo slips, Li of

Han Dynasty and regular script are respectively:

Obracle： He 1022 Yi 旨Binjian He 6170 Zhengbinzu He 7312 Binzu

Jinwen ： Jicheng 12108·Zhanwan·Xinqihufu Shi·Chunwan·Wuren

Qin bamboo slips： Shui·Yu 6 Shui·Xiao 35 Shui·Za 33 Shui·Riyi.44.1 Shui·Riyi 57 Fang·Rijia 20

Li of Han Dynasty：

Han·Zonghengjaishu Wuliu Han·Weiwujian·Shixiangjian Han·Sunbin Si Han·Dingxianzhujianwu Weijin·WeiwuzhujianBabajia

人 Weijin·Liqibeice

Regular script： 人　　Zihui·Renbu Page 87

The word "人" in obracle is a character of the shape zero structure, the shape of which is the side form of the adult, which is written in part by the head of the person and the part of the human arm. In the written method of the first person and the human arm, and at the same time like the part of the lower extremity of a person; in Qin bamboo slips written by Qin Li, the two parts of the connection between the head of the person and the arm are successively written into a stroke, indicating that the part of the lower extremity is drawn long and formed a swallow tail. At this time, the pictographic features of the ancient characters are completely absent, and the natural structure has changed fundamentally. Chinese characters from the shape of a null structure become a token.

The character pattern of the word "倉" in oracle, Jinwen, Li of Qin Dynasty, Li　Han Dynasty and regular script are respectively:

Obracle： 倉　He 18664 Binzu　倉　He 9645 Binzu　倉　Tun 3731 Wuminzu

Jinwen： 倉（ Diaocangfu　）倉（ Yiyangyoucanggui ）倉（ Zhong ）

Li of Qin Dynasty： 倉　Shuilvjian Siliu·　29　倉 Shuirijiajian Basizhengyi·9　倉　Lijian J1　6 Beiyi ·18

Li of Han Dynasty： 倉　Han ·Laoziyiqian Wushang 倉 Han·Cangjiepian Sanwu　倉　Weijin·Shichengbei 倉 Weijin·Xixiasong

Regular script：　倉　kangxi Dictionary·Renbu

The word "倉" started in the Shang Dynasty. The Western Zhou Dynasty was basically the same as that of the Shang Dynasty. It was like a granary of the granary. The top was like a cave cover, the bottom was like a cave, and the middle was a household shape. When the brush was written in the bamboo slips, the brush was dragged downward. The action, the dawn, and even the mouth shape, the whole glglyph is spiritual and dynamic. The books in the Qin and Han Dynasties are all skimmer. Regular script is full of Han Chinese characters, but the new model changes the above vertical strokes into points. In *Simplified Version of Chinese Characters* of 1956, the word "倉" was simplified as "仓", which is similar to the writing method of "仓"in *Shuowen* and "仓" in *Mulianji Tanci* in Qing Dynasty. In *Shuowen*, it means a granary. The configuration mode of "倉" is also changed from the word of shape to a token.

5. Add the Redundant Strokes for the Beauty of the Characters

In Qin bamboo slips written by Qin Li, in order to appreciate the needs of the aesthetic, it often appears to add a decoration stroke, which also can be called the redundant strokes. The strokes do not function as pronounciation, but the visual sense appears more coordinated, more balanced, more attractive and more comfortable. In the Qin bamboo slips written by Qin Li , such as "昌", which should be decorated with a horizontal stroke, or the word "单" should be inserted into the vertical stroke to increase the proportion of weightlessness for the balance. The following statement takes "保" as an example:

The character pattern of the word "保" in oracle, Jinwen, Qin bamboo slips, Li of Han Dynasty and regular script are respectively:

Obracle： 保 He 20305 白 Zu　保 He 5494 Binzu　保 He 18970 Binzu　保 He 4126 Binzu

Jinwen： 保 （ Dabaogui ）保 （ Baoyou ）保 （ Baoyou ）保 Zhenqinzhai　30·Chunzao·Qinziguigai　保 Jicheng 270·Chunwan·Qingongbo 保 Jicheng 4315·Chunwan·Qingonggui

Qin bamboo slips： 保 Shui·Feng 86　保 Yuelu·Wei 6

Li of Han Dynasty： 保 Weijin·Hengfangbei 保 Weijin·Liuxiongbei 保 Weijin·Weishouchanbei

Regular　script：　保　Dictionary （ Neifu ）·Zijizhong·Renzibu·105.017

The word "保" is a typical form compound word, which indicates that a person backs a child on his back, meaning that it is negative. *Book of Zhao Hong* says that "he lifted them up and carry a child." It means that a man backs, holds, leads and carries their families, combining "保" and "抱" together; this meaning is used here. After that, the meaning "maintain and protect" are extended. Let's examine the form evolution of the word "保"; we found that because of its original form on its configuration, it clearly indicated the shape of his back, then simplified the part only in the form of the body of the young child for differing from the word "仔". After completing this simplification, the inscriptions of the Western Zhou Dynasty began to appear on the left under the shape of "子" in Qin bamboo slips. The action of "保" was related to the hand. During the Warring States Period, there appeared the method of attaching the "爪" to the upper part of "子". On the other hand, "保" appeared to add " 缶 " to the pronunciation of pronunciation. After the metamorphosis occurred, the "保" was written in the formation of little Zhuan . Accordingly, the configuration mode of the "保" is

changed from the form compound word to the semantic word synthesis word.

6. Erroneous Transformation Caused by Writing Leads to the Changes of the Strength of Characters

Erroneous transformation caused by writing leads to the changes of the strength of characters and further causes changes in the mode of configuration. There are many examples of this variability in the Qin bamboo slips, which are exemplified below:

The character pattern of the word "此" in oracle, Jinwen, Qin bamboo slips, Li of

Han Dynasty and regular script are respectively:

Obracle： 31189（ A12 ）　 27499（B6 ）

30831（B6 ）

Jinwen： Qintong Tuban 161·Qin Dynasty·Ershiyuannian

Zhaoban Yi 　　Qintong Tuban183·Qin Dynasty·Meiyang

Tongquan

Qin bamboo slips： Shui·Riyi 87.1　 Shui·Yu 6

Fang·Riyi254　 Zhou·Li 119　 Zhou·Ri 150

Li·J19981Zhengmian

Li of Han Dynasty： Han·Laozi Jiahou Yijiuba

Han·Weiwujian·Fufu Siliu Weijin·Xiachengbei

Regular scripts： Zhengzitong·Zhibu Page 1137

The character" 此 " in obracle and Jinwen is associative compound character. It will take the meaning of the pedpedal as the beginning of "趾". In Qin bamboo slips, the human figure has changed from human form to dagger.

In a word, Li-character is an extremely important stage in the history of the writing of the ancient and modern characters. The writing and strokes are one of the real causes of the change in character pattern, which changes the strength of characters at first and then changes the character pattern. "All the change consciousness and the times aesthetic idea must be realized through the writing; neglecting the influence of the writing strokes to the character, the study of the character evolution is not complete enough."

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A Study of the Metaphor in Newspaper English and its Translating Strategies

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Abstract: As one of the most important media, newspapers help a large group of readers get information in their daily life. With international newspapers becoming popular in Chinese market, the English-Chinese translation of English newspapers plays an essential role in its success. Metaphor is a figure of speech which is widely used in newspaper English. The related research on metaphor is first introduced in the present paper. Secondly different types of metaphors are discussed, namely, conceit, personification, metonymy and synecdoche, and some examples are given to demonstrate each of them. In the third part, discussions are made on the application of metaphor in newspaper English. And then some translation strategies are listed with analyzing related examples. Finally, it makes a conclusion that knowing the application function of metaphor can assist the translator get a better understanding of the target text. In the process of its English-Chinese translation of newspapers, it would be much better for translators to combine various translation strategies so that can improve the quality of the translation.

Key words: Newspaper English, metaphor, translation strategies

Introduction

With fierce competition in the course of globalization, the world changes every day. International communications are frequent, fueling economic growth of each country, which almost attributes to the media. Nowadays, the media is diverse and every person in the world is affected by it. Newspapers, either electronic version or paper version, are crucial in mass media. English Newspapers cover a variety of fields, involving in politics, business, military affairs, history, sports, science, nature, art, food and etc. As one of the most powerful media, Newspaper is characterized by diversity, convenience, speediness, timeliness and popularity. The press men play an important role in spreading information. While reporting, a journalist should think properly about vocabularies, tone, mood, rhetoric and etc. in their reports. Because it is something about the attitude of the author, sometimes even the government. Translators of English Newspapers, taking a heavy burden, have to take all aspects such as polity, cultural background into consideration while they are translating the materials.

Metaphor is a frequently used rhetorical skill in English Newspapers. It defines a figure of speech in which an expression is used to refer to something that it does not literally denote in order to suggest a similarity. The English word "metaphor" derived from Greek, the original meaning ——transform or change. Aristotle is the first person to put forward it. His book *Rhetoric* appears in 4 century B.C., which has been regarded as

> Oh stay, three lives in one flea spare,
>
> Where we almost, nay more than married are.
>
> This flea is you and I, and this,

the fundamental work of traditional western rhetoric. He believes that metaphor is a lexical mean to achieve some sort of rhetoric. It is transference of meaning, that is to say, replacing one word with another to express the same meaning for contrast. Another ancient Greek thinker Plato opined that metaphor is modifying language, only applying to express one's feelings. It is not proper to use metaphor in political debates and scientific discussions. Traditional linguistics regard metaphors as the rhetoric device and pure linguistic phenomenon. In the 1980s, American linguists George Lakoff and Mark Johnson in *Metaphors We Live By* thought that metaphor is pervasive , either in language or in thoughts. They put forward conceptual metaphor theory from cognitive perspective. The nature of metaphor is understanding one thing in terms of another.

This thesis will explore the classifications of metaphor, analyze application of metaphors and discuss translation strategies of metaphor, to make the translation of Newspapers English rule-based.

1. Classifications of Metaphor

1.1 Conceit

"Conceit is a comparison whose ingenuity is more striking than its justness and that a comparison becomes a conceit when we are made to concede likeness while being strongly conscious of unlikeness." (Helen Gardner) Conceit has been used widely in poems in the 17th century. There is an often-cited example from John Donne's *The Flea* (40):

> 住手，一只跳蚤，三条生命啊，
> 它的身体不只是见证我们的婚约。
> 还是你和我，

Our marriage bed and marriage temple is;

Though parents grudge, and you, we are met,

And cloistered in these living walls of jet.

Though use make you apt to kill me.

Let not to that, self-murder added be,

And sacrilege, three sins in killing three.

This is a short stanza from the funny little poem. Love is normally compared to some romantic things such as red rose, chocolate, etc. Most of us would be so surprised at such an amazing conceit. A flea that bites both the speaker and his lover becomes a conceit arguing that his lover has no reason to deny him sexually, although they are not married. Then the woman wanted to kill the flea as the speaker fancied that he was in it, so he said she wanted to kill him. He thought that if she killed the flea, at the same time, she would kill herself "self-murder added be" and also him and their baby as all of them were in the flea. That's why he said "this flea is you and I, and this, our marriage bed and marriage temple is ".

I'll love you, dear, I'll love you

Till China and Africa meet,

And the river jumps over the mountain

And the salmon sing in the street.

I'll love you till the ocean

Is folded and hung up to dry

And the seven stars go squawking

Like geese about the sky.

The years shall run like rabbits,

For in my arms I hold

The Flower of the Ages

And the first love of the world.

In Auden's love poem, river, salmon, ocean, stars are vividly personified. As we can frequently appreciate in Chinese Literature, personification is much more emotional than any other kind of rhetorical device(Frost,56).

1.3 Metonymy

我们的婚床，婚姻的殿堂；

父母怨恨，你不情愿，我们还是相遇，

并躲藏在黝黑的有生命的墙院里。

尽管你会习惯地拍死跳蚤，

千万别，这会杀了我，也增加你的自杀之罪，

杀害三条生命会亵渎神灵。

The flea is the woman, the speaker and the marriage bed. In essence, it deeply related to religious concepts. The flea is as the conceit of a fragile marriage. Because it would be easily destroyed. People seldom connect flea with marriage. Creative idea usually occurs in conceit(Lakoff, Johnson,13).

1.2 Personification

Personification is another type of metaphor in which an inanimate object or abstraction is given human qualities or abilities. There is an example as follow： W.H. Auden, *As I Walked Out One Evening* (13).

我爱你，亲爱的，我爱你，

一直爱到中国与非洲相撞，

爱到大河跳上了山顶。

鲑鱼来到大街上歌唱。

我爱你，直至海洋被关进栅栏，

为了晒干而被人倒挂；

直至七颗星星粗声喊叫，

就像空中出现了鹅鸭。

岁月将像兔子一样奔跑，

因为我以自己的心坎，

紧紧搂住时代的花朵

以及大千世界的初恋。

Metonymy is a figure of speech consisting of the use of the name of one thing for that of another of which it is an attribute or with which it is associated(Longman 142).There are different types of metonymy as illustrated below:

Category of Metonymy	Examples
A container for its content	Sorry, my pocket can't afford such a pair of shoes. (pocket--money)
A place for the people	The whole town attended the funeral. (the whole town-- the town people)
A location for the institution/organization	The world is watching closely what the White House will do next.(the White House--American government)
An instrument for its user	The pen is mightier than the sword. (pen--writer; sword--fighter)
A striking feature for the person/thing	Gray hairs should be respected. (gray hair-- the old)
An organ for its function	You have a good ear for music.(a good ear--the ability to appreciate or enjoy)
An author for the work	He likes to collect Picasso.(Picasso--Picasso's work)
A brand/producing place for the product	He is wearing an Omega. (Omega--Omega watch)

Take this poem from James Shirley, *Death the Leveller* as an example:

The glories of our blood and state

Are shadows, not substantial things;

There is no armour against fate;

Death lays his icy hand on kings;

Sceptre and Crown

Must tumble down

And in the dust be equal made

With the poor crooked Scythe and Spade.

我们的血统和权势带来的荣华，

不是什么实体，而只是幻影；

从来没有能抵挡住命运的盔甲；

当死神冰冷的手放在国王们头顶：

权杖与王冠

终久要倒翻，

它们将同卑微的长曲镰和铁锹，

不分高低，同样在尘土中长眠。

In this poem Scepter and Crown substitutes the king, because they are both the unique instrument for the king. Scythe and Spade also are the instrument for the poor to make a living.

1.4 Synecdoche

Synecdoche is a word or phrase in which a part of something is used to represent a whole, or a whole is used to represent a part of something. (*Oxford Learner's Dictionaries*) As same as metonymy, synecdoche can be classified into certain types as follow :

Category of Synecdoche	Examples
The part for the whole	God bless the hands that prepared this food. (hands--person)
The whole for the part	She cut herself in the kitchen. (herself-- her finger)
The general for the specific	The poor creature could no longer endure his sufferings. (creature--man)
The specific for the general	He had to earn his daily bread by doing odd jobs. (bread--food)
The material for the thing made	Have you any coppers? (coin made of copper)
The concrete for the abstract	I had the muscle and they made money out of it. (muscle--physical strength)
The abstract for the concrete	Bullets fell in showers. (bullets--death)

In *The Rime of the ancient Mariner* written by Samuel Taylor Coleridge :

The western wave was all a-flame;

The day was well nigh done.

Almost upon the western wave

Rested the broad bright Sun;

suddenly

When that strange shape drove

Betwixt us and the Sun.

西边的海波似一片火焰；

此时白昼将尽已近夜晚：

坠未在西方的海面是，

一轮巨大的灿烂的夕阳；

突然，

那个奇怪的物体，

闯进了太阳和我们之间。

Wave is a typical feature of sea, which frames strong representation, making a nice turn of phrase.

2. Application of Metaphor in Newspaper English

It is well known that metaphor has been extensively applied in newspaper English(张健,87). For one thing, metaphor is so inevitable to make the language much more vivid and interesting that readers are easily understanding what the author want to express. For another thing, newspapers sometimes have to make commentary about something, it is not always proper to write directly, so metaphor will help the author avoid using direct expression. Two main applications are analyzed in the following(刘金龙 11).

2.1 Description

There is no doubt that one of the most useful application of metaphor is to describe distinguishing features of a person or the special qualities of things such as the size, the color, the shape.

a. Compared to the sleek lines of the high-speed destroyers, those "greyhounds of the sea", she (the SES-100B surface Effect ship) is an over-plump mutt. But if destroyers are greyhounds, this thing is lightening.

跟高速驱逐舰—那些"海上猎犬"—的壮实光滑躯体相比，水面效应船（一种还在试验阶段的快速反潜、扫雷船）倒像是过于肥胖的杂种狗。但如果说驱逐舰犹如猎犬般迅速，那么这个东西更像闪电似地神速了。

The author is trying to compare two different military ships—the high-speed destroyers and the surface Effect ships—by their respective shape, size and speed. In the light of shape and size, the high-speed destroyers are likened to "greyhounds of the sea" while the surface Effect ships are likened to over-plump mutts. In the light of speed, the former are described as fast as greyhounds and the latter are said to be lightening. This is a case of metaphor for the purpose of description that in this example makes deep impression about the respective features of two things. Readers are able to lively feel and experience what the author described(谭卫国,10).

b. A poem *The Hound* :

Life the hound

Equivocal

Comes at a bound

Either to rend me

Or to befriend me.

I cannot tell

The hound's intent

Till he has sprung

At my bare hand

With teeth or tongue.

Meanwhile I stand

And wait the event.

生活这猎狗

态度暧昧地

朝着我一扑：

不是想咬我

就是要亲热。

这狗的心思

我说不明白

只看它跳来

对我的光手

是咬还是舔。

我站在那儿

等事态发展。

In this poem, the metaphor likens life to a fierce hunting dog, the hound. The two have the common quality in comparison: equivocal. The poem describes how the hound and life are similar in this perspective(陈安定 25). Through the vivid description, we can easily learn the truth

that we have no ability to change our life and then let it be and see whether we will enjoy happiness or suffer misery. Descriptive metaphors applied in newspaper also are employed to give the vivid description of something so that readers are more likely to possess the features or qualities of something(郭磊 14).

a. The tree of liberty must be refreshed from time to time with blood of patriots and tyrants. It is its natural mature. (Thomas Jefferson)

自由之树必须一次又一次地用爱国者和暴虐者的鲜血来浇灌方能生机勃勃、郁郁葱葱。双方的血是它的天然肥料。

In this sentence, liberty is likened to the tree and blood of patriots and tyrants is compared to the natural fertilizers, maturing the tree. Obviously, the metaphor is to reveal a truth —The life-and-death struggles between patriots and tyrants nourish the vitality of freedom, that is to say, freedom

b. Kissinger has always been a political chameleon, able to take on the coloration of his environment.

基辛格在政治上一贯是条变色龙，能随时着上各种不同的环境色彩。

Kissinger in the example is compared to a political chameleon. The comparison is such impressive that one cannot easily forget(叶子南 69). It vividly acts out the character of Kissinger in political affairs: he is flexible and changeable to match the different political surroundings.

3. E-C Translation Strategies of Metaphor in Newspaper English

Metaphor theories from cognitive perspective consider that metaphor is a kind of thinking mode and cognitive device, which offers the English-Chinese translation of metaphor new methods. Translators can choose concrete methods according to concrete situation.

a. The Senate Foreign Relations Committee today extended the olive branch to the Clinton Government by pleading for cooperation in developing foreign policy.

参议院外交委员会今天向克林顿政府伸出了橄榄枝，要求在发展外交政策上合作。

It is well known that the olive branch is compared to peace or victory. Evidently, the metaphor is the same both in English and Chinese by literal translation.

b. While the US, EU and Canada said the tariffs encouraged car parts companies to shift production to China, costing jobs elsewhere.

而美国、欧盟和加拿大则说关税鼓励汽车配件公司将转移到中国生产，以此解决消减其他地方的就业问题。

In this sentence, inanimate objects such as US, EU,Canada are represented with human qualities that they can express the thoughts. Tariffs even encouraged the companies to shift car parts to China. They are personified vividly. Either in English or in Chinese, the metaphor is

2.2 Explanation

Most metaphors function to specify truths, explain reasons, reveal specific qualities of a person or particular properties of things. Let us analyze the following examples :

is guaranteed at the expense of blood and lives. Undoubtedly, to reveal a truth, elaborating by plain words is less convincing and forceful than the way of reasoning by metaphor, which readers can appreciate the subtlety and vividness of the metaphor.

3.1 Literal Translation Approach

Literal translation (metaphrase in terms) refers to an total expression of the original meaning, which put emphasis on preserving the source language intact. It is generally believed that literal translation strives to keep the form similarity, that is to say, the literal translation is faithful to the original text and form. In fact, it requires the accordance between the original passages and the translated one in the choice of word, syntax and styles(刘伯明 9). While the target domain of metaphor in English has the same meaning with it in Chinese, literal translation should be given priority. It can retain as much as possible the figures of speech. There are some examples below :

easily accepted. Consequently, it is proper to translate it according to literal translation. At the same time, the form similarity has been kept(胡壮麟 205).

c. He told the tens of thousands of people gathered in Independence Square that the Kremlin was lying to its own people by portraying the protesters in Kiev as near fascists.

他告诉成千上万聚集在独立广场的群众，克里姆林宫正对本国人民撒谎，将基辅的抗议者描述为几乎是法西斯的形象。

We are not surprised that newspapers always use the location for the government such as the Kremlin for Russian government, the White House for American government, Beijing for Chinese government and Tokyo for Japanese government. It's some sort of political metaphor often used in newspaper English. There is also a personification in this sentence, that "lying to its own people" is colorful language, making Russian government vivid. While people are familiar about it, it can be translated according to its literal meaning to keep its faith.

d. ..., and for many people learning English is an essential steeping stone on the road to success...

对很多人来说，学习英语是一块通向成功之路上的必要的脚踏石。

In the course of globalization, more and more people have to learn English for work or daily life. It's truly necessary for some people to master English very well. "stepping stone on the road" in English sentence and its Chinese translation version have the same source metaphor, which both consider "to success" as a kind of journey. Literal translation keeps its high fidelity(刘宓庆 167).

Literal translation is considered as the most essential and the most commonly used approach for translating metaphors. As long as the original meaning would not be impaired, priority should be given to the literal translation, because it is not only capable to retain the basic structure of the original sentence, but also to reproduce its artistic conception, image and target meaning. It is regarded as a rule that

corresponding English and Chinese metaphors with the same vehicles and intended meaning should be translated literally. As is known to all, language is the main bridge of culture. Actually, some vehicles of English

　　to show one's card

　　An eye for an eye, a tooth for a tooth.

　　to be armed to the teeth

　　to shed crocodile tears

If sometimes a source language vehicle does not exist in the target language, to maintain the original conception and image, translators have to reproduce it in the corresponding version so that it would be much more easily accepted for the target language readers.

3.2 Free Translation Approach

Free translation is the method to, according to the main meaning of the original passage, translate a sentence without paying too much attention to the details such as the form of the source language, figure of speech and the structure of sentence. Free translation targets with the communicative effect of the translated version. It refers to change the

　　a. Obama, McCain compete in battleground states as presidential race approaches finish line.

　　总统竞选接近尾声，奥巴马、麦凯恩战地州较劲。

In this sentence, competition is the metaphor for the American president election and the finish line is for the end of election. According

　　b. China looks into US car parts 'dumping'

　　中国调查美国汽车零部件"倾销"

The word dump means rubbish originally. In this sentence, it means that an large quantity of products is on sales to another country at a very low price, even as cheap as rubbish. To stress the low price, it is proper to

　　c. BEIJING—An underground video sweeping Chinese cyberspace has half the country cracking up.

　　网络上迅速走红的一部视频短片已经让半个中国的人民捧腹大笑。

The word country is an abstract noun. Country certainly cannot crack up. Obviously, this is metonymy which uses country for Chinese people. "The country" must be translated as "中国人民". "sweep" originally means to clean a room, surface, etc (清扫). In this sentence, it means to

　　d. The martial-arts soap opera - set in medieval times and heavy on special effects - bombed.

　　这部以古代为背景并运用了大量特技效果的功夫肥皂剧遭遇了滑铁卢。

Bomb originally means "炸弹" in Chinese. This sentence is from a report about a movie that the director has utilized the massive trick effects, with advertisements and publicity in print, e - mail and electronic before it would be released. However, the fact is extraordinary that audiences feel so disappointed about the film and the it was a miserable failure. It is all known to us that Emperor Napoleon was defeated at Waterloo, which was totally a crushing defeat(徐明武,287).And later, Waterloo became a symbolic noun of failure. "Boomed" is flexibly rendered into Chinese "滑铁卢" by the translator. Generally, Chinese readers have already understood the meaning of "Waterloo", so it is totally a suitable word to express what "boomed" means.

3.3 Amplification

metaphors have long absorbed by Chinese without any changes such as following examples:

　摊牌

　以眼还眼，以牙还牙

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original work's figures of speech, sentence structures or patterns, but not the original meaning(束定芳 109). Translators usually first comprehend the original language thoroughly, then translate it correctly in target language. It stresses the target language smoothness and it is of less importance to keep the target language form superficially similar to the linguistic form of the source language. In recent years, free translation plays an important role in cross-cultural translation of metaphor. Once the literal translation possibly cause the misunderstanding of the original metaphor, it would be the best choice for translators to choose free translation. There are some examples as followed:

the Chinese expression, it would be better to translate "approaches finish line" as "接近尾声" instead of "终点线".

translate "dump" as "倾销" so that both SL readers and TL readers can accept it(王振亚 76).

spread quickly, therefore, it should be translated as "迅速走红" in Chinese version. Only in free translation can express the popularity of the video vividly and deeply.

