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Table of Content

RESEARCH ON CLASSROOM TEACHING REFORM OF "WEB DYNAMIC WEB DESIGN" BASED ON OBE CONCEPT UNDER THE BACKGROUND OF "CURRICULUM IDEOLOGY AND POLITICS+"

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Abstract: In the process of teaching the course "Web Dynamic Web Design", we delve deeply into the integration of curriculum ideology and politics with the OBE (Outcome-Based Education) concept in various aspects such as course content, teaching methods, and teaching evaluation. Emphasizing the integration and development of ideological and political knowledge with the OBE concept in classroom teaching, we aim to construct experimental projects, skill points, and ideological and political elements for the "Web Dynamic Web Design" course based on the OBE concept under the background of "Curriculum Ideology and Politics+." This approach focuses on improving teaching methods and teaching quality, thereby enhancing the efficiency of the "Web Dynamic Web Design" classroom teaching.
Keywords: Curriculum Ideology and Politics; OBE Concept; Web Dynamic Web Design; Teaching Reform

1 INTRODUCTION

With the reform and development of the education sector, traditional teaching methods can no longer meet the needs of the "Web Dynamic Web Design" classroom. In higher education institutions, one of the core courses for computer science majors is dynamic web design. Through the study of technical courses, students can gain flexible mastery of website development and web design. The content that needs to be mastered in this course includes database application management, static web design, PHP, programming language design, ASP, and JSP, among others [1]. These topics are quite challenging and the learning content can be rather tedious. If teachers cannot inspire students' initiative to learn, students will be unable to study efficiently. Additionally, most students have strong practical skills when learning technical courses but lack a solid understanding of theoretical knowledge, leading to a lack of interest in professional knowledge acquisition. Based on this, this paper will study the classroom teaching reform of "Web Dynamic Web Design" under the background of "Curriculum Ideology and Politics+" based on the OBE concept, aiming to stimulate students' interest in learning and better integrate them into the classroom.

2 THE MEANING AND GOALS OF OBE CONCEPT AND CURRICULUM REFORMS

2.1 Overview of the OBE Concept

The OBE concept mainly refers to outcome-based education. In the process of student education and training, targeted teaching designs and plans are developed according to the students' learning content, enabling students to acquire certain abilities based on course requirements. Additionally, the OBE concept constructs the curriculum system according to objectives and designs expected assessments to ensure that the entire learning process meets the anticipated standards. These standards primarily include two core elements: one is setting learning goals, and the other is designing reasonable classroom content to motivate students to complete the guidance, design, and explanation of classroom knowledge [2, 3]. The teaching content designed under the OBE concept does not focus on students' attitudes towards learning but rather on enabling students to learn how to flexibly apply knowledge. This approach breaks through the traditional education model that emphasizes the knowledge imparted by teachers alone, ensuring that students can proficiently apply their skills to solve problems after graduation.

2.2 Connotation and Objectives of Curriculum Reform

2.2.1 Connotation
Under the background of curriculum ideological and political education, influenced by the OBE (Outcome-Based Education) concept, the fundamental task of the "Web Dynamic Page Design" course is to cultivate socialist new youth with both ability and political integrity. The entire course teaching is a systematic project, involving the cultivation of computer science professionals and the tradition of socialist core values. Under the "Curriculum Ideological and Political +" background, the core of professional course teaching based on the OBE concept is the transmission of professional knowledge. It deeply explores the ideological and political elements within the connotation of the "Web

Dynamic Page Design" course, and transforms social responsibility, moral education, innovation ability, and theoretical awareness into students' own qualities and professional skills during the course teaching.

2.2.2 Goal

Cultivate high-quality Web development talents: Through the reform of the "Web Dynamic Page Design" course, the aim is to enable students to grasp the basic principles and technologies of dynamic web design and development, to independently complete the design and development of Web applications, and to become high-quality professionals who meet the needs of society.

Enhance students' comprehensive qualities and professional abilities: The course reform not only focuses on the cultivation of students' professional skills but also emphasizes the improvement of their comprehensive qualities, including innovation ability, teamwork ability, professional ethics, and social responsibility. By integrating ideological and political education with professional education, the goal is to cultivate well-rounded talents with both ability and political integrity.

Promote students' self-directed learning and lifelong learning abilities: The curriculum reform based on the OBE concept emphasizes the cultivation of students' self-directed learning ability and lifelong learning awareness. Through clear learning objectives and diversified teaching methods, the aim is to stimulate students' interest and initiative in learning, enabling them to maintain continuous learning and development in an ever-changing technological environment.

Achieve continuous improvement in teaching quality: Through a scientific evaluation system and a continuous teaching improvement mechanism, the goal is to constantly optimize teaching content and methods, ensuring a steady improvement in teaching quality. By gathering student feedback and reflecting on teaching practices, timely adjustments and improvements to teaching strategies are made to ensure the effective achievement of teaching objectives.

3 THE IMPORTANCE OF THE "WEB DYNAMIC PAGE DESIGN" CLASSROOM UNDER THE BACKGROUND OF "CURRICULUM IDEOLOGICAL AND POLITICAL +"

Integrating curriculum ideological and political education into the "Web Dynamic Page Design" course can help students establish correct values and professional ethics. Through ideological and political education, students can not only master professional knowledge and skills but also follow the core values of socialism in their future careers, possessing a high sense of social responsibility and professional conduct. This is of great significance for cultivating technical talents who are socially responsible and morally upright.

3.1 Contribute to the Improvement of Students' Code of Conduct

Under the background of "Curriculum Ideological and Political +", carrying out teaching reforms in the "Web Dynamic Page Design" classroom includes enhancing the understanding of the core values of socialism in the teaching design. This aims to cultivate students to become socialist builders with both professional ethics and professional competence. Additionally, in the "Web Dynamic Page Design" classroom, the focus is on improving students' professional ethics, helping them establish good behavior standards, and increasing their sense of social responsibility, which is of significant importance and plays a crucial role.

3.2 Inspire Patriotic Awareness to Enhance Students' Work Ethic

We are in an era of rapid scientific and technological development. Through ideological and political education, students can combine their personal career development with national interests, providing support and assistance for scientific and technological progress. "Web Dynamic Page Design" engineers need to follow theoretical ethical standards. In classroom teaching, it is essential to strengthen ethical principles, stimulate students' innovative awareness and thinking, and actively encourage and support students in mastering new technologies, thereby contributing to the development of the "Web Dynamic Page Design" industry. Additionally, under the guidance of teachers, students can flexibly master professional knowledge, consciously practice the core values of socialism, comply with laws and regulations, and enhance their professional ethics [4].

3.3 Promoting the Development Of Students' Comprehensive Abilities

Through the integration of "Curriculum Ideological and Political Education+" and OBE concept, the curriculum reform not only focuses on students' technical abilities but also pays attention to their comprehensive qualities, such as teamwork, innovative thinking, and social adaptability. Such teaching reform can help students better adapt to the future professional environment and become versatile talents with comprehensive abilities.

3.4 Meeting the Societal Demand for High-Quality Talents

There is a growing demand in society for versatile and high-quality professionals. The curriculum reform under the "Curriculum Ideological and Political Education+" framework, based on the OBE concept, can cultivate talents who not

only possess solid professional skills but also have strong ideological and political qualities, better meeting the needs of society.

4 THE "WEB DYNAMIC PAGE DESIGN" CLASSROOM TEACHING MODEL BASED ON THE OBE CONCEPT UNDER THE BACKGROUND OF "CURRICULUM IDEOLOGICAL AND POLITICAL +"

Currently, in computer science courses, "Web Dynamic Page Design" is receiving increasing attention. How to integrate professional education with curriculum ideological and political education and the OBE concept has become a question that higher education educators need to consider. The traditional "Web Dynamic Page Design" classroom teaching model is a cramming style, where the teacher dominates the class, explains professional knowledge, and analyzes the entire process of professional practice. This results in insufficient exchange of professional knowledge and practical operation by students, affecting the quality and effectiveness of teaching. Therefore, universities need to reform the "Web Dynamic Page Design" classroom teaching model based on the OBE concept under the background of "Curriculum Ideological and Political +." This reform aims to enhance students' professional abilities, allow students to better understand the current international dynamics of "Web Dynamic Page Design" technology, and improve their ability to conduct cross-cultural technical exchanges. In this way, students can better adapt to the realistic needs of "Web Dynamic Page Design" in the context of globalization, creating a classroom teaching model that more closely aligns with the development of the current era, as shown in Table 1.

Table 1 The "Curriculum Ideological and Political +" Classroom Teaching Model Based on the OBE Concept

Course Flow	teaching session	Main activities		Curriculum Civics and OBE Conceptual Strategies
		teacher	student	
Guided preparation	Pre-teaching	Selection of "guided learning" cases based on students' realities	Preview the content of the lesson	In-depth analysis of the actual course content and selection of practical cases
Learning Interaction	Self-learning	Theoretical instruction for students	Develop an understanding of specialized theoretical knowledge	Improve students' independent learning ability
	Cooperative Inquiry	Publishing Practice Assignments	Sort out task characteristics and work with group members to complete practical tasks	Improve students' ability of solidarity and cooperation and practical ability
Guided Training	Guided Training	Examining the results of practice for evaluation and feedback	Completing practical tasks, reviewing and reflecting	Flexibly apply professional knowledge to practice and improve comprehensive ability

5 ISSUES IN THE CLASSROOM TEACHING OF "WEB DYNAMIC WEB DESIGN" UNDER THE BACKGROUND OF "COURSE IDEOLOGY AND POLITICS PLUS"

5.1 The Teaching Model is Monotonous and Lacks Primary and Secondary Teaching Coordination

According to relevant information, students can play an important role in the explanation of classroom knowledge and improve their ability to discern knowledge in their professional fields by exploring and previewing the content before studying specialized knowledge. If students have a basic understanding of professional knowledge before taking the "Web Dynamic Web Design" course, they can better identify the difficult points in the course and delve deeper into them after the teacher's systematic explanation in class, thereby enhancing the effectiveness of the course teaching [5, 6]. However, at present, the teaching methods for the "Web Dynamic Web Design" course still primarily rely on traditional lectures by professional teachers, supplemented by PPT or chalkboard writing. Under this traditional educational approach, students do not explore the knowledge outside of class, making it difficult for them to investigate professional knowledge from multiple angles and comprehensively during the teacher's lecture, and thus, they cannot internalize the knowledge. Therefore, using a single traditional educational method in the "Web Dynamic Web Design" classroom cannot cultivate students' innovative thinking and practical abilities.

5.2 Traditional Course Content is Outdated, and the Development of Ideological and Political Textbooks is Insufficient

The traditional "Web Dynamic Web Design" course content is outdated, and the development of ideological and political textbooks is insufficient, which is mainly reflected in two aspects. On one hand, there is a lack of research on new technologies in the professional courses; on the other hand, the current textbooks do not delve deeply into political elements. As an important medium for students to learn professional skills, the integration of ideological and political

elements in the "Web Dynamic Web Design" textbook can better achieve the goal of efficient ideological and political education. However, the current "Web Dynamic Web Design" textbook does not contain rich ideological and political educational value, and the teaching does not resonate with students' professional identity [7].

5.3 Teachers have a Weak Awareness of Ideological and Political Education Reform

In the context of ideological and political education, the main goal of teaching the "Web Dynamic Web Design" course is to stimulate the ideological and political functions within professional technical courses and to achieve a response and practice of the ideological and political knowledge system and values in the professional course. Whether the ideological and political awareness of professional technical course teachers can meet the expected standards is primarily reflected in the greatest difficulty of ideological and political teaching reform in the "Web Dynamic Web Design" professional course, which is how to integrate ideological and political content with professional knowledge in "Web Dynamic Web Design." Most professional technical teachers focus on practical teaching while neglecting theoretical teaching during the teaching process. This issue leads to a weak awareness of ideological and political education reform among teachers, making it difficult to promote the development of "Web Dynamic Web Design" classroom teaching under the "curriculum-based ideological and political education" framework [8].

