

The Research of the Functional Positioning of Vocational Education of Undergraduate Level

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Abstract: *Vocational education of undergraduate level is an important measure to adapt to economic and social transformation and upgrading, and a key link to break through the "ceiling" of vocational education. Vocational education of undergraduate level is a new member of diversified higher education system and an important turning point in the construction of modern vocational education system. For vocational colleges and universities, it is very important to clarify and fulfill the function of vocational education at undergraduate level and cultivate high-quality technical talents in line with social needs. Many designs are only satisfying some transient desires, while people's real needs, long-term needs are often neglected. According to Maslow's needs principle, the need for life safety is the most important human need. Human security needs include a sense of certainty, a sense of security and a sense of control, which refer to a person's awareness, understanding and categorization of the objective properties of things themselves or the objective laws of things that are about to happen, respectively. The three together constitute the hierarchy of human security needs. Internet platforms have harvested a lot of capital and dividends while gaining a lot of traffic and attention. The platform should also face up to the problems that exist now and do their best to take up the responsibility that the platform should have. Only under the premise of ensuring the most basic safety and security of users can we really reap the long-term high-quality development.*

Keywords: Vocational education of undergraduate level; transformation and upgrading; function; technical skills.

1. INTRODUCTION

From Premier Li Keqiang pointed out that "Developing modern vocational education is a realistic need to improve the quality of human resources, stabilize and expand employment, and is also an important measure to promote high-quality development and build a modern country" to the "Steady development of vocational undergraduate education" proposed at the national Vocational Education Conference in 2021. the Central Committee of the Communist Party of China and the State Council have placed vocational education in a more prominent position. Vocational undergraduate education is an important measure to promote the development of local regional economy by focusing on the training of students' comprehensive abilities such as practice and application. The designed and purposeful content is bound to reflect the temporal and external conditions on which it is produced, and the design must be adapted to the general human socio-economic order, since it needs to function within the latter. It is impossible to make its services work regardless of any contextual changes. The elements brought by shared travel services cannot be divorced intact from the context of their purposeful use, ignoring the maintenance of social public order, order, and social security.

First, due to the lag in the introduction of laws and regulations, the government and the platform failed to achieve timely and effective supervision of the design of the optimization of the safety assistant user experience of the dropshipping women, resulting in the safety problem has been delayed. Secondly, the public opinion problem, due to the strong accusations of all walks of life for the vices of the dropshipping incident, the safety issue has become a hot issue of public concern, and the huge concern makes the safety issue complicated. Finally, regarding the responsibility of the enterprise itself, every user who registers for the DDT service directly to the jump user agreement click "agree". This creates an information asymmetry between the platform and the passenger. Therefore, it is necessary to build a self-restraint mechanism for drop-shipping. Based on design ethics, corporate moral scale, ethical value will construct the differentiated value of future brands. Shared travel service is a new business model, which requires carrier companies to provide transportation and logistics and other security services to meet the diverse needs of consumers. So the shared mobility service brand is not just acting as a "broker", it is also involved in the transportation business. Therefore, there is a need to clearly define the responsibilities of the platform, positioning it as the main carrier and increasing its obligations.

2. TEACHING GUIDING IDEOLOGY

Most associative values are universal within a culture, and cultural traditions often form the root of these associative values. Huang Jieli, the former general manager of the drip hitchhiking business unit who has been

removed from his position, once described the social scene of drip: "This is a very futuristic and very sexy scene, and we have thought very clearly from the very beginning that we must play in this direction." The poster of the residual web interface of Drip Windy Ride shows two young men and women waving and smiling like a couple, the advertising slogan "Meet the good - you and I walk together", and the slogan: "Not afraid of labeling, just afraid that you do not date", " Let's date, that's how we should play with hitchhiking"

2.1 Mr. CAI Yuanpei once pointed out: "Learning is theory, and learning is application"

Learning must be based on application, and learning must be based on learning. "Vocational education of undergraduate level is guided by vocational demand and industrial development, uses existing theories to guide practice, strengthens the cultivation of students' comprehensive practical ability, and aims to cultivate more high-quality technical talents and craftsmen of large countries. Vocational education of undergraduate level organically integrates professional general undergraduate education and vocational education. It has both the professional characteristics of general undergraduate education and the practical characteristics of vocational education, and "learning" and "skill" can be developed simultaneously.