Amplification means supplying necessary words in translation on the basis of accurate comprehension of the source language. Owing to the cultural differences between two languages, a translator sometimes should refrain from supplying necessary words to make the version semantically accurate and idiomatic in the target language. Precisely, it is for the purpose of faithful representation of the thought of the author that we often resort to amplification. In addition, many idiomatic expressions and shortened words that can be well understood by the native speakers but hardly make sense to other language speakers (朱伊革 119). Therefore, it is also an essential way to translate Newspaper English to Chinese. The following table shows some types of amplification :

Adding Verbs	Reading makes a full man; conference a ready man; writing an exact man.	读书使人充实，讨论使人机智，写作使人准确。
Adding Nouns	Day after day he came to his work, sweeping, scrubbing and cleaning.	他每天来干活，扫地，擦地板，收拾房间。
Adding Adjective	Deflation has now reached unprecedented level.	通货紧缩已经发展到了空前严重的地步。
Adding Adverbial	Time drops in decay, like a candle burnt out.	时间一点一滴逝去，犹如蜡烛慢慢燃尽。

| Adding Numerals | Lovers wander hand in hand, paying no attention to the packs of children. | 情侣携手漫步，无人理睬那三五成群的小孩子。 |

There are some examples to analyze:

a. As he sat down and began talking, words poured out.

他一坐下来就讲开了，滔滔不绝地讲个没完。

"poured out" vividly personifies "words", making it alive. In Chinese version, it adds adverbial "滔滔不绝地" that makes the character of the talker drawn with a strong pencil.

b. That process may already be beginning, for Japan's surplus has been tumbling for 20 consecutive months, and it could end up with something that a few years ago would have been regarded as more fanciful than a unicorn, a Japanese trade deficit.

这个过程或许已经开始，日本的贸易顺差 20 个月来持续下滑，其结果将是产生贸易逆差：这种情况在几年前几乎比虚拟的独角兽更令人难以想象。

The unicorn is an imaginary beast in legends and stories. It is conceit. Adding adjective "虚拟的" is more precise and this will make it easier for the readers to follow.

c. The lion is the king of animals.

狮子是百兽之王。

Chinese four-character idioms are very important and special. We use "百兽" to represent all the animals living in the forest. The literal translation version is "狮子是野兽之王", but it amplifies numeral "百", which seems more readable to Chinese readers.

d. One day a terrible war came, and my son, like so many sons, went away to fight a great evil.

一天，一场可怕的战争爆发了，我的儿子和其他人的儿子一样去与恶魔纳粹战斗。

It adds "纳粹" to give a further information about "a great evil" in its Chinese version which lets readers more clear about the time and background of the story.

Cultural differences often emerge in newspapers. Sometimes it is hard to achieve a good effect either in literal translation or free translation. In this condition, translators could take the concrete context and special usage in target language into consideration so that precisely express the content of the original language by amplification.

Conclusion

Metaphor has been widely applied in Newspaper English, so it is necessary for English learners in China to understand the different types and the meanings of English metaphor if they want to well translate it into Chinese. This thesis intends to help English-Chinese translators have a better understanding of English metaphor in Newspapers. From the beginning, the thesis is mainly having a brief exploration of general knowledge of metaphor such as the definition, classification. When it comes to the application and translation skills of metaphor, it analyzes the examples that are chosen from newspapers. The examples in this thesis are both in Chinese and in English so that we can find how to properly translate English metaphor into Chinese version. Due to the cultural differences between the West and the East, it is hard to translate, only applying in one method. During the procedure of collecting examples, metaphors can be found almost in every sentence so that we can make sure about what Lakoff and Johnson said, "metaphors were in any places and times" .

Certainly, the study is not totally comprehensive and profound. To start with, the thesis is inadequate in examples thus the thesis cannot be absolutely precise and objective. In addition, the knowledge of metaphor is limited so that the applied theories are restricted. Therefore, many things I have to do in the further researches and studies. First of all, in order to make a objective and precise study, the amount of the examples should be enlarged as many as possible. What's more, widening our knowledge of metaphor theories is better for the study. Only in these ways will the thesis be more trusty and reliable.

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A Model of Ecological Poet Translating Eco-Poetry: On Gary Snyder's Translation of Han Shan's Poems

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Abstract: As one of the representatives of American "beat generation", Gary Snyder used to put his ecological poetic ideas, such as returning to the wilderness, ecological holism and reconstructing the human's contract with the earth into his translations of Han Shan′s poems, which resonated with Han Shan's cultural ideology. His effort greatly helped to merge Han Shan's poetry into the American society. Moreover, such ecological poetry got popular with the American readers for a very long time. Therefore, on the one hand this study can elucidate the typical case of ecological poet translating ecological poetry; on the other hand, it can make a new perspective for the Chinese culture going-out to the world.

Key words: Gary Snyder; Ecological poetics; Han Shan's Poetry

Introduction

Gary Snyder, American poet, pursued the freedom of nature, advocated all things in the nature live in harmony and grow together, and promoted the harmony of man and nature. He is a model of ecological poet translating Eco-Poetry, moreover, his ecological poetics is similar to Han Shan's ecological world outlook. Gary Snyder focused on translating Han Shan's poetry. Through translating Han Shan's poetry, he was devoted to making the content and spiritual level accord with the profound level of natural life. He not only conveyed Han Shan's ecological world and ecological thoughts, but also he made his translation integrate into Han Shan's ecological world in order to let the translation and the original poetry be in harmony and unity, even achieve the spiritual unity of his translation and the original. Therefore, by doing this, it can achieve the highest level of ecological poet translating Eco-poetry, and create a classic case for the spread of Chinese works in foreign countries.

1. Gary Snyder's Ecological poetics

Gary Snyder is the American "deep ecology of the laurel poet" in 20th century. He advocated a deep ecological way of life, and tried to break people's inherent traditional thoughts, thus, his poetic creation and translation both embody a kind of ecological concepts with a deep ecological value, which implies his unique ecological poetic ideas.

1.1 Returning to the Wilderness

Wilderness, as a mysterious natural theme, is a renewed topic in America literature and even American culture. America ecological philosophy Ralston's "wildness philosophy" spread the human world's ethical standards to wildness, fully implementing the America wildness literary view. One of Snyder's ecological ideas are to seek inspiration from wildness. He once said that "I still hold the oldest values; which can be date back to the Old Stone Age: the fertile land, charming animal ......, I try to store the history and that piece of barren land in my heart, so that my poem may close to the true nature of things to confront the imbalance, disorder and ignorance of our time" (Friebert 56). He believes that one can purse free, wild and joyful life in wildness, closer to true nature of things and feel the harmony with nature in wildness. He mentioned in the "wild practice" that "nature is not the place to visit, but our home", and nature is the re-creation experience of human mind because people are able to feel the vastness of nature, realize their position in nature and identify with nature so as to come to the state of integration of things.

1.2 Ecological Holism

Caring for nature and seeking interdependence and coexistence by taking the whole ecosystem into consideration are another important principle of Snyder's ecological philosophy. Scholar Hong Na mentioned that Snyder's ecological holism state that the overall interest of biological system including all kinds of living things should be viewed as the highest standards of value as people and nature and people and animals are symbiotic, complementary and in dialogical relationship, a view expressed in Snyder's "Jack Rabbit" and "Black Tail Hare".

1.3 Reconstructing the Human's Contract with the Earth

Revering the earth and respecting life is the core ethic that ecological literature adhered to. In face of the destruction and slavery human caused to nature, Snyder stressed in poetic creation that there is only one contractual relationship between man and nature. He described the beautiful scenery of the northwest of United

State in the poetry "stone packway", in which each of the words expressing his beliefs and philosophical ideas. He followed Thoreau to pay attention to putting his own philosophy and belief into practice and emphasizing local consciousness. He advocated reestablishing contract with earth, allowing other life to enjoy the equality and the equality between man and nature so as to make culture more inclusive and the symbiotic idea deeply rooted in people's mind.

In short, Snyder's ecological poetic view has been continuously adjusted and improved in his poetic creation and translation from the perspective of deep ecology.

2. Han Shan's Ecological World

Poet Han Shan in Tang dynasty is not only a free and wild monk poets, but also champion the green value of common prosperity of all things and being with nature. His entire poetic creation was influenced by Confucianism and Buddhist Zen, embodying a natural poetist. His ecological world mainly reflected the following:

2.1 Natural Poetic Dweller

Han Shan's ecological world view is benefited from closing to nature and experiencing nature, feels the beauty of nature with heart so that he can create a number of unique Cold Mountain Poems. He is a natural poet dweller just as what revealed in his poem "rough and dark--cold mountain trail" "chirps is often visited by bird, contrasting a more lonely atmosphere" that he lived in the mountains to feel the natural tranquility personally, while he is also the subject and legislator of the natural world he dwelled in.

2.2 Freedom and Big-hearted Monk Poet

What Han Shan pursued is freedom and return to the deep mountain to feel the tranquility all alone, holding himself aloof from the world. So his poetry was also written in free style, full of rural colloquial language. Such as in the poem "Once at Cold Mountain,troubles cease ", he wrote "Once at Cold Mountain,troubles cease -No more tangled, hung up mind.", which means the tranquil atmosphere in Han Shan allow them feel free and ease, so he advocate the inner freedom, pursue the free development of the nature of things, go after the liberation of human in nature and the spiritual freedom.

2.3 All Things in the Nature living in Harmony

In the creation of Cold Mountain Poems, the natural things form a united whole with people and the whole unity of the natural ecology was described. In his poem creation, such as "I can't stand these bird songs" in poem "bird language is unbearable" , and " Spring water in the green creek is clear " in poem "Spring water in the green creek is clear. Moonlight on Cold Mountain is white", he described the natural creatures and scenes, displaying ecological ethics of "reverence for life". He emphasized that one must experience all other life the same as expiring his own life, man and nature and animals are symbiotic and in complementary existence and seek common prosperity with natural beings.

Han Shan is both a natural poetic dweller and a free monk poem, spending whole life pursing the coexistence of natural beings.

3. Gary Snyder's ecological expression of Han Shan's Poetry

When translating ecological poetry, ecological poet needs to reach a certain cultural resonance with the original author. Snyder needs to fully understand the cultural connotation that the original author wants to express, seek truly to comprehend the whole process of the original author in its ecological poetry. At the same time in the process of translating ecological poems, this kind of cultural resonance run through the prospect selection of poem, style grasp and keynote thought. Besides, various translation techniques is adopted to correspond to all aspects of the original poetry while show the originality of poem translation and unit with Han Shanzi's high nature life. In the 1950s and 1960s in the United States, many young people regarded Han Shanzi as an idol to follow and called Zen "Asian influenza". Snyder, as one of the representatives of the United States "the Beat Generation", translated 24 of Han Shan's ecological poem and experienced the life similar to what Han Shan experienced. He, to some extent, becomes the embodiment of Ha Shan and unit as one. It can be said that Snyder is the modern American version of Han Shan, his poem translation is the best interpretation of Han Shan's ecological ideas.

3.1 The Ecological World in Poetry Translation

In Snyder's translation of Han Shan's Poetry, the ecological world will be expressed and implied in the perspective of choosing quiet images, adapting local accent speech and using Chinese-specific cultural words to show China's ecological and cultural landscapes.

3.1.1 The Expression of Quiet Images in Poetry Translation

When Snyder translated the Han Shan's poetry, he chose the images on the basis of being faithful to the original poetry. During the translating creation, he reasonably added the proper quiet images to make his translation materialization and establish the artistic conception of the original poetry, therefore, it made a great extent resonation with Han Shan's cultural ideology. For example, in the 9th poem "杳杳寒山道", Han Shan wrote: "寂寂更无人."The original poem mentioned the word "无人" , and Snyder translated it into "not even a lone hiker". He added the word "alone" and defined the "人" as "hiker" which referred to a man goes hiking. He refused to choose the ordinary word with various meanings like "man" or "climber" because these words that he adapted implies the path to Han-shan's place was distant, and told us that Han Shan and himself were both the hiker lover. They both loved the nature and liked closing to the nature. They were both the lonely explorers. By choosing these words and images, it is able to create the lonely, quiet natural environment, and is in line with Han Shan's mood of retiring from the world.

Moreover, for instance, in the 15th poem "寒山有裸虫" , Snyder translated "寒山有裸虫" into "There's a naked bug at Cold Mountain". In fact, the word "naked", in ancient times, referred to

one of the "five insects". It refers to the five elements of the main soil including the animals with hairless or short hair besides human beings, such as dolphins, cetaceans, hippos, manure, seals and other mammals. They are famous for the exposed body. Human being are the elders of caterpillars, so called "naked bug". Snyder used the literal translation and translated "裸虫" into "naked bug". He did not choose the word "exposed" or "nude" because he just used the "naked" to express the quiet environment with no decoration and no voice. For the definition of "虫", he explained it as "bug" which refers to the insect and cimicid, and he did not adapt the images of "pest" or "insect". The reason is that the word "bug" can implies the path to Han Shan's place has so many unknown people who will have effects on the Han Shan's quiet place and break his long-term leisure life. Superficially, it seems that the image "naked bug" is a dynamic element, but Snyder used the quiet "bug" to reflect the quiet environment and Han Shan's ecological ideology with the sharp comparison.

3.1.2 Almost Local Accent Oral Expression

The whole style of Snyder's translation has a extend resonance with the style of the original poetry. The feature of Han Shan's Poetry is the form of freedom, and mingles with spoken language and folk language. Sun Shangwu, in his book named Zen Poetry and Thought, wrote his thoughts about Han Shan's poetry: " The language of Han Shan's poetry is very simple and vivid. It can be easy to speak out and be with the features of pungent, straightforward, and new different effects. Han Shan's poetry are full of oral common sayings and preserves a large amount of folk adage materials.

In translating Han Shan's 24 poetry, Snyder kept the style of the original, and adapted the simple and free styles without rules and forms of classical poetic composition. He translated them with local accent words to express Han Shan's natural characters, optimistic and broad-minded thoughts, and free and uninhibited true nature. For his recreation of Han Shan's poetry, he seized the simple style and the profound meaning of the Han Shan's poetry with the simple and pure methods to recreate the original. Furthermore, his translation are filled with local accent oral expressions to use the free style to suggest the true and meaningful ideas, and show the beauty of Han Shan's poetry and human.

For example, in the 18th poem "多少天台人" ,when translating these two sentence: "多少天台人 ,不识寒山子. 莫知真意度 ,唤作闲言语", Snyder just created the corresponding sentences: "Most T'ien-t'ai men. Don't know Han-shan. Don't know his real thought. And call it silly talk". In this poem, Han Shan used the simple and local accent or oral speech to express nobody appreciates him and understand his ideological level. Snyder were faithful to the original and translated it with free style and oral speech. He did not pursuit of the rhymes and rules, but he was devoted to conveying the true meaning of the poem. Like translating the "天台人", he just used the "T'ien-t'ai men" which was simple and vulgarity. And he directly explained the words ""不识"and"莫知" and adapted the oral

expression "don't know". Thus, he just applied the oral words "T'ien-t'ai", "Don't know" and "silly talk" to be easy to understand and read up catchy. Snyder aimed at using the most simple words to reflect the profound meaning of Han Shan's Poetry and reflect Han Shan's ecological thoughts.

Moreover, in the 24th poem named "时人见寒山", Han Shan adapted the autobiography way to describe his special points. Snyder used the local accent speech to translate these sentences: "我语他不会，他语我不言".He translated it into "They don't get what I say. And I don't talk their language." The simple verbs like "get" and "talk" are used to explain the meaning of understanding and communication. And the "they don't" and "I don't" directly express Han Shan's communication barriers with other people who did not understand him. Snyder insisted on revealing Han Shan's mind world and plight from the view of the first person.

Therefore, using the local accent oral expression are important for Snyder to restore the style of original poetry and reveal the true meaning of Han Shan's poetry, which becomes the basis of expressing the ecological poetics.

3.1.3 China's Ecological and Cultural Landscapes

The content of Han Shan's poetry concludes a large amount of local characteristic cultural words with Chinese-specific features. He extensively used the way of dissimilation to translate these cultural words with simple and popular literal translation. By using the simple English words, these words make the China's ecological and cultural landscapes implant into American culture to achieve the culture implanting with simple words and sentences. There is no doubt that these measures cater to the American youth's needs to manifest their different and unique personalities.

For instance, in the 5th poem "欲得安身处", Snyder translated the sentence "喃喃读黄老" into "mumbles along reading Huang and Lao". In this sentence, he directly used the " Huang" and "Lao" like Chinese Pinyin to explain the meaning. The word "黄" refers to the Yellow Emperor who is the taoism ancestor. And the "老" means Lao Zi who is the founder of Taoism. In this poem, these two words refer to Han Shan's reading books about thoughts of Huang-Lao. Snyder only used the simple Pinyin to translate the "黄" and "老" and replaced the two famous name in China, which showed the Chinese traditional culture in natural ways.

In the 7th poem "粤自居寒山", there is a sentence "天地任变改" . Snyder translated it into "let heaven and earth go about their changes". He avoided refining the "天地" as the God in Western thinking way, but he kept the Chinese traditional cultural meaning to annotate the "天地" and adapted the meaning of "heaven and earth" to transplant the Chinese ecological and traditional culture into American culture so as to make them understand and even accept Han Shan's ecological thoughts easily.

In the 10th poem "一向寒山坐", Snyder translated the "太半入黄泉" into "more than half had gone to the Yellow Springs". This Chinese word "黄泉" was directly translated as "Yellow Springs". In Chinese Taoist culture, "黄泉" is the place that people will come to

after their death, that is to say, the Netherworld. Also, the "yellow spring" is one of the nine springs. It seems that Snyder misunderstood the meaning of "黄泉" so the target readers will be confused when they read this poem. However, the translator reserved the Chinese specific cultural words so it is the way of expressing Chinese culture with exotic words. If he added appropriate footnotes, the reader would exactly understand the meanings.

In the 12th poem "出生三十年", the sentence "入塞红尘起" was translated into "Entered cities of boiling red dust". Snyder adapted the literal translation to describe the town was covered with the red dust. The word "红尘" , in fact, means prosperous city. He simplified the word "红尘" and create an imaginable word to arouse the enthusiasm of target readers to make them figure their imaginations for ideological emancipation. Keeping the Chinese traditional culture and cultural words is good for his translation of Han Shan's poetry to deeply explain Han Shan's ecological world.

Above all, the literal translation of Chinese-specific words is a way of Chinese cultural transplantation going-out to the world. Through this way, it aims at spreading Han Shan's outlook on life and attitudes of life. This kind of detached and big-hearted figure and thought, at that time, are in keeping with the American youth's thoughts and values that refers to being against the orthodox middle-class values and looking down upon materialism, tradition, and authority. Thus, the "beat generation"like rock music, but they are unsatisfied with American culture. In fact, they desire to get respects and win real ego.

3.2 Ecological Holistic Perspective in Poetry Translation

On the basis of implementing ecological holism, Snyder translated Han Shan's Eco-Poetry to make the whole unity of nature and human, and the harmony of his translation and the original poetry. He not only concentrated on showing the ecological unity of the nature itself, but also created the overall unity of the nature and human beings and unified the ecological thoughts of Snyder and Han Shan. The brief explanation as follows:

3.2.1 The Overall Unity of Nature and Human

Gary Snyder translated 24 poems of Han Shan, obviously, every translation creation implies the prototype of ecological holism. Besides being faithful to the Han Shan's ecological holism, his own thoughts of regional ecology were blended in his translation. He thought that people should go into the nature to experience the real nature and company with nature in harmonious state.

For example, in the 1st poem "可笑寒山道", this sentence "可笑寒山道 ,而无车马踪" was translated into "The path to Han-shan's place is laughable, A path, but no sign of cart or horse". Snyder chose the word " laughable" to make the quiet view change into dynamic view, which made his translation flexible and vivid. He used the adjective to replace the Chinese verd "可笑" to build the human and the nature in harmony. He regarded the path to Han Shan's place as the subject. Through transformation of parts speech, it reveals and highlights the special and interesting relationship of Han Shan and the path to Han Shan's place, and correspond to the

next content that there was no horse and vehicle on Han shan's path. Furthermore, it reflects Han Shan's mind communication with natural scenes and the whole nature. Actually, Han Shan was with the natural and lived in the distant mountains to feel the deep quietness and distance in his mind.

In the 2nd poem "重岩我卜居", there is a sentence "重岩我卜居，鸟道绝人迹". Snyder translated it into "In a tangle of cliffs, I chose a place. Bird paths, but no trails for me." He was faithful to Han Shan's expression and meaning. He added the subject "I" and the verb "chose" to explained the Chinese word "我卜居", and changed the word "重岩" into adverbial modifier and translated it into "In a tangle of cliffs" which shows Han Shan lived in a tangle of cliffs and he was brave to live in the tough environment. Thus, it can reveal the harmony and unification of Han Shan and the nature. In this poem, Han Shan expressed his feeling directly in the first person and Snyder kept the firs person to tell readers "I chose a place in a tangle of cliffs as my residence". This sentence "鸟道绝人迹" was translated into "Bird paths, but no trails for me". He added the person "me" with the first person to fully explain the situation that Han Shan could not find the way to his residence because of the severe natural environment but he took optimistic attitudes towards his problem with no complaint for the nature. However, he calmly accepted the humble dwelling and cliffs, and companied with the cliffs.

Above all the explanations and analysis, although the environment was so severe and bad, Han Shan showed a smile to the nature from his poetry, which could imply his ecological thoughts —unity and harmony between man and nature.

3.2.2 The Unity of Translator's and Han Shan's Ecological Thoughts

Gary Snyder made the creative translation of Han Shan's poetry to resonate with Han Shan's ecological thoughts. He bent himself to developing Han Shan's ecological thoughts and pursuing the unity of ecological culture. He thought human beings should find their place in the nature and pay attention to harmony with nature. In the nature, the manifestation of human and nature takes on harmoniums relation.

For example, in the 9th poem "杳杳寒山道", he translated the sentence "杳杳寒山道，落落冷涧滨" into "Rough and dark - the Cold Mountain trail, Sharp cobbles - the icy creek bank." In this sentence, Han Shan did not mention the darkness of the path to Han Shan's place, but he added the word "dark" to build a quiet and peaceful atmosphere to meet Han Shan's feelings. Meanwhile, the poem is not involved with the image of "cobblestone" by the river bank. But the translator drew into the images "Sharp cobbles" and with the adjective "sharp" replaced the word "round" to form the sharp comparison and to show the quiet and secluded environment. In the third sentence of the poem, "啾啾常有鸟，寂寂更无人"was translated into "Yammering, chirping - always birds; Bleak, alone, not even a lone hiker." In order to create a desolate and lonely atmosphere, Snyder adapted the way of addition. Adding

"yammering" and "chirping" to describe birds' callings is beneficial to set up bleak atmosphere. Then, besides all the imaginations, Snyder did not prefer to explaining the voice but focused on creating images such as "hiker", and using adjectives like "bleak" and "alone" to show the desolate situation of the path to Han Shan's place. All the addition and imagination serve for making unity of translator's and Han Shan's ecological thoughts.

Snyder added the imaged and proper words to reflect Han Shan's ecological world and his ecological cultural ideology. On the basis of Snyder's ecological thoughts, the addition and imagination are in accord with Han Shan's ecological ideology because integration of two kinds of ecological ideas will make high-quality recreation. Therefore, these methods of translation that Snyder adapted lie in restoring the artistic conception of poetry, developing Han Shan's ecological thoughts, and further achieve the unity with the Han shan's ecological ideology.

3.3 Gary Snyder translating Ecological Beauty of Han Shan's Poetry

In order to show the ecological balance of nature and harmony between natural things and the environment in translating ecological poetry, the translator gave reasonable real reflection based on the original characteristics of things by grasping the nature of natural thing and uniting with the environment. In the process of translating "rough and dark--cold mountain trail", Snyder grasped the essential characteristics of natural things in poetry and deeply depicted the words corresponding to English and fully demonstrated the beauty of balance of natural ecology.

杳杳寒山道
杳杳寒山道，落落冷涧滨。
啾啾常有鸟，寂寂更无人。
淅淅风吹面，纷纷雪积身。
朝朝不见日，岁岁不知春。
Rough and dark - the Cold Mountain trail,
Sharp cobbles - the icy creek bank.
Yammering,chirping - always birds
Bleak,alone, not even a lone hiker.
Whip, whip- the wind slaps my face
Whirled and tumbled - snow piles on my back.
Morning after morning I don't see the sun
Year after year, not a sign of spring.

The poem "Rough and dark - the Cold Mountain trail" involves the mountain trail, Jianbin, wind, snow, spring and other things. Snyder translated the thing "mountain trail" based on the original poem, so he translated it "the Cold Mountain trail"; the "cold Jianbin" mentioned in original poem is translated into "the icy creek bank", both the two translations do not detach the essence of things but seize the mood created in the original poem. So the words "cold& icy" express the cold weather at that time and the silence of

the surrounding environment. At the same time, he used the simplest words to describe the "Cold Mountain trail" and "Jianbin", reflecting the pure beauty of nature and the simplicity of Zen thought from side. In interpreting "bird" in the poem, he added "yammering" and "chirping" to describe the bird's whine in order to restore the desolate, lonely atmosphere fostered in the original poem, further contrast the desolate environment around and show the original ecological scene without breaking away from the nature. For the "snow" described, he adopt the word "Whirled and tumbled" to convey the texture of snow itself characterized as light and fluttering with wind. The combination of static and imagination in the translation correlate to the original poem.