6 PATHWAYS FOR REFORMING CLASSROOM TEACHING OF "WEB DYNAMIC WEB DESIGN" BASED ON THE OBE CONCEPT

6.1 Setting Instructional Goals and Integrating Content

The "Web Dynamic Web Design" course needs to emphasize the cultivation of students' innovation, practical, communication skills, and values on the basis of traditional teaching, enabling students to possess good professional qualities. Throughout the content of the "Web Dynamic Web Design" course, teaching needs to take the software development life cycle as the main thread, fully integrating the requirements of ideological and political education, and carrying out project management, team collaboration, and web dynamic web design project practice [9]. This ensures that students not only master the professional knowledge of "Web Dynamic Web Design" but also enhance their sense of social responsibility and moral sense. Figure 1 shows the web dynamic web design under the OBE concept.
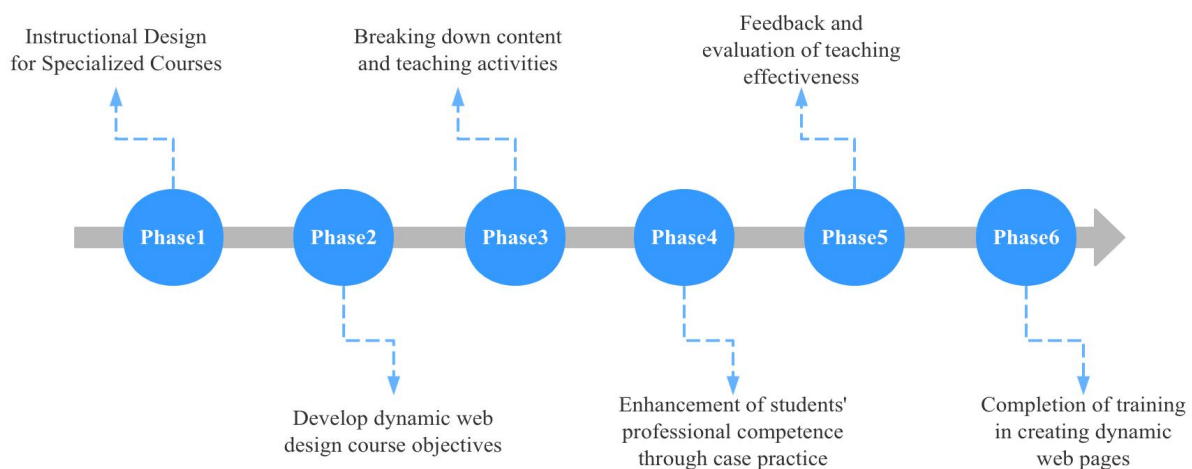
Figure 1 OBE Concept of Web Dynamic Web Design

6.2 Design of Teaching Methods

In the teaching reform of the "Web Dynamic Web Design" course based on the OBE concept, it is necessary to emphasize the cultivation of students' professional abilities. According to the characteristics of the course, diverse teaching reflections should be used to help students improve their ideological and political literacy. Teachers can design the teaching of the "Web Dynamic Web Design" course from the following aspects:
Case Method: Analyze typical "Web Dynamic Web Design" engineering cases in the classroom. This allows students to think about the social responsibilities they will bear in their profession after entering the workforce, thereby improving their judgment and decision-making abilities.
Discussion and Debate: Actively organize students to discuss hot topics in the field of "Web Dynamic Web Design" and use databases to summarize user needs and behaviors. This enhances students' communication skills and fosters critical thinking.
Role-Playing: Have students simulate roles to understand the principles that "Web Dynamic Web Design" engineers need to follow in their work through role-playing.

Flipped Classroom: Transform the traditional teaching model into a student-centered teaching model. Students can use online resources to complete pre-class preparation. Those with strong learning abilities can leverage online courses on "Web Dynamic Web Design" for more in-depth study.

Project-Driven Teaching: In software engineering projects, students naturally encounter ideological and political elements within "Web Dynamic Web Design" issues. This helps students enhance their technical abilities while improving their ideological and political literacy.

Feedback and Evaluation: Continuously evaluate students' ideological and political literacy and professional ethics in "Web Dynamic Web Design." Timely evaluations help students make necessary improvements.

6.3 Hands-on Project Design for "Dynamic Web Design"

Taking the HTML form items in the web front end as an example, it is necessary to teach how to use the built-in request object in the backend to obtain the corresponding data entered by the user through the getParameter() method. During practical operations, most students are unable to complete the tasks, and some even do not understand the entire operation process. In this context, teachers can use user login or registration as a case study, explaining the process through images or demonstrations to give students a preliminary understanding of the entire operation. This approach can stimulate students' interest in learning, encouraging them to actively participate in practice and learn to use the request built-in object, enabling users to enter data in the HTML form.

6.4 Post-course Analysis and Evaluation

The reform of the "Web Dynamic Web Design" course teaching based on the OBE concept mainly focuses on the achievement of students' professional abilities. After the teacher's guidance in the classroom, students should still be able to independently complete "Web Dynamic Web Design" projects. In the post-class evaluation, the teaching objectives and content are closely connected to ensure the accuracy of the evaluation data.

7 CONCLUSION

In summary, both ideological and political education and the OBE concept have certain feasibility and necessity in the teaching of the "Web Dynamic Web Design" course. Integrating these two concepts into the curriculum for teaching reform, revising the course teaching process, and clarifying learning objectives allow teachers to design targeted teaching strategies. This approach enables students to possess not only good professional ethics but also professional technical skills, meeting the societal demand for versatile talents.

COMPETING INTERESTS

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OPTIMIZATION MEASURES FOR LIBRARY READER SERVICES IN THE NETWORK ERA

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Abstract: The rapid development of information technology and the widespread use of the internet present both unprecedented opportunities and challenges for library reader services. Traditional libraries are transitioning from merely providing storage and lending of physical books to offering comprehensive digital resource management and diversified services. In this context, it is essential to explore optimization measures for library reader services in the network era. This paper analyzes specific improvement methods for library reader services in the network era, aiming to provide readers with broader channels for knowledge acquisition and to promote knowledge dissemination and cultural exchange.
Keywords: Network era; Library; Reader services; Digital resources; Digital literacy

The network era has profoundly transformed the ways people acquire, share, and utilize information, with digital reading becoming increasingly prevalent. Libraries must adapt their services to meet these evolving needs. In the internet context, library collections extend beyond physical books and journals to include e-books, online journals, and multimedia resources. The rapid development of information technology provides readers with wider channels for knowledge acquisition but also poses new challenges for digital resource management and services. Libraries in the network era should proactively embrace these changes and implement innovative measures to optimize reader services.

1 INTRODUCTION OF ADVANCED TECHNOLOGIES TO OPTIMIZE READER SERVICES

1.1 Digital Resource Management

Digital resource management enables libraries to establish a comprehensive resource repository, offering convenient online access and fostering knowledge dissemination and cultural exchange. The first step involves digitizing essential resources such as physical books and journals. Librarians can utilize high-resolution scanning equipment to convert these physical documents into digital formats, creating metadata for efficient retrieval and access. To maintain resource integrity and accessibility, libraries must develop strategic plans prior to digitization. Effective digital resource management also requires robust digital storage and management systems. These systems should not only accommodate vast amounts of data but also ensure data integrity and backup crucial information. Additionally, user-friendly digital library platforms should be developed, featuring intuitive interfaces and advanced retrieval functions to provide personalized intelligent reading services. Libraries can employ open-source or commercial digital library platforms, customizing modules and services to meet specific needs.Regular maintenance and updates of digital resources are essential. This includes repairing damaged files, updating metadata, adding new resources, and upgrading systems to align with technological advancements.

1.2 Providing Immersive Learning Environments

Creating immersive learning environments is a crucial aspect of library reader services in the network era. Immersive learning leverages digital technologies and innovative methods to make learning more engaging and effective. Libraries can support immersive learning in four key ways:Investing in or offering virtual reality (VR) and augmented reality (AR) applications for immersive learning experiences. For example, students can conduct scientific experiments in virtual laboratories or experience historical events in virtual historical settings.Offering online courses and learning modules to cater to the diverse learning needs of readers. These courses should encompass a broad range of topics, from academic subjects to career planning, thesis writing guidance, and hobby development.Providing cultural and artistic immersive experiences through digital exhibitions, virtual museums, and artworks. Readers can appreciate art, explore historical scenes, or participate in cultural activities via VR devices without needing to be physically present.Creating virtual library spaces where readers can explore different areas of the library with a virtual identity, interact with other readers, and access digital resources.

2 ENHANCING READERS' DIGITAL LITERACY THROUGH MULTIPLE APPROACHES

Providing digital literacy training enables readers to become more proficient in using digital technologies and information resources. Libraries can develop diverse digital literacy training programs covering a range of levels and topics, from basic digital skills (such as computer fundamentals and cybersecurity) to advanced subjects (such as data

analysis and programming). Establishing an online learning platform with video tutorials, interactive simulations, and online quizzes allows readers to engage in training at their own pace and according to their interests.Additionally, libraries can offer face-to-face digital literacy courses for those who prefer traditional learning methods. These courses can be conducted by library staff or external experts, providing customized training programs tailored to the needs of different reader groups[1]. For example, specific training sessions can be designed for students, educators, professionals, and seniors, guiding them in effectively utilizing the library's digital resources, including e-books, online journals, databases, and open-access materials.Libraries can enhance readers' digital literacy in three primary ways:1.Offering data literacy courses that cover data collection, organization, analysis, and visualization.2.Establishing a data resource repository for readers to explore.3.Training readers in data visualization techniques, enabling them to present data through charts, graphs, and other visual formats for more effective communication.Moreover, libraries should emphasize the importance of data privacy and ethics, educating readers on how to handle and share data securely while complying with relevant regulations and policies.

3   IMPLEMENTING PERSONALIZED READER SERVICES

3.1 Providing Personalized Reading Resource Recommendations

Offering personalized reading resource recommendations enables libraries to better address readers' interests and needs, thus enhancing the utilization of library collections. Libraries can implement these services in six ways:1.Creating personalized reader profiles that include reading history and interests.2.Utilizing recommendation algorithms to suggest related books and materials based on readers' profiles and reading habits.3.Actively collecting reader feedback to gauge satisfaction and gather suggestions on recommended resources, which can be used to continuously refine recommendation algorithms.4.Establishing online reading communities and discussion platforms where readers can share book reviews and reading experiences.5.Providing themed or event-specific reading lists, such as seasonal reading, holiday reading, and special research topics, to cater to diverse reader needs[2]. 6.Developing personalized reading plans tailored to readers' schedules and reading speeds, ensuring they meet their reading goals on time.Personalized reading resource recommendations not only increase reader satisfaction but also promote knowledge dissemination and strengthen the connection between libraries and readers.

3.2 Offering Personalized Learning Consultation Services

Personalized learning consultation involves providing customized academic support and advice tailored to each reader's learning needs and goals. Libraries can conduct personalized learning needs analyses to understand readers' research fields, hot topics, and research objectives. Based on these analyses, libraries can offer relevant academic resources and literature guidance to help readers quickly find the information they need. Additionally, libraries can provide academic writing support, including advice on paper structure, citation norms, and editing, to enhance the quality of readers' papers. Maintaining contact with readers, tracking their academic progress, and adjusting services as needed are also crucial components of personalized learning consultation.

4   OPTIMIZING LIBRARY READER SERVICES IN THE NETWORK ERA

4.1 Providing Multilingual Digital Resources

Providing multilingual digital resources is essential to meet the needs of readers from diverse cultural and linguistic backgrounds. This service can overcome language barriers, enabling readers to easily access and utilize library resources. Specific practices include:1.Establishing a multilingual digital library that offers e-books, journals, newspapers, and other digital documents in various languages.2.Subscribing to or purchasing multilingual databases to provide academic materials and research resources in multiple languages, including journal articles, research reports, and database search tools.3.Offering online translation services to help readers read and understand documents in different languages.4.Hosting multilingual digital exhibitions to showcase the history, art, and literature of various cultures and languages.5.Providing multilingual learning resources, such as online language courses, glossaries, grammar guides, and multilingual dictionaries, to support language learners.Additionally, libraries should conduct cross-cultural training for librarians to ensure effective interaction with and support for readers from diverse backgrounds. Specific practices include:1.Offering cultural sensitivity training to help librarians understand the values, beliefs, and habits of different cultures.2.Training librarians in cross-cultural communication skills to better listen to, respect, understand, and respond to the needs of readers from diverse backgrounds[3]. 3.Providing librarians with information about readers from different cultural backgrounds to enhance their understanding and service capabilities.4.Establishing feedback mechanisms to continuously improve service quality.

4.2 Achieving Library Resource Sharing

Establishing cooperative relationships and sharing library resources allows libraries to offer readers a wider array of resources and services. Resource sharing can be achieved in the following ways:
Participating in regional, national, or international library cooperatives to share both digital and physical book resources.

For example, public libraries in Yancheng have formed a digital resource co-construction and sharing alliance, creating a cooperative mechanism for the joint construction, sharing, management, and use of digital resources. This approach leverages each library's strengths, promotes mutual assistance, and maximizes resource utilization to meet readers' personalized needs.

Establishing digital resource sharing platforms to allow libraries to share e-books, journals, research data, and other digital resources. These platforms can overcome time and space constraints, providing readers with broader access rights.

Jointly purchasing expensive digital resources with other libraries to reduce costs and expand accessibility.

Participating in cross-border cooperative projects, such as digital cultural heritage protection and digital archive cooperation, to collectively protect and share cultural and historical heritage. An example is the "Sichuan-Chongqing Reading One Card" project, initiated by the Chongqing Library, Sichuan Provincial Library, and Chengdu Library, which enables inter-library borrowing and returning across the Sichuan-Chongqing region[4].

5 CONCLUSION

The "Internet Plus" initiative offers a broad development platform for library services. Effectively leveraging this platform enables libraries to better adapt to the evolving landscape[5]. Reader services have always been a focal point of library work. In the network era, libraries must shift their service concepts, innovate service models, and introduce advanced technologies to meet the diverse and personalized reading needs of readers. This approach promotes the transformation and development of public libraries.