2.2 Vocational education of undergraduate level lays more emphasis on job skills and students' ability to apply what they learn, rather than just acquiring professional theoretical knowledge

In order to transform ordinary undergraduate education and vocational education into Vocational education of undergraduate level, we should do a good job in the reconstruction of curriculum system and curriculum content, organically integrate theory and practice, and innovate on the basis of integration. Vocational education undergraduate level compared to other levels of education, should not only focus on professional knowledge, more important is to focus on practical and professional, the advantage is to pay more attention to the lead of a "originality" and "potter", the guidance of the spirit is the core value, pay attention to cultivate students' morality and affection, practicing "feelings, enable students to finishing technical skills, innovative business, We will promote the spirit of workmanship in major countries.

3. POSITIONING OF TEACHING FUNCTIONS

3.1 The fundamental purpose of education is to cultivate talent

As a professional undergraduate course colleges and universities, how to cultivate high-quality innovative technical skills is the ultimate goal, personnel for higher vocational graduates at present stage, the nature of the work is generally strong technical, strong applicability, high degree of specialization, so not only to the students the skills of the request, It also puts forward higher requirements for students' professionalism and innovation. In the face of more and more complex technical environment, students not only need to have the conventional knowledge seeking and cognitive ability, but also need to have the ability to explain the theoretical knowledge of technical activities, the ability to improve and optimize technical practice tools, and the ability to innovate skills and methods. Therefore, the most basic way to cultivate high-quality innovative technical talents is professional teaching. Through more professional teaching, students can master more professional knowledge system and theoretical framework, improve their professional level and skills, and deal with applied occupations with higher professional level. In view of the importance of functions, professional teaching should be regarded as the ontological function or the first function of colleges and universities in Vocational education of undergraduate level.

3.2 Update the teaching content and strengthen the integration of knowledge and professional skills

Professional teaching is the teaching for professional occupation. the fundamental characteristic of vocational colleges is occupation. For Vocational education of undergraduate level, occupation does not only refer to skilled occupation, but also should be a professional occupation with a higher degree of specialization. Of present colleges and universities to open software engineering technology, big data technology applications are high degree of specialization of computer professional career, Therefore, Vocational education of undergraduate level to cultivate more professional high-quality innovative technical talents, these technologies applied professionals need to this professional basic theoretical knowledge more has a unique understanding, So consistent with the nature of specialization at the university of aspect, C language program, for example, as a basic subject, the C language program design is not only to teach students the skills of a simple, the abstract of professional basic theoretical knowledge teach students at the same time, to guide students thinking, to guide students to task analysis of problem,

the thinking of thinking about the problem solving, the same problem often has different solutions and ideas, to be good at guiding students coherent, comprehensive comparison, induction and analysis, live learning and use. While deconstructing and analyzing the specialized knowledge, it cultivates students' scientific thinking methods and then highly integrates them with professional skills, just as learning mathematics cultivates students' logical thinking ability. We should consciously develop students' scientific thinking and ability to deal with problems in the information age through the deconstruction of professional theoretical knowledge. To make students in the abstract knowledge and professional posts between the establishment of substantive links, and for students in more new professional areas to expand to provide more, more favorable conditions.