The kinds of things involved in the above original poem was depicted from its character by Snyder by adhering to the nature of original things and combining the surrounding environment and the poetic mood so as to achieve the ecological beauty of nature, forester the beauty of ecological harmony and express the poet's isolated loneliness and supernatural free mood.

4. Conclusion

In his translation of ecological poetry, Snyder was to continuously rich and deepen his ecological poetics in the process of translating ecological poetry and had a mind dialogue with Han Shanzi. He advocated to return to nature and pursue natural freedom; he seeks after the freedom of poetry, freedom of translating poetry; he championed the harmony between man and nature, focused on the construction of ecological holism, cared about nature and carried out translation standing on the ecological holism and found people's position in nature, comprehending the truth of complementary and coexistence between nature and human. Snyder told people through the translating Han Shan's poem that only opening our own spiritual world and walking into nature can we find another soul in the original author's poem and world united with nature so that translating poem can be more vivid and full of vitality.

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Athol Fugard's Drama in the Dimension of Space

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Abstract: South African dramatist Athol Fugard's drama is thought-provoking, which is rich in theme and full of content. Almost all his dramatic works are drawn from the real society and blended with self-remolding and self-thinking. This paper explores Fugard's drama from the spatial dimension, showing the playwright's deep concern for the South African society with multi-time, multi-space, multi-level and multi-angle, repeatedly thinking of the vicissitudes of life, constantly inquiring into the depth of soul, holding the strong thirst for profound reflection on human nature and for a better vision. By writing the isolation of living space, deprivation of discourse space, invasion of mental space and finally struggle for moral space identity, this paper vividly expresses the survival status of blacks in confined space and constant efforts in order to search for their own identity during that period.

Key words: Spatial dimension, Athol Fugard, drama

Introduction

Athol Fugard is a famous playwright in contemporary South Africa. He went through the early, middle and late stages of the entire apartheid in South Africa. Therefore, he is keenly aware of the suffering of the African people. Through this period, he turned his own thoughts about South African society into vivid drama. And he broght us not only a gluttonous feast but also the rich materials for us to study the South African society and at the same time left a thinking dimension about the essence of human nature. Although space theory developed in these years, few people used this theory to study Fugard's works, leaving a total blank in the history of Athol Fugard's drama criticism.Thus it is of great importance to research Fugard's works from the dimension of the space .

Following the publication of Henry Lefebvre's *Production of Space* in 1974, space was put forward as a research question. In 1984, Michel Foucault published *A Text and Context in Different Spaces*, and the space problem was mentioned again. He said, "the anxiety of our times has a fundamental relationship with space, more than with time" [1] which would further push the theoretical foundation of space problems into a new era. Subsequently, in the fields of philosophy, literature, sociology, knowledge, archaeology and geography, the paradigm of "spatial turn" emerged. "Spatial turn" means a shift from the past "time dimension "(or linear thinking) to " space dimension" which is equally important with time. More importantly, it broadens its theoretical vision and improves the knowledge structure of various disciplines. At all times and in all lands, the exploration of space is in a realm that is hidden and can not be seen completely. This field is being pushed and understood step by step.

When space theory is combined with drama criticism, the research field of drama is opened. Space theory is a relatively static research paradigm on the time line and there is no way that space has absolutely nothing to do with time. As time goes by, the space field can change further. When it reaches a certain extent, time will push it into a new space model. In this way, Athol Fugad's works can show more vitality in the study of the spatial paradigm, which is more profound in the process of comment. This paper takes Fugard's four representative drama *My Children!My Africa!*[2], *Island*[3], *Sizwe Banzi Is Dead*[3] and *Train Driver* [4]as examples. By exploring his drama from the four aspects, expectively the isolation of living space, deprivation of discourse space , invasion of mental space and finally struggle for moral space identity, we can understand Fugard's drama better in the space dimension.

1. Isolation of living space

Most of the roles in Fugard's drama are in hardship. Either they are segregated in a narrow space, or returned to home for work without much salary for their household spending. In either case, they are constantly looking for a piece of land for their rest. But if the survival becomes a problem, it is like a dead-alive person alive, sooner or later to be lost forever. Therefore, it is necessary to ensure the normal living space for them to continue to develop.

Take *Island* and *Sizwe Bansi is Dead* as an example. In *Island*, John, Vince, and the other criminals in the prison who violated racial law were deprived of their living space. The play kicked off the audience with a simple stage setting. Folded blankets are neatly placed outside. The prisoners are sleeping, wearing prison clothes. Compared with the folded blankets, the crouching prisoners absolutely shocked us. It follows that white warders are remarkably cruel to black political prisoners. Next, the details of the sound description emerge endlessly. Thus, the depression and sorrow of the prison's living environment are highlighted. The breathing of labor is

loud and silent; Wheel sound of the cart were shrill. The warder grunts and green flies hummed bleakly. Work without breathing high shrill sound; the sound of wheels rotates the cart; the warder grunts and green flies hummed bleak; long whistle reflects the hardship and complication of political prison life. The monotony and repression of sound are invisible, but sensitive, painful and deep in the closed space. They repeatedly dug up and pushed the same mound, which gives the audience a Sisyphus Fuchs in the visual impact. Meaningless toil and depressing conditions left a scar on the whole drama. Sound and vision are sunken in a monotonous and heavy enclosure, and the beginning of change is the beginning of a prisoner's abuse. As the whistle sounded, the prisoners with hands and feet tied began to "run away". The "escape" was a hoax in a confined space rather than a rebirth of anticipation. John was making a sound mutter prayer, appearing in an enclosed space depressing and without force and can be heard only on his own. Silent prayer and powerful whip formed a contrast in the theater space, which shows a shocking humble of the living space. And Vince has been used to the sound of their anklets, while hiding Herod's whip and acquiring the ability of enjoying life in adversity. He was not feeling the joy but numbness in rhythmic tinkling sound in the hinger. Enjoying life in adversity is the persuit of oneself for belief while Vince got the whips and the pain. The enclosure of stage space and the continuation of sound oppressed the audience with the haunting and enduring sadness. According to Camus's view, if the body is the place where the soul sought elegance, then the black can not hope for his life and is unable to load the wounded soul in the apartheid.[5] And Sizwe Bansi is in another state. Although he is not dead, he almost can not live for his helpless life. He was searched by the police and he was forced to return to his hometown for life. But there was no work in his hometown to provide all the needs that his wife and children live for. Forced to exchange identity with a dead man, he will continue to live in the big city in the name of a dead man and earn money and support his family. His heart is restless. On the one hand, he has to abandon the identity of his own name and on the other hand, he had to make the tough choices while his heart was sour unceasingly. It is hard to live in the world. When he used other people's identity, he would have to experience many kinds of difficulties, during which helplessness, concealment and worry would occur occasionally. Though we can make nothing of it, but one thing we know is that his living space is squeezed out. People like him are either to commit himself nor give others a promise, because he could not see the approaching danger. Once the criminal conspiracy has been unmasked, his life will be completely extinct.

2. The deprivation of discourse space

The discourse space has a specific contextual model, and its textual structure conveys the corresponding discourse theme, and then realizes the "social orientation" of the discourse. The discourse space of *Island* is its language space, and the confined language is the confined discourse space. The representative discourse characters

are John and Vince who endured suffering silently in front of the public at the beginning while played *Antigone* at the end of the play. Their voice is different as the plot moves on. At the same time, the attitude and faith of John and Vince also changed. In the process, they do their best to show themselves and fight for their own words, so that more people can hear them. Meanwhile, the injustice of apartheid can be recognized by more people. In the first scene, when John and Vince are fiercely whipped by the white warder Hodoshe, the whole scene almost has no words. The audience can capture only John's thin and subtle prayers; In the second act, John used a fake phone to call family, who try to use their own way to get in touch with the outside world. It is clear that he has the strong desire to get rid of the white discourse bound troops; Until the third act, this desire has evolved into the contest of John and Vince, when Vince's consciousness and John's adherence reached the same level, the struggle between black and white speech space is imminent; In the fourth act, John and Vince openly questioned and denied the white race and their racial laws, which were the shackles of their liberation from the white discourse, and finally the expression of their own discourse space. Vince ran away passively and then spontaneously escaped from prison. The sound also changed from the numb chains to real rhythm. During this process, the writer changes the nature of sound from passiveness to activeness, which means John and Vince completed self-awareness and self-cognition. At the end of the play, Vince could clearly remember *Antigone*'s lines and tried his best to perform the part. After he really achieved the perfect unity of inner faith and external action, his speech space also becomes infinitely open. A·Neto once called out in his poetry *Figure Farewell* that our own recovery is the hope of life. Only in this way can people's inner calling be awakened[6]. If the performance of *Antigone* on the surface is their breakthrough in the discourse space, the "prison break" is the ultimate practice of discourse breakthrough. They may be dead, but if you can use blood to alert the world, their grief process in Robben Island prison can be remembered. And it is possible to change the history of apartheid as well as the system that destroys human thought and human nature. *Sizwe Bansi is dead* is a play with a sacrificial gambling color. The protagonist was caught in a friend's home and forced to return to the City Williams. In City Williams , he could not find the right job to support his family's expenses. So he had to use the dead Robert Zwelinzima's identity to stay in Port Elizabeth, and caught a decent job and thus a decent income. After the exchange of identity, Bansi changed his survival status, but his life was full of lies in the hypocrisy of the world, let alone mention his discourse space. As a living person, Sizwe Bansi would always be in a sneaky way to express his ideas and thoughts while in the open and aboveboard world he was going to be a dead man. How can a dead man have his own discourse space, not to mention the identity of the people who are replaced, which is a kind of plunder in identity. One can not stay in a location without definite identity for a long time. Someday he would erupt when the space of secret is plundered and all his own discourse identity is likely to be deprived.

And in *My Children! My Africa!,* the change of discourse space is obvious. The white girl, Elizabeth, was God's favorite. At the beginning of the play, a sense of superiority, both in debating and talking, was generous and fearless. Although black boys have their own ideas, they can not easily express their views. And finally he defeated the class restrictions to express their views at the price of the black teacher's death. This is his and the era's sorrow. The looted discourse space actually represents a country's democratic political chaos and in the end of the script the black teacher is violently killed, which is the best performance when the black teacher's discourse space is deprived as well as his life. In *Train Driver,* from the beginning of the script, black woman expressed his rebellion against the unfair treatment and the South African society, which is the silent voice of their own deprived living space. Her voice was seen by white drivers and continued to shift and spread in the following path, which is a progress of society as well as a history of apartheid.

3. The invasion of mental space

In *Island,* with parole applications approved, John thought that everything was going to be over in three months. It seems that the structure, the time and space of the play give you an illusion of progress and a different life, but when you are about to celebrate, only to find that such a ceremony has not come. John is looking forward to getting out of jail. His good brother is not celebrating for him but questioning his behavior. Getting out of jail would bring John freedom, but the apartheid regime was not shaken by the law, and the rest of the Negro population was still in deep sorrow. The question of Vince was the beginning of his ideological awakening, and he finally realized that resistance was the only way out of racial oppression. As John's brother, Vince did not give John blessing, but with righteousness to restrain John hidden in the heart to drag out an ignoble existence. When Vince understood the meaning of apartheid, John was forced to go to the abyss of death. He had no choice but to contribute to the mass for his inner thoughts. From the inner world to the outer world, he had an idea that has changed. Armed with his own mind, he also gave himself a "no return", because John was questioned by Vince and he had to face the inner anti apartheid insistence and faith. Vince's spiritual world is the awakening of self, while John's spiritual world is a revolt against the world. Under the evil apartheid system, they must suppress the simplicity and fragility of human nature for the oppressed black people. Their thoughts are for the oppressed black people, not for their own selfish interests. Apartheid allows their own happiness to be swallowed up, and their mental space is too narrow to tolerate a little bit of selfishness. If the basic spirit of space is the distance from soul to instinct, another supporting role Harry's activity and behavior in the drama are completely paralyzed. And the distance from his soul to instinct is almost zero and the spirit has no placement. Harry in room 23 would serve 70 years, who was sentenced to life imprisonment. The apartheid is anesthetic made by the white. Harry degenerated from the upright man into a "wood" who used the chisel to chisel twenty

pieces of polished stone everyday. The white jailer loved him simply because he had no idea, did not resist, and completely forgot himself. Harry is the reminder pouring up Vince's consciousness. He knew he was becoming the same as Harry, forgetting his power as a human being. At the moment, he realized that the invasion of Harry's mental space by white people was spreading to his own spiritual world. If he could not run away from prison or die in revolt, then Vince would be another Harry ten years later. If the hope can not exist, he would rather use his own death to resist the invasion of the white spirit . As Wittgenstein said, "eternal life is for those who live in the present." [7] If death can alert the world, then apartheid law will eventually change. Black people who are segregated can also have free thinking space, no longer bound by the white. They have power to enjoy love and glory at all times, and eternal life is not hard to find. Therefore, spiritual freedom should be respected by all as the basic power is entrusted to human beings. Dubois once wrote in The Soul of A Black nation: "Civilization flourished in Europe, while in Africa it went on fire and died."[8] When apartheid became a law, Robben Island prisons held not only the living space and discourse space of blacks, but also the spiritual freedom of blacks on this basis. A negro without his own self was one person the white people wanted to made. And white jailers want to plunder the black prisoners' thoughts by the inhumane law. The invasion of mental space is a problem that blacks can not escape under apartheid. In *Sizwe Bansi Is Dead*, after the hero Sizwi Bansi's identity is replaced, spiritual space can not really be released because of the squeeze of living space. He has little room for his own thinking, and because of the use of other people's identity, even instinct can only be the dead Robert Zwelinzima, which is sad and bitter. And in *My Children! My Africa!* the black boy suffered a lot because of the teacher's death. Although the teacher's death is not directly caused by him, but because of his exposure. The death of the black teacher made the boy feel helpless because the teacher really cares about him. Although he was full of patriotic enthusiasm, the disaster caused by the extreme thought made him unable to live in his hometown. This will lead to the distortion of the normal mental state as well as the alienation of his individual mental space. At the same time, the abnormal mental space made the black boy feel the nihility and absurdity of life too early.

4. The identification of moral space

According to the explanatory paradigm of psychological field theory, moral space is the social value field where moral subjects are exposed. As a value field, there are values of good and evil, beauty and ugliness, affirmation and negation, and also the values of good and evil. In *Island,* the most eye-catching part is Antigone's interpretation in the drama. In *Antigone*, the king made the inhuman law which was accused by Antigone. Vince and John also wanted to accuse the apartheid by playing this drama. They believe that the observance of the law must rise to respect for human nature. This time, Fugard pulled away the story from the real world and unify

reality and interpretation in an objective: if a country's laws ignore humanity, then the law does not deserve to be protected and complied with. *Isand* uses *Antigone* to express the contradictions of the human rights and the law. Regardless of the law, Antigone buried his brother Creon and finally was sentenced to death. Antigone calls for the natural love and common humanity which stands for the overwhelming demands. Love and humanity cannot be expressed as soon as the law is bound to the yoke of morality. What Antigone said is the departure of human nature and the law. If because the sister buried her brother, she would be sentenced to death, then she would rather violate the law. Vince and John use this drama to express their inner voice. Just like the role Antigone in the drama, Vince and John violated the apartheid because of the inhuman treatment in Robben Island. Segregation hurts people's feelings, destroys their human nature, and deprives society of moral space. It should not be admitted. The law should be the moral standards accepted by majority of people, but not the jungle law used by a small number of people. When the moral spaces of blacks were invaded by whites, and if they were as thoroughly numb and self-conscious as Harry, the question of racial segregation would never be solved. If most of the blacks who have come in and gone out will forget everything here, and the pain will not be repaired, then the human history will never progress. In *Sizwi Bansi is Dead*, when Bansi changed identity with the dead Robert Zwelinzima, he suffered deep moral condemnation. On the one hand, the abandonment of one's identity is the disrespect of one's ancestors and the complete denial of one's life experience. On the other hand, the deceased may get buried untimely because of his reasons. He may also get the improper treatment, which is the great disrespect for the dead. His moral knowledge would not allow him to do so, but the pressure of life forced him to make such a choice. The only thing he can do is to pray in front of God, to let God forgive him, and to forgive him for his choice in a turbulent society. Even though he made a decision that he could not make for his life, he did not hurt anyone morally. What the playwright wants to emphasize here is that he does not completely drown his morals as a real person. He wants to make the right choice without hurting anyone. He has a very wide dimension in moral space, but we do not condemn him for his change of identity, and give more sympathy for him. His difficult choice of changing identity is in fact self - morality's perseverance, a resistance to the dark society in the mind. Being a real person without violating the values of morality is the best way for us to preserve our strength and make a good change in our society. And in *My Children! My Africa!,* the conceptual divergence of the "black teacher" and "black boy" is the main reason for their conflict. They judge right and wrong in different ways. The boy regard the revolution as the main way to liberate the black. He thought that getting rid of white is the complete way to save the black. While the teacher thought that the present situation will be improved as the main method to save the black. He believes that not all white people are hateful for some white are also kind. He holds the idea that the current social conditions in South Africa can be improved in a gentle way. Although they are devoted to the resistance, rise and prosperity of their own nation, they lead to violence and death because of the different conceptual ideas.

Conclusion

Athol Fugard is artistic, documentary and political in his dramatic works, which shocked the circle of drama critics. Many blacks in the living space and discourse space, spiritual space and moral space have suffered white extrusion and looting. The power of the man is also gone. The apartheid caused the irreparable harm and they also struggle for the apartheid worked out by the white people. This paper describes the Fugard drama space's plunder and shows the progressive meaning. Apartheid hurts the black cruelly. The self-identity and the value of existence are of great importance to the blacks. This paper aimed to provide some valuable references for the future Fugard research.

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Predictive Nursing and Effect Observation of Hemoperfusion for Patients with Acute Intoxication

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Abstract: ***Purpose***: This paper researches application effects of predictive nursing in hemoperfusion of patients with acute poisoning. ***Method***: From June 2013 to July 2016, 86 cases of hemoperfusion patients with acute poisoning treated in a hospital are selected as the research objects. After sorting the admission numbers, they are divided into basic group and predictive group with 43 cases respectively in the sampling method. Perioperative nursing care is adopted during acute poisoning hemoperfusion for the basic group. Predictive nursing care is adopted in the predictive group. The rescue effects of the two groups are observed and compared. ***Result***: APACHE-Ⅱ score, myocardial enzyme index, consciousness recovery time, hospitalization time, complication rate of the predictive group are lower than those of the basic group, and its rescue success rate is obviously higher than that of basic group, P<0.05. ***Conclusion***: Predictive nursing care during hemoperfusion in patients with acute poisoning can play a role of prevention, improve rescue effect and avoid serious complications, which is worth being applied in clinical practice.

Key words: Acute poisoning, hemoperfusion, predictive nursing, effect

Acute poisoning is a common critical illness in the clinical emergency department, which is mainly caused by organophosphorus orous pesticides. The activity of cholinesterase for the poisoning patients is inhibited and the mechanism of hydrolysis of acetylcholine can not be exerted. Therefore, there will be respiratory failure, heart failure and other serious complications[1]. In recent years, hemoperfusion (HP) has been widely used in the treatment of acute poisoning, but HP still has a potential risk of cardiopulmonary bypass and adverse reactions, such as hypotension , hypohypoglycemia and respiratory failure during HP. In practice, we should pay attention to HP monitoring and carry out nursing strictly according to the operation rules, so as to prevent complications and improve the rescue success rate of patients with acute poisoning. Predictive nursing is based on the above-mentioned nursing purpose, and the nursing model is adopted according to risk factors and progression of the disease, which is of great significance to reduce the incidence of complications and improve the curative effect. Based on the above background, this research observes the application effect of predictive nursing during hemoperfusion in patients with acute poisoning, and hopes to provide reference for clinical nursing. 86 cases of acute poisoning patients treated in our hospital during June 2013 to July 2016 are selected as the research objects, which is detailed below.

1. Information and Method

1.1 General Information

From June 2013 to July 2016, 86 patients with acute poisoning hemoperfusion in our hospital are selected as research objects, and the number of admission is sorted; they are divided into basic group and predictive group with 43 cases respectively in the sampling method. The ratio of male to female in the basic group is 24:19, aged from 25 to 63, and the average age is 42.87 (s=1.23); the poisoning type includes 19 cases of pyrethroid poisoning, 10 cases of paraquat poisoning, 8 cases of organophosphorus poisoning and 6 cases of hypnotic poisoning; the poisoning time is 1 to 8 hours, and the average time is 4.46 hours (s=1.04); the state of admission is 9 cases of consciousness, 12 cases of somnolence, 22 cases of trance; the ratio of male to female in predictive group is 25:18, aged from 26 to 64 years, and the average age is 43. 02 (s=1.92); the poisoning type includes 17 cases of pyrethroids poisoning, 9 cases of paraquat poisoning, 10 cases of organophosphorus poisoning and 7 cases of hypnotic poisoning; the poisoning time is 2 to 8 hours, and the average time is 4. 72 hours (s=1.28); the state of admission is 11 cases of consciousness, 13 cases of somnolence and 19 cases of trance. There is no significant difference between the two groups with independent sample detection for their information(P>0.05), and thus they are comparable.

Inclusion and exclusion criteria: All selected patients are moderate and severe acute poisoning, which accord with the hemoperfusion rescue indication and the patients' relatives all are informed and agree it; the patients with severe active bleeding, uncorrected shock after treatment, cardiopulmonary bypass allergy

and hemoperfusion allergy are excluded.

1.2 Method

Methods of hemoperfusion rescue: Two groups of patients repeat gastric lavage within 2 to 3 days after admission. On the day of admission, the patients are treated with atropine and lorfamine. The first daily dose is 9g and the daily dose is 3 times. After that, the dosage is reduced gradually according to serum cholinesterase recovery status; the treatment lasts for 3 to 5 days with the average dosage 18.5g; hemoperfusion is performed with hemoperfusion pump and Jianfan HA type resin hemoperfusion device (230 mL); a single needle double lumen catheter is inserted after puncturing the femoral vein and a temporary pathway is established. The hepatochemical anticoagulation treatment is performed with 1000mL saline and 40mg heparin and then flushed with 500mL saline and 100 mg heparin; the first dose is 1mg/kg and the maintenance dose is 7.5mg/30min; it stops being used 30 minutes before it ends. If that patients' vital signs stabilize, the blood flow can be slowly increased to 200 to 250mL/min, and the blood flow rate is prolonged for 2 hours; repetition of blood flow is same as the above; the blood flow is finished every 12 to 24 hours; symptomatic treatment: routine tracheal intubation is adopted and ventilator-assisted ventilation is used to treat the patients with respiratory failure. The vital signs recover and stabilize at the earliest time off-line. The patients with circulatory failure are treated with Alammine and dopamine booster, and the central venous pressure level is used as the basis for fluid infusion. The patients with coma depth are treated with 250mL of 20% mannitol for rapid static drop for 8 to 12 hours.

The basic group adopts the perioperative nursing during acute poisoning hemoperfusion. ①Before hemoperfusion: the nursing staff work closely with the doctors to establish temporary vascular access as quickly as possible to ensure sufficient blood flow, and to do the psychological intervention well of the relatives of the patients to understand the mood of the patients, explain patiently the various matters in the rescue process, solve their doubts and establish a friendly relationship between doctors and patients; ②During hemoperfusion: monitor the patients' blood pressure, heart rate, respiratory rate, pupil, consciousness and urine volume every 30 minutes,, and pay attention to the working state of the perfusion machine, such as liquid temperature, blood flow, venous pressure, line pressure, blood pump and heparin pump operation state. In case of air alarm and blood leakage, symptom intervention should be taken in time. The blood flow should be controlled at 50mL/min, and the patients' blood pressure and heart rate should be kept at 150~200mL/min. ③After hemoperfusion: the patients' femoral venous catheter is sterilized and bandaged, and it is noted whether the puncture site, gingiva, gastric juice, urine and skin mucosa show signs of bleeding. In addition, when retaining the catheter, the aseptic operation standard should be followed strictly; the double lumen catheter may be sealed with heparin for subsequent use. After the hemoperfusion, the blood is returned with normal saline 100mL/h; the blood passes through the venous pot with the deep venous end.