COMPETING INTERESTS

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MEASUREMENT AND PATH OPTIMIZATION OF HIGH-QUALITY DEVELOPMENT OF RURAL REVITALIZATION IN OLD REVOLUTIONARY BASE AREAS -- A CASE STUDY OF GANZHOU CITY

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Abstract: Based on the perspective of new development concept, this paper explores the theoretical basis and logical mechanism of high-quality development of rural revitalization in Ganzhou old revolutionary base area, and constructs a high-quality development measurement system for rural revitalization in Ganzhou old revolutionary base area. The system includes 15 sub-systems and 47 measurement indicators in 5 dimensions (innovation leading, green development, cultural opening, governance coordination, and achievement sharing). The entropy method was used for empirical research to measure the high-quality development level of rural revitalization in Ganzhou old revolutionary Base area and analyze its longitudinal development law in time, so as to obtain the level and characteristics of each subsystem of high-quality development of rural revitalization in Ganzhou old revolutionary Base Area from 2011 to 2020. The research shows that: The overall level of high-quality development of rural revitalization in Ganzhou old revolutionary base area is not balanced, there is insufficient vitality of innovation and development in innovation-led industry development, the characteristics and advantages of green ecological environment development are not ideal, the quality and efficiency of opening up and development of cultural industry are insufficient, and the governance modernization level of coordinated development of rural governance needs to be improved, The situation in which the development fruits are shared by the people has not yet been fully formed. Therefore, it is proposed that: based on the concept of innovative development, promote industrial integration to consolidate the driving force of development, and vigorously develop the rural real economy to promote the high-quality development of agricultural modernization; Establish the concept of green development, activate development factors to improve development efficiency, give full play to the advantages of green resource endowment to promote the quantification of ecological value; Practice the concept of cultural openness, highlight the source culture to create a plateau of cultural openness, and carry forward the red gene to promote cultural prosperity; Uphold the concept of coordinated development, strengthen policy support to optimize the governance environment, improve the governance level and promote the harmony and order of rural society; Firmly share the concept of development, promote the sustainable and stable increase of farmers' income and improve the quality of life, and create the path optimization of the "Ganzhou model" of high-quality development of rural revitalization.
Keywords: Ganzhou old revolutionary Base area; Rural revitalization; High quality; Development measure; Path optimization

1 INTRODUCTION

The revitalization and development of old revolutionary base areas in the new development stage should take high-quality development as the primary task. On March 17, 2022, The State Council approved the Construction Plan of high-quality Development Demonstration Area in Ganzhou Old Revolutionary Base Area, which clarified that Ganzhou old revolutionary base Area should give full play to its advantages to promote high-quality development and build a model of revitalization and development of old revolutionary base areas in the new era[1]. The Ganzhou old revolutionary Base area is rich in agricultural resources, profound cultural heritage and excellent ecological environment. Transforming resource advantages into competitive advantages, comprehensively promoting the "Rural revitalization strategy" and exploring a high-quality development path for rural revitalization with characteristics of the old revolutionary base area is a major task facing The Times. The new development stage is based on the new development concept, on the basis of clarifying the theoretical implication of building a new pattern of high-quality development of rural revitalization in the old revolutionary base area, and combined with the actual situation of Ganzhou old revolutionary base area, it clarifies the realistic problems of high-quality development of rural revitalization in the old revolutionary base area and its promotion path. It is very important for Ganzhou old revolutionary Base Area to achieve the goal of promoting rural revitalization and common prosperity of farmers and rural areas in the high-quality development, and can also provide an important reference for other old revolutionary base areas in the country to comprehensively promote high-quality rural revitalization and development.

The research on rural revitalization and high-quality development has become a hot trend in the academic circle, and there are quite a lot of research results in their respective fields, but the research results on the high-quality development measurement of rural revitalization in old revolutionary base areas based on the new development concept are rare. The

research holds that the goal of high-quality development of rural revitalization is to realize agricultural and rural modernization and common prosperity of farmers and rural areas. In China's old revolutionary base areas are important carriers for the inheritance of revolutionary red genes. To comprehensively promote rural revitalization and achieve high-quality development in old revolutionary base areas, we should give full play to local[2-4] characteristics such as distinctive agriculture, ecological resources and red culture in the region. It is necessary to ensure the rational development and utilization of resources and transform ecological advantages into economic advantages[5] with core competitiveness, so as to fundamentally improve the well-being of the people's livelihood in the old revolutionary base areas. According to Xiao Weidong's research, the development of rural characteristic industries relying on rural advantageous resources is the source of living water to build a modern rural industrial system, promote the sustainable and high-quality development of agricultural and rural economy and realize the comprehensive revitalization of rural areas, which can effectively expand the multiple functions of agriculture and fully tap the multiple values [6] of rural areas. Li Wan jun et al. believe that agricultural science and technology innovation is an important support to promote rural revitalization, and it is necessary to increase investment in agricultural science and technology, cultivate agricultural science and technology talents, improve the quality of rural management subjects and improve [7] related supporting systems and mechanisms. Ge Xuanchong believes that the value of rural ecological resources can be realized [8] from the reform of the supply side of agricultural production, the repositioning of ecological functions, the property value of ecological resources and the ecological management mode. Yang Mengyu et al. believed that in order to complete the self-construction of ecological value, it should be applied in the policy fields such as rural revitalization and new development pattern to give full play to its effectiveness [9]. Xu Xiaozhou, Fan Jianhua et al. believe that rural cultural industry is the logical starting point for realizing the strategy of rural revitalization, and rural revitalization is the key variable [10-11] for realizing common prosperity. Chen Wenhua et al believe that the Party organization's political guidance, organizational embedment, interest integration and value shaping of rural society are the guiding directions [12] to promote the modernization of Chinese-style rural governance. Yan Lianfu, Shi Hui, Zhao Liang and others hold that welfare benefits in areas [13-16] of people's livelihood such as income distribution, equalization of public services, rural social security system, and employment security should benefit the whole people.

In summary, the academic community has explored the situation of rural revitalization and high-quality development focusing on developing rural characteristic industries, giving play to the value of ecological resources, developing rural cultural industries, giving play to the core role of grass-roots party organizations, and promoting the sharing of development achievements. However, the logical relationship among innovation-leading, green development, cultural opening, coordinated governance and fruits sharing has not been clarified from the theoretical level; Lack of systematic construction of high-quality rural development evaluation system and other problems [17]. In view of this, based on the new development concept, combined with the rural revitalization strategy and the requirements of high-quality development, the research discriminates the logical mechanism of high-quality development of rural revitalization under the new development pattern, constructs a high-quality development measurement system of rural revitalization, and uses the entropy method to conduct empirical research based on the data of Ganzhou City from 2011 to 2020. Measure the high-quality development level [1, 18] of rural revitalization in Ganzhou old revolutionary Base area (18 cities in Ganzhou), draw a conclusion according to the measurement results, and propose an optimization path to promote the high-quality rural development in Ganzhou old revolutionary base area based on the realistic problems reflected in the conclusion.

2 ANALYSIS OF SCIENTIFIC CONNOTATION AND LOGICAL MECHANISM OF HIGH-QUALITY DEVELOPMENT OF RURAL REVITALIZATION

2.1 Scientific Connotation of High-Quality Development of Rural Revitalization

The description of high-quality development of rural revitalization in the report of the 20th National Congress of the Communist Party of China "high-quality development is the primary task of comprehensively building a modern socialist country, comprehensively promoting rural revitalization, building a regional economic layout of high-quality development to promote regional coordinated development" systematically summarizes the rich connotation [19] of high-quality rural development. Comprehensively promoting rural revitalization in high-quality development based on the new development concept is a key measure to achieve high-quality development of rural revitalization, and high-quality development of rural revitalization is a key task in comprehensively building socialist modernization. In the new development stage, we will build a new pattern of high-quality development of rural revitalization based on the new development concept, and realize high-quality development of rural revitalization by promoting innovative development of rural industries, green development of rural ecology, open development of rural culture, coordinated development of rural governance, and shared development of benefits to the people. Therefore, the connotation of high-quality development of rural revitalization is to stimulate the innovation vitality of the agricultural industry, give full play to the green advantages of rural ecological resources, explore the open path of cultural industry development, improve the organizational and coordination ability of rural governance modernization, promote the development of the benefits of the sharing of the situation, promote the high-quality development of agriculture and rural areas, farmers and rural common prosperity, We will continue to raise the level[20] of agricultural and rural modernization.

2.2 Logical Mechanism Analysis of High-Quality Development of Rural Revitalization

The pursuit of high-quality development of rural revitalization is to achieve strong agriculture, beautiful countryside and rich farmers, to lead the development of agricultural industry with innovative concepts, to lead the construction of rural environment with green concepts, to lead the prosperity of rural culture with open concepts, to lead the modernization of rural governance with coordination concepts, and to lead the benefits of development with sharing concepts, so as to give new momentum to the high-quality development of rural revitalization.

2.2.1 Leading the development of agricultural industry with innovative ideas is the driving force for achieving high-quality development of rural revitalization

High-quality agricultural development must be driven by innovation, and technological innovation is the hard strength to achieve high-quality agricultural development. Grasp the new characteristics of high-quality agricultural technology, from the perspective of the entire agricultural industry chain and agricultural technology chain, ensure investment in agricultural science and technology, increase support for agricultural industry innovation, and focus on the core technologies of modern agriculture to make breakthroughs. Reform and innovation-driven development is the soft power to achieve high-quality agricultural development. The factors of high-quality agricultural development are closely related to the system and mechanism of efficient and orderly operation of the industry, and the system and mechanism of high-quality agricultural development need to be guaranteed through reform and innovation. The high-quality development of rural revitalization needs to be driven by the high-quality development of agriculture, and leading the development of the agricultural industry with innovative ideas is the driving force for achieving high-quality development of rural revitalization.

2.2.2 The green concept leading the construction of rural environment is a common form to achieve high-quality development of rural revitalization

Leading the construction of beautiful villages with green concepts is an important part of the country's implementation of the rural revitalization strategy and the practice of harmonious coexistence between man and nature. Promote the development of rural green economy, build an ecological livable environment, clarify the internal logic of rural economic construction and natural ecological livable environment, uphold the concept of sustainable development and ecological security, give play to the leading role of green ecological advantages, fully explore and release the potential economic effects of ecological resources, and realize the dual effects of "green appearance level" and "golden value" in rural environmental construction. The high-quality development of rural revitalization needs to be guaranteed by the capitalization of ecological resources and the greening of production methods. Leading the construction of rural environment with green concepts is a common form to achieve high-quality development of rural revitalization.

2.2.3 Leading the prosperity of rural culture with the concept of opening up is the only way to achieve high-quality development of rural revitalization

Cultural opening is a concrete manifestation of cultural confidence and a basic path to cultural development. Cultural "going global" is an important manifestation of disseminating and carrying forward excellent culture and enhancing cultural soft power. As the main carrier of China's excellent traditional culture, the opening and development of rural culture should give full play to its inclusiveness of "moral commitment" and "sea embracing all rivers", strengthen the improvement of internal cultural literacy and foreign cultural exchanges and cooperation, promote the exchange of cultural information and the sharing of cultural resources, and achieve a win-win situation on the level of cultural value. The high-quality development of rural revitalization requires the open development of rural culture to give full play to its cultural value, and the only way to achieve high-quality development of rural revitalization is to lead the prosperity of rural culture with the concept of openness.

2.2.4 Coordinating ideas to lead the modernization of rural governance is the endogenous feature of achieving high-quality development of rural revitalization

The coordinated development of rural governance and rural social and economic development is a powerful help to accelerate the construction of a modernized rural governance system. Rural governance should meet the people's demands for diversification of income channels, party building leading the construction of grass-roots organizations, and a livable living environment. Strengthening the coordinated development of rural collective economic organization construction, grass-roots governance party organization construction, and rural living environment improvement is the basic support for promoting the construction of rural governance system. The effective development of rural governance system is to realize the modernization of rural governance. The coordinated development of rural economic governance, grass-roots governance and environmental governance is an important guarantee to realize the modernization of rural governance. Leading the modernization of rural governance with the concept of coordination is an endogenous feature of achieving high-quality development of rural revitalization.

2.2.5 Sharing the fruits of development Sharing the people is the fundamental purpose of achieving high-quality development of rural revitalization

Sharing the fruits of development with the people is a perfect interpretation of the concept of shared development in the new era. Marx and Engels once pointed out that "all people will enjoy the welfare created by all" and "production will aim at the prosperity of all people". The concept of shared development is an inheritance and development of the Marxist thought of "sharing" and "common prosperity". It is also a theoretical response to the practical problems facing socialism with Chinese characteristics in the new era. It has rich and profound ideological connotations and clear practical directions. The ultimate goal of high-quality development in rural revitalization is to realize people's survival and development, promote increased agricultural production, farmers' income, rural prosperity, ecological livable and

rural beauty, and benefit farmers to benefit the whole society, so that farmers and the whole society can share the fruits of high-quality development in rural revitalization. Sharing the fruits of development with the concept of sharing is the fundamental purpose of achieving high-quality development of rural revitalization.

3 MEASURE OF HIGH-QUALITY DEVELOPMENT OF RURAL REVITALIZATION IN GANZHOU OLD REVOLUTIONARY BASE AREA

3.1 Measurement Principles and Index System of High-Quality Development of Rural Revitalization in Ganzhou Old Revolutionary Base Area

3.1.1 Measurement principles of high-quality development of rural revitalization in Ganzhou old Revolutionary Base Area

First, take into account the principle of theoretical guidance and policy practice. According to the rural revitalization strategy, new development concepts, and the requirements of high-quality development, the content of indicators is set, taking into account the actual situation of rural revitalization and development, and emphasizing the cutting-edge theory and forward-looking practice. Second, the principle of systematism. Rural revitalization involves all aspects of rural life, and there is a close logical relationship between the requirements of the two guidelines and the new development concept, which should not only ensure their mutual independence, but also reflect their internal systematic links and realize their organic integrity. Third, the principle of data availability. Considering the reliability and collection of data acquisition, ensuring quantitative calculation, and analyzing according to the characteristics of regional development imbalance in Ganzhou old revolutionary base area.