3.3 Enhance quality education, rooted in the development of the driving force

Vocational education of undergraduate level is both professional education at the undergraduate level and vocational education. Therefore, professional teaching emphasized in teaching is not only satisfied with vocational knowledge and basic skills, but also needs to cultivate students' scientific thinking and problem-solving ability, so as to better prepare for vocational positions. At the same time, quality education must be strengthened to cultivate students' good qualities, such as patriotism, craftsman spirit and social responsibility, which are the basic qualities necessary for high-quality skilled personnel and the basic qualities necessary for professional positions. In 2018, Shandong province launched the Qilu Craftsman reserve Talent Cultivation Project. By means of school management and assessment system, students' professional ethics, skills and personality are developed together to meet the requirements of new technologies, new industries, new forms of business and new models. It can carry forward Qilu culture, inherit the spirit of class ink, refine technical skills, be brave in innovation and entrepreneurship, play a demonstration role, and cultivate high-quality technical talents with "craftsmanship". Therefore, Vocational education of undergraduate level can serve as an opportunity to make professional education more high-level, so that students can improve their comprehensive quality while mastering knowledge and skills, and be equipped with various transferable skills and lifelong learning ability required by the future professional society, so that they can calmly cope with more uncertain factors in the future life.

3.4 School-enterprise cooperation, strengthen the integration of work and study training

Professional undergraduate course colleges and universities by more specialized training, the students into spirit and strong practical ability, professional technical skills, talents, these talents to match to the appropriate jobs, and if we do not accept professional vocational education, the skills it takes to get these jobs is that they can't get of, also won't be able to better qualified for the professional strong professional jobs. Vocational education of undergraduate level is to train professional technical talents with the ultimate goal of practical vocational positions rather than merely acquiring knowledge. the teaching and practical work process of Vocational education of undergraduate level are closely integrated, so that students acquire professional knowledge and skills, combine theoretical knowledge with practice through real enterprise practice, and transform abstract professional knowledge into students' cognitive structure and practical ability. Therefore, vocational colleges at the undergraduate level should firmly grasp the advantages of school-enterprise cooperation and work-study combination mode, and on this basis explore the talent training mode of in-depth school-enterprise cooperation and more integration of work and study.

4. DISCUSSION

4.1 On the Continuously Fluctuating News Release Frequency

The findings show that Global Times failed to take into account the balance of the number of articles published each month. The prominence of objects, such as public figures and issues, in society is largely determined by their frequency of media coverage and reporting[21] (Vargo et al., 2018). The fluctuation in Global Times' coverage frequency of Xi during different periods may result in discrepancies in attention paid to his image, ultimately affecting the public's perception and evaluation of him. Ma (2019) suggests that excessive communication density during a particular period may provoke audience rejection[22]. Managing the density of communication in a specific period is helpful to reduce audience rejection. This paper firstly proposes a scenario-based teaching model based on the major problems that exist in the traditional teaching activities of "Software Project Management" course. Then, we introduce the teaching goals, teaching strategies and teaching procedure design of the above course by taking the teaching content of "Software Project Risk Management" as an example. Based on the results of teaching practice, this teaching mode can effectively improve students' learning interest and enhance their abilities to absorb and apply knowledge.

4.2 On the Soaring Number of Ultra-short Articles

In the Internet context, news audiences have a wide range of options for information. As a result, online news media need to consider which story clues to present to their readers, as compared to traditional newspapers. Publishers have always had to balance the advantages and disadvantages of quick news bulletins versus in-depth, long-form articles. Writing too much might discourage readers who are only interested in the facts, while writing too little might omit crucial details that attract casual visitors and turn them into loyal readers[23] (Neary, 2022). An American study indicates that for news articles with less than 2000 words, the average reading time and reader interest increase as word count increases[23] (Neary, 2022). However, Chinese statistical data suggests that Chinese readers' reading habits have become increasingly fragmented, and that they only read for entertainment purposes[24] (Mei, 2020). Thus, Chinese newspapers tend to simplify articles as much as possible to accommodate their impatient readers, while American newspapers prioritize detailed reporting. Consequently, Global Times' reports from 2013 to 2014 appeared to align more closely with the reading preferences of the international community, compared to those from 2021 to 2022. Furthermore, articles that are too short may fail to cover the news in sufficient detail, resulting in an unclear and incomplete construction of leaders' images.