On this basis, predictive group adopts predictive nursing: ① human resource allocation. In order to ensure the effective implementation of predictive nursing, besides the existing department personnel, specialized nurses and competent nurses need to participate in rescue and nursing; experienced nursing staff are familiar with various operation techniques of hemoperfusion of patients with acute poisoning and prospective factors of their own diseases leading to complications so as to adopt nursing measures in time and prevent them. ②Patient assessment. According to the APACHE-Ⅱ score system (acute physiology and chronic health score)[2] and the cholinesterase level, the progress of the patients' diseases is predicted; make a predictive judgment on the possible severe respiratory failure and circulatory failure according to the results, and the heart rate, electrocardiogram, blood pressure monitoring are performed well and abnormal changes is identified early to pave the way for predictive nursing and avoid cardiac arrest and other serious complications. ③Predictive nursing of complications. (1) Hypotension. Keep the deep veins for the patient, and monitor the central venous pressure every 15 minutes; take the blood pressure and the central venous pressure as the basis. For patients with hypotension crisis, before the blood pressure has not been lowered, it is necessary to adopt the measures of reinforcing the liquid supplement to predict the infusion of 300 to 500mL of normal saline or Wanwen and inject the 50% glucose solution of 60 to 100mL intravenously. During hemoperfusion, keep sufficient amount of perfusion flow and circulating blood volume, and make many rounds of observation; the contents include patients' urine volume, limb tips, body and face reaction. If the limb is cold, sweating increases and the blood pressure does not rise, patients should cooperate with doctors, eliminating cardiac tamponade, myocardial infarction, gastrointestinal bleeding and other factors; dopaminergic treatment with dopamine is performed. （2）Coagulation. In order to prevent coagulation, it is necessary to strengthen basic nursing care and ensure that room temperature is 24～26 ℃. If renal impairment in patients are caused by diabetes, it should be more alert to coagulation. Preflush is required according to the operation procedure of hemoperfusion to ensure heparinization saturation of the perfusion device; the total time of preflushing is more than 40min; if patients' weight is more than 90 kg or the weight is less than 40 kg, it is likely to lead to a problem of blood coagulation, or excessive bleeding. Therefore, the bleeding tendency and the coagulation function need to be comprehensively assessed before perfusion; the appropriate anti-coagulation method is selected; 1 hour after perfusion, draw blood and examine part activated prothrombin time to fully grasp the accuracy of heparin dosage and prevent coagulation. If the coagulation mechanism of patients is poor, it is necessary to use low molecular heparin for anticoagulation; achieve individualization of heparin dosage according to monitoring results of the blood coagulation index. It is suggested that coagulation may exist if the patients' blood is found to be dark, the

resistance to cardiopulmonary bypass increases, venous pressure and span pressure quickly increase, and the additional amount of heparin should be increased immediately and infuse normal saline before pump. (3) Bleeding. After operation, the patients' blood clots and blood routine should be checked to ensure that the prothrombin time is less than 3 times of the normal value. If a significant increase occur, it is necessary to guard against heparin overdose and use protamine for neutralization treatment. Patients who need only one hemoperfusion can pluck the deep vein after perfusion and press at least 10 minutes to prevent local hematomas. For patients with individual diseases, such as gastroduodenal ulcer, coagulation opathy, esophageal varices, etc., it is necessary to perform the predictive treatment and supplement thrombin complex fresh frozen plasma after the completion of perfusion. (4) Intermediate syndrome. The disease is characterized by muscle weakness, which is characterized by weakness of the eyelids, stiff facial expression, and not raising head when lying in position. If the patients have respiratory muscle weakness, a ventilator intubation-assisted respiration is required for prevention of intermediate syndrome.

1.3 Observational Index

APACHE-Ⅱ score, myocardial enzyme index, consciousness recovery time, hospitalization time, complication rate of two groups are observed and compared. The APACHE-Ⅱ score scale includes acute physiology score (APS, including 12 parameters of physiological indices), age, chronic health symptom score (CPS), and the theory score is 71. The higher the score is, the more critical the symptom is. The index of myocardial enzyme includes glutamic oxalacetic transaminase (AST, normal reference value: 13 ~ 35U/L), creatine kinase (CK, normal reference value: 25 ~ 192U/L), myocardial-specific isoenzyme of creatine kinase (CK-MB, normal reference value: 0-25 IU/L), lactate dehydrogenase (LDH, normal reference value: 100-240 IU/L).

1.4 Statistical Analysis

Data are made statistical analysis with SPSS19. 0; the data shall be expressed by ($x \pm s$) and tested by t; and the counting data shall be expressed with n (%) and tested by chi-square. The criterion of statistical difference is $P \leq 0. 05$.

2. Results

APACHE-Ⅱ score, myocardial enzyme index, consciousness recovery time and hospitalization time of predictive group are lower than those of basic group, $P<0.05$, as shown in Table 1.

Table.1 Comparison of two groups of APACHE-Ⅱ , myocardial enzyme index, conscious recovery time, hospitalization time ($\overline{x} \pm s$; n=43)

Group	APACHE-Ⅱ (score)	AST (U/L)	CK (U/L)	CK-MB (IU/L)	LDH (IU/L)	Conscious recovery time (h)	Hospitalization time (d)
Basic group	34.26±4.74	47.86±6.14	125.42±7.58	32.67±1.33	192.57±10.43	25.87±3.13	8.04±1.06
Predictive group	20.17±4.83	32.24±2.76	87.68±7.32	21.86±1.14	138.87±10.13	15.26±2.74	5.02±1.18
t	13.653	15.215	23.485	40.467	24.219	16.725	12.590
P	0.000	0.000	0.000	0.000	0.000	0.000	0.000

The rate of complications in predictive group is significantly lower than that in basic group, and its rescue success rate is significantly higher than that in basic group, $P<0.05$, as shown in Table 2.

Table.2 Comparison of two groups of the rate of complications and the rescue success rate [n (%); n = 43]

Group	Complications					Mortality rate	Rescue success rate
	Hypotension	Blood coagulation	Bleeding	Intermediate syndrome	Total rate		
Basic group	4 (9.30)	4 (9.30)	3 (6.99)	2 (4.65)	13 (30.24)	10 (23.26)	33 (76.74)
Predictive group	1 (2.33)	0 (0.00)	1 (2.33)	1 (2.33)	3 (6.99)	2 (4.65)	41 (95.35)
x^2	/	/	/	/	7.679	/	6.198
P	/	/	/	/	0.006	/	0.013

3. Discussion

Severe acute poisoning can cause direct threat to the life safety of patients, and the mortality rate is extremely high. With the expanding range of the application of organophosphorus pesticides, there are many patients with acute poisoning caused by suicidal tendency, working contact, misconception and excessive administration of sleeping or other toxic drugs, which becomes one of the critical and severe cases in the clinical emergency department. The pathological study shows that[3] patients have a rapid onset of toxicity after oral poisoning, and it is very easy to develop pulmonary edema, respiratory central failure, respiratory paralysis, acute brain edema, shock and myocardial damage. The condition is complex and easy to jump. Without timely and effective treatment, it will lead to death. In clinical practice, we usually adopt the combination of atropine, dephosphorizing and other routine first-aid drugs combined with gastric lavage, and patients with mild symptoms of poisoning who are sent for treatment in time can be out of danger. In severe case, it often has little effect and is easy to lead to an increase in case mortality; therefore, hemoperfusion must be taken for treatment. Although the treatment of hemoperfusion has been proved to be the most effective first aid for patients with acute

poisoning, it is easy to occur blood coagulation, bleeding, hypotension and intermediate syndrome during hemoperfusion because of specific factors of patients and particularity of emergency nursing, which can not only waste valuable blood of patients, but also cause adverse impact on rescue effect[4]. Therefore, in clinical nursing, attention should be paid to monitoring changes of vital signs of patients, identifying possible crisis as early as possible, and adopting predictive measures to suppress the deterioration of disease, which is an effective measure to correct the poisoning constitution and improve the rescue success rate.

The results of this research show that APACHE-Ⅱ score, myocardial enzyme index, conscious recovery time, hospitalization time and complication rate of predictive group are lower than those of basic group; and its rescue success rate is obviously higher than that of basic group, $P<0.05$, which fully confirms that the application advantages of predictive nursing; and nursing experience and supplements are as follows: ① Experienced special nurses and competent nurses perform predictive nursing mode based on their experience of clinical nursing; a comprehensive analysis of the patients' specific illness is made; the high-risk factors and the existing potential nursing problems are identified combined with evidence-based medical knowledge; timely and effective predictive measures are adopted to avoid complications, improve the rescue effect and nursing quality and reduce the blindness of nursing care during the conventional perioperative period[5].② Due to the strong fat-soluble substance of toxic substances, it is very easy to inhibit the respiratory center of the patient through blood-brain barrier (BBB), resulting in severe complications such as latent respiratory failure, intermediate syndrome, etc. Therefore, the hemoperfusion should be taken for acute severe patients with acute poisoning as early as possible, but considering that platelets will be adsorbed by activated carbon during perfusion and the Iatrogenic platelets can be reduced, and the symptoms of coagulation and bleeding in the pipeline will occur; according to the predictive nursing principle "prevention" before perfusion[6], the blood coagulation function, respiratory rate and bleeding symptom of patients are diagnosed and observed carefully before perfusion. During perfusion, tracheal intubation, assisted ventilation of the ventilator, adjustment of blood flow, injection of protamine are given in time to avoid effectively coagulation, bleeding, respiratory failure, intermediate syndrome and other complications[7]. ③ In her research, Chen Ling[7] points out that hypotension is an independent and high risk factor for patients with acute poisoning. Arterial blood pressure is the most sensitive due to changes in hemodynamics, which affects brain and heart blood supply and causes lower blood pressure and serious symptoms such as cerebral infarction and myocardial ischemia, leading to high risk of APACHE-Ⅱ and myocardial enzyme. In this research, the

predictive care of hypotension is focused on the central venous pressure monitoring and the rehydration boosting measures; Liao Qingsuo[8] points out that 1 hours after perfusion is the high phase of hypotension, and if the patients' consciousness is recovered after perfusion, pay attention to asking and observing whether there are premonition responses of hypotension, headache, palpitation, etc., and the blood flow velocity is reduced and kept at 50~70mL/min; decrease the blood flow in vitro to maintain the blood pressure stability; change body position with low head and high foot to increase return blood volume. After nursing, the APACH E-Ⅱ scores of 45 patients decrease below the critical value of 35 and isoenzyme indexes of AST, CK, CK - MB, LDH are significantly lower than those before nursing, $P<0.05$, same as this research.

In conclusion, predictive nursing during hemoperfusion in patients with acute poisoning can play an important role of preventive effect, improve rescue effects and avoid serious complications, which is worth clinical application.

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Effect Evaluation of Progressive Rehabilitation Nursing on Cardiac Rehabilitation of Patients with Coronary Stent Implantation

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Abstract: Objective: To observe the progressive rehabilitation nursing to promote the effect of cardiac rehabilitation after coronary stent implantation patients. Selection **methods:** The hospital from May 2011 to May 2015 treated 150 cases of coronary artery stent implantation in patients with documents review, sorting and analysis, were randomly divided into control group and observation group, control group 75 cases, the conventional nursing methods for auxiliary treatment, the observation group of 75 cases in the control group on the basis of using the method of progressive rehabilitation nursing for auxiliary treatment. **Results:** After treatment, through the data contrast, observation group of patients with physical inspection report, bosom is frowsty attack rate, intensity of exercise tolerance is better than that in control group, treatment effect obvious, difference (P<0.05), with statistical significance. **Conclusion:** Patients with progressive rehabilitation nursing after promoting intravascular implantation of cardiac rehabilitation effect is remarkable, popularization should be applied to clinical medicine.

Key words: progressive rehabilitation nursing, coronary artery stent implantation, cardiac rehabilitation effect

Introduction

Coronary atherothrombotic heart disease is a common circulatory disease in clinical medicine. The main reason is that atherosclerosis of coronary artery leads to stenosis or obstruction of vascular cavity. The main clinical features are palpitation, dyspnea, edema, chest pain, oliguria, coughing, etc. Currently, coronary artery stent implantation is one of the most commonly used surgery for the treatment of coronary atherosclerotic heart disease with a certain authority[1]. However, coronary artery stent implantation can not fundamentally solve the problem of atherosclerosis and can't avoid or prevent the situation of coronary artery stenosis after operation. In addition, patients should pay attention to changing their bad living habits after operation, or it may cause infection or other diseases, or lead to slow recovery. After operation, according to the patient's pathological changes, age stages, physical condition and so on, the method of dynamic and static combined treatment is adopted to help the patients to carry on physical movement, which will help the patients to improve the function of the heart. This paper is based on 150 cases of coronary stent implantation from our hospital during May 2011 to May 2015; after operation, the archival data of these patients who accept the routine nursing mode and rehabilitation nursing mode as adjuvant therapy are reviewed, integrated and analyzed, which can be sorted out to make the following reports.

1. Information and Methods

1.1 General Information

Select the patient data of 150 cases with coronary stent implantation from our hospital during May 2011 to May 2015; the selected patients meet the diagnostic criteria of coronary heart disease 150 patients with coronary heart disease; the level of their intelligence is normal; they can make daily oral or written communication, and they accept successful percutaneous coronary stent implantation. Among them, 80 patients are male and 70 patients are female, aged 35 to 80 years old; the average age is 51.3±3.1 years old. In addition, the selected patients don't include: patients with acute myocardial infarction, cardiogenic shock and seriously damaged lung function, and the patients without normal language communication for no matter what reason. At the same time, the research is informed and supported by these patients and are approved by the superior department of the hospital. The patients are randomly divided into the control group and the observation group. There are 75 cases in the control group, among which 42 cases are male and 33 cases are female, aged 35 to 78 years old; the average age is 52.6 years old; a questionnaire survey is made to the patients; the risk of coronary heart disease to human body and prevention knowledge are generally understood. Only 3 patients have

knowledge of intracoronary stent implantation; 63 patients have different degrees of psychological anxiety and negative emotion, among whom 4 patients suffer serious mental malaise, 40 patients have bad living habits and 35 patients like high fat content and salty food. There are 75 cases in the observation group, among which 38 cases are male and 37 cases are female, aged 37 to 80 years old; the average age is 51.4 years old; a questionnaire survey is made to the patients; the risk of coronary heart disease to human body and prevention knowledge are generally understood; most of them could not understand correctly and comprehensively; only 5 cases have knowledge of intracoronary stent implantation; 68 patients have different degrees of psychological anxiety and negative emotion, among whom 5 patients are prone to depression, 42 patients have bad living habits and 30 patients like high fat content and salty food. There is no obvious difference between the general information of the two groups (P>0.05), which are comparable.

1.2 Nursing Method

In the control group, the routine nursing method is adopted, and the patient's ECG and blood oxygen saturation are checked strictly by guardianship personnel within 2 days after the operation, and the patient's blood pressure is taken every little time; the changes of vital signs and clinical symptoms of the patients are paid high attention; the body temperature measurement are taken regularly for patients; the patient's pulse and respiratory changes are checked several times; take the venous blood sample of the patient every day to observe the changes of the myocardial enzyme spectrum of the patient, and compare it with the changes of the normal myocardial enzyme spectrum. In case of special circumstances, call medical care personnel to discuss and make formulation of countermeasures. In addition, the medical personnel guide the patient to use and take medicine, and take the corresponding measures to prevent the patient's wound bleeding; the on-duty doctor and nurse record the patient's condition change detail; the clinical manifestations of persistent myocardial angina, acute coronary artery blockage, acute myocardial infarction (AMI), the severe low blood pressure and the disorder of heart rate should be quickly fed back to the attending physician and the corresponding measures should be taken[2]. The patients receive the treatment for a certain time; when the condition is stable and after patients are examined and obtained hospital discharge approval, the doctor give the patients normal discharge guidance.

On the basis of the control group, the observation group adopts progressive rehabilitation nursing mode to assist the treatment;, the medical staff and the patient's family members carry out the seminar, formulate the patient's nursing plan, set the therapeutic effect target that should be achieved by the progressive rehabilitation nursing

auxiliary treatment, and establish the effect evaluation team of the auxiliary treatment; in each stage, make an exchange summary or improvement plan for the result of examination and evaluation, and the division of labor in the group is clear. In addition, follow-up investigation and visit instruction teams are established. After the patients in the observation group are discharged, the team conducts investigation and visit by telephone, new media or door-to-door visit every other time to instruct the patient to carry out the activities of helping to control the illness, supervise the patients to carry out proper and reasonable sports and develop good living habits and behaviors. The contents that are different from the routine nursing mode are as follows:

1.2.1 Universal knowledge of Coronary Heart Disease

During the patient's hospitalization, the doctors and nurses make full use of the opportunity of daily routine examination, medication, dressing, etc. to make contact with the patient to explain the knowledge about the related coronary heart disease, such as the harm caused by coronary heart disease to human body, the cause of coronary heart disease and prevention measures, high incidence of coronary heart diseases, clinical symptoms of coronary heart diseases, the advanced medical concept adopted coronary heart artery stent implantation and so on; medical personnel can also introduce patients to see relevant medical books. After the patient obtains the hospital approval, the medical staff shall pay attention to the problems that should be paid attention to after being discharged from the hospital. According to the treatment plan set up by the medical staff and the patient, follow up regularly and return visits, and remind the patient of what kind of correct method should be taken for controlling the illness. The patient shall be invited and persuaded to participate in the activities of controlling the illness when the hospital holds related lectures, or invite the authoritative experts to hospital.

1.2.2 Psychological Guidance for Patients

Because of suffering from the pain of illness and disabled self-action, the majority of patients have psychological anxiety, fear, irritability and other negative emotions; according to the patient's specific actual situation, medical staff should make positive psychological guidance to the patients. For example, the medical staff should tell the patient how many courses are needed, the duration of each treatment period, the state of illness where patients can be discharged, and tell the patient with the constant development of medical science and technology what kind of advanced method the hospital adopt to treat the coronary heart disease. Our hospital uses the achievements that we treat the coronary heart disease patients with coronary artery stent implantation, and shows the

patients related books about how to overcome the disease to encourage patients develop a good mood and improve the self-confidence of overcoming pain[3]. In addition, the medical staff can guide the patients to vent their negative emotions and lead the patient's ideological status to positive development, so that the patient has a good mental state.

1.2.3 Dietary intervention for Patients

Food regulates the functioning of the body and limits the amount of heat taken by the patient to reduce the burden of the heart. Medical staff should guide patient to avoid eating high fat, high calorie, high cholesterol and spicy , stimulate food, unable to eat ice or super-cooled food, or too hot food. Have a light-based diet; eat food with more vitamins, cellulose, low fat and low calorie; eat more fruits and vegetables. A consensus should be reached between the medical staff and the patient's family members to exercise strict supervision and control over their diet. For example, if the patient has a bad taste, such as smoking and alcohol, adopt effective measures to compulsorily abstain from smoking and alcohol. The medical personnel can also give the patient explanation of the good eating habits to promote the human body, hold some lectures on healthy eating, constantly strengthen the patient to develop good eating habits.

1.2.4 Supervise and Guide the Patient to Carry Out Proper Exercise

Long-term sedentary or long-term bedridden has a negative effect on the patient's condition; the medical staff and the patient's family should establish a reasonable movement plan according to the actual situation of the patient. For example, we can guide the patient's limb arthrosis on the hospital bed, and the patient can sit on the hospital bed and shake the leg joints, move at a certain speed in the room and do some stretching exercises; the time and frequency are stipulated; patients can take deep breaths, raise the legs, bend the waist and put on the vital capacity to improve the vital capacity, enhance the maintenance capacity of blood cells, constantly improve and ensure cardiomyocytes intake of sufficient oxygen. At the same time, doctors and nurses should guide patients and patients' relatives to pay attention to the rhythm in the process of exercise, avoid the application of intensity; if arrhythmia, myocardial contracture, elevation of blood pressure and palpitation appear in the process of exercise, the exercise should be stopped immediately. Give feedback immediately to medical personnel and check them in time[4]. After the patient is discharged from the hospital, the daily basic domestic activities can be carried out; patients should live as much as possible in the quiet environment but in the noisy environment; appropriate amount of recreational activities can be carried out and increase the exercise amount according to the actual condition.

1.3 Observation Index

According to the body mass index, blood pressure, tightness frequency, ejection fraction and activity tolerance, medical personnel examine, observe and check the changes of the two groups of patients. Check the patient's activity tolerance by getting the patient to climb stairs. According to the actual situation of the patients, they climb stairs as much as possible. If patients have polypnea in the process of climbing stairs, they can take a rest. The judgment standard is based on the self-sense of the patient[5].

1.4 Statistical Research

Make statistics and analysis of the data generated by the two groups by SPSS15.0. In the calculations, the calculated data is represented by the percentage (%) and the group check is done with x2; if P<0.05, there is a big difference in data, which has the value of statistics.

2. Results

According to the observation indexes, the control group and the observation group have achieved some effects. On the one hand, 15 patients in the control group are able to know the relevant knowledge of coronary atherosclerotic heart disease, understand the causes and preventive measures of the disease; 8 patients know the operation of intracoronary stent implantation, and 10 patients have good state of mind. Most patients still have different degree of psychological anxiety and can not change the bad living habits; their diet is not scientific and reasonable. 63 patients in the observation group are able to know the relevant knowledge of coronary atherosclerotic heart disease, understand the cause of disease and preventive measures, and apply the learned theory to actual life. 65 patients know the operation of intracoronary stent implantation, and 62 patients have good state of mind. There are only 13 patients with anxiety and fear, and 75 patients have good living habits and eating habits. On the other hand, the body mass index of the control group is $(23.1\pm1.5)kg/m^2$, systolic pressure $(152\pm8.2)mm$-Hg, diastolic blood pressure $(95.6\pm9.71)mm$-Hg, chest tightness seizure frequency (10.61 ± 1.5) times per month, ejection fraction (0.68 ± 0.06), climbing stairs (52 ± 6.3) floor per time. The body mass index in the observation group is $(19.11\pm1.25)kg/m^2$, systolic pressure $(123\pm7.1)mm$-Hg, diastolic pressure (72.1 ± 6.9) mm-Hg, chest tightness seizure frequency (4.5 ± 1.3) times per month, ejection fraction (0.72 ± 0.08), climbing stairs(75 ± 5.6). The specific data are compared between the observation group and the control group, and there are great difference in the related knowledge, living habits, eating habits, body mass index, blood pressure condition, chest

tightness seizure frequency, ejection fraction and activity tolerance of coronary atherosclerotic heart disease for patients (P<0.05), which has the value of statistics.

3. Discussion

In the modern medicine, coronary artery stent implantation is one of the most commonly used methods in the treatment of coronary atherosclerotic heart disease, which has the advantages of minimal trauma, rapid recovery and obvious effects. The coronary stent implantation can strengthen the heart function, bring the hope of rehabilitation to the patient, but after implanting the stent, there are many problems. On the one hand, the stent will damage the vascular endothelial tissue of the heart, cause the accumulation of platelets, cause thrombosis, and cause vascular obstruction, which requires patients to develop a regular and healthy living habits. On the other hand, coronary atherothrombotic heart disease needs to maintain proper amount of exercise, enhance the oxygen uptake of cardiac muscle cells, control blood pressure effectively and reduce the amount of cardiac function; at the same time, patients should pay attention to eating habits and reduce the concentration of serum lipoprotein cholesterol and enhance the oxygen transfer function of red blood cells.

Progressive rehabilitation is carried out mainly from the patient's psychological guidance, dietary intervention guidance, guidance of related diseases and health knowledge, guidance of exercise-assisted treatment and so on, which completely meets the needs of diseases modifying for patients. Through the popularization of the related knowledge of coronary heart disease, it is helpful for the patients to correctly understand the disease and to actively cooperate with the medical staff to treat them, so as to enhance the confidence of curing the disease. Psychological guidance for patients improves the psychological enduring capacity, helps the patient to set a good state of mind and helps the patient to recover; the diet intervention to the patient reduces the concentration of blood lipoprotein cholesterol in the patient, reduces the frequency of illness,

and eliminates some unsafe factors for patients. Supervising and instructing the patients to carry on proper amount of exercise improves the patient's physique level, strengthens the patient's myocardial cell oxygen carrying capacity, alleviates the patient's heart load and benefits the improvement of the illness. According to the results of the study, the patients in the observation group have greatly improved their health awareness, good habits and eating habits, which promotes the recovery of the disease. In addition, the body mass index (BMI), blood pressure (BP), onset frequency, ejection fraction and activity tolerance of the patients in the observation group are significantly higher than those in the control group (P<0.05), which shows that the recovery effects of heart are obvious.

To sum up, the effects of progressive rehabilitation on the recovery of heart are obvious after intracoronary stent implantation.

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Effect of Self Efficacy and Self Nursing Intervention on Postoperative Nutritional Status and Quality of Life in Patients with Laryngeal Carcinoma

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Abstract: ***Objective***: To investigate and Study on self efficacy and self nursing intervention on nutritional status and quality of life of patients with laryngeal cancer after operation. ***Method***: 100 cases of laryngeal cancer patients in our hospital from June 2015 to March 2016 were treated and randomly divided into experimental group and control group, 50 cases in each group. The experimental group adopted the self efficacy and self nursing intervention, the control group was given routine nursing intervention. To determine the nutritional status of patients by measuring the hemoglobin, serum albumin and prealbumin levels, evaluate the life quality of the patients with quality of life scale for WHO. The contrastive analysis of two groups of patients after 1 months of nutritional status and quality of life. ***Result***: 1 months after surgery, the experimental group of patients with laryngeal cancer were significantly higher than the control group of hemoglobin, serum albumin and prealbumin, P < 0.01, the difference was statistically significant. The experimental group of laryngeal cancer patients' quality of life, physical function, psychological function and social function scores were significantly higher than control group, P < 0.01, the difference was statistically significant. ***Conclusion***: Self efficacy and self nursing intervention can effectively improve the nutritional status of patients with laryngeal cancer after operation and the quality of life, is worthy of extensive implementation.

Key words: self efficacy, self care, nutritional status, quality of life

Introduction

At present, China's cancer rate increased year by year, only through surgical treatment[1]. The operation is easy to cause patients with malnutrition, physical function, psychological function, social function disorder and so on, is the main cause of the quality of life of patients with landslide[2]. Therefore, the literature has been put forward some routine nursing intervention in clinical application, but the effect is not ideal[3]. Studies have also reported to take self efficacy and self nursing intervention, the patients with the active participation of nursing, enhance patient initiative, is conducive to the recovery of patients[4].

Based on this, 100 cases of laryngeal cancer patients in our hospital from June 2015 to March 2016 were treated, observe and Study on self efficacy and self nursing intervention on nutritional status and quality of life of patients with laryngeal cancer after operation. We will summarize the report as follows.