3.1.2 Ganzhou old Revolutionary Base area of rural revitalization high-quality development measurement index system

Based on the above theoretical and mechanism analysis, according to the existing literature research basis, according to the needs of high-quality development of rural revitalization, and on the basis of following the principles, an evaluation index system consisting of 15 sub-systems and 47 specific indicators in 5 dimensions (innovation leadership, green development, cultural opening, governance coordination, and achievement sharing) is constructed. Based on the data of Ganzhou Old Revolutionary Base Area (18 cities in Ganzhou) from 2011 to 2020, the overall measurement and regularity of high-quality development level of rural revitalization under the perspective of new development concepts are explored. See Table 1.

Table 1 Measurement Index System of High-Quality Development of Rural Revitalization

5 Dimensions	15 Subsystems	Indicator Number	Level Three Indicators	Efficacy
Innovation Leads A	Industrial Innovation Supports A1	A11	Value added of agriculture, forestry, animal husbandry and fishery (yuan)	positive
		A12	Output value of agricultural, forestry, animal husbandry and fishery commodities (yuan)	Positive
		A13	Food production per capita (tonnes / person)	positive
		A14	Arable land per capita (ha/person)	Positive
	Industrial Innovation Driving A2	A15	Degree of investment in agricultural insurance (RMB/ha)	positive
		A21	Agro-processing level (%)	Forward direction
		A22	Agricultural industrial structure	negative
		A23	Commodity rate of agriculture, forestry, animal husbandry and fishery (%)	Positive rate
	Industrial Innovation Guarantee A3	A31	Utilization of land resources (tons/ha)	Forward direction
		A32	Level of agricultural expenditure (10, 000 yuan/hectare)	Positive
		A33	Mechanization level (kW/ha)	Forward direction
		A34	Facility agriculture degree (%)	Positive
Green Development B	Environmental Green Development B1	B11	Degree of pesticide use (tons/thousand hectares)	negative
		B12	Degree of fertilizer use (tons/thousand hectares)	negative
		B13	Degree of plastic film use (tons/thousand hectares)	negative
		B14	Air quality ratio (%)	Positive
	Green Environment Livable B2	B21	Rural electrification level (million KWH)	Positive
		B22	Standard degree of village clinic (individual)	Positive
	Green Resource Value B3	B31	Land resource utilization rate (10, 000 yuan/ha)	Positive
		B32	Agricultural output level (yuan)	Positive

Culturally Open C	Culture Open And Inclusive C1	C11	Per capita collection level of rural residents (volumes)	positive
		C12	Civilized village level (per)	Positive
	Cultural Openness And Win-Win C2	C21	Retention rate of nine-year compulsory education (%)	Positive
		C22	Rural teacher load (per)	negative
		C23	Number of township cultural stations (units)	Positive
	Culture Open Path C3	C31	Popularity of cultural activities in towns and villages (field)	Positive
		C32	Popularization of literary and artistic activities in rural areas (field)	Positive
		C33	Richness of spiritual and cultural life (%)	Positive
Governance Coordination D	Balanced economic development D1	D11	Agricultural labor productivity (10, 000 yuan/person)	positive
		D12	Degree of agricultural added value (10, 000 yuan/person)	Positive
		D13	Gini coefficient	negative
	Coordinate Grassroots Governance D2	D21	National "One village, one product" model village degree (number)	positive
		D22	Level of employment in rural agriculture (%)	Positive
		D23	Grassroots rule of law level (individual)	Forward direction
		D24	Incidence of rural poverty (%)	negative
	Coordinate Environmental Governance D3	D31	Safe drinking water coverage in rural areas (%)	Positive
		D32	Penetration rate of sanitary toilets in rural areas (%)	Positive
		D33	Rural road perfection (km)	Positive
Outcome Sharing E	Building, Sharing And Promoting E1	E11	Per capita income of rural residents (Yuan)	Positive
		E12	Growth rate of per capita net income of farmers (%)	Positive
		E13	Wage income level (%)	negative
		E14	Property income level (%)	Positive
	Mutually Beneficial Development Outcomes E2	E21	Income gap between urban and rural residents (x)	negative
		E22	Rural living standards (%)	negative
	People's Livelihood Outcomes Shared E3	E31	Rural resident living level (SQM/person)	Positive
		E32	Car ownership by rural residents (units)	Positive
		E33	Affordability of rural residents (people)	negative

3.2 Measurement Methods and Data Sources of High-Quality Development of Rural Revitalization in Ganzhou Old Revolutionary Base Area

This paper uses the entropy method to measure the high quality rural development level of Ganzhou old revolutionary Base area, which avoids the subjectivity of expert empowerment and has the advantage of considerable empowerment. In order to avoid the meaninglessness of the entropy value, the data is shifted by 0.0001. The specific formula is as follows:

Forward index:

$$Y_{ij} = \frac{X_{ij} - \min(X_{ij})}{\max(X_{ij}) - \min(X_{ij})} + 0.0001 \tag{1}$$

Negative indicators:

$$Y_{ij} = \frac{\max(X_{ij}) - X_{ij}}{\max(X_{ij}) - \min(X_{ij})} + 0.0001 \tag{2}$$

Where is the raw data of the first indicator in the first year. $i = \{1,2,3 \cdots\cdots m\}$ $j = \{1,2,3 \cdots\cdots n\}$ X_{ij} i j Y_{ij} For the data after standardization of the first indicator in the first year. i j

The second step is to determine the indicator weights：The formula for calculating the information entropy of an index is as follows:

$$E_j = \frac{1}{\ln m} \sum_{i=1}^{m} P_{ij} \ln(P_{ij}) \tag{3}$$

Of which,

$$Pij = \frac{Y'_{ij}}{n - \sum_{i=1}^{n} Y'_{ij}} \qquad (4)$$

The weights of each indicator are calculated as follows:

$$W_j = \frac{1 - E_j}{n - \sum_{j=1}^{n} E_j} \qquad (5)$$

The score for each indicator is calculated as follows:

$$s_i = \sum_{j=1}^{m} w_j X_{ij}, \left(i = 1, 2, 3 \cdots\cdots n\right) \qquad (6)$$

S_i A larger value indicates i a higher j level of high-quality development under the first indicator of rural revitalization in the region in the first year S_i; conversely, a smaller value i j indicates a lower level of high-quality development under the first indicator of rural revitalization in the region in the first year.

The data used for empirical analysis were Ganzhou Statistical Yearbook, Jiangxi Statistical Yearbook from 2012 to 2021 and Statistical communiques of Jiangxi Province, Ganzhou City and counties (cities and districts) under their jurisdiction from 2011 to 2020, as well as data published on the official websites of national and local governments (Jiangxi Province, Ganzhou City and counties (cities and districts) under their jurisdiction).

3.3 Measurement Results of High-Quality Development of Rural Revitalization in Ganzhou Old Revolutionary Base Areas

The demonstration demonstrates the comprehensive level of rural revitalization and high-quality development in Ganzhou old revolutionary base area. It is shown in Table 2.

Table 2 Comprehensive Level of High-Quality Development of Rural Revitalization in Ganzhou Old revolutionary Base Area

Three-Level Indicators	Ej	Gj	Wj	Secondary Indicators	5 Dimensions
A11	0.8731	0.1269	0.0172		
A12	0.8788	0.1212	0.0165		
A13	0.9543	0.0457	0.0062	Industrial innovation support (0.0784)	
A14	0.9309	0.0691	0.0094		
A15	0.7857	0.2143	0.0291		
A21	0.8954	0.1046	0.0142		Innovation leadership (0.2113)
A22	0.8900	0.1100	0.0149	Industrial Innovation-driven (0.0464)	
A23	0.8729	0.1271	0.0173		
A31	0.9543	0.0457	0.0062		
A32	0.9085	0.0915	0.0124	Industrial Innovation Guarantee (0.0865)	
A33	0.5930	0.4070	0.0553		
A34	0.9071	0.0929	0.0126		
B11	0.7061	0.2939	0.0399		
B12	0.7345	0.2655	0.0361	Environmental green development (0.1127)	
B13	0.7926	0.2074	0.0282		
B14	0.9369	0.0631	0.0086		Green development (0.1756)
B21	0.8639	0.1361	0.0185	Green and livable environment (0.0332)	
B22	0.8917	0.1083	0.0147		
B31	0.8909	0.1091	0.0148	Green resource value (0.0297)	
B32	0.8903	0.1097	0.0149		
C11	0.8357	0.1643	0.0223	Cultural openness and inclusiveness (0.0557)	
C12	0.7539	0.2461	0.0334		Cultural openness (0.2415)
C21	0.7922	0.2078	0.0282		
C22	0.8996	0.1004	0.0136	Cultural openness and win-win (0.1043)	
C23	0.5401	0.4599	0.0625		

C31	0.6549	0.3451	0.0469	Cultural Open Path (0.0814)	
C32	0.8100	0.1900	0.0258		
C33	0.9356	0.0644	0.0087		
D11	0.8837	0.1163	0.0158	Coordinated economic development (0.0564)	Coordinated governance (0.1783)
D12	0.8720	0.1280	0.0174		
D13	0.8291	0.1709	0.0232		
D21	0.9020	0.0980	0.0133	Coordinating grassroots governance (0.0554)	
D22	0.8909	0.1091	0.0148		
D23	0.8948	0.1052	0.0143		
D24	0.9045	0.0955	0.0130		
D31	0.8886	0.1114	0.0151	Coordinating environmental governance (0.0665)	
D32	0.8865	0.1135	0.0154		
D33	0.7351	0.2649	0.0360		
E11	0.8731	0.1269	0.0172	Build, Share and promote (0.0888)	Sharing results (0.1932)
E12	0.8431	0.1569	0.0213		
E13	0.7415	0.2585	0.0351		
E14	0.8884	0.1116	0.0152		
E21	0.8996	0.1004	0.0136	Reciprocity in development outcomes (0.0246)	
E22	0.9191	0.0809	0.0110		
E31	0.7152	0.2848	0.0387	People's livelihood outcomes sharing (0.0798)	
E32	0.7834	0.2166	0.0294		
E33	0.9136	0.0864	0.0117		

Based on the scientific connotation and logical mechanism of high-quality development of rural revitalization from the perspective of new development concepts, this paper constructs a high-quality development measurement and evaluation system for rural revitalization based on Ganzhou old Revolutionary Base Area as an analysis case, and adopts entropy method to measure the high-quality development level of rural revitalization in Ganzhou Old revolutionary base area based on the data of Ganzhou city from 2011 to 2020. The weight of innovation leading is 0.2113, the weight of green development is 0.1756, the weight of cultural opening is 0.2415, the weight of coordinated governance is 0.1783 and the weight of shared development is 0.1932.

3.3.1 Comprehensive Level Analysis of High Quality Development of Rural Revitalization in Ganzhou Old Revolutionary Base Area

After determining the weight of each indicator of high-quality development of rural revitalization, the comprehensive score of high-quality development level of rural revitalization in Ganzhou old revolutionary base area from 2011 to 2020 was obtained by multiplying and summing the distribution of each indicator with the weight. The specific results are as follows:

Table 3 Comprehensive Score of High Quality Development Level of Rural Revitalization in Ganzhou Old Revolutionary Base Area

Year	Combined score	Rankings
2011	0.3727	5
2012	0.3847	4
2013	0.2931	8
2014	0.2459	10
2015	0.2762	9
2016	0.3084	7
2017	0.3591	6
2018	0.4674	3
2019	0.6261	2

| 2020 | 0.6948 | 1 |

From the comprehensive score of high-quality development level of rural revitalization in Ganzhou old revolutionary Base area from 2011 to 2020, the comprehensive level of high-quality development of rural revitalization shows a trend of first rising, then decreasing, and then rising again. From 2011 to 2012, the comprehensive score of high-quality development of rural revitalization increased from 0.3727 to 0.3847, showing a small increase; From 2012 to 2014, the comprehensive score of high-quality development level of rural revitalization dropped from the original 0.3847 to the lowest value 0.2459, because the implementation of Several Opinions in 2012, in the process of revitalizing Gannan Soviet Area, it is necessary to re-layout the economic, political, cultural, social and ecological civilization construction of Gannan Soviet Area. There was a short period of development lag and relaxation; From 2014 to 2020, the comprehensive score of high-quality development in rural revitalization increased from 0.2459 to 0.6948. On the whole, since the implementation of the rural revitalization strategy in 2017, the high-quality development results of rural revitalization in Ganzhou old revolutionary base area have improved significantly.