4.3 On the Continuously Monotonous News Type

The content types of the samples news on Xi in the two observation periods have not changed much, with straight news being the most common type, followed by special coverage, and with few comments and other types. This suggests that Global Times has a consistent approach to news reporting, and prefers to rely on straight news to convey information to its readers. Moreover, it may indicate that Global Times prioritizes factual reporting over opinions or interpretations. However, it is important to note that the lack of comments and other types of content may limit the diversity of perspectives and opinions presented in the news. Different news genres have different stylistic attributes, and news reports should adopt a variety of genres to adapt to the personalized and dynamic interest characteristics of readers[25] (Bodó et al., 2019). The lack of diversity of news types of Global Times' coverage on Xi may affect readers' reading interest, thereby weakening the influence of reports.

4.4 On Stable News sources

Both Xinhua News Agency and Global Times have a distinct official nature of the communist regime, there is an inherent preference for the choice of sources of information. However, once readers think that their current news sources often contradict their beliefs and opinions, they will turn to other news media[26] (Hamborg, et al., 2019). A reader with access to all news sources could get an unbiased perspective. Too monotonous official reports will affect national readers' trust in the image of Xi.

Moreover, Global Times has a tendency to rely too much on reprinting news from other media. It obviously lacks initiative in creating a comprehensive image of President Xi timely and rapidly.

4.5 On the Dominance of Duty Performance Framing and Governing Belief Framing

Global Times' frequent use of neutral and positive adjectives in its coverage of Xi's image could help establish a strong and powerful leader image among domestic audiences, thereby enhancing his leadership and influence. However, this reporting strategy may cause concern and anxiety among foreign audiences, who may perceive this strong image as a potential source of conflict and escalating tension between the country and the outside world[31] (Weeks, 2012). A psycho-physiological experiment that captures the audience's reaction to the actual news content shows that negative news can cause a stronger and more lasting response than positive news[32] (Soroka & McAdams, 2015). So excessive positive media coverage of an issue will weaken the public's attention and sensitivity to the issue. The overemphasis on the positive attributes and the excessive use of words with strong propaganda color may lead to the loss of international readers' perception and the crisis of trust of Xi's image.

5. CONCLUSION

Vocational education of undergraduate level is a new thing and an inevitable result of the increasing demand for high-quality vocational education to cultivate professional and technical talents. At present, the country is vigorously developing vocational education and building a modern vocational education system with Chinese characteristics. Vocational education of undergraduate level should shoulder its own responsibility and train more

high- quality technical and professional talents for the society. Aesthetics as a tool is a top priority in design, a tool that helps us cast form and color into one, the unity that moves us. In the interactive interface of shared travel companies, the formal beauty of the overall interaction design should be unified with the functional beauty. There is a lack of consistency and unity in the interface design; the page layout is not user-friendly enough; the unclear information grading often confuses the perception of some users; in addition, the visual style is monotonous and does not awaken the safety perception of women. Based on the behavior of shared mobility companies, this paper proposes the issue of ethical responsibility in design by drawing on Babanak's analytical framework of the "functional consortium" and addressing the problems of irrationality and disorder in current design practice. Without doubt, it reflects the continuous progress of design culture. Design can change the world and the way humans behave, requiring designers to be extra cautious, and must learn and apply the scientific method to design for the benefit of humans, the world, and the environment. The boundaries of contemporary design have greatly exceeded the inherent scope of the past, and various concepts have emerged, with industries and forms being included within the scope of design, which in turn involves complex and nuanced ethical issues. The act of design, the relationship between service and people, society and culture, the evolution of nature and ecology, etc., material and immaterial, etc., have all become topics that have to be answered in design ethics. Because of this, service design should actively face and consider the issues, and needs to reconstruct the logical relationship between design innovation and service design, and open up new value space by integrating and organizing the transformation of knowledge, and then making immaterial products.

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