1. Materials and methods

1.1 General clinical data

100 cases of laryngeal cancer patients in our hospital from June 2015 to March 2016. From the experimental group aged 25 to 75 years old, the average (47.51 ± 2.32). The control group aged 24 to 72 years old, the average (44.72 ± 2.56) years old. General data of the experimental group and the control group, P > 0.05, the difference is not statistical significance.

1.2 Methods

The control group was given routine nursing intervention, the examination on the patients, medication guidance and psychological dredge. The experimental group adopted the self efficacy and self nursing intervention on the basis of conventional intervention, according to the patient's personal details, including nursing care plans, rehabilitation training and nutrition recipes, and regular re evaluation of patients with function of guidance patients with positive exercise, active rehabilitation, while guiding the families of patients in nursing care, help patients to build confidence and supervise the patients with functional training, improve the quality of life of patients. Follow-up after 1 months.

1.3 Observation index

Through the measurement and analysis of patients with hemoglobin, serum albumin and prealbumin levels to determine the nutritional status. The normal range of hemoglobin content was 120 ~ 160g/L, and the female was from 110 to 150g/L, the normal range of serum albumin was from to 55g/L, and the normal range of prealbumin was from 240 to 350mg/L. WHO quality of life scale[5] was used to evaluate the quality of life of patients, and the scores

were proportional to the quality of life.

1.4 Statistical analysis

The clinical data of 100 cases of laryngeal cancer patients treated in our hospital from June 2015 to March 2016 during the period of using SPSS 18 statistical software for statistical analysis, with normal distribution measurement data represented by $\bar{x}$ ±s, measurement data with t test, P < 0.05, the difference between the difference was significant.

2. Results

2.1 The experimental group and the control group after 1 months of nutritional status comparison

1 months after surgery, the experimental group of patients with laryngeal cancer were significantly higher than the control group of hemoglobin, serum albumin and prealbumin, P < 0.01, the difference was statistically significant. The results are shown in Table 1.

Table.1 the experimental group and the control group after 1 months of nutritional status comparison （ $\bar{x}$ ±s ）

Group	Hemoglobin/g/L	Bblood albumin/g/L	Prealbumin/mg/L
Experimental group （ 50 cases ）	130.25±11.18	41.17±2.86	225.53±33.51
Control group （ 50 cases ）	110.12±13.39	35.28±4.61	201.12±40.32
t	8.16	7.68	3.29
P	< 0.01	< 0.01	< 0.01

2.2 The experimental group and the control group after 1 months of life quality

1 months after surgery, the experimental group of laryngeal cancer patients' quality of life, physical function, psychological function and social function scores were significantly higher than control group, P < 0.01, the difference was statistically significant. The results are shown in Table 2.

Table.2 The experimental group and the control group after 1 months of life quality （ $\bar{x}$ ±s ）

Group	Quality of life	Somatic function	Mental function	Social function
Experimental group （ 50 cases ）	69.42±7.43	62.38±9.69	60.43±9.16	63.57±10.67
Control group （ 50 cases ）	53.36±10.65	51.62±10.15	42.21±11.52	55.15±9.68
t	8.75	5.42	8.75	4.13
P	< 0.01	< 0.01	< 0.01	< 0.01

3. Discussion

Laryngeal cancer is malignant tumor, the surgical approach is divided into two parts cut and full cut [6]. Two kinds of operation on the patient's breath, eating a lot of daily life caused trouble, even lead to patients with serious psychological problems, extremely easy to cause the patients due to eating or other causes of malnutrition[7].By measuring and analysis the patients with hemoglobin, serum albumin and prealbumin levels can easily determine the nutritional status of patients[8]. All three proteins can determine the index of malnutrition[9]. If protein content is low, the hemoglobin, serum albumin and prealbumin was significantly reduced. With the progress of medical technology and people's living standard to improve the rehabilitation of patients with laryngeal carcinoma, the quality of life of patients with laryngeal cancer began to focus on the postoperative vulnerable to their own conditions[10].Therefore self efficacy and self nursing intervention on patients is particularly important. Self efficacy self nursing basis, increase patients need enthusiasm and good attitude you have to complete the rehabilitation. Patients with physical encouragement, guidance and family psychological support, participate in the common nursing methods. Improve patients' self efficacy scale consists of the quality of life[11].WHO physical function, psychological function and social function four, according to the scale evaluation of the quality of life of patients.

100 cases of laryngeal cancer patients in our hospital from June 2015 to March 2016 were treated, observe and Study on self efficacy and self nursing intervention on nutritional status and quality of life of patients with laryngeal cancer after operation. The results of this study show that 1 months after surgery, the experimental group of patients with laryngeal cancer were significantly higher than the control group of hemoglobin, serum albumin values prealbumin and

laryngeal cancer. Tumor spread will lead to decreased elasticity of the tissues, resulting in patients with eating difficulties increase, reduce food intake will cause malnutrition in patients, and in patients with protein in self-efficacy and self-care joint intervention can accelerate the generation, is to effectively improve the nutritional status[12-13]. Patients with laryngeal carcinoma due to physiological and psychological the pressure, their self-efficacy is generally low. And the results of the study show that, 1 months after surgery, the experimental group of laryngeal cancer patients' quality of life, physical function , psychological function and social function scores were significantly higher than the control group. That compared with the conventional nursing intervention, self efficacy and self nursing intervention has good effect on stimulating the enthusiasm of patients, completely changed the original passive mode, and can be maintained for a long time, to improve the self nursing ability of patients at the same time, it can enhance the self-efficacy, improve the quality of life after surgery, and the KP Arbournicitopoulos. The research conclusion is consistent[14]. Conclusion patients with higher self-efficacy, suggesting that the self nursing process and actively participate in, the higher the degree of recovery, the better, the more can optimize the mentality of the patients, the more can promote the self efficacy, thus forming a virtuous circle, is beneficial to patients quickly review the family and society.

In summary, self efficacy and self nursing intervention can effectively improve the nutritional status of patients with laryngeal cancer after operation and the quality of life. It can be in accordance with the individual differences of different patients, different guidance to patients, including nursing, related to postoperative dietary knowledge, the patients feel in their own success before, or another successful example. Or to establish their confidence, to inform patients of successful rehabilitation, improve patients' self-efficacy[15]. In order to fundamentally improve the nutritional status of patients with laryngeal cancer after operation and the quality of life, quality of life improved significantly, promote the rehabilitation of patients.

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The Correlation of Virus Infection and Chronic Obstructive Pulmonary Disease and Its Influence on Airway Inflammation

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Abstract: *Objective*: To explore the correlation between virus infection and chronic obstructive pulmonary disease and its influence on airway inflammation. Methods: To select 95 cases of chronic obstructive pulmonary disease in patients with acute aggravating period (severe COPD group), 52 patients with stable COPD (stable COPD group) and 28 cases of healthy people (healthy group) as the research object in our hospital from December 2013 to March 2017,Virus specific IgM antibody and IgG level condition of respiratory syncytial virus(RSV), Herpes simplex virus type 1(HSV-1), adenovirus(ADV), cytomegalovirus(CMV)were detected by ELISA . At the same time, according to the specific antibody of virus IgM detection results and clinical manifestations .95patients with acute exacerbation were divided into A group of 32 cases and B group 63 cases . Sputum interleukin 6(IL-6)and tumor necrosis faclor alpha(TNF-α) level were measured and analysis of two groups of patients before and after treatment, and the results were statistically analyzed . Results: The total virus positive rate of serve COPD group (88.42%)and stable COPD group (71.15%) was respectively significantly higher than that of the health group(20.59%, $\chi2$=15.969, P < 0.01).The IgM positive rate of serve COPD group(33.68%)was higher than that of the health group(5.88%) . The IgG positive rate of two groups was respectively higher than that of health group(P < 0 . 0 1) . Sputum IL-6and TNF-α decreased significantly after treatment than before treatment(P<0 . 05).Compared with group B, group A of interleukin 8 level decreased more significantly (P < 0.01); Two groups of tumor necrosis factor alpha diff has no statistical significance (P > 0.05). Conclusions: Viral infection is one of the important risk factors of acute exacerbation of COPD, particularly with the effect of respiratory syncytial virus the most, usually cause airway inflammation is aggravating, need to strengthen the prevention and treatment of virus infection in clinical.

Key words: Virus, infection, chronic obstructive pulmonary disease, airway inflammation, correlation

Introduction

Chronic obstructive pulmonary disease (Chronic Obstructive Pulmonary Disease, COPD) also known as chronic obstructive pulmonary disease, is characterized by incomplete reversible airflow limitation, showed a progressive development, increasing difficulty in breathing as the main clinical manifestations of [1] and lung abnormal inflammatory response to noxious particles and trachea about a group of lung diseases. The respiratory system is common and frequently occurring disease, while COPD in people aged over 40 in China the prevalence of up to 8.2% [2]. The progressive decline of pulmonary function, resulting in high mortality and disability rate, the prevention and treatment of COPD has become a global public health problem that can not be ignored [3]. At present, the exact cause of the onset of COPD is still not clear, but smoking is especially active smoking is considered to be the most important risk factors for COPD, and the physical and chemical factors (SO2 gas in the air), factors of oxidative stress and inflammation factors, infection is related to the pathogenesis of COPD, foreign research data show that [4]. The main cause of acute exacerbation of COPD infection (including bacterial infection and viral infection), accounting for

about 80% of the cause of disease, but the relationship between airway inflammation in acute exacerbation of respiratory tract infection of domestic COPD and the study of cytokines therefore we through detection of 4 kinds of virus specific antibodies of IgM and IgG and the level of sputum the level of the relationship between viral infection and chronic obstructive pulmonary disease and effect on airway inflammation. The results are as follows:

1. Objects and Methods

In patients with acute exacerbation of 1.1 subjects were selected in our hospital from December 2013 to 2017 in March 95 cases of chronic obstructive pulmonary disease (COPD plus recombinant) and 52 cases of COPD patients with stable (COPD stable group) and 22 cases of healthy people (outpatient health group) as the research object, the COPD with recombinant male 57 cases, female 38 cases, the average age（ 70.16±7.8 ）years old, COPD stable group male 29 cases, female 23 cases, average age (64.65 + 7.18) years old, healthy group male 14 cases, female 8 cases, average age (62.38 + 7.16) years old, the three groups had no statistically significant difference compared with the baseline data (P ＞ 0.05), comparable; at the same time according to the virus specific IgM antibody result set

clinical manifestation of 95 cases of COPD patients were divided into two groups: group A exacerbation, 32 cases of virus, IgM antibody positive, clinical symptoms of flu like symptoms, without the phenomenon of sore throat phlegm, blood check The results showed that white blood cell total lower than normal; group B, 63 cases of virus IgM antibody negative, increasing the clinical manifestations of purulent sputum and sputum volume, blood test results show that the total number of peripheral white blood cells than normal or neutrophils significantly increased, two groups of patients before admission underwent chest X-ray and lung the function checks before admission around not taking antibiotics, no significant baseline data of two groups of patients with difference (P > 0.05), comparable.

The standard of 1.2 of all the patients were diagnosed as chronic obstructive pulmonary disease, the diagnostic criteria of 2013 met the diagnostic criteria of chronic obstructive pulmonary disease diagnosis and treatment guidelines; all of the patients and their families have signed the informed consent, agreed to participate in the study; to eliminate the mental disease, cancer patients and the exclusion of other pregnant women lung disease and other serious diseases of liver and kidney.

1.3 experimental methods

1.3.1 virus antibody detection method for all patients on the day of fasting venous blood collection 3ml, do not do anticoagulant treatment, -60 degrees Celsius under frozen preservation. The application of ELISA in respiratory syncytial virus were detected (RSV), herpes simplex virus (HSV), adenovirus (ADV), cytomegalovirus (CMV) virus specific antibody IgM and IgG level (IgM positive list of recent viral infection, IgG positive representatives have been infected with virus), kit was purchased from Shenzhen. Group biological Engineering Co. Ltd., all operations were carried out under the guidance of standard kit.

Treatment and detection of 1.3.2 induced sputum

1.3.2.1 induced sputum treatment of Daotan confirmed. All patients underwent pulmonary function test, inhalation of salbutamol

200 g, and ultrasonic atomizing inhalation of hypertonic saline 3% 15min, 3-4 port to encourage patients to cough up phlegm to the plastic dish after stopping the atomization process. If breathing, chest tightness and other symptoms immediately stop operation.

Sputum specimens of 1.3.2.2 were determined by the same amount of 0.1% two 4-dithiothreitol with 4 times volume after mixing, and mixing in the spiral centrifugal centrifugal 20min oscillator, 2000rpm, -20 in the supernatant was frozen by C IL-6 and TNF- levels. IL-6 and TNF- were measured by ELISA, the kit was provided by Beijing Institute of biotechnology, all operations are in accordance with the standard manual.

1.4 statistical methods: statistical analysis software SPSS18.0 was used to analyze the data. The measurement data were expressed as the mean s, and the t test was used to compare the data between the two groups. The data were analyzed by chi square test, With alpha = 0.05 as the test level.

2. Results

2.1 positive results of virus detection in each group

COPD plus recombinant virus infection positive rate (88.42%) and COPD stable group total positive rate (71.15%) was significantly higher than that of healthy group, the total positive rate was 20.59% (P < 0.01), COPD plus recombinant total positive rate is higher than the total positive rate of COPD in stable group, the difference statistical significance (P < 0.01); the positive rate of IgM with the reorganization of the COPD (33.68%) was significantly higher than that of healthy group (5.88%) and COPD group (11.54%), stable differences exist statistical significance (x2 = 2 15.969, P < 0.01); the positive rate of COPD with recombinant IgG (84.21%) and COPD group IgG positive rate (65.38%) was Gao Yujian Kang group (P < 17.65% 0.01), the positive rate of IgG COPD stable group is lower than that of COPD recombinant (P < 0.01), table 1.

Table.1 the positive rate of virus detection in the three groups [n (%)]

Group	n	Total positive rate of virus infection	The positive rate of IgM	The positive rate of IgG
COPD Addition recombination	95	84（88.42%）※	32(33.68%)※	80(84.21%)※
COPD Stable group	52	37（71.15%）*#	6(11.54%)*	34(65.38%)*#
Health Group	34	7（20.59%）	2(5.88%)	6(17.65%)
χ^2		55.644	15.969	49.679
P		0.000	0.000	0.000

Note: * compared with COPD plus recombinant, P < 0.01; No. compared with the healthy group, P < 0.01; compared with the healthy group, P < 0.01

2.2 detection results of virus specific antibodies in each group

COPD with recombinant IgM positive patients with a total of 32 cases, including 4 cases of double infection were different, RSV > HSV-1 > ADV > CMV, IgG positive patients with a total of 80 cases, two different virus infection in 10 cases, three different virus infection in 4 cases there were RSV > ADV > HSV-1 > CMV

COPD; stable group IgM positive patients were 6 cases, IgG positive patients were 34 cases, 5 cases of double infection with virus; health group IgM positive patients were 2 cases, 2 cases of double infection with virus, IgG positive patients were 6 cases, 1 cases of double infection, see table 2.

Table.2 positive rate of virus antibody in the three groups (n)

Group	n	The positive rate of IgM				The positive rate of IgG			
		RSV	HSV-1	ADV	CMV	RSV	HSV-1	ADV	CMV
COPD Addition recombination	95	19	10	5	2	54	16	17	8
COPD Stable group	52	0	4	0	2	19	13	8	5
Health Group	34	0	2	2	0	4	4	0	0

2.3 A, B group of patients with sputum cell factor comparison of two

After the treatment, the two groups in the sputum interleukin 6 and tumor necrosis factor alpha levels were significantly lower (P < 0.01), suggesting that after treatment to reduce airway inflammation; compared with B group, A group of interleukin 6 levels decreased significantly (P < 0.01); tumor necrosis factor alpha and there is no difference between the two groups statistical significance (P > 0.05), see table 3.

Table.3 the levels of cytokines in sputum of patients with A and B before and after treatment [$\overline{x}$ + s]

Group	n		IL-6	TNF-α
A	32	Before	36.22±6.31	17.44±4.83
		After	12.74±4.58	9.25±4.09
		Difference	23.38±3.36	8.19±4.92
B	63	Before	31.89±5.65	19.23±5.68
		After	13.07±3.29	10.45±4.78
		Difference	18.82±4.61	8.78±4.07

Discussion

Chronic obstructive pulmonary disease, is a devastating disease of the lungs, is by irreversible airflow limitation is characteristic of [5], the pathological changes of the pathological changes of chronic bronchitis and emphysema, the main clinical manifestations of chronic cough, expectoration, shortness of breath, wheezing and respiratory difficulties, many patients with chronic bronchitis history. Signs for the typical "barrel chest, easy spontaneous pneumothorax, chronic respiratory failure and chronic pulmonary heart disease and other serious diseases [6], causing high mortality. The main pathogenesis of COPD is due to long-term exposure to various risk factors, the destruction of lung tissue and repair of lung tissue occurred repeatedly, cause bronchial stenosis, especially on the exhale stenosis is more obvious, the long-term bronchial stenosis caused excessive gas out in the alveolar row, cause alveolar elastic even decrease alveolar rupture occurred in pulmonary emphysema. The lung function damage [7-8], pathological process of progressive development, the research showed that some [9] airflow obstruction phenomenon can be reversed. All kinds of risk factors of respiratory tract infection is considered to be one of the leading causes of acute exacerbations of COPD, COPD increased performance for short-term cough and expectoration symptoms, and pus or mucus purulent sputum volume, usually associated with fever and other symptoms, due to serious illness, usually is the main reason for treatment of patients with COPD. The stable COPD refers to expectoration, shortness of breath and other symptoms of cough in patients with stable. Due to bacterial infection was thought to be the main cause of acute exacerbation of COPD, so there are lots of studies on the relationship between bacterial infection and acute exacerbation of COPD, there is a great gap and on the relationship between viral infection and acute exacerbation of COPD, Iliaz R [10] studies have shown that in early childhood respiratory tract infection, while adult COPD the incidence rate increased significantly, but the relationship for adult viral infection and acute exacerbation of COPD is long ignored by the medical profession, but recent studies have shown that [11] and 14%-40% of COPD patients with acute exacerbation of the virus induced by, and the results of this study showed that 95 cases of acute exacerbation in patients with COPD positive rate of IgM was 33.68%, also confirmed the above point of view. The inducement of acute exacerbation of COPD is not a single, virus infection and bacterial infection is usually the result of mutual influence, such as acute viral infection damage to respiratory epithelial cells, bacterial infections and bacterial number increased to increase, easy to aggravate airway inflammation synergistic effect.

The results of this study indicated that COPD recombinant virus infection positive rate (88.42%) and COPD stable group total positive rate (71.15%) was significantly higher than that of healthy group, the total positive rate was 20.59% (P < 0.01), that virus infection leads to one of the important factors of COPD and occurrence of acute exacerbation; the positive rate of IgM and COPD recombinant the (33.68%) was significantly higher than that of healthy group (5.88%), the difference statistical significance (x^2 = 15.969, P < 0.01); the positive rate of COPD with recombinant IgG (84.21%) and COPD group IgG positive rate (65.38%) was significantly higher than that of healthy group 17.65% (P < 0.01). At the same time, the results of this study showed that RSV infection in the acute exacerbation of IgM and IgG antibody levels significantly increased, indicating that RSV infection and acute exacerbation of

COPD has a significant correlation, easy to improve the mortality rate of the disease. At the same time, the research results of this paper show suffering from acute exacerbation of COPD in patients with double or three different infection cases of RSV infection, the analysis shows that: This is because the COPD patients in the long process of disease resistance decreased gradually due to the.

Interleukin (IL) is defined as a series of biologically active substances (IL-6), which are produced under the action of biological, chemical and physical factors. While the body is defending and eliminating invading pathogens and other foreign bodies, there is a trend in the function of white blood cells, some substances can cause this function called chemotactic agents or chemokines, IL-6 is also a kind of chemokine [12-13]. IL-6 is an important mediators of inflammatory response, which is mainly involved in the aggregation and activation of neutrophils and T lymphocytes, which can mediate the occurrence of inflammatory response and immune regulation. In COPD patients, the presence of IL-6 resulted in a large number of neutrophils and T lymphocytes infiltration in airway mucous membrane [14]. Tumor necrosis factor is defined mainly by activation of monocytes / macrophages, can kill and inhibit tumor cells, promote neutrophil phagocytosis, anti infection, fever, liver cells induced by acute phase protein synthesis, promote myeloid leukemia cell differentiation to macrophages, inflammatory factor [15] in cell proliferation and differentiation, TNF produced by monocytes and macrophages, is a potent proinflammatory cytokine synthesis and release, can be induced by IL-6. The results showed that after the treatment, the two groups in the sputum interleukin 6 and tumor necrosis factor alpha levels were significantly lower ($P < 0.01$), suggesting that after treatment to reduce airway inflammation; compared with B group, A group of interleukin 6 levels decreased significantly ($P < 0.01$); tumor necrosis factor alpha difference the two group was not statistically significant ($P > 0.05$), suggests that the virus infection leads to increased IL-6 and TNF alpha levels, which may be due to stimulation of IL-6 virus infection leads to respiratory mucosal neutrophil aggregation caused by a lot.

In summary, we believe that the virus infection is one of the important pathogenic factors of acute exacerbation of COPD, particularly with the effect of respiratory syncytial virus the most, usually cause airway inflammation is aggravating, need to strengthen the prevention and treatment of virus infection in clinical.

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Hospital-Community-Family Continuing Rehabilitation Nursing Intervention in Improving the Body Function of Stroke Patients

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Abstract: *Objective* To observe and analyze the rehabilitation effect of Hospital-Community-Family rehabilitation nursing intervention on improving the body function of stroke patients. *Method* 100 stroke patients in our hospital from March 2015 to May 2016 were treated, according to the random number table method, divided into experimental group and control group, 50 cases in each, the experimental group was treated by the Hospital-Community-Family rehabilitation nursing continuation of normal nursing, the control group were compared. Fugl-Meyer score and motor function of two groups patients before nursing intervention and nursing intervention for six months after the Barthel score. *Result* The experimental group and the control group of patients with nursing intervention after the first half of the Barthel index score was significantly higher than that before intervention, P < 0.05, the difference was statistically significant. Compared to the experimental group and the control group of patients before nursing intervention Barthel score, P=0.71, the difference was not statistically significant. But in the experimental group, nursing intervention after the first half of the Barthel index score was significantly higher than the control group, P < 0.01, the difference was statistically significant. Patients in the experimental group of nursing intervention of Fugl-Meyer motor function after six months were significantly higher than those before intervention, P < 0.01, the difference was statistically significant. Comparing the changes before and after the nursing intervention for patients ,P=0.47 , the difference was not statistically significant. Compared to the experimental group and the control group of patients before nursing intervention Fugl-Meyer motor function score, P=0.72, the difference was not statistically the significance of experimental group. Nursing intervention for patients with Fugl-Meyer motor function after six months were significantly higher than those in control group, P < 0.01, the difference was statistically significant. *Conclusion* Hospital-Community-Family rehabilitation nursing intervention has a positive effect on improving the physical function of patients with stroke, the patient's life has been improved, and it is worthy of widespread clinical application.

Key words: Hospital, community, family, rehabilitation nursing intervention

1. Introduction

In recent years, along with the evolution of medical technology updates, the incidence of stroke in China has been controlled, but the disability rate gradually increased [1]. Stroke occur suddenly due to brain dysfunction caused by cerebrovascular disease, onset time greater than one day may even death [2]. More serious cases can lead to patients, such as language barriers and obstacles, causing distress on daily life. Literature suggests that continuation of rehabilitation nursing intervention into communities and families can significantly improve patients ' ability to perform everyday activities, improve the quality of life of patients with, an earlier fast return to their families and society [3].

Based on this, select our hospital between March 2015 and 100 cases of stroke patients admitted during May 2016, observation and analysis of hospital-rehabilitation nursing intervention community-family continues to improve physical function in patients with stroke rehabilitation. Will now summarize the reports below.

2. Materials and methods

2.1 General clinical data

100 stroke patients in our hospital from March 2015 to May 2016 were patients, were randomly divided into experimental group and control group, 50 cases in each experimental group. The age ranged from 21 to 68 years old, the average (41.25 ± 2.36); control group aged 22 to 70 years old, the average (42.12 ± 2.49) years old. The general data of the experimental group and the control group, P > 0.05, the difference was not statistically significant.

2.2 Methods

The experimental group was treated by the hospital community family rehabilitation nursing continuation of normal nursing, the control group was treated with. The hospital community family rehabilitation nursing continuation by experienced clinicians, nurses and nurses engaged in community work, to jointly develop the rehabilitation program intervention scheme and participate in the implementation.

The data of patients with stroke, score of Barthel index and

Fugl-Meyer motor function of patients were discharged, written rehabilitation programs corresponding, and guide the patients to help families. Rehabilitation of patients after discharge from hospital, community nurses 1-2 months of regular home visits 1 times, related to the function of patients, including patients with limbs, language, psychological and other aspects of evaluation and revise the rehabilitation program, and inform the patient and family rehabilitation nursing precautions, including living environment, daily activities, visits each record and input. At the same time, the patients and their family members with longest contact time, encourage family rehabilitation nursing intervention program to improve stroke patients, making the family as soon as possible to know and master the nursing skills. Is of great help to improve ADL and motor function.

2.3 Observation index

Patients with activities of daily living by using the Barthel index score. A total of 100 points, score associated with the activities of daily living.

Fugl-Meyer determination of motor function in patients with motor function. Serious movement disorders score less than 50 points obviously dyskinesia rating 50~84; movement disorders in scoring 85~95; mild dyskinesia rating 96~99 [4].