In order to more clearly describe the high quality development level of rural revitalization in Ganzhou old revolutionary base area, the graphics can directly reflect the high quality development level of rural revitalization in this area. See the following figure for details:
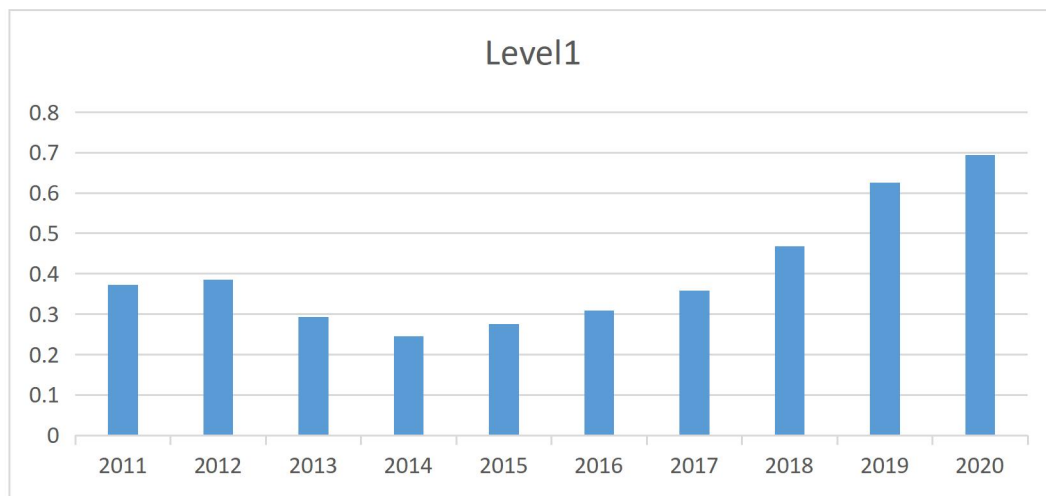

Figure 1 Comprehensive Score of High-Quality Development Level of Rural Revitalization in Ganzhou Old Revolutionary Base Area from 2011 to 2020

The comprehensive scores of innovation leadership, green development, cultural openness, coordinated governance and result sharing were measured empirically in 5 dimensions. The specific results are as follows:

Table 4 Scores in Five Dimensions of Ganzhou Old Revolutionary Base Area from 2011 to 2020

Years	Innovation-led	Green development	Cultural openness	Coordinated governance	Sharing results
2011	0.1095	0.0633	0.0933	0.0218	0.0849
2012	0.1237	0.0611	0.1085	0.0331	0.0583
2013	0.0824	0.0568	0.0547	0.0424	0.0569
2014	0.0757	0.0516	0.0305	0.0495	0.0386
2015	0.0795	0.0485	0.0390	0.0582	0.0510
2016	0.0736	0.0577	0.0437	0.0718	0.0615
2017	0.0749	0.0569	0.0576	0.0994	0.0704
2018	0.0775	0.0910	0.0738	0.1107	0.1144
2019	0.0944	0.1072	0.1387	0.1492	0.1366
2020	0.1188	0.1336	0.1584	0.1624	0.1217

From 2011 to 2020, In Ganzhou old revolutionary Base area, the leading level of rural revitalization, high-quality development and innovation shows a process of first rising and then declining and then rising, the level of green development shows a process of first declining and then rising, the level of cultural opening shows a process of first rising and then declining and then rising, the level of coordination and governance shows a constantly rising process, and the level of achievement sharing shows a process of first declining and then rising. Overall, since the implementation of the rural revitalization strategy in 2017, the rural revitalization of Ganzhou old revolutionary Base

area has been in a stage of rapid development in terms of innovation leading level of high-quality development, green development level, cultural opening level, coordinated governance level, and achievement sharing level. In 2020, due to the impact of the epidemic, there was a short lag in the level of achievement sharing.

The development level of the region can be directly reflected by the graph in five dimensions. See the following figure for details:
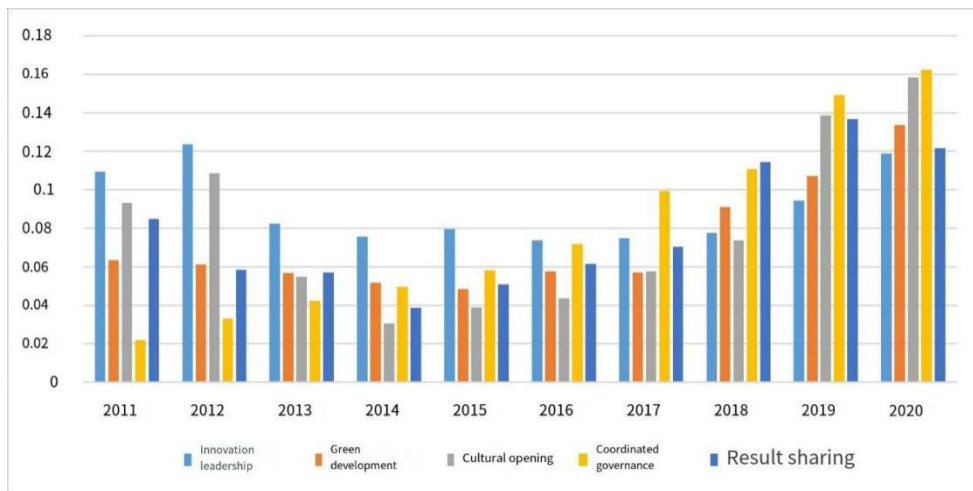

Figure 2 Comprehensive Score of Five Dimensions of High-Quality Development of Rural Revitalization in Ganzhou Old Revolutionary Base Area from 2011 to 2020

As can be seen from Figure 2-1 and Figure 2-2, the overall evaluation value of each dimension of the high-quality development measurement of rural revitalization in Ganzhou old revolutionary base area is low, mainly because the realization of rural revitalization depends on the feeding back of urban industrialization, and rural resources and other factors converge from rural areas to urban areas before the implementation of the rural revitalization strategy. After the implementation of the rural revitalization strategy, talents, capital, technology, ecology and other elements of resources will gather in the countryside to give full play to the resource advantages of agriculture and rural areas. However, due to the low start of development, rural revitalization requires the comprehensive construction of rural political, economic, cultural, social and ecological civilization, which will be a long process. In each dimension, there are different levels and the phenomenon of short lag or even retrogression. Therefore, in the process of promoting the high-quality development of rural revitalization in Ganzhou old revolutionary base area, there are still shortcomings such as insufficient overall development, unbalanced regional development and incomplete regional characteristics. Specific analysis is made from five dimensions: innovation-leading level, green development level, cultural opening level, coordinated governance level and achievement sharing level.

3.3.2 Analysis of the leading level of innovation and high-quality development of rural revitalization in Ganzhou old Revolutionary Base Area

The innovation leading level is specifically divided into three sub-systems: industrial innovation support, industrial innovation drive and industrial innovation guarantee. From 2011 to 2020, all of them show a process of rising, declining and then rising. Compared with previous years, the industrial innovation support in 2020 has improved. However, the industrial innovation driving and industrial innovation guarantee in 2020 have decreased compared with the previous years.
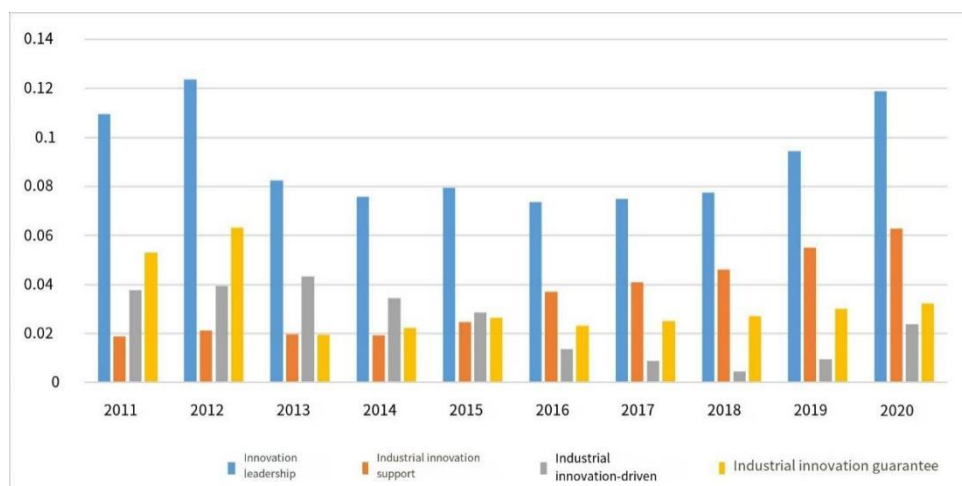

Figure 3 Leading Level of High-Quality Development Innovation in Rural Revitalization of Ganzhou Old

Revolutionary Base Area from 2011 to 2020

As can be seen from Figure 2-3, the innovation leadership level of Ganzhou old revolutionary Base area is generally low, and the phenomenon of lagging or even regressing in terms of industrial innovation drive and industrial innovation guarantee. The reason is that the Ganzhou old revolutionary base area did not give full play to the local characteristics and advantages into the development of agricultural industry, the core competitiveness of agricultural industry development is slightly declining, the investment in scientific and technological enabling agricultural modernization development needs to be strengthened, and the vitality of cultivating diversified industrial integration development needs to be innovated.

3.3.3 Analysis of the green development level of rural revitalization, high-quality development in Ganzhou old Revolutionary Base Area

The level of green development is specifically divided into three sub-systems: environmental green development, green livable environment and green resource value. According to the data, in terms of environmental green development, there is a process of first decline and then rise from 2011 to 2020. In terms of green environmental livable development, it showed a process of first rising, then declining and then rising from 2011 to 2020. In terms of the value of green resources, it showed a rising process from 2011 to 2020.
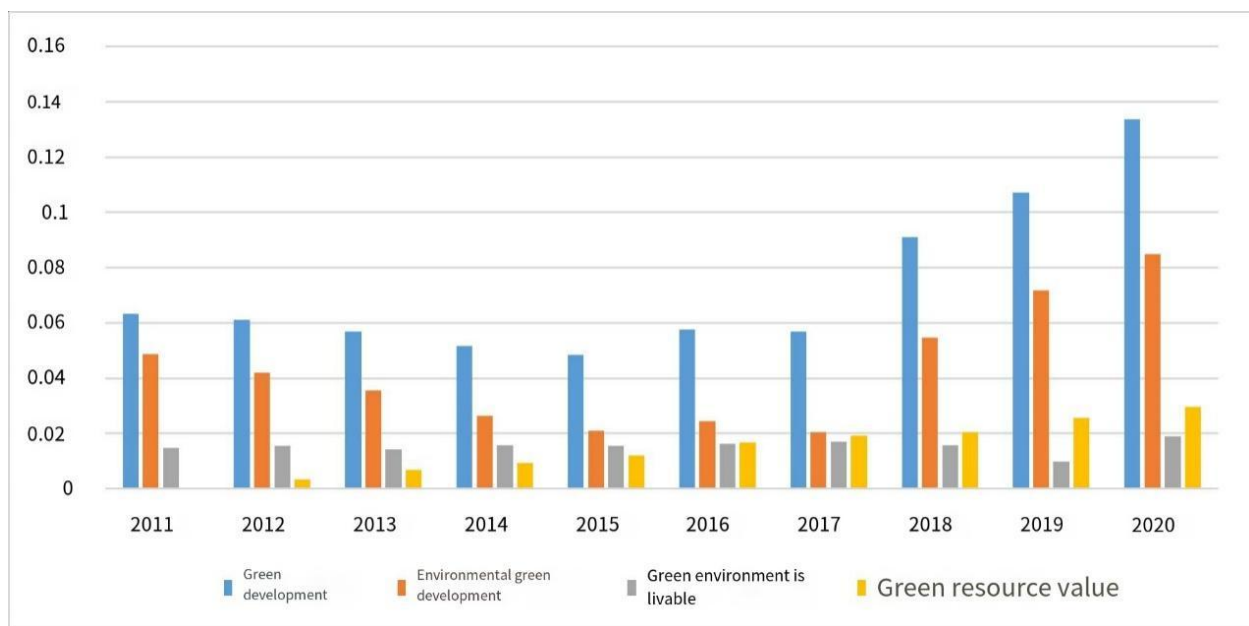

Figure 4 Rural Revitalization and High-Quality Development in Ganzhou Old Revolutionary Base Area 2011-2020 Green Development Level

As can be seen from Figure 2-4, the green development level of Ganzhou old revolutionary base areas is significantly different, and the environmental green development is increasing from high to low, indicating that after the implementation of the rural revitalization strategy, the rural ecological farming technology has been strengthened and the ecological literacy of farmers has been improved; In terms of green and livable environment, it turns from low to high and then to low, indicating that after the implementation of the rural revitalization strategy, rural land, medical care, education and other resource elements have been fully integrated; However, the overall increase in the value of green resources is slow, indicating that Ganzhou old revolutionary Base area is not ideal in exerting the advantages of rural green ecological resources value and has not realized the full transformation of ecological advantages into economic advantages.

3.3.4 Analysis of the opening level of the high quality development culture in the rural revitalization of Ganzhou old Revolutionary Base Area

The level of cultural openness is divided into three sub-systems: cultural openness and inclusiveness, cultural openness and win-win, and cultural openness and path. According to the data, cultural openness and inclusiveness show an overall rising process from 2011 to 2020. From 2011 to 2020, the overall level of cultural openness and win-win and path of cultural openness showed a process of first rising, then declining and then rising.
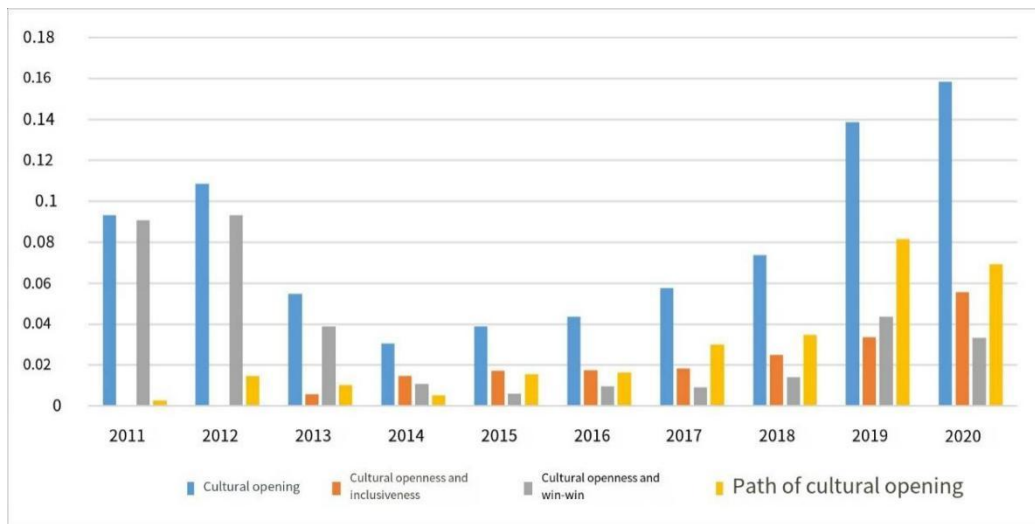
Figure 5 Cultural Opening Level of High-Quality Development of Rural Revitalization in Ganzhou Old Revolutionary Base Area from 2011 to 2020

As can be seen from Figure 2-5, there are significant differences in the overall level of cultural opening up in Ganzhou old revolutionary base areas. In terms of win-win cultural opening and path of cultural opening, it shows that since the implementation of Several Opinions and the rural revitalization strategy, cultural resources in Ganzhou Old Revolutionary Base areas have been fully integrated, and the degree of cultural construction and cultural education opening has been improved from quantitative to qualitative, but the overall development is slow. Ganzhou old revolutionary Base area has a deep cultural heritage and is highly inclusive. It gives full play to its characteristic heritage advantages to promote the development of rural cultural industry, promotes the quantitative and qualitative improvement of rural cultural opening, and realizes the prosperity of rural culture. There is still a lot of room for progress.

3.3.5 Analysis of coordinated governance level of rural revitalization and high-quality development in Ganzhou old revolutionary base area

The coordinated governance level is specifically divided into three sub-systems: coordinated economic development, coordinated grass-roots governance and coordinated environmental governance. It is consistent with the coordinated governance level dimension in three aspects: coordinated economic development, coordinated grass-roots governance and coordinated environmental governance, and shows an upward trend from 2011 to 2020.
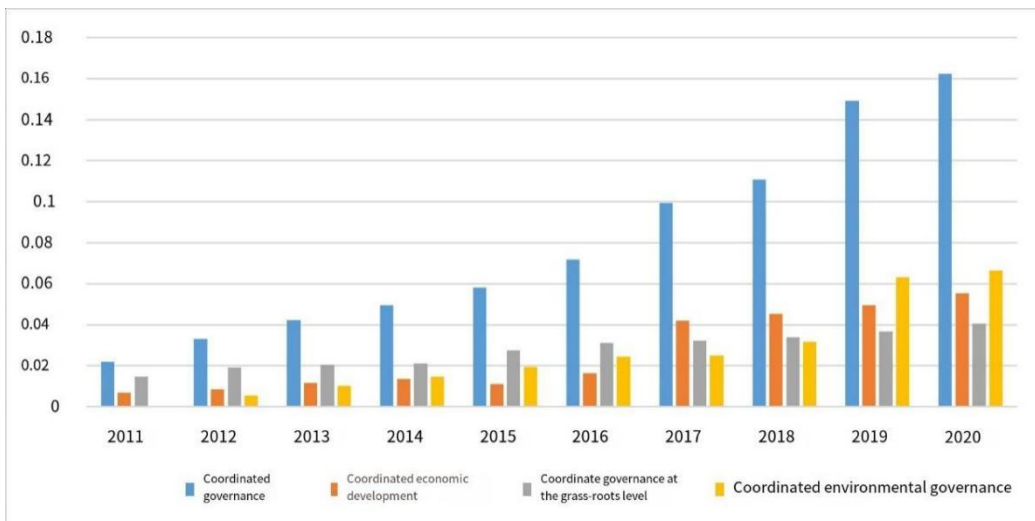

Figure 6 Coordinated Governance Level of High-Quality Development of Rural Revitalization in Ganzhou Old Revolutionary Base Area from 2011 to 2020

As can be seen from Figure 6, the coordinated development level of rural governance in Ganzhou old Revolutionary Base area has been steadily improved, but there is a huge room for improvement. The promulgation of several Opinions, the determination to win the battle against poverty and a series of rural revitalization policies, together with the revolutionary spirit deeply rooted in the people of the southern Revolutionary Old base area, have laid a solid foundation for rural governance in Ganzhou old revolutionary base Area. However, in the new era, to comprehensively promote rural revitalization to achieve agricultural and rural modernization, coordinate the rural "five-in-one" construction, improve the modern rural governance system to promote the modernization of rural governance, it is also

necessary to coordinate all forces to help the rural revitalization and high-quality development of continuous efforts.

3.3.6 Analysis on the sharing level of high-quality development achievements of rural revitalization in Ganzhou old Revolutionary Base Area

The level of achievement sharing is divided into three sub-systems: co-construction and co-development, mutual benefit of development, and sharing of people's livelihood. In terms of co-construction and co-sharing and co-development and co-development and co-development, it shows a trend of first decline and then increase from 2011 to 2020. In terms of reciprocity of development results and sharing of people's livelihood results, both showed an upward trend from 2011 to 2020.
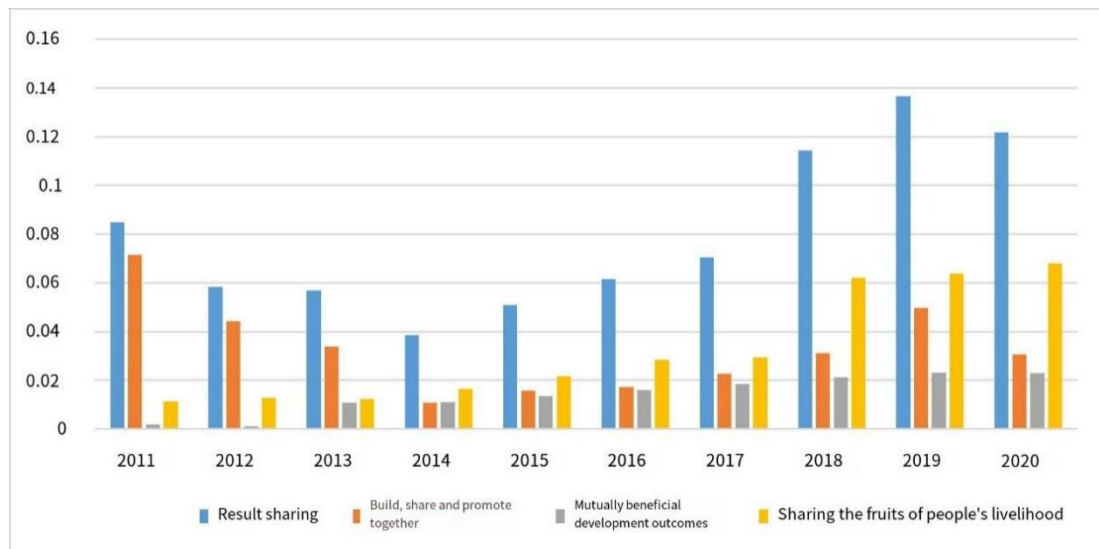

Figure 7 Sharing of High-Quality Development Fruits of Rural Revitalization in Ganzhou Old Revolutionary Base Area from 2011 to 2020

As can be seen from Figure 7, the rising trend of achievement sharing in Ganzhou old revolutionary base area is not obvious, the situation of co-construction, sharing and co-promotion has not been fully formed, and the co-construction, sharing and co-promotion in livelihood areas such as income distribution system, public service system, social security system, employment promotion system, and people's health promotion policy cannot be achieved overnight. The formation of the situation that the development fruits are shared by the people needs the sustained support of policies.

4 OPTIMIZATION OF HIGH-QUALITY DEVELOPMENT PATH FOR RURAL REVITALIZATION IN GANZHOU OLD REVOLUTIONARY BASE AREA

As a typical revolutionary old base area in the new era, Ganzhou Revolutionary old base Area should base itself on the new development stage, fully and accurately implement the new development concept, serve and integrate into the new development pattern, promote high-quality rural development, strive to build "national high-quality development demonstration area of old revolutionary base area", and accelerate the construction of common prosperity pilot area of old revolutionary base area. Taking into account the "characteristics of the new era and the characteristics of southern Ganzhou", in line with the requirements of the development stage and regional characteristics, highlighting innovative, green, open, coordinated and shared development, multidimensional efforts and multiple measures, based on the innovative development concept, promote industrial integration and consolidate the development momentum, and vigorously develop the rural real economy to promote the high-quality development of agricultural modernization; Establish the concept of green development, activate development factors to improve development efficiency, give full play to the advantages of green resource endowment to promote the quantification of ecological value; Practice the concept of cultural openness, highlight the source culture to create a plateau of cultural openness, and carry forward the red gene to promote cultural prosperity; Uphold the concept of coordinated development, strengthen policy support to optimize the governance environment, improve the governance level and promote the harmony and order of rural society; Firmly share the concept of development, promote the sustainable and stable increase of farmers' income and improve the quality of life, create a high-quality development of rural revitalization "Ganzhou model", and constantly improve the level of agricultural and rural modernization in Ganzhou old revolutionary base area.

4.1 Based on the Concept of Innovative Development, Promote Industrial Integration and Consolidate the Development Momentum, and Vigorously Develop the Rural Real Economy to Promote the High-Quality Development of Agricultural Modernization

Based on the concept of innovative development, drive the industrial development of Ganzhou old Revolutionary Base area with innovation, control the overall rural development strategy in the region, strengthen agricultural science and technology innovation and modern facilities and equipment upgrading, guided by the concept of "smart agriculture",

relying on the "industrial chain long system", combined with the construction of "1+3+N" modern agricultural industrial system in Ganzhou old Revolutionary Base Area. Focus on the development of new agricultural machinery manufacturing industry covering the whole industrial chain, gradually occupy the high-end of the industrial chain, and enhance the comprehensive competitiveness of modern agricultural industry. In combination with the construction of digital countryside, we will create high-end rural service industries, vigorously develop new agriculture-related business forms and models such as digital agriculture and rural e-commerce, and focus on strengthening the development of new agricultural machinery manufacturing. Focusing on the characteristic industries of the rural real economy, make use of resources, promote the play and transformation of characteristic resource advantages from multiple angles and levels, clarify the objectives of each county, as well as the integration of funds, industrial layout and project arrangement, optimize and integrate innovation resources, and accelerate the construction of innovation platforms in accordance with the idea of "one county, one industry". Form a collaborative innovation system with enterprises as the main body, the market as the guide, the combination of industry, university and research, and the coordinated development of industrial parks, and promote the value chain of characteristic industries from the low-end to the medium and high end. We will continue to build bases for scientific and technological innovation and transformation, demonstration of science and technology, and personnel training, and modernize the entire industrial chain.

4.2 Foster the Concept of Green Development, Activate Development Factors to Improve Development Efficiency, and Fully Leverage the Advantages of Green Resource Endowments to Quantify Ecological Value

Firmly establish the concept of green development, follow the laws of agricultural production, pay attention to regional characteristics, fully activate the factors of rural development (labor, land, capital, etc.) to enhance the dual efficiency of rural development, continue to promote the green development of agriculture, and take ecological environment friendliness and resource utilization as the guide to promote the formation of green agricultural production methods. To reduce inputs, make production clean, recycle waste and make industrial models ecological; We will strengthen the protection and economical utilization of resources, implement and improve the system of balance between the appropriation and subsidy of cultivated land, implement classified management of agricultural land, strengthen the protection of limited protection of cultivated land, and reduce the intensity of development and utilization of cultivated land. We will promote cleaner agricultural production and strengthen standardized management of agricultural inputs. Continue to promote the upgrading of green and organic geographical indication agricultural products with regional characteristics, focus on serving the overall situation of agriculture, rural areas and farmers, adhere to the unity of economic, ecological and social benefits of green and organic landmark agricultural products, promote the organic unity of economic value, ecological value and social value of ecological resources, and establish a smart agricultural system covering green and organic geographical indication agricultural products plantations. Lay out a complete ecological industrial chain of green organic geographical indication agricultural products with regional characteristics, give full play to the advantages of green resource endowment, scientifically quantify the value of regional ecological resources to enable rural revitalization, and achieve a "win-win situation" of ecological optimization, industrial development, and mass enrichment.