2.4 Statistical analysis

Stroke treated in our hospital from March 2015 to May 2016 during the period of the clinical data of 100 patients were analyzed by SPSS.18 statistical software, with normal distribution measurement data represented by $\pm s$, t test measurement data line, with statistical significance between $P < 0.05$ to compare the differences.

3. Results

3.1 The experimental group and the control group before and after nursing intervention for six months after the Barthel index score comparison

The experimental group and the control group of patients with nursing intervention after the first half of the Barthel index score was significantly higher than that before intervention, $P < 0.05$, the difference was statistically significant. Compared to the experimental group and the control group of patients before nursing intervention Barthel score, $P=0.71$, the difference was not statistically significant. But in the experimental group, nursing intervention after the first half of the Barthel index score was significantly higher than the control group, $P < 0.01$, the difference was statistically significant. The results are shown in Table 1.

Table.1 Comparison of experimental group and control group before and after nursing intervention Barthel index score（$\pm s$）

Group	Before intervention	After six months of intervention	t	P
Experimental group（50 cases）	45.32±12.84	75.43±13.23	11.55	< 0.01
Control group（50 cases）	46.29±13.07	52.25±13.64	2.23	0.03
t	0.37	8.63		
P	0.71	< 0.01		

3.2 The experimental group and the control group before and after nursing intervention for six months after the Fugl-Meyer motor function score

Patients in the experimental group of nursing intervention of Fugl-Meyer motor function after six months were significantly higher than those before intervention, $P < 0.01$, the difference was statistically significant. Comparing the changes before and after the nursing intervention for patients ,$P=0.47$, the difference was not

statistically significant. Compared to the experimental group and the control group of patients before nursing intervention Fugl-Meyer motor function score, $P=0.72$, the difference was not statistically the significance of experimental group. Nursing intervention for patients with Fugl-Meyer motor function after six months were significantly higher than those in control group, $P < 0.01$, the difference was statistically significant. The results are shown in Table 2.

Table.2 Comparison of Fugl-Meyer motor function score between the experimental group and the control group before and after nursing intervention（$\pm s$）

Group	Before intervention	After six months of intervention	t	P
Experimental group（50 cases）	46.43±15.21	65.46±14.85	6.33	< 0.01
Control group（50 cases）	45.36±14.79	47.52±15.27	0.72	0.47
t	0.36	5.96		
P	0.72	< 0.01		

4. Discussion

At present, the patient's body function after the operation, function and motor function of daily life has become the biggest

obstacle in stroke patients, the quality of life greatly reduced [4]. and due to many factors such as economic impact and restrictions, most stroke patients often have no condition to get long time rehabilitation nursing in hospitals[5], more stroke patients after discharge, the rehabilitation nursing intervention after discharge to continue, the

family also had no relevant experience, rehabilitation nursing intervention was shelved, the functional recovery speed is greatly slowed, resulting in the recurrence rate [6]. and this phenomenon with the aging of the population gradually increased, making the family and even the society with increasing pressure. The continuation of rehabilitation nursing intervention for patients and families can still return to the community in the supervision and guidance of community nurses and family members, active passive joint regular assessment and treatment [7] .The introduction of the hospital community family rehabilitation nursing intervention in the continuation of China's concept of late has no management mode and regulations [8]. uniform and clear therefore, the study of stroke in our hospital from March 2015 to May 2016 treated 100 patients, observation and analysis of hospital - community - family rehabilitation nursing intervention on the improvement of the continuation of the physical function of patients with stroke rehabilitation.

The results show that the experimental group and the control group of patients six months after nursing intervention Barthel index assessment and Fugl-Meyer scores were significantly higher than that before intervention [9]. And the results of Curtin CM et al [10] stroke patients discharged from hospital after rehabilitation nursing was to continue to take effect. Fugl-Meyer score and motor function of experimental group of nursing intervention during the first half of the year after the Barthel index score was significantly higher than the control group. The patients in the experimental group and the nursing intervention after six months was significantly higher than that before intervention. The hospital community family rehabilitation continue nursing intervention in patients with activities of daily living and motor function play a good role in guiding [11]. In addition, the need for stroke rehabilitation nursing intervention on nurses related skill training, the development of hospital community family rehabilitation nursing intervention continued greater potential of the system, improve the quality of rehabilitation nursing[12]. The amount of monitor and improve the patient's activities of daily living and motor function, so that patients return to society and return to life [13]. Studies have shown that the families also need to grasp the related knowledge and skills as soon as possible, as the supervision and care function[14]. At the same time, with the brain stroke rehabilitation nursing intervention, propaganda, the hospital community family continuation the real concept of rehabilitation nursing intervention into the community and family, to maximize the efficiency [15].

To sum up, the hospital - Community - family continuation of rehabilitation nursing intervention to improve the physical function of patients with stroke has a positive effect, the patient has a certain improvement in life, it is worthy of widespread clinical practice.

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Effect of Bundles of Care on Prevent of Phlebitis after Peripherally Inserted Central Catheters in Breast Cancer Patients

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Abstract: Objective to investigate the nursing prevention of breast cancer patients with PICC the effect of phlebitis after tube. Methods 136 patients underwent PICC catheter in patients with breast cancer as the research object,one in 68 patients in the control group, two cases in 68 patients as the experimental group.The patients in the two wards were not different from each other, and they were treated by the same medical team.There was no difference between the treatment methods and the patient care. The control group received routine nursing measures, and the experimental group was treated by cluster nursing. The incidence of phlebitis after catheterization was compared between the two groups. Results phlebitis occurred in 7 cases in the control group, the incidence rate was 10.29%,and phlebitis occurred in 1 cases in the experimental group,with a rate of 1.47%. The difference of phlebitis incidence between the two groups was statistically significant (P<0.05).Conclusion the implementation of cluster nursing strategy reduces the incidence of PICC catheter phlebitis in breast cancer.

Key words: bundles of care, breast cancer, peripherally inserted central catheters, phlebitis

Introduction

In 2012, the Chinese Cancer Annual based on data from the National Cancer Registry report, showed that the first malignancy was breast cancer in female[1]. Postoperative adjuvant systemic chemotherapy is an important part of the comprehensive treatment of breast cancer[2], but because of the side effects of chemotherapy is strong, it will be seriously affect the health of patients, therefore, the peripherally inserted central catheter (PICC) has become an important way for breast cancer patients undergoing chemotherapy smoothly. Phlebitis is the presence of red lines along the vein, accompanied by redness, swelling, heat, pain,etc[3]. Phlebitis usually occurs 3-5 days after catheterization, studies have shown that it is the most common complication after PICC catheterization[4].If not found in time or improper care, can lead to local skin pain,swelling, necrosis, more severe infection caused by local infection,causing great pain to patients, affecting treatment and rehabilitation. Therefore, how to take effective measures to prevent complications and reduce the incidence of phlebitis after catheterization is an urgent problem to be solved.We carried out objective monitoring on 136 patients in July 2016 to October 2016, and adopted bundle of care, and achieved certain results.Now we report as follows.

1. Data and methods

1.1General data

This study selected 136 patients,all females.The control group of breast cancer patients with pathological stage II was 59 cases,stage ⅢA was 9 cases, pathology group experimental stage II was 61 cases, stage ⅢA was 7 cases, using the modified surgical control group of 64 cases, 66 cases in the experimental group, the control group and 4 cases of breast conserving surgery,2 cases in the experimental group.There were no statistically significant differences between the two groups in gender, age, height, weight, breast cancer staging, surgical methods and results of *P*>0.05,61 cases of the control group on the selection of pipe elbow,65 cases in the experimental group,the control group selection of ultrasound guided catheterization in 36 cases,40 cases in the experimental group.There was no significant difference between the two groups in the location of the catheter (elbow / elbow) and catheter placement, *P*>0.05.The results showed that the two groups were balanced and comparable.

1.2 Diagnostic criteria

According to the American Venous Transfusion board (INS) classification criteria for phlebitis:

Level 0: no symptoms;

Level I: redness of the puncture site with or without pain;

Level II: pain at the site of the puncture, accompanied by redness and edema;

Level III: pain at the site of the puncture, accompanied by redness, cord formation, and palpable cords of vein;

Level IV: pain at the site of the puncture, accompanied by redness and formation of cords, can touch the cords of the vein, whose length is greater than 2.54cm, and has pus overflow.

1.3 Research method

Methods 136 patients with breast cancer after PICC were selected as the subjects,68 patients in one ward as control group,68 cases in two wards as experimental group.The patients in the two wards were not different from each other, and they were treated by the same medical team.There was no difference between the

treatment methods and the patient care.The control group received routine nursing measures, and the experimental group was treated by cluster nursing.The incidence of phlebitis in the two groups was observed continuously in the two groups within a week.

1.4 Statistical method

Using SPSS19.0 statistical software for data entry and analysis,the comparison between the two groups of enumeration data using chi square test, P<0.05, the difference was statistically significant.

2. Result

The incidence of phlebitis in the two groups was compared

index	number	Occurrence number	infection （%）	χ^2	P
Experience group	68	1	1.47		
				4.781	0.029
control group	68	7	10.29		

3. Bundles of care

3.1 Pre catheterization evaluation

Before the catheterization, the patients were assessed with care and vascular examination to understand the vascular condition of the patients, in order to select the blood vessel correctly,and lay a good foundation for the follow-up puncture, catheterization and maintenance.Through the literature review,many complications can be assessed by catheterization before the patient's condition, understanding of the patient's blood vessel,and choose the most appropriate puncture technology and location[5,6].Therefore,accurate assessment of the patient's vascular condition is particularly important.

3.2 Ultrasound guided catheterization

The traditional PICC catheter requires very high blood vessels in patients,and needs to be done in the case of obvious vascular appearance.The success rate is low for patients with poor vascular condition.Once the catheter failed, the catheter in the blood vessels to stimulate the lining of the blood vessels,the wall of the blood vessel caused certain damage, increased phlebitis,bleeding and other complications.And under the guidance of ultrasound catheter,can clearly see the thickness and shape of blood vessels,the catheter can smoothly enter,so ultrasound-guided catheter can effectively reduce the incidence of complications.

3.3 Standardized catheter maintenance

3.3.1 Aseptic dressing change: strictly aseptic operation technique.The transparent film is replaced by 24h after the catheter is inserted,replaced every 7 days.When the dressing is loose or damp, it can be replaced at any time, and the replacement time is recorded.

3.3.2 Replace heparin cap:replace once every 7 days.Replace

immediately when heparin cap is damaged.

3.3.3 Flush the catheter:patients treated with 20ml normal saline irrigation catheter every 7 days interval period; each intravenous infusion or lose irrigation catheter infusion of blood or blood products; pipes when use pulse method to ensure smooth catheter.

3.3.4 Sealing tube: it is pointed out in literature that is more effective than saline in sealing with heparin solution[7].Practice standard[8] recommendations are to seal the tube with 10 units per milliliter of heparin solution during the catheter use interval.

3.3.5 Catheter connector care:The disinfectant effective all-round disinfection of the catheter friction interface can obtain good effect, cross section and side used in this study using 70% alcohol swab disinfection pipe joint at least 15s for152cases replaced every 72h, if the pipe joint in the contaminated blood or replaced immediately.

3.4 Health education after catheterization

3.4.1 Clothing Guide: clothing cuffs can not be too tight; clothing first puncture side, strip off after the puncture side;

3.4.2 Activity guidance:Reduced physical activity, proper fist loose fist, avoid the tube side of the arm carrying heavy objects, do not do strenuous exercise, repeated arm flexion and extension;

3.4.3 Bath guide: You can shower, but should avoid the bath;shower before a small towel wrapped in plastic film, plastic wrap over 3 laps in the elbow bend; shower after checking the film with or without water, if the water film timely replacement.

4. Discussion

PICC has been widely used in clinic, and the complications and abnormalities caused by it have been the focus of many nurses. Phlebitis is the most common complication of PICC[9].It is an acute aseptic inflammation that causes damage to the vein wall due to

various stimuli[10].The excessive number of catheter leads to the injury of the needle, the vein, the wall of the vein, the location of the catheter and the improper choice of the catheter and vein, all of which can cause phlebitis[11].

In this study,the incidence of phlebitis in control group was 10.29%. After implementation of cluster nursing, the incidence of phlebitis in experimental group was 1.47%, and the incidence of phlebitis in experimental group was lower than that in control group The possible reason for this study before the catheter is inserted through the nursing assessment and vascular examination on the patients, understanding of blood vessels of patients, for patients with poor vascular conditions, under the guidance of ultrasound catheter, prevent two catheter catheter in the blood vessel friction stimulates vascular intima, causing damage to the patients with blood vessels, improve the success rate of catheterization. The study showed that the elbow position in the upper part of the elbow and the lower part of the elbow could effectively reduce the incidence of phlebitis[12]. In the implementation of nursing process, we follow the principle of choice: choice of vein thick straight, easily fixed and avoid the nerve artery, and according to the needs of the preferred parts of elbow tube, reduce the influence of arm flexion extension of vascular puncture catheter. Huang Huiling et al[13]. performed cluster nursing for 34 patients with lung cancer after PICC catheterization.Only the puncture technique was clustered, and the incidence of phlebitis was 5.88%.Li Rong[14] compared the technique of puncture and the prevention of different complications.Compared with routine nursing, the incidence of phlebitis was 2%,higher than the results of this study.Therefore, the implementation of cluster nursing strategy in this study can effectively reduce the incidence of phlebitis after PICC catheterization in breast cancer patients, and is worthy of clinical promotion.

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On Measures to Improve the Order-type Talent Training of China's Higher Vocational Colleges

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Abstract: In the paper problems about existing order-type talent training model of higher vocational colleges were found through the analyses of its current situation. Problems were studied from the perspective of higher vocational colleges, units and government and educational administration. Corresponding measures taken to improve this order-type talent training model were put forward.

Key words: Higher vocational colleges, order-type, talent training

Introduction

The so-called order-type talent training model is the one borrowing the "order" concept in business field. Included are the studies of current situation and existing problems as well as the cause of problems of order-type talent training model implemented in the higher vocational colleges. Measures to improve China's talent training model have also been proposed.

1. The current situation of the order-type talent training model implemented in higher vocational institutions

The amount of students admitted in higher vocational institutions has rapidly risen about 35% per year. It is reported by China Education News Network that 475,000 students have been rolled in 152 higher vocational colleges randomly chosen in 2014, exceeding 1.91 % of numbers in enrollment plan. Although it has basically met the requirements of China's educational administration to the recruitment scale, our labor and skill index ranks only No. 59 compared with other countries according to the survey of United Nations Industrial Development Organization, of which senior technician, middle and low technical officers take up 35 %, 50 % and 15 % respectively. It means that the talent cultivated in our Chinese vocational institutions fails to in effect achieve the standard of national units in labor or skill technicians and meanwhile it implies the failure of seamless matching of units with undergraduates in higher vocational institutions. As a result, these undergraduates suffer a severe employment situation that they may be jobless upon graduation.

In responded to this situation, order-type talent training model has been suggested since from 2003. More than 10 years of practice has made it to be the priority to the promotion of educational reform of higher vocational education. Ministry of Education has set forth to deem actual need of units as a goal and take a road of long-term effective teaching mechanism coupled with "industry, study and research" during the promotion of this model. Does the order-type talent training model implemented in our higher vocational institutions reach its intended implication? Our investigation has shown that this model is still in an exploratory stage and far from the expected height and depth neither in its theoretical research nor teaching experience. The ineffective connection of higher vocational institutions with units leads to incomplete matching of teaching contents with the demands of units. Consequently, graduates have to be educated for a second time by units to be competent in their job, leading to the bias of units to the talent in higher vocational colleges. Therefore, confidence of institutions and students shall be lowered as ideal salary is not provided, making the success of ideal effects of ideal order-type talent training model impossible.

2. The existing problems in the order-type talent training model of China's higher vocational institutions

The following problems should be solved in accordance with the current situation of this model.

2.1 Relatively unapparent merit of employment

This model is intended to rise the employment rate of graduates, but the employment situation is still severe as a matter of fact. The author has found the contents of order for talent training students "signed" at the college entrance is not completely conformed with the demands of units. However, students need to stay at colleges for three years, a time when market may be ever-changing and great changes of the unites for their survival and development may take place, not to mention the required types and numbers of units to the talent which can be unexpectedly adjusted in a large scale. As graduates cultivated according to order-type talent training model are still required to be strictly screened by the units, the merit of that model cannot be fully performed.

2.2 Concern of units on the breach of contract of students

A host of students will not disagree on the salary of units at the early stage of school days due to a lack of market information. Parts of students, however, choose to find another job because of the unsatisfied position, salary or welfare and the dim prospect of profession provided by units. This is not expected by units who afford scholarship or grants to students at the early phase of investment. Moreover, it is also convinced to units that graduates who accumulate little working experience can only be positioned at

low or middle level with relatively lower salary and welfare. Some students therefore feel units fail to give a full scope to them and choose to break the contracts. The breach of contract of students in turn lead to the cautions and even doubts of units to the effectiveness of order-type talent training model.

2.3 Defying of order-type training plan of units

Some students participated in this training reflect that they will be all of a sudden required to suspend their study to take a daily job for units. For instance, students majoring in Logistics in a higher vocational college which has contracted with a delivery company are asked to temporarily stop their classes to pick up and delivery express delivery for the company. Moreover, the job students take is heavy workload and free of charge or even unrelated with their major. It is seriously against the spirit of order-type talent training plan and has a negative impact on the normal study life of students as well of the students' career planning.

2.4 Study-weariness of students

Criterion set for the "classes for order-type training" designed by higher vocational colleges are higher compared with that of normal ones. Besides, the qualities of students in there are uneven and not all students in high spirit for their study. It is found in our survey that students in those classes are keen for study at first but tried of two years of theory study highlighted by colleges. When internship begins in the third year, units find students provided by colleges are weak in major and severely weary of study.

3. Causes for the problems of order-type training model of higher vocational colleges

The problems of order-type training model of higher vocational colleges mentioned above are fatal for the universal promotion of this model. They should not be independently attributed to colleges, units or students and should be analyzed from three dimensions including colleges, units and governments.

3.1 Causes of colleges

The first negative impact of colleges to this model is that their concept is relatively diverted. They focus on employment rate and overlook the review of jobs supplied by units. It explains some units take students as the cheap labor for granted and arrange them to take a job irrelevant to their major in the name of internship. This damaged the quality of order. Secondly, the limitation of resources of colleges, for instance, the lower quality of teachers with little practical working experience, and the shortage of funds lead to the failure of sending teachers concerned to take a regular training and providing supposed corresponding facilities for practical training. Therefore, the "double-quality" teachers are virtual slogan as the practical teaching born no relationship with the requirements of units.

3.2 Causes of units

The primary reason learned from units for the failure of this model lies in a lack of correct understanding of this model. The author learned that this model, to many a units' minds who are unable to see the long term effect of the order-type training, is despised for its long cycle and high cost and inferior to the regular recruitment through human resource with a characteristics of cheaper with high quality. However, the author believes that the

talent designed for the units through this model is incomparable to those hired through simple recruitment. While those who agree with this mode think of colleges as the principal part. Once signed the contract with colleges, these units believe it is the colleges who should be fully responsible for the cultivation of talents, and they only need to provide some internship opportunity and direct the students on job and have no need for the reparation of talent training plan, development of course and assessment of teaching quality. All these make the implement of order-type talent training model of colleges extremely difficult.

3.3 Causes of government and education administration

The order-type talent training model is a product of educational reform. Although education administration has appealed to a tighter connection of colleges with units, no policies, regulations, coordination and supervision mechanism for practical operation are provided. Arguments between units and colleges, consequently, are hard to effectively mediate. Research funds for the colleges with order-type talent training model are higher than those of ones without this model. Practical training provided by colleges with this model is limited due to a shortage of money. However, governments, impacted by the traditional management view, give less support to these colleges than those of scientific research-centred universities, resulting in a gulf between China's higher vocational colleges and developed countries in infrastructures and facilities for practical training.

4. Measures to improve order-type talent training model of higher vocational colleges

By studying the problems and causes of problems of order-type talent training model of higher vocational colleges, the author believes that profound analyses in terms of colleges, units and government and educational administration respectively are required to improve and make feasible measures for this model.

4.1 Measures for improvement by colleges

To gain more order from units, colleges should highlight the characteristics of teaching and merits of majors to win the trust of society and units. It, suggested by the author, should enhance its teaching staffs and practical training conditions to control the quality of "orders".

Firstly, efforts to the construction of teaching staffs should be made. As to the teachers for this model, they should be equipped with professional theories and practical skills for units, and particularly comprehend the development and technological revolution of scientific research of units. Besides, they also should be arranged to visit the units to know the actual management methods of units. Colleges should also invite seniors and managers of units to provide specialized advice and to help teachers teaching and management to promote the competence of "double-teaching" faculty.

Secondly, it should focus on practical training courses. The design of courses is essential for the order-type talent training. It requires colleges, units and specialist concerned to engaged in the development of courses, including contents and standards of curriculum as well as the assessment of teaching effects, to ensure the consistence of curriculum contents with the actual work of units.

The contents of curriculum should be responded to the jobs provided by units and requirement of knowledge and techniques and management of units to talents so as to lay a solid foundation for the employment of students.

Thirdly, the quality of order should be highly controlled. It is primitive that the cooperation of orders should be highly in agreement with the characteristics of teaching of the order-type talent training of colleges. And meanwhile colleges should select trustworthy, effective units with great brands as initial cooperators, particularly to those who are able to provide reasonable and well-paying job with growth potential. Legitimate interests of students, therefore, can be guaranteed through these measures.

4.2 Measures for improvement by units

Units should make joint efforts with and provide financial support and necessary work fields for cooperative colleges during the whole process of order-type talent training.

First of all, it should afford teaching facilities and funds. Consider college are limited to the fund and have few places for practical training during the cultivation of order-type talent. Units, after establishing relationship with colleges, should provide corresponding support to colleges if condition permits, for instance, providing equipment for practical training field, creating working environment and granting scholarship. While colleges are supposed to promote units for their sponsorship to set up a great image for units so as to allow students have a profound learning of units and establish trust with them.

Secondly, it should be engaged in the talent development. Once signed a contract for the type-order talent training with colleges, units should provide information about the changes of market and actively involve in the formation of talent development plans and designing of curriculum contents to help colleges to make adjustment for talent training plan according to the actual situation of units. Meanwhile, units need to regularly participate in the assessment of talent training and give feedback of students during the internship period to colleges for the bases of their teaching reform.

Thirdly, talent management should be concentrated. Appropriate internship opportunities should be offered to students by units to consolidate their learning without affecting their normal study. Besides, units should provide proper job with high salary, ideal working environment and great growth potential to graduates, and more encouragement and support to those innovative students and create all possible environments to make full use of their gifts.

4.3 Measures for improvement by educational administration

Order-type talent training is one of major measures for the reform of current higher vocational institutions. Educational administration should make regulations and supervisions for it by means of national policy, laws and other tools to attract more units'

attention to this model. It requires government to give more policy support to units concerned to support the order-type talent training. For instance, government may reduce parts of taxation of units which cooperated with higher vocational institutions and help them to build a great brand through public praise. It also should make effective mechanism to stimulate and supervise and regulate school-enterprise cooperation as soon as possible and also grant sufficient funds for the operation of colleges. They should severely reproach and economically punish those units which fail to provide corresponding internship and remuneration to students in accordance with order standards or which force students to engage in a job irrelevant to the talent training or teaching by labor abuse, and acceleratingly improve relevant laws and regulations to supervise and constrain the behaviour of colleges and units for talent training. Furthermore, government and educational administration should actively create various opportunities for vocational institutions and units to make order cooperation and coordinate interests of parties and solve their disputes in time during school-enterprise cooperation.

To sum up, the order-type talent training model, to some extend, has rise the employment rate of students in higher vocational colleges, under the background of severe employment situation. However, this model is not mature and many a problem remains to be solved. Analyses of the problems of this model basically help to define the causes of problems and contribute to making improved measures to meet the challenges of ever-changing market and ensure the expected educational effects of this model. Conflicts between demands and supplies of social talents, therefore, will be eased, and seamless connects between talents and market achieved, thus promoting the talent made in China to reach out to the world with a new look.

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On the blending of Socialist Core Values into the Practical Teaching Pattern of Ideological-political Theory Course

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Abstract: Ideological-political course of higher institutions is the one equally emphasizing on intellectuality and morality, theory and practical teaching. It is the main channel for the complement of fundamental task of setting high moral values and cultivating persons and the core curriculum for the education of the socialist core values, and it can help students to set up correct world value, life value and moral value. This research studied studied the practical teaching pattern based on "micro media", with socialist core values blending into the practical teaching of ideological-political theory curriculum as its logical starting point, in hopes of increasing the effectiveness of practical teaching of ideological-political theory course and of enhancing the quality of talent training.

Key words: Socialist core values, college students, ideological-political theory, practical teaching pattern

Introduction

Present Xi has pointed out at the national conference of ideological and political education of colleges and universities on December, 7th and 8th 2016 that colleges and universities should adhere to consider setting up morality and cultivating talents as their heart of teaching and apply the ideological-political education to the whole process of teaching and education so as to fulfill the task of cultivating talents throughout the teaching process and educating persons in a all-round manner and thus strive to make a new scenery for the development of national higher education cause (Xi, 2016). Higher institutions should unyieldingly foster and promote socialist core values and guide teachers and students to be firm believer, active communicator and model performer of socialist core value. Ideological-political theory course serves as the main channel for fulfilling fundamental task of setting high moral values and cultivating persons, and also the core curriculum for the education of socialist core values, and it is able to help students to set up correct world value, life value and moral value (Xi, 2014). Therefore, provided is a subject for studying how socialist core values can play a leading role in enhancing the effectiveness of ideological-political theory curriculum of higher institutions for setting up morality and cultivating persons.