4.3 Practice the Concept of Cultural Opening, Highlight the Source Culture to Create a Highland of Cultural Opening, Inherit the Red Gene to Promote Cultural Prosperity

To practice the concept of cultural openness, improve the system of public cultural services, promote the control of county-level libraries and cultural centers, give full play to the radiating role of county-level public cultural institutions, strengthen the construction of comprehensive cultural service centers at the grassroots level, achieve full coverage of public cultural services in rural areas, and improve service efficiency. Rebuild the rural cultural ecology of Ganzhou old revolutionary base area, take both form and spirit as the guidance, protect the original architectural style and village layout of the old rural area, integrate red cultural elements into the rural construction, dig deep into the historical charm, promote the beauty of humanity, reshape the poetic and leisurely cultural environment and the living environment of green fields and grass, reproduce the original pastoral scenery and nostalgia, and enrich the rural cultural patterns. Promote the integrated development of culture and tourism industry, promote the integration and improvement of various elements and links of culture and tourism industry, give full play to the red cultural advantages, natural advantages and geographical advantages of the Soviet area, make good use of cultural relics and monuments, geographical features and intangible cultural heritage in southern Jiangxi, create a red cultural position, and adhere to the two-way interaction between the development of red culture and tourism industry. Accelerate the integration of business forms, industries, markets and services, make efforts in cultural facilities, cultural activities and cultural services, stimulate the creative inspiration of red culture, enrich the connotation of red culture, express the thoughts and feelings embodied in red culture, introduce new products and services with the characteristics of red culture and tourism, and better meet the spiritual and cultural needs of the people. To lead the development of cultural and tourism industry with the practical needs of the people, promote the inheritance of red culture and promote the prosperity of culture.

4.4 Uphold the Concept of Coordinated Development, Strengthen Policy Support to Optimize Governance Environment, Improve Governance Level and Promote Harmony and Order in Rural Society

Uphold the concept of coordinated development, gather forces from all aspects of rural society, empower rural

governance, provide a good development environment for promoting rural revitalization in old revolutionary base areas, and fully activate the vitality of rural revitalization. Strengthen policy support, improve the system of grass-roots governance organizations with grass-roots Party organizations as the core, uphold the core leadership position of rural integrated party organizations, deepen the practice of villagers' self-governance, strengthen the construction of rural mass self-governing organizations, promote the construction of rural rule of law, carry out in-depth publicity and education activities to introduce laws into villages, improve people's literacy in rule of law, and enhance the level of rural moral governance. Dig deeply into the moral norms contained in the rural acquaintance society and make innovations in accordance with the requirements of The Times; Mobilize all forces, integrate all kinds of resources, strengthen various measures, carry out in-depth concentrated remediation of human settlements and sanitation, and comprehensively improve the quality of rural human settlements; Formulate and improve a number of employment policies and systems, achieve "talent landing" that is, "policy landing", set good posts and positions, use the right talent to achieve the matching of people and posts, mobilize the enthusiasm of talent work, lay a solid and deep foundation for the use of good talent, create a first-class environment for talent development, so that every talent can shine in the right position, Maximize the potential value of talents, nurture the "reservoir" of rural revitalization talents, and guarantee the reserve of talents. To improve rural governance and promote social harmony and order in rural areas.

4.5 Firmly Adhere to the Concept of Shared Development, Promote Sustainable and Stable Increase of Farmers' Income and Improve their Quality of Life, and Create a "Ganzhou Model" for High-Quality Development of Rural Revitalization

We should firmly adhere to the concept of shared development, broaden the channels for farmers to increase their income, and ensure sufficient internal driving forces for farmers to increase their income and steady income growth. We will promote the flow of factors such as human flow, logistics and capital flow between urban and rural areas through the whole value chain of industries in the context of urban and rural spatial development, and promote integrated development between urban and rural areas. We will improve the system of basic public services, raise the level of public services, make them more balanced and feasible, jointly contribute to and share the fruits of development, and continue to improve people's well-being and ensure the quality of life. In combination with the resource endowment and characteristic advantages of villages in Ganzhou old Revolutionary Base Area, model villages such as "thriving industry, increasing farmers' income", "green", "profit" integration, "rich" and "beautiful" double income", "cultural and tourism integration, cultural inheritance", "urban-rural integration, Jiangxi talent return" should be built according to local conditions. To promote the rich villages, beautiful villages, Wenchang villages, thick "governance" villages and other rural revitalization high-quality demonstration sites and demonstration belt that can be promoted and people benefit, and build the "Ganzhou model" of rural revitalization and high-quality development in the old revolutionary base area.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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CONSTRUCTING A PRACTICAL TEACHING SYSTEM FOR NEW BUSINESS DISCIPLINES IN THE DIGITAL ECONOMY ERA

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Abstract: The rapid development of the digital economy has accelerated the digital transformation of enterprises and significantly altered the demand for new business talents. Practical teaching plays a crucial role in the cultivation of business professionals. Therefore, the construction of a practical teaching system for new business disciplines directly impacts the quality of business talent development. This paper analyzes the new requirements for business talents brought about by the digital economy from the perspectives of knowledge, skills, and competencies. It explores the shortcomings of traditional business practice teaching systems and proposes a comprehensive practical teaching system. This system includes course design, teaching methods, practical teaching resources, evaluation and feedback mechanisms, and support mechanisms, aiming to cultivate high-quality business talents that meet the needs of the digital economy.

Keywords: Digital economy; New business disciplines; Practical teaching system; University-industry cooperation

1 INTRODUCTION

The scale of China's core digital economy industries continues to grow steadily, with their added value accounting for an increasing proportion of GDP. In 2023, the added value of the core industries of the digital economy is expected to exceed 12 trillion yuan, accounting for about 10% of GDP. The integration of digital technology with the real economy is accelerating, becoming a new driving force for the growth of the digital economy. This digital economy drives the continuous emergence of new demands, new models, and new business forms, reshaping corporate organizational structures and management models. Traditional enterprise management is facing transformation and upgrading, as existing management theories and practices can no longer meet the needs of the current era, necessitating an urgent overhaul.

In the digital economy era, the acceleration of enterprises' digital transformation has led to changes in the demand for new business talents, further driving the depth and intensity of reforms in business education. The quality of new business talent supply has become a key factor in achieving enterprise digital transformation. Practical teaching is a crucial component and essential tool in cultivating new business talents. Therefore, constructing a practical teaching system for new business disciplines is critical to ensuring that the supply of new business talent in the digital economy era precisely meets industry demands, ultimately determining whether the goal of cultivating application-oriented digital business talents can be achieved.

2 LITERATURE REVIEW

The digital economy has significantly transformed the business landscape, leading to a strong demand for new types of business talent. Digital transformation affects various aspects of enterprises, including labor and social relations, marketing and sales, and technology [1]. As the demand for new types of talent continues to grow, innovative talent cultivation and education methods are essential to meet the ever-evolving requirements of the digital economy.

Practical teaching plays a crucial role in developing students' practical skills and innovative abilities. Teng et al. explored practical teaching models in university advertising courses, emphasizing that teaching should align with market demands and students' graduation goals[2]. Han Xiaoming studied the application of internet technology in innovative political theory teaching, stressing the need to clarify the fundamental principles of practical teaching and enhance theoretical understanding. Yang et al. proposed an artificial intelligence-based practical teaching model for cultural industry management, highlighting the role of AI in promoting personalized and collaborative learning experiences[3].

However, traditional practical teaching models in business education face various challenges in today's educational environment. Lopez et al. discussed how computer classrooms and electronic networks reshape collaboration in business communication courses, opening new possibilities for collaborative activities beyond group interactions[4]. Hilletofth et al. introduced the application of ERP systems in logistics courses, suggesting a combination of traditional and modern methods for effective learning. Zheng et al. proposed a machine learning-based computer-assisted teaching method for software testing courses, aiming to enhance teaching content and case studies through innovative technology[5]. As the business landscape evolves, Kaoxun et al. emphasized the importance of business model

innovation for new enterprises to thrive in a competitive environment. Li Sheng explored changes in retail formats and the necessity of cultivating application-oriented e-commerce talent suited for the intelligent new retail era.

Wu et al. examined the reform of talent cultivation models in economics universities to meet the demands of the digital economy[6]. They proposed various strategies, including redesigning talent cultivation programs, enhancing practical teaching content related to the big data economy, and creating teaching scenarios under the digital economy. Kwiliński et al. focused on the management of logistics activities in agricultural enterprises within the digital economy, aiming to improve efficiency through the digitization of business processes[7]. Industry-education integration has become a critical component of talent development across various fields. Shang Xiaoming discussed the importance of optimizing cultivation models and building an integrated talent cultivation mechanism for innovation and entrepreneurship to adapt to the "Internet+" era. Practical teaching plays an important role in this integration. Wang Xiaoming emphasized the need to enhance students' operational abilities through a practical teaching model that integrates industry and education. Additionally, Wang Xiaoming et al. explored constructing a practical education system for cultivating innovative application-oriented talent under industry-education integration, highlighting the importance of practical education in talent cultivation. Bian et al. emphasized the importance of practical indicators in vocational ability evaluation systems from the perspective of industry-education integration, pointing out the need to balance industry-centered practical skills and education-centered knowledge skills[8-9].

Therefore, exploring a new business practical teaching system in the context of the digital economy has significant theoretical and practical implications.

3 NEW REQUIREMENTS FOR BUSINESS TALENTS IN THE DEVELOPMENT OF THE DIGITAL ECONOMY

The development of the digital economy has put forward new requirements for business talents, which are reflected in a number of aspects, including interdisciplinary knowledge, innovation ability, big data analysis ability, data literacy and internationalization vision, etc.

3.1 New Knowledge - Interdisciplinary Knowledge

The digital economy necessitates that new business talents not only master fundamental business knowledge but also break through disciplinary boundaries to acquire interdisciplinary professional and general knowledge. Additionally, they need to understand basic technological concepts, particularly in emerging technologies such as artificial intelligence, block-chain, and the Internet of Things. This equips business talents with the ability to collaborate across disciplines and effectively communicate and cooperate with personnel from technology, marketing, operations, and other departments, collectively driving the digital transformation of enterprises.

3.2 New Capabilities - Innovation and Big Data Analytics

Driven by the digital economy, new business disciplines emphasize the integration of traditional business studies with information technology and stress alignment with local industry development. Therefore, new business talents need to possess practical innovation capabilities and big data analysis skills. They should be proficient in using various digital tools and platforms, such as data analysis software (Python, R, Tableau), project management tools (JIRA, Asana), and enterprise resource planning systems (ERP).

3.3 New Literacy - Data Literacy

The digital economy fosters deeper interdisciplinary integration across various sectors, enhancing informationization and digitalization, and transforming methods of knowledge acquisition. Technological advancements bring new changes and integrations to business-related professions, requiring students to possess composite professional abilities. In this context, the cultivation of new business talents should focus on developing foundational thinking logic and cognitive abilities based on the digital economy. They should form new understandings of new technologies, new sciences, and new professions, quickly adapt to technological and market changes, and possess the ability to work in uncertain environments. Moreover, they need to have strong problem-solving skills, enabling them to swiftly find effective solutions in complex business environments.

In summary, the digital economy sets higher comprehensive quality standards for business talents, encompassing various dimensions of knowledge, skills, and competencies. These requirements aim to cultivate new business talents capable of adapting to and leading the development of the digital economy.

4 ISSUES IN TRADITIONAL BUSINESS DISCIPLINE PRACTICAL TEACHING SYSTEMS

4.1 Inadequate System of Interdisciplinary Practical Courses and Projects

Traditional business discipline practical course systems are hampered by disciplinary barriers, resulting in a lack of development. Each discipline and specialty operates independently, without comprehensive planning or top-level design.

Interdisciplinary and cross-faculty course systems such as "Business + Science," "Business + Engineering," "Business + Big Data," and "New Technology + Business" have not been effectively implemented.

4.2 Insufficient Coordination and Sharing of Teaching Resources

The practical teaching system, which should be based on competency training, is incomplete due to inadequate collaborative innovation. Coordination of internal and external resources and online platforms is insufficient. The design and arrangement of interdisciplinary integrated practical teaching lack comprehensive planning, leading to students' inadequate ability to use new thinking and technologies to solve real-world problems.

4.3 Inadequate Practical Teaching Capabilities

Many business faculty members lack actual work experience in enterprises or industries, making it difficult for them to provide real cases and practical guidance in their teaching. Additionally, they are not proficient in new technologies and cannot incorporate the latest technological advances into practical teaching. Without a strong interdisciplinary and cross-professional knowledge background, some teachers struggle to effectively integrate multidisciplinary knowledge when designing practical courses, resulting in monotonous course content that fails to cultivate students' comprehensive application abilities.

4.4 Inaccurate Practical Teaching Quality Monitoring System

The practical teaching quality monitoring system lacks intelligence and precision due to insufficient digital empowerment. The system suffers from "information islands" and "data barriers," preventing intelligent monitoring, accurate feedback, and dynamic improvement. This leads to inefficient monitoring and enhancement of teaching quality.

5 CONSTRUCTING A NEW BUSINESS PRACTICAL TEACHING SYSTEM DRIVEN BY THE DIGITAL ECONOMY

The development of the digital economy not only changes how enterprises operate but also imposes higher and more comprehensive requirements on business talents. Business education must keep pace with these changes, continuously updating and improving training systems to cultivate high-quality talents that meet the demands of the digital economy. Given that business is a highly practical discipline, practical teaching becomes especially important in nurturing outstanding business talents. In the digital economy era, constructing a new business practical teaching system requires comprehensive consideration of course design, teaching methods, practical resources, evaluation mechanisms, and other aspects to adapt to the trends of digitization, intelligence, and globalization.