1. The necessity of integrity of socialist core values into the practical teaching of ideological-political theory course

The reports of 18th National People's Congress has promoted prosperity, democracy, civilization, harmony, liberty, equality, fairness, rule of law, patriotism, dedication, honesty and amicability to actively foster and perform socialist core value. These twenty-four Chinese characters has formed a basic rule for setting up a correct value. Socialist core value is consistent with the practical teaching of ideological-political theory course in terms of requirement, purpose and ways for implementation. It is an inevitable trend and practical need for the blending of socialist core value with the practical teaching of ideological-political theory course.

1.1 Inexorable requirements for socialist core values

Value is a system of view of persons on the knowledge of essences of values, and on standards, principles and ways for evaluating others and materials. Core value is the carrier of nation and national pursuit of spirit, and it reflects the value criteria for a society to judge merits. The summarization of socialist core values has answered what kinds of country and society we are going to build and what types of civic we are about to foster. To completely fulfill the spirit of 18th National People's Congress, General Office of CPC has issued *Views on Cultivation and Practice of Socialist Core Values* which requires "the integrity of cultivation and practice of socialist core values to the whole process of national education". It is pointed out by Xi Jinping, the general secretary of the CPC, in *the Youth Should Consciously Practice Socialist Core Values* that the value orientation of the young determines the value orientation of whole society and he has put forward the historical mission, duty of era and cultivation standards for contemporary youth to set up and practice socialist core values. Ideological-political theory education is an important part of national eduction and shoulders heavy responsibilities of cultivating builders and successors of the cause of

socialism with Chinese characteristics. To blend socialist core values with ideological-political theory course is the necessary requisition for the cultivation and practice of socialist core values.

1.2 Internal requirement for ideological-political theory course

Ideological-political theory course, which is theoretical, political and ideological, is not only a theory course but a moral and educational one. Each curriculum included has its own theoretical system. It can help students employ the world outlook and methodology of Marxism to understand Chinese modern history and learn the national condition of contemporary China based on the grasp of basic principles of Marxism, basic sequence of Chinese modern-contemporary history and basic theory of Marxism Sinicization. Students' abilities of theoretical cognition and competence in analyzing problems, therefore, are enhanced. It also has moral and educational functions whereby students are able to set up correct outlook on world, on life and on value to continuously improve their personality during the process of ideological-political education.   and. Socialist core values have set forth the following rules for values from national, social and civic levels, which not only reflects the essential requirements of socialism and inherits Chinese excellent traditional culture but absorbs the fruits of world civilization and shows the spirit of times. It is the internal requirement of ideological-political theory courses to integrate socialist core values with the practical teaching of ideological-political theory course so as to play a educational role in setting up morality and cultivating talents by helping students to internalize socialist core values and put them into practice.

1.3 Practical Needs for the Ideological Front

Exchanges and conflicts between various ideologies and cultures, diverting and changeable values as well as, in particular, the turbulent waves of thoughts that come from the information era have been exercising a huge impact on the dominance of mainstream values among university students. Thus there appeared something negative: their ideals and faiths are blurred; their political beliefs are faltered; and their values are distorted. Hostile countries and their forces are always peddling their peaceful evolution in our country. The youths are their target of "freedom, democracy and human rights" propaganda in attempt to halt or even overturn the socialist construction of China. It is important to concentrate on cultivating righteous values for the youths as they are in a period of forming and establishing their values. A prosperous and powerful country is built by prosperous and powerful young people. Given the current complex circumstances at home and abroad, it is even more urgent to guide university students for correct world view, life view and value. Socialist core values inherit from the merits of traditional Chinese culture, providing a basic guideline for students' correct values. Incorporating socialist core values into ideological-political theory course is an urge to keep the front of socialist core values and a practical need for fortifying the dominance of Marxist in the ideological field.

2. A New Teaching Pattern for Incorporation of Socialist Core Values into the Practical Teaching of Ideological-political Theory Course

With cultivating and practicing the socialist core values as the theme, the Marxist College of Hunan City University is proactively exploring the new patterns, methods and tactics for the teaching of ideological-political theory course by developing a "five-micros" teaching approach based on "micro media", including the "micro-videos" for the course *An Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics*, "micro-photos" for *Ideological and Moral Cultivation and Legal Basis*, "micro-essays" for *The Basic Principles of Marxism*, "micro-dramas" for *Outline of Modern Chinese History*, and the learning website for ideological-political theory courses. The teaching approach not only follows the cognitive, psychological and thinking patterns of students but also effectively makes the practical teaching of ideological-political theory course in universities more attractive, efficient and targeted to raise the quality of teaching.

2.1 "Micro-videos" of the practical teaching pattern for the course of An Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics

A "micro-videos" competition is held with the topic of "cultivating and practicing the socialist core values" for all sophomores in the university. The activities are listed as follows:

First, assigning the task of shooting "micro-videos" to all students in the 1st week. Every student is required to make "micro-videos" with their knowledge acquired according to the topic. Plagiarism and downloading are not allowed. Videos should feature distinctive and positive content. Students are asked to submit videos to teachers before the 6th week.

Second, teachers collect the "micro-videos" and inform students of perfection advice in the 7th week.

Third, finishing the list of "micro-videos" candidates in the 9th week. 5 excellent videos should be selected by everyone.

Fourth, the final of "micro-videos" competition in the 12th week. Teachers rate videos to decide the winners and their rankings. The top 100 will be awarded prizes in the ceremony.

Fifth, excellent videos are uploaded to the website of Marxism College in the 13th week.

2.2 "Micro-essays" of practical teaching pattern for The Basic Principles of Marxism

A "micro-essays" competition is held with the topic of "cultivating and practicing the socialist core values" for all sophomores in the university. The activities are listed as follows:

First, assigning the task of writing essays to all students in the 1st week. Every student is required to write a short essay with 1000-1500 characters, which has a clear thesis and adequate argument and reasoning. It should demonstrate the thesis with practical experience, data and relevant material. Examples and statistics can both be used for reasoning. Hard copy and electronic version must be submitted; plagiarism and downloading are not allowed. Students are asked to submit essays to teachers before the 6th week.

Second, rating the essays in the 7th week. Essays are rated in four grades: excellent, good, fair, and poor. The grade constitutes a part of regular performance grade. 25% of students can be rated excellent, 50% good, and 25% fair and poor. Those who fail to

promptly hand in the essay or follow the requirements and who attempt to plagiarize will be rated poor.

Third, deciding the candidates for the speech contest in the 8th week. 2 contestants should be selected by every class from those who win the "excellent" grade.

Fourth, preliminary contest in the 9th week. A first prize winner is elected in the preliminary held within a class, and other candidates are third prize winners. 5-8 minutes are given to every contestant.

Fifth, the final in the 10th week. First prize winners in class preliminaries will take part in the final, where several first prize winners and second prize winners will be created. Those eliminated in the preliminaries will be awarded the third prize and credentials.

2.3 "Micro-photos" for Ideological and Moral Cultivation and Legal Basis

A "micro-photos" competition is held with the topic of "cultivating and practicing the socialist core values" for all freshmen in the university. The activities are listed as follows:

First, assigning the task of taking "micro-photos" to all students in the 1st week. Every student is required to provide a "micro-photo" based on knowledge acquired and the theme. The photos should be taken from students'learning and lives, with captions for background introduction. Photos are supposed to reflect the positive sides of the society and the essence of the socialist core values. No plagiarism and downloading are allowed. They should be submitted in PPT form and before the 6th week to teachers.

Second, photos are selected within classes in the 8th week. Two photos are to be selected by every class.

Third, the final in the 11th week. 50 photos will be rated by experts to award the first prize to 6 students, the second prize to 10 students, and the third prize, 12 students.

Fourth, photos are displayed on exhibition boards and websites.

2.4 "Micro-drama" for Outline of Modern Chinese History

A "micro-drama" competition is held with the topic of "cultivating and practicing the socialist core values" for all freshmen in the university. The activities are listed as follows:

First, the teaching plan for Outline of Modern Chinese History are announced in the 1st week. Every student is mobilized to understand the purpose, meaning, content, form, approach, procedure and testing method of the course, so as to ensure effective activities.

Second, finishing grouping within classes in the 3rd week. Students are organized by teachers and divided into several learning groups, no more than 10 persons in each group.

Third, programs and performers are decided in the 5th week. Requirements: length of dramas should be less than 10 minutes; live performance or situation performance are accepted; situation performance should be recorded and edited with background music and subtitle; based on the majors of students, teachers should guide the groups for dramas that are composed, directed and performed by students in various ways.

Fourth, dramas are composed and performed according to the plans within classes, and the videos of dramas should be edited and submitted by the 9th week.

Fifth, excellent dramas will be selected by the 13th week for exhibition and awarding. In every class, 1-2 excellent dramas are selected by the teachers, and the teaching and research office organize a university-level performance or online display for rating. The first, second and third prizes are awarded to dramas listed as candidates, and students who produced the dramas obtain credentials and prize money.

Sixth, students' efforts in the activities are referred to by the teachers for giving their grades of regular performance, which account for 1/3 of the grades and 10 points of the total scores. Students who complete as required can be rated fair (6-7 points); who win the recognition of teachers, good (8-9 points); and who are awarded, excellent (10 points).

2.5 Learning website for Ideological-political Theory Course

Based on existing high-quality teaching resources, we pilot online teaching and develop ideological-political online courses to build a system for online teaching resources. The learning website for ideological-political theory course is established (http://58.47.143.3/mks/index.jsp), including excellent works in the practical teaching of the four ideological-political theory courses. It is not only a place to showcase the achievements of students' theoretical and practical learning but also a channel for student-teacher interaction and communication.

3. Effects of Practical Teaching of Incorporating the Socialist Core Values into Ideological-political Theory Course

In order to coordinate regular, practical and online teaching as well as capitalize on regular teaching as the mainstream, and practical and online teaching as the supplementary, the Marxism College of Hunan City University has implemented the "five-micros" practical teaching approach based on "micro media" and the socialist core values for 5 semesters, which benefited more than 40 thousand (person-time) students. Meanwhile, the approach popular with students has been recognized among upper-level regulators and colleagues.

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Problems and Prospects of Military and Strategic Cooperation Between China and Russia in Contemporary International Relations

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Abstract: After the collapse of the Soviet Union, Russia has lost significant territories in the European part and become "an Asia-biased state". The increasing role of the Far Eastern ports and the Northern Sea Route, the military-political instability in Central Asia, diverted Russia's strategic, commercial and political interests in the Asia-Pacific region, primarily, to China. Having come to power, President Putin proposed to intensify Russia's role in Asia. This decision is largely based on the fact that China is a member of all major political and economic institutions in the region. However, taking into account China's increase of military power, and all the existing contradictions and tendencies of socio-political development, one can expect a potential threat not only to Russia's national interests and security, but also to the Asia-Pacific region. It is evident that in spite of the existing chance for Russia to play "the China card" in the region in order to achieve certain economic and political benefits, it is necessary to make a research on conditions and consequences of political and military cooperation with China, not only for bilateral relations, but also for the global policy.

Key words: China, Russia, military and strategic cooperation, international relations

Introduction

At the beginning of the 19th century Napoleon Bonaparte prophetically declared in regard to China: "Here lies a sleeping giant. Let him sleep, for when he awakens he will shake up the world." [1]

In recent years, this statement of the outstanding military leader and politician is associated with one of the major trends – the global shift of power to the Asia-Pacific region, where these countries, among which China is the most influential one, are taking on the role once held by Europe.

Such an importance of the Asia-Pacific region is due to the attraction of the world economic, financial, innovation flows and a military force concentration, including nuclear weapons, to this region at the background of the strategic rivalry between the world powers and local conflicts escalation. It is no mere chance that the USA recently announced the "return to Asia" strategy, proving it by a large-scale naval forces relocation to the Asia-Pacific region.

China's geopolitics is of particular importance for the region. In the 21st century the country's growing economy managed to redistribute the spheres of influence of the world centers - the US and Europe in their favor, forcing them out of the many regions where they　until recently had dominated. This fact makes not only scientists, but also the political elites of countries, interested in the Asia-Pacific region, adjust their foreign policy plans to the geopolitical and military-strategic priorities of China.

The relevance of strategic cooperation of Russia with China is caused by three factors. Firstly, the Russian Federation belongs geographically to Eurasia and both countries share one of the world longest borders. Secondly, its desire to be integrated into the Asia Pacific region. And, finally, not to let China out of Russia's sphere of influence.

At the same time, Russia's "breakthrough" into the Asia-Pacific region contributes to the following factors: its resource self-sufficiency; military power; high educational level of the population; huge territory and relatively low level of consumption.

Therefore, despite Russia's "meagre political, economic and diplomatic resources", Moscow is trying to implement the foreign policy of "Asia-Pacific power", because its integration into the Asia-Pacific region means new opportunities for trade and strengthening Russia's Far Eastern territories economically and militarily. [2]

A favourable factor is that, apart from the territorial dispute with Japan, Russia has no more serious problems that could hamper its penetration into the region. The only "problem" is China's emergence as an imperialist and a global power.

However, China's and Russia's place in the global world is due to the implementation of different national ideas. Such a contradictory nature of Russia's and China's geopolitical ambitions is clearly seen if comparing the Chinese national strategy, formulated in 1973 by Mr. Deng Xiaoping – "to rely on the North (on Russia), stabilize the West (EU, USA), to go to the South (Asia, Africa and Latin America) and the modern Russian one: "to rely on the West – as a source of high-tech technologies and investments, to stabilize the South – as a main source of security threats, to go to the East - the growing centre of the modern world, markets and opportunity for integration and comprehensive cooperation."

As some Russian scientists point out: "The importance of a trusting partnership with China is beyond question, it remains among the main priorities of Russian foreign policy in the foreseeable future. However, the inevitable issue of such relations will be rivalry." [3]

Thus the main goal of my paper is to consider the problems and contradictions in Sino-Russia bilateral relations, as well as their impact on the prospects for strategic cooperation between the two states in modern international relations.

Despite Mr. Deng Xiaoping's dictum, "not to seek hegemony", "not to join any military bloc", China corresponds to the status of global quasi-superpower, and takes part in bilateral and multilateral formats within the UN, SCO, RIC (Russia - India - China), BRICS, ASEAN + 1, ASEAN + 3, triangle "China - South Korea - Japan" and others. [4]

In the core of Beijing's growing interest in international organizations is its desire to realize the strategic task of building a "China's preferred world order". [5] The country builds its global infrastructure for future leadership based on two vectors. First - it consistently, unlike the US, bypasses the topic of internal political unit, at the same time not denying importance of democracy itself, it stands for the right to achieve it on its own course and tempo. Second – the country increases its economic expansion: such as investments in global economic infrastructure.

China's global economic expansion is also based on two directions: the country's initiative "the Belt and Road", as well as its entry into the global monetary and financial system as the main financial player.

The main objectives of the project "Silk Road Belt and Road" are to create infrastructural financial and telecommunications interconnectivity of the participating countries, as well as to eliminate trade barriers. The Geographical areas of the new Silk Road are defined in the following versions: China - Central Asia, Russia and the Baltic countries; China - the Persian Gulf countries and the Mediterranean through Central and West Asia; China - South East Asia, South Asia and the Indian Ocean; China - Europe through the South China Sea and the Indian Ocean; China - Australia and the South Pacific countries. It is planned to establish a unified network infrastructure that will connect all sub-regions of Asia, Europe and Africa in the future.

In order to achieve the second objective - to become one of the world major financial players, Beijing initiated in October 2013 establishing the Asian Infrastructure Investment Bank (ABII), as well as the Chinese yuan recognition by the International Monetary Fund as a global reserve currency. Such a perspective is necessary first of all to become one of the driving forces of the global innovation economy. Recently China highlighted a number of priority areas: information technology; "Internet Plus"; robotics; aerospace equipment; oceanography engineering and high-tech ships; advanced railway technology; energy saving; electrical equipment; new materials; biomedicine and highly efficient medical equipment; agricultural machinery.

China uses mostly "soft and smart" power for global control and further economic growth. In particular, the country creates free-trade zones with more than 20 states (and is criticized by the US as a structure parallel to the WTO), issues loans, forms the South-East Asia's, Africa's and Latin America's dependence on China, where any Chinese help is required for purchasing only Chinese products.

At the same time the growth of maritime trade and the hydrocarbon deposits increase China's interest to dominate the South China Sea. The problem of territorial integrity (Tibet) and the Taiwan problem explain to us the Chinese domination in the eastern

part of Eurasia. It is obvious that such a solution is impossible without strategic partnerships with three continental centres of power: Europe, Russia and India.

Russia plays a significant role in Chinese foreign policy as both countries are the most historically long and strong political entities on the Eurasian continent, share the same border, as well as similar views on most modern international problems. Not by chance in the difficult period of the post-Soviet development the three Russian Presidents: Boris Yeltsin, Vladimir Putin and Dmitry Medvedev put relations with China on a priority level in their foreign policy.

Despite the fact that the convergence of China's and Russia's strategic positions causes "concern" of their main global competitor - the United States, Moscow seeks to strengthen relations with Beijing. [6] And China is clearly interested in such a partnership. [7] For example, Russia is China's seventh most important trade partner and China has become Russia's third-largest trade partner.

However, the fly in the ointment of Sino-Russian relations is that Beijing worries about a possible US-Russian Alliance and Russia's perception of China as a "threat". Moscow, in its turn, is deeply concerned about China's growing military powers and strengthening its influence in the Asia-Pacific region and Central Asia.

Although one of the Chinese sayings is that "Prosperity discourages war", China's defence budget is increasing, the country is modernizing its military sector, especially the Air Forces, ballistic missiles and space systems, gradually increasing its naval forces.

In particular, one can point out that strengthening of China's naval forces and their regular military trainings should put diplomatic pressure on Japan and South Korea, and strategically on the US. Indeed, due to the North Korea's nuclear tests and the joint US-Japan-South Korea military trainings, the situation in the Northeast Asia has become more tense and forced Russia and China in recent years to demonstrate their military-strategic resources in order to stabilize the region.

China and Russia have been conducting regular bilateral and multilateral military exercises since 2003. They include for example, Piece Shield 2009 and Joint Sea 2012. Some of these exercises are anti-terrorist ones under the aegis of the Shanghai Cooperation organization the Joint Sea Seies, mentioned before are naval. [8]

However, one cannot describe such a military cooperation and joint trainings in Central Asia as a Sino-Russian military alliance similar to the US "Pivot to Asia" military operations. Such a point proves Russian and Chinese leaders' inability to coordinate their participation in the inter-ethnic clashes settlement in Kyrgyzstan in 2010.

At the same time, Russia's largest military exercises in Siberia, its participation in the US naval manoeuvres "Rimpak", Russian-Indian exercises "Indra-2015", military and strategic support of Vietnam and other Asia-Pacific countries, can be considered as Russian fear of its eastern neighbour - China. Both countries are not formally allied and will not help each other in case of a real conflict. Such a fact forces Moscow to promote diplomatic and military rise of Beijing, and the cooperation that we observe now, is at its peak. The main reason is that the two great powers cannot probably coexist without any conflict for a long time, with a huge number of areas where they are rivals.

On the Sino-Russian border (in Transbaikalia and Far East) China enjoys conventional military superiority. I would like to stress

the fact that a significant number of Chinese officers have graduated from Russian military schools and speak Russian fluently and 40 Chinese institutions of law enforcement agencies are specialized on Russia, while in Russia - only one. [9]

Therefore, Russia's Eastern Military District receives thousands of units of modern weaponry and military equipment and will be the first to receive the newest Armata tanks.   Moreover, one of the main scenarios of large-scale manoeuvres is troops transfer from European Russia to the Far East. At the same time, despite the fact that Russian military equipment and military technology is, in fact, the only type of high-tech products that can be offered to the Chinese market, further deliveries of advanced military technologies really threaten Russia's national security. After all, China's technological advances have led not only to its independence from Russia as the main supplier of weapons, but also to become a leader in creation of certain types of weapons.

Russia still has an advantage in strategic nuclear forces, but it is compensated by the growth of Chinese conventional arms. Chinese Naval Forces are still not properly equipped, but some military experts predict that in about 7-12 years, when China has fully implemented its shipbuilding program, the country will be able to change the geopolitical situation in the region in its favour. [10]

While the chance of China's military intervention is estimated as "positive" or "not at all" in the Russian society and in the scientific world, the facts indicate that Beijing probably has such a scenario for the Russian Far East and Eastern Siberia, which are rich in natural resources.

China, moreover intends to gain access to Russia's oil and gas fields and pipeline systems; to enhance the role of yuan in cross-border trade; to provide for Chinese companies a leading position in comparison with competitors from other countries. It is no coincidence that the President Xi Jinping visited Russia on his first foreign trip in 2013, and the most important documents were signed during the visit, such as agreements to purchase new Russian fighter jets. Moreover, Russian oil companies will increase supply of energy export to China, as well as construction of a gas pipeline to double supplies.

At the same time there is an illegal labour migration activity in the border areas, and thus seriously affecting Russia's national security. Moreover, even Chinese legal business in the region is focused on the export of all products to China. Recently, the country seeks to acquire exploration rights on Russian mineral deposits.

Another issue to be mentioned is exploration of the Arctic for petroleum. So far, China has adopted a wait-and-see approach to the Arctic development, emphasizing that the country is focused only on the study of climate and environmental consequences of the melting Arctic ice cap. However, I would like to point out that since 2009 Chinese researchers started to assess commercial, political and military benefits of the Arctic for China. [11]

Thus, I believe that Russia is urgently obliged to focus its efforts on the programs of socio-economic development of the Far East and the Arctic regions, as well as modernization of its armed forces.

The same diplomacy must be applied towards Central Asia, where Russia, despite billions of dollars of Chinese investment, has to defend its leading positions in international organisations, primarily in the SCO and the Eurasian Union. It is obvious that Russia's policy in Central Asia should not be aimed at demonstrating its power but at cooperation with China in the fields such as combating separatist or radical Islamic movements or anti-terror operations and, therefore, reducing that threat to national security. [12]

Conclusion

Thus, at the beginning of the 21st century Russia has to recognize that China possesses not only economic, but also military resources to maintain its status as a world power. Such a recognition should accelerate development of Russia's military-political strategy aimed at balancing China's predominance. Such a strategy, in my opinion, should be based on the following priorities:

1. Avoiding diplomatic preferences either towards the West or the East.

2. Creating innovative military-economic strategies in competitive areas, including supply of the latest technologies and military equipment to the Russian partners in Central Asia and the Asia-Pacific region.

3. Developing cooperation with the countries such as India, Japan, North and South Korea, as well as with the United States.

4. Demographic and economic development of the Russian Far East, Eastern Siberia and the Arctic coast areas with proportional involvement in these regions, not only China, but also other interested states.

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China's Public Diplomacy in the Middle East

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Abstract: Since 1955, China's public diplomacy in the Middle East has gone through the first two stages: the establishment of diplomatic relations between China and all regional countries and the rapid development stage, and has entered a new stage of development under the initiative of "One Belt One Road". China carries out public diplomacy in the Middle East mainly through the government public relations which plays a dominant role, carries out the media diplomacy and communicates with people in Middle East countries via the mass media, and carries out activities in a variety of forms such as educational and cultural exchanges and friendly exchanges relying on social organizations.

Key words: China, Middle East, public diplomacy, "One Belt One Road"

Introduction

By the end of 2013, after the development strategy of "One Belt One Road" was proposed, relying on the traditional friendly relations with the Middle East countries (World Bank, 2017), and adhering to the "Hearts to Hearts" have become the important content and key basis of "One Belt One Road" construction. On June 5, 2014, Xi Jinping (2014), announced that China and the Arab League decided to set the year of 2014 and 2015 as China-Arab friendship year, and within this framework, to carry out a series of friendly exchanges. On May 18, 2016, Chinese Foreign Minister Wang Yi talked about the joint construction of "One Belt One Road" between China and the Arab countries in an interview with the Al Jazeera in Beijing. He said, in the construction of "One Belt One Road", Arab states and the Middle East region have a very important strategic position. Under the new situation, we will not only become the ideal partner in the joint construction of "One Belt One Road", to achieve our common development and mutual promoting; the two sides will also safeguard the common interests of each other in the process, and promote democratization in international relations (Ministry of Foreign Affairs of the People's Republic of China, 2016). In addition to public diplomacy in the Arab world, which have 22 member states, and the population of 406 million (World Bank, 2016), China also promotes its national image in non-Arab countries such as Iran and Israel through a variety of

forms such as government public diplomacy, media diplomacy, cultural diplomacy, etc., to promote the "hearts to hearts" relations between the people of China and the Middle East countries.

1. The History of China's Public Diplomacy in the Middle East

The contact between China and the Middle East can be traced back to BC 300, when China and the Middle East were connected to each other via the Silk Road; Arab traders sold horses and camels, and the Persian businessmen exported carpets of good quality (Olimat, 2013). And China's public diplomacy in the Middle East countries, in modern sense, means the Chinese government's diplomatic activities targeting at the public in Middle East, which is accompanied by the start of establishment of diplomatic relations between China and some Middle East countries in the 1950s. Based on the diplomatic relations between China and the Middle East countries and the development of China's public diplomacy, this article divides China's public diplomacy in the Middle East from 1956 to date into the following three stages.

The first stage was from 1955 to 1992, when China completed the establishment of diplomatic relations with all the countries in the Middle East. In this period, China's diplomacy in the Middle East was dominated by the traditional high-level political diplomacy, but cultural exchanges played a vital role in

the promotion of mutual understanding and trust between China and the Middle East countries. In 1955, after the Bandung conference, Egypt's then Religious Affairs Minister Bakuri and his delegation paid a visit to China; on May 31 of that year, the governments of China and Egypt signed the "Minutes of cultural cooperation between the government of the People's Republic of China and the government of the Arab Republic of Egypt" in Beijing, and signed the "China-Egypt Trade Agreement" (Editorial Board,1999; Wang, Bai& Zhao, 1992). China and Egypt established diplomatic relations on May 30, 1956 (Ministry of Foreign Affairs of the People's Republic of China, 2017) which kicked off the first wave of establishment of diplomatic relations between China and the Middle East countries. Just in 1956-1959, six other Middle East countries, including Syria, Yemen, Iraq, Morocco, Algeria and Sudan, established diplomatic relations with China. After the trough of 1966-1969, China's ambassadors to the Middle East were reappointed in 1970 (Liu, 2008). On October 25, 1971, when the 26th United Nations General Assembly was held, during the vote of resolution on the recovery of the legal rights of People's Republic of China in the UN, all the Middle East countries that had established diplomatic relations with China, as well as Israel, which had not established diplomatic relations with China yet, voted in favor of China (United Nations Bibliographic Information System, 1971). On January 24, 1992, China and Israel established diplomatic relations. So far, China had established normal diplomatic relations with all Middle East countries.

The second stage is from 1993 to 2013, which is the rapid development stage of public diplomacy in Middle East countries under the guidance of China's new public diplomacy concept. After entering the 1990s, in order to strengthen the management on external publicity, the Central Committee of the Communist Party of China approved the re-establishment of the Central External Publicity Team in March 1990; China set up an independent external publicity entity directly under the leadership of Central Secretariat; In January 1991, the State Council Information Office was established. Its functions were to introduce and explain China to other countries, instead of the "propaganda" of China (Zhong& Wang, 2006). In this stage, China had established a series of friendship associations with the Middle East countries. For example, the Saudi Arabia-China Friendship Association was established in 1997, and in 2001, approved by the State Council, the China-Arab Friendship Association was established; and Iran-China Friendship Association was established in 2008. So far, China has established friendship associations with Egypt, Syria, Lebanon, Israel, Iran, Saudi Arabia, Yemen, and Sudan, so as to promote the Chinese people's understanding and friendship with the people of Middle East countries, to promote mutual exchanges and cooperation in economy, society, culture, science and technology, education and other aspects (Chinese People's Association for Friendship with Foreign Countries, 2017; China Association of Friendly Arab, 2017).

The third stage is from 2013, when the "One Belt One Road" was put forward, to date. The most prominent progress in this stage depends on the China-Arab States Cooperation Forum (hereinafter referred to as CASCF) to develop the relations between China and Arab countries. On June 5, 2014, the main line of the sixth ministerial meeting of the China-Arab States Cooperation Forum was to "build the modern Silk Road and promote the common development of China and Arab countries". On July 14, 2015, the Joint Comprehensive Plan of Action on the Iranian nuclear issue was formally signed（United Nations, 2015）. China as a positive negotiator and mediator of the six countries (P5 + 1) on the Iran nuclear issue established a comprehensive strategic partnership with Iran on January 23, 2016 to deepen the bilateral exchange of news and public diplomacy, to further expand cooperation between the media and increase the press corps visits, and by strengthening the various forms of cultural exchanges and dialogue, and expanding the relationship between folk organizations, to promote mutual understanding and friendship between the two peoples (Xinhua Net, 2016).

Through the sustainable development of nearly 60 years, China's public diplomacy in the Middle East countries has already evolved from the original unofficial communication in culture and trade development to the formal diplomatic relation, and to the stage of developing specific cultural projects through culture and political action plans, organizing various forms of visits, exchanges and cooperation projects, and establishing and improving almost all aspects of cultural exchange and cooperation mechanism, in order to strengthen communication and exchanges to jointly cope with global challenges (Ma, 2010).

2. The main form of China's public diplomacy with the Middle East countries

China has established the multilevel, multitrack and multi-field exchanges with the Middle East in the political, economic and cultural areas. Specific to the Chinese public diplomacy in the Middle East countries, we can discuss mainly from several aspects of the government public relations diplomacy, media diplomacy, and cultural diplomacy and so on. All inter-activities led by government and aimed at influencing the foreign public, and related to national image, can be seen as public diplomacy. Public diplomacy must focus on the most fundamental level of people's livelihood, and be based on the information that the foreign public may receive.

First, the government's public relations diplomacy will play a leading role.

The government's public relations diplomacy means that the

government directly conducts diplomatic relations. China's diplomatic agencies such as embassies and consulates in the Middle East are also vital departments for the government's public relations diplomacy.

The Central Committee of the Communist Party of China and the Chinese government set up the public relations agencies, such as the Leading Group for the Publicity set up by the Central Committee of the Communist Party of China, and the State Council Information Office, etc., which is responsible for the media diplomacy; the Ministry of Culture is responsible for cultural diplomacy (Wang, 2008), and the Office of Chinese Language Council International and the National Study Fund Management Committee under the Ministry of Education are responsible for the establishment as well as management of the Confucius Institutes worldwide, and the use of law and economic means to manage Chinese students' study abroad and foreign students' study abroad in China (China Scholarship Council, 2017). Because the Middle East countries, except for Israel and Malta, are Muslim countries and Israel is a Jewish state, so the National Religious Affairs Bureau has also carried out the national religious friendly exchanges with countries along the "One Belt One Road" and deepened religious communication with the government department of religion and religious groups of Israel, Egypt and other countries (State Administration for Religious Affairs, 2016). Besides government public relations for Arab countries, China and the Iranian government signed several documents including "Sino- Iranian cultural and scientific and technological cooperation agreement" and "Cultural exchange execution plan", and formulated the legal protection to promote and guide cultural, science and technology exchange between the two countries. China and the Israeli government have signed the "Cultural exchange execution plan" for six times since the first signing of the document in May 1993, which has played a role for government to promote the communication between China and the Middle East countries (Ma, 2014).

In 2004, China and the Arab League together set up the "China -Arab States Cooperation Forum", aiming to strengthen dialogue and cooperation, and promote peace and development, and published the "Communiqué on the establishment of the China-Arab States Cooperation Forum" (China-Arab States Cooperation Forum, 2009). In addition to the ministerial meetings, senior officials committee, energy cooperation conference, special economic and trade symposium, environmental protection, business conference, the China-Arab States Cooperation Forum also includes cooperation mechanism such as the Seminar of China-Arab relations and China-Arab dialogue among civilizations , cultural exchange, higher education and scientific research cooperation seminars, press cooperation forums, human resources training, people-to-people exchanges. The forum has become the main platform for

Chinese government to carry out public diplomacy in Arab countries. In 2014, during the sixth ministerial conference of China-Arab States Cooperation Forum, Xi Jinping, offered that between 2015 and 2017, China would train 6000 all kinds of talents for Arab countries, and in the next 10 years, China would also organize mutual visits of 10,000 Chinese and Arabian artists for exchanges and communication; China would promote and support 200 cultural institutions to carry out cooperation, and invite and support 500 Arab culture and art talents to receive training or further education in China (Xinhua Net, 2014).

Second, media diplomacy should be carried out through mass media to communicate with the people of the Middle East.

China's media diplomacy in the Middle East countries began in 1957, when China Radio International started its broadcasting in Arabic; the traditional mode of media diplomacy of China is to set up TV, radio, newspapers, magazines and Internet and other channels in the Middle East countries, to release public statements, and carry out public information and cultural exchanges. Since the 21st century, Chinese government has began to take advantage of influential local media in the Middle East countries, to release information and shape behavior through them. China hopes to build trust among people of the Middle East countries, thus form an effectively supplement for the government-led official exchange.

In September 1999, the Cairo branch of CCTV was established in Egypt, mainly responsible for news coverage in the Middle East and Africa. In terms of print press, the only publicity magazine of China issued to the Arab world is the Arabic version of China Today. Founded in 1964, the Arabic version of "China Today" is formerly known as "China Construction". In the over 40 years' development of this magazine, it has realized the strategy of "localization" of the magazine, and established the mode of abroad printing and issuance of operation, through which the magazine successfully join the mainstream of the press in Arab society. The Arabic channel of CCTV, which was launched in 2009, is the only Arabic satellite TV channel that China currently broadcasts to Arabic-language audiences. Since then, among the 12 major central news websites of China, there have been five successively launched their Arabic channels, they are websites of: Xinhua, People's Daily, China.com.cn, international online, and China network television. The Ministry of Foreign Affairs and Chinese embassies and consulates in the Arab countries have also opened their Arabic home pages. In particular, the rise of network television has brought new opportunities to China's overseas communication in Arab countries after the integration of telecommunication network, broadcast network and Internet. China's media campaign in the Arab region has now covered a wide range of channels, including television, radio, newspapers, magazines and the Internet (Zhang, 2013).

In the early 21st Century, especially after the proposal of

"One Belt One Road" initiative, the Chinese ambassadors to the Middle East, even the Chinese top leaders, have paid more attention to publishing signed articles on the most influential local media in the Middle East countries, a direct media diplomacy. During his state visit to Saudi Arabia, Egypt and Iran from January 19 to 23, 2016, Xi Jinping published signed articles in the most influential media in the three countries. On January 18, ahead of a state visit to the kingdom of Saudi Arabia, Xi Jinping published a signed article entitled "Good partnership for common development" in the Saudi newspaper Al Riyadh. The article mentioned both Saudi Arabia and China's traditional friendship and the future prospects for cooperation, and further highlighted the close economic and trade exchanges between the two countries at the beginning of the 21st century, namely "in every 6 barrels of crude oil imports of China, there is 1 barrel from Saudi Arabia; in every 7 rial export income of Saudi Arabia, there is 1 riyal from China." (Ministry of Foreign Affairs of the People's Republic of China, 2016). On January 19, Xi Jinping published a signed article in the Egyptian Al-Ahram entitled "The friendship between China and Egypt as well as between China and Arab countries as a whole will surge forward like the Nile". He used many references to the praise of the Nile by the ancient Egyptians and Arabian proverbs, to illustrate the model of "south-south cooperation" that China and Egypt have realized in the past 60 years (Ministry of Foreign Affairs of the People's Republic of China, 2016). On January 21, Xi Jinping published an article on Iran Newspaper titled "Creating a beautiful future of China-Iran relations". He put forward that in the history, the two countries made important contributions to the construction of the Silk Road as well as a two-way communion between Eastern and Western civilizations. Moreover, the friendly exchanges in the past 45 years since the establishment of diplomatic relations between the two countries are the inheritance and interpretation for the spirit of the Silk Road, which is "peaceful cooperation, open inclusive, mutual learning, mutual benefit and win-win" ((Ministry of Foreign Affairs of the People's Republic of China, 2016). The above articles were all published in the most important media of the three countries. Furthermore, the Al-Ahram is even the Arab world's most influential newspaper. These articles were published during the visit of Xi Jinping to the Middle East, which was of news effect and caught popular attention, and was also conducive to help China build an active and positive image in people's heart in the Middle East countries to a certain extent.

China's ambassadors to the Middle East have also published a series of signed articles on the most influential media in Middle East countries, combining it with China's hot issues. For example, at the 70 anniversary of the victory of world anti-fascist war, Chinese ambassador to Lebanon Jiang Jiang published a signed article entitled "Taking history as a mirror to cherish peace, and seeking common development for the future"

on Lebanon's newspaper *Aljoumhouria*. Li Chengwen, China's ambassador to Saudi Arabia, published a signed article entitled "Remember history and start the future" on Al Riyadh (Ministry of Foreign Affairs of the People's Republic of China, 2015). Specific to the "One Belt One Road" initiative and the China-Arab States Cooperation Forum, on December 12, 2015, Chinese ambassador to the United Arab Emirates Chang Hua published a long article in English and Arabic on the WAM entitled "Deepening the strategic partnership, and to jointly build the One Belt One Road initiative". The mainstream media of UEA re-published this article in full text or part of the article (Embassy of The People's Republic of China in the United Arab Emirates, 2015). Ambassador Chang Hua again published a signed article titled "The new prospects for cooperation between China and Arab countries" on May 6, 2016, on UAE's largest Arabic newspaper Il Manifesto, to introduce the development process of the China-Arab States Cooperation Forum (Ministry of Foreign Affairs of the People's Republic of China, 2016). In terms of the arbitration of Philippines in the South China Sea, on May 25, 2016, Chinese ambassador to Israel Zhan Yongxin published a signed article called "Please let the fact arbitrate" on Jerusalem Post, quoting the Jewish classical sentence in the Talmud. He introduced China's consistent position on the South China Sea issue, and the basic facts that Philippines unilaterally raised compulsory arbitration over the South China Sea issue (Ministry of Foreign Affairs of the People's Republic of China, 2016).

The above media diplomacy that communicates with people of the Middle East countries through mass media is based on the two-track operation to run Chinese mass media in the Middle East countries and actively use the local mass media of Middle East countries. But the overall strength of Chinese media in the Middle East press is much smaller than the overall strength of local media. In addition, due to the audience reading habits as well as habits in receive information, and other causes, China's media has limited influence to the Middle East media. This has led to certain "cultural misreading" on China from the people of the Middle East countries, which requires special attention in the development of current media diplomacy in the Middle East countries.

Third, we should carry out educational, cultural exchanges and friendly exchanges through social organizations.

In addition to the public crisis diplomacy directly operated by the government and using the mass media for media diplomacy, China can also rely on social organizations or other social actors to carry out education and cultural exchange and friendly exchanges. Moreover, in the social field, mutual exchange can communicate a large number of social information, riddling different cultural values; the long-term contacts and exchanges will have strong penetration and influence on foreign policy (Zhao, 2007). The civil education and cultural exchange

between China and the Middle East countries are in various forms, with rich connotation. This article focuses on two aspects: Chinese language teaching and training, and higher education exchanges between China and the Middle East countries through the Confucius institute in the Middle East countries.

In view of the inconspicuous dissemination effect of Chinese language in Middle East countries (Ma, 2014), the Confucius institute, which is available for the public, carries out several business at the same time, including Chinese language courses, training for Chinese language teachers, providing Chinese teaching resources; Chinese language test and Chinese teacher certification; consultation on Chinese education, culture and other information; and language and cultural exchanges between China and foreign countries(Confucius Institute Headquarters, 2017). It has facilitated the study of Chinese and Chinese culture in accordance with people's own needs. Since the first Confucius institute in the Middle East, which was set up in Saint Joseph's University in Lebanon in 2007, as shown in table 1, by the end of 2016, China had 15 Confucius institutes in 11 Middle East countries. These Confucius institutes are jointly

operated by China's domestic colleges and universities and universities in Middle East countries. In addition to the Confucius institute, China has signed an agreement to establish a Confucius classroom with Egypt's Nile TV and Tunisia's Sfax Arab Friendship Club. So far, the history of Confucius classroom or Confucius institute in the Middle East is less than 10 years. These Confucius institutes also mainly concentrate in a country's colleges and universities, located in capitals or economic center city; In addition, different from the 1,000 Confucius classrooms and 500 Confucius institutes worldwide, the teaching of Chinese language in Middle East countries is mainly based on Confucius institutes. But with the increasing of the number of recruit students of Confucius institutes in the Middle East region, and that the graduated students start to work in many fields including culture, communication, economy, trade and other fields, especially facing the increasingly close economic ties between China and the Middle East, the communication effect and influence of the Confucius institute, or even the Chinese language, will further expand in the Middle East countries.

Middle East countries	Confucius institutes /Confucius classrooms	Local assistant organization	Year of establishment	City
Lebanon	Confucius institutes	Saint Joseph's University	2007	Beirut
Israel	Confucius institutes	Tel Aviv University Hebrew University of Jerusalem	2007 2014	Tel Aviv Jerusalem
Egypt	Confucius institutes	CAIRO University Suze canal university Nile TV	2008 2008 2015	Cairo Ismailia Cairo
Iran	Confucius institutes	University of Tehran	2009	Tehran
Sudan	Confucius institutes	University of Khartoum	2009	Khartoum
Jordan	Confucius institutes	Jordan Tarali Abu Gazzara International Group philadelphia university	2009 2011	Amman Gerasa
Tunisia	Confucius classrooms	Sfax Arab Friendship Club	2009	Sfax
UAE	Confucius institutes	Zaid University Dubai University	2010 2011	Abu Dhabi Dubai
Bahrain	Confucius institutes	University of Bahrain	2014	Sachiel
Morocco	Confucius institutes	University of Mohammed of V-Agdal Confucius Institute at the University of Hassan II	2009 2012	Rabat Casablanca
Malta	Confucius institutes	Confucius Institute at the University of Malta	2009	Valletta

Table 1　Chinese Confucius institutes and Confucius classrooms in Middle East countries

In higher education exchanges between China and the Middle East countries, the China Scholarship Council directly

under the Ministry of Education is responsible for management of Chinese students' studying abroad and international students'

studying in China, by the rule of law and economic means. It also entrusts the management of other affairs related to educational exchanges and science and technology cooperation. The main source of funds is the national finance; it also accepts and actively strives for domestic and foreign donations (China Scholarship Council, 2017). As of January 2016, China has set up two-way scholarship program with Kuwait, Lebanon, Morocco, Egypt, Iran, Israel and Jordan. It also sets up exchange scholarship program directly with Bar Ilan University in Israel, Israel's Hebrew University, Technion Israel Institutet of Technology and other foreign universities. In addition, the Chinese government, local governments, Confucius institutes, Chinese universities and enterprises have also provided various scholarships to students from abroad (China Scholarship Council, 2016; 2017).

In addition, the friendship associations between China and Egypt, Syria, Israel, Iran, Saudi Arabia and other Middle East countries, mentioned above, are also responsible for promoting the exchanges and cooperation in economic, cultural and other aspects between China and the Middle East. Since 1973 when China started to carried out friendly city activities, Chinese provinces, states and cities have been doing good work with other countries in the Middle East. By the end of May 2016, China has set up sister city relationship with Israel (22 pairs), Egypt(14 pairs), Iran(10 pairs), Syria (2 pairs), Jordan (2 pairs), Yemen (2 pairs), the United Arab Emirates (1 pair), Qatar (1 pair), Algeria (1 pair), and Sudan (2 pair), Morocco(10 pairs), Malta(1pair), Tunisia(4 pairs); and on the basis of this, China and Middle East countries carry out local government exchanges and cooperation in economy, science and technology, culture and other aspects (China International Friendship Cities Association, 2017).

3. Summary and Prospect

China's media diplomacy in the Middle East countries began in 1957, when China Radio International started its broadcasting in Arabic. In September 1999, the Cairo branch of CCTV was established in Egypt, mainly responsible for news coverage in the Middle East and Africa. In terms of print press, the only publicity magazine of China issued to the Arab world is the Arabic version of China Today. Founded in 1964, the Arabic version of "China Today" is formerly known as "China Construction". In the over 40 years' development of this magazine, it has realized the strategy of "localization" of the magazine, and established the mode of abroad printing and issuance of operation, through which the magazine successfully joins the mainstream of the press in Arab society. The Arabic channel of CCTV, which was launched in 2009, is the only Arabic satellite TV channel that China currently broadcasts to Arabic-language audiences. Since then, among the 12 major central news websites of China, there have been five

successively launched their Arabic channels, they are websites of: Xinhua, People's Daily, China.com.cn, international online, and China network television. At present, China's media diplomacy in the Arab region has covered various channels such as TV, radio, newspapers, magazines and Internet. It is worth noting that China is building media brands in Arab countries and expanding the audience of Chinese Arabic language media in Arab countries, and there is still greater room for development.

On January 13, 2016, China issued the "China's national policy document for Arab countries (full text)". In the third part "Comprehensively strengthening cooperation between China and the Arab", it mentions to strengthen people-to-people and cultural exchanges, and push forward to strengthen dialogue and cooperation between Chinese and Arab news media, deepen the business communication, article exchange and personnel training. To support joint interview, cooperation in filming, and jointly organized media is one of the key contents of communication. It is worth noting, during the humanities exchanges between China and the Arab world, it is the best to base on the existing information preference of the Arab people, not only to pay attention to the cooperation with official media of Arab states, but also to focus on mixed-mode media of regional and international influence such as the *Al Jazeera*; at the same time, to integrate the media diplomacy foundations that China has established in the Arab world.

Since the beginning of the 21st century, especially after the proposal of "One Belt One Road" initiative, the Chinese ambassadors to the Middle East, even the Chinese top leaders, have paid more attention to publishing signed articles on the most influential local media in the Middle East countries, a direct media diplomacy. During his state visit to Saudi Arabia, Egypt and Iran from January 19 to 23, 2016, Xi Jinping published signed articles in the most influential media in the three countries. On January 18, ahead of a state visit to the kingdom of Saudi Arabia, Xi Jinping (2016) published a signed article entitled "Good partnership for common development"in the Saudi newspaper Al Riyadh. The article mentioned both Saudi Arabia and China's traditional friendship and the future prospects for cooperation, and further highlighted the close economic and trade exchanges between the two countries at the beginning of the 21st century, namely "in every 6 barrels of crude oil imports of China, there is 1 barrel from Saudi Arabia; in every 7 rial export income of Saudi Arabia, there is 1 riyal from China." (Ministry of Foreign Affairs of the People's Republic of China, 2016). On January 19, Xi Jinping (2016) published a signed article in the Egyptian Al-Ahram entitled "The friendship between China and Egypt as well as between China and Arab countries as a whole will surge forward like the Nile". He used many references to the praise of the Nile by the ancient Egyptians and Arabian proverbs, to illustrate the model of "south-south cooperation" that China and Egypt have realized

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arbitration of Philippines in the South China Sea, on May 25, 2016, Chinese ambassador to Israel Zhan Yongxin published a signed article called "Please let the fact arbitrate" on Jerusalem Post, quoting the Jewish classical sentence in the Talmud. He introduced China's consistent position on the South China Sea issue, and the basic facts that Philippines unilaterally raised compulsory arbitration over the South China Sea issue.

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CHINA-AFRICA URBAN DEVELOPMENT FORUM
ORGANIZED BY THE

CONFUCIUS INSTITUTE AND CENTRE FOR AFRICAN AND INTERNATIONAL STUDIES (CAIS), UNIVERSITY OF CAPE COAST

VENUE: UNIVERSITY OF CAPE COAST, GHANA
DATE: 19TH – 21ST NOVEMBER, 2017
THEME: SUSTAINABLE URBAN DEVELOPMENT IN CONTEMPORARY TIMES
CALL FOR PAPERS

The Confucius Institute, University of Cape Coast (UCC) in collaboration with the Centre for African and International Studies (CAIS), UCC, and with sponsorship from the Confucius Institute Headquarters (China Hanban) present 'A CHINA-AFRICAN URBAN DEVELOPMENT FORUM'. The conference is organized with support from the Chinese Embassy in Ghana, Hunan City University, Ghana Ministry of Tourism Arts and Culture, Ministry of Inner City and Zongo Development, Aussie-Sino Studies and Journal of Urban Studies.

This conference has become necessary as a result of the deficiency of conferences and other fora on urban-related issues apart from the "World Urban Culture Forum" organised by UN-HABITAT every two years. Some key issues to be discussed at this forum border on urgent urban issues, such as urban culture, urban energy management, land, urbanization, health, security and slum upgrading. This conference aims at bringing together experts to present and debate on issues in order to promote the development of the world's urban research and sustainable urban development. The conference will be organized under the following sub-themes:

Sub-themes: ◆Urban culture ◆Urban health ◆Urban history ◆Urban migration ◆Urban ethics ◆ Urban architecture ◆Urban literature ◆Urban settlement ◆Urban language ◆Urban ecology ◆Urban philosophy ◆Education in urban settlement ◆Urban tourism ◆Urban cuisine ◆Urban geography ◆Night life in urban centres ◆Urban planning ◆Urban transport ◆Urban security ◆Urbanization and media ◆Sanitation and urban area ◆Urban law ◆Urban music and dance ◆Urban agriculture

We invite researchers in the broad area of urban studies i.e. Planning, Geography, Architecture, History, Literature, Anthropology and other urban- related fields to present and discuss new research findings and other perspectives on urban studies.

Important dates:
Submission deadline for abstracts: 30th September, 2017
Notification of abstract acceptance: 15th October, 2017
Arrival and registration: 19th November, 2017
Conference Date: 19th - 21st November, 2017
Submission deadline for final papers: 18th November, 2017
Paper requirements:
Abstracts should not be more than 250 words.
All abstracts should be submitted electronically through the following email; confuciusinstitute@ucc.edu.gh , cais@ucc.edu.gh
Papers submitted for publication in the conference proceedings should be original, and should not be under consideration for publication by any organisation or journal.
Papers should have theoretical value and practical significance.
Full papers should be between 6,000 to 10,000 words with APA style referencing.
Registration Fee:
Participants will be required to pay a registration fee of US$ 50.
Accommodation, food and conference materials.
China Hanban, the main sponsor of the conference will provide hotel accommodation, conference materials, food, sightseeing and other social events free of charge for all participants whose abstracts have been accepted for presentation.
Publication and awards
Top papers will be selected by a panel of experts and the authors will be awarded with certificates and cash prizes accordingly. The selected papers will be published in relevant academic journals. All papers presented at the conference will be published in the conference proceedings.
1 First prize US$1,000
3 Second prizes US$500
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$ 50