5.1 Establishment of a Diversified Curriculum

Universities should strengthen interdisciplinary integration, breaking down barriers between disciplines to broaden the knowledge scope of new business talents. This ensures a comprehensive understanding of learned knowledge and practical content, cultivating diversified business talents driven by technology.

5.1.1 Offering technology application courses
Courses such as Python, block-chain technology, and artificial intelligence help students understand and apply the latest technologies.

5.1.2 Offering courses integrating data science and business
Courses like quantitative finance, big data marketing, intelligent accounting, and business data analysis cultivate students' data processing and analysis abilities.

5.1.3 Offering professional practical case courses
Through the study and analysis of real business cases, students develop innovative thinking and entrepreneurial abilities, enhancing their problem-solving skills.

In the digital economy era, practical teaching and theoretical teaching content are no longer distinct but integrated. Teaching venues are not limited to physical spaces but utilize online and offline resources, adopting a learn-and-practice approach.

5.2 Innovating Teaching Methods

5.2.1 Project-based learning
Design comprehensive practical projects that are interdisciplinary and cross-professional. Students engage in company operations and decision-making in virtual environments, helping them master knowledge and skills from different fields, thereby enhancing their overall competence. Teamwork in these projects improves analytical, problem-solving, and collaboration skills.

5.2.2 Experiential learning

In the first year, organize professional cognition internships where students visit enterprises, factories, and markets to understand actual business operations and management.

In the second and third years, involve students in role-playing through big data intelligent training platforms, simulating various job positions and work scenarios in enterprises.

In the fourth year, arrange internship positions where students independently complete job responsibilities in real business settings. This experience not only tests their school learning but also extends and enhances it.

5.2.3 Competition-teaching integration

Host various competitions to integrate teaching with competition, promoting learning through contests. Students improve their technical abilities in research preparation, data analysis, and new media use during competition preparation. Competitions create real scenarios for solving digital problems, enriching and innovating the professional curriculum system, and enhancing the quality of technology-driven new business talent cultivation.

5.3 Enhancing Practical Teaching Resources

Practical teaching resources are divided into on-campus laboratories and off-campus industry-academic cooperation education bases. Connecting internal and external resources and achieving resource sharing can significantly improve the quality of practical teaching and talent cultivation.

5.3.1 On-campus laboratories

The new business on-campus laboratories are mainly composed of machine rooms and teaching software, and are divided into three main categories according to the different functions realised. One is the construction of data labs, such as ERP labs and quantitative investment labs, equipped with advanced hardware equipment and data processing software and professional teaching software. The second is the establishment of on- and off-campus training bases, such as physical simulation sand table laboratories, etc., which simulate the real business environment and provide a comprehensive practice platform. Third, the construction of virtual simulation laboratory, combined with professional characteristics and advantages of the development of virtual simulation courses, the use of virtual reality technology, to provide realistic business scenarios and situations, students can carry out real business practice operations and decision-making in the virtual environment. This kind of practical learning helps students apply theoretical knowledge to practical problems and enhances their practical operation and problem-solving abilities.

5.3.2 Off-campus industry-academic cooperation education bases

Universities should establish industry-academic cooperation bases with leading enterprises, addressing the lack of digital teaching resources and practical venues. This collaboration allows students to gain practical work experience and understand new business requirements. Corporate executives and industry experts can share knowledge and experience in classrooms, while professional teachers can enhance their practical teaching capabilities through consulting and training projects with enterprises.

5.4 Establishing a Scientific Evaluation and Feedback Mechanism

5.4.1 Establishing a diversified evaluation system

Practical teaching evaluation should combine qualitative and quantitative methods, focusing on both teaching outcomes and process evaluation. Practical outcomes include project reports, lab reports, case analysis presentations, and virtual simulation project data. Teachers should also evaluate students' performance during the practical teaching process, including their participation, teamwork skills, innovation, and problem-solving abilities.

5.4.2 Establishing a timely and effective feedback mechanism

Instructors and industry mentors should provide timely feedback on students' practical performance, helping them identify shortcomings and make improvements. Students should also be encouraged to provide feedback on the practical teaching process and content. Universities should leverage big data platforms to develop internship and training management systems, allowing dynamic evaluation based on teaching data monitoring and analysis.

Additionally, universities should leverage big data platforms to develop and use internship and training management platforms and thesis management systems that align with the digital era. A dynamic evaluation method based on teaching data monitoring and analysis is more scientific and reasonable, providing timely and efficient feedback and highlighting the necessity of enhancing data analysis and application skills.

5.5 Enhancing Practical Teaching Support

5.5.1 Increasing financial support

Universities should formulate relevant policies to support and promote the construction and implementation of new business practical teaching systems, particularly by increasing funding for practical teaching. Most practical teaching in new business disciplines requires simulating business scenarios to help students understand and become familiar with business operations and management skills, thereby enhancing their practical abilities. Therefore, practical teaching needs dedicated training venues, hardware equipment, and teaching software, all of which must be continuously updated in line with the times.

As societal demands for new business talents evolve, teachers also need to continually upgrade their knowledge structures and practical abilities. To this end, universities should regularly provide practice-oriented training for

teachers or send them for further study, which also requires financial support. Additionally, organizing student field trips to enterprises or guiding students in academic and technological competitions also requires dedicated funding.

With the assurance of specialized funding, the effective organization of various activities and the achievement of results will be facilitated.

5.5.2 Building a high-quality "dual-qualified" teaching team

In the digital economy era, enhancing the practical teaching abilities of the "dual-qualified" teacher team is crucial. These teachers need solid theoretical knowledge, rich practical experience, and strong teaching abilities. Improving incentive mechanisms can encourage teachers to focus on practical teaching. Strengthening faculty training in areas such as commercial big data analysis and application, and practical training at "dual-qualified" cooperation bases, can enhance their digital teaching, practical guidance, and societal service abilities. Building university-industry cooperation platforms helps teachers continually improve their practical abilities, enhancing teaching effectiveness and cultivating high-quality business talents for the digital economy.

6 CONCLUSION

Practical teaching must align closely with enterprise needs, especially amid the digital transformation where there is a pressing demand for talents with digital skills. Constructing a new business practical teaching system in the digital economy era is essential. This involves efforts in five key areas: establishing a diversified curriculum system, innovating teaching methods, enhancing practical resources, creating a scientific evaluation and feedback mechanism, and strengthening practical teaching support. These measures will effectively improve students' comprehensive qualities and practical abilities, cultivating high-quality business talents that meet the evolving needs of the digital economy.

COMPETING INTERESTS

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REFORM AND EXPLORATION OF NETWORKED TEACHING IN APPLICATION-ORIENTED PRIVATE UNIVERSITIES

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Abstract: With the rapid development of information technology such as the Internet, the Internet of Things, and big data, the network has become an important tool for modern education, and the deep integration of "Internet + education" has been widely used in the field of education. As an important part of China's higher education system, application-oriented private colleges and universities are also actively exploring the mode and method of networked teaching in order to promote the high-quality development of the school. This paper analyzes the current situation of networked teaching in application-oriented private universities, and puts forward the key factors to promote teaching reform, including the optimization of teaching content, the innovation of teaching methods, and the professional development of teachers. Finally, this paper summarizes the challenges faced by the reform and exploration of networked teaching in application-oriented private universities, and puts forward corresponding countermeasures.
Keywords: Application-oriented private universities; Networked teaching; Pedagogical reform

1 INTRODUCTION

With the rapid development of information technology such as the Internet, the Internet of Things, and big data, the network has become an important tool for modern education, and the deep integration of "Internet + education" has been widely used in the field of education. As an important part of China's higher education system, application-oriented private colleges and universities are also actively exploring the mode and method of networked teaching to improve the quality of teaching and cultivate high-quality talents to meet the needs of society. According to Catherine Hales's research, the attention of contemporary adolescents has undergone a "cross-generational change from deep attention to super attention", and "super attention has four characteristics: rapid shift of focus, preference for multiple information, pursuit of strong stimuli, and extremely low tolerance for monotony". In this case, according to the characteristics of application-oriented private colleges and universities and the learning methods and habits of contemporary young students, how to use network technology to optimize the teaching effect of application-oriented private colleges and universities has become an urgent problem to be solved.

2 ANALYSIS OF THE CURRENT SITUATION OF NETWORKED TEACHING IN APPLICATION-ORIENTED PRIVATE UNIVERSITIES

2.1 Advantages of Networked Teaching

Online teaching can provide a more flexible way of learning, and the reason for this is that it can transcend geographical limitations. Networked teaching can break through the limitations of time and space, and learners can use fragmented time to learn independently through portable electronic devices, which not only expands the space of education and teaching, but also effectively integrates fragmented time to maximize the benefits of time utilization[1]. Students can arrange self-directed learning according to their own time and place, improving their autonomy and initiative in learning[2]. In addition, online teaching can also provide richer teaching resources and diversified learning methods to enhance students' learning effectiveness. So as to better meet the learning needs of contemporary college students.

2.2 The Promotion of Networked Teaching in Application-Oriented Private Colleges and Universities

At present, application-oriented private colleges and universities have begun to promote networked teaching. Information technology has fully promoted the development and reform of education, and the development trend of digitalization, networking, intelligence, and multimedia in education is improving[3]. Some schools have set up online teaching platforms, such as Xuetong, Flipped Classroom, Wisdom Tree, etc., to provide online teaching resources and learning support, and students can learn through the Internet. In addition, some schools offer online courses in order to better teach the curriculum and realize the full integration of "Internet + education".

3 KEY FACTORS IN PROMOTING THE REFORM OF NETWORKED TEACHING IN APPLICATION-ORIENTED PRIVATE UNIVERSITIES

In order to promote the reform of networked teaching in application-oriented private universities, it is necessary to start from the aspects of ideological attention, policy support, teacher training, and teaching reform.

First, ideological attention: school leaders should attach importance to networked teaching ideologically, fully realize the important role of networked teaching in improving teaching quality and promoting educational equity, and actively promote the reform of networked teaching.

Second, policy support: schools should formulate corresponding policies to provide support for the reform of online teaching, such as providing funding, technical support, teacher training, etc.

Third, teacher training: schools should strengthen the training of teachers and improve their networked teaching ability[4], so that they can better use networked teaching tools and methods, so that they can better adapt to the networked teaching environment and improve the quality of teaching.

Fourth, resource construction: application-oriented private colleges and universities need to optimize teaching content, develop diversified learning resources, and provide personalized learning experience. Schools should strengthen the construction of teaching resources, including online courses, teaching platforms, and teaching resource libraries, to provide necessary support for online teaching[5].

Fifth, teaching reform: schools should actively promote the reform of networked teaching, and explore teaching models and teaching methods suitable for their schools, such as flipped classrooms, MOOCs, SPOCs, etc., to improve the quality of teaching. Teaching methods need to be innovative, introducing case teaching, interactive teaching and other methods to increase students' participation and practical ability.

Sixth, evaluation mechanism: the school should establish a corresponding evaluation mechanism to evaluate the effect of networked teaching, find problems in time and improve them. The above points are the key factors to promote the reform of networked teaching in application-oriented private universities, and only by comprehensively promoting the reform of these factors can we better achieve the goal of networked teaching.

4 CHALLENGES AND COUNTERMEASURES FOR THE REFORM AND EXPLORATION OF NETWORKED TEACHING IN APPLICATION-ORIENTED PRIVATE UNIVERSITIES

4.1 Challenges

4.1.1 Insufficient technical support
Networked teaching requires good technical support, including the construction and maintenance of teaching platforms, the development and management of online teaching resources, etc. However, there are deficiencies in the technical support of application-oriented private universities, which leads to the limitation of the promotion and implementation of networked teaching. In addition, the lack of technical support has also led to the limitation of teaching resources, the construction of teaching resources is not perfect enough, and the lack of diversified learning resources has limited the learning experience of students. At the same time, the construction of teaching resources requires a lot of investment and support, and it is necessary to increase the investment of funds and technology[6], and the shortage of special funds has also become an important factor affecting technical support.

4.1.2 Insufficient construction of teaching staff
Networked teaching requires a team of teachers to design and guide instruction. However, there are deficiencies in the construction of faculty in application-oriented private universities.

1)   Lack of professional teachers
In many schools, the implementation of online teaching reform requires a team of professional teachers to promote it. However, some schools may lack professional teachers with the knowledge and skills to teach online, which may limit the advancement of the reform of online teaching.

2)   Teachers' technical ability is insufficient
Online teaching requires teachers to have certain technical skills, such as how to use online teaching platforms, how to create online courses, etc. If teachers lack these skills, they may not be able to effectively implement networked teaching reforms.

3)   The role of teachers has changed
The reform of networked teaching requires teachers to transform from traditional knowledge transmitters to builders and supporters of learning environments. This means that teachers need to have a wider range of competencies, including curriculum design, learning support, problem solving, and more. Without this role shift, teachers may not be able to effectively implement networked teaching reforms.

4.1.3 Students have distinct personalities
The core concept of constructivist theory is "student-centered", which subverts the traditional teaching model, shifts the initiative of learning from the teacher to the student, and gives students personalized design based on their own learning situation and knowledge mastery, so that students can learn better[7]. Online teaching has brought a new "way of survival" to this model, but it is also limited by the actual situation of students. As Internet natives, the new youth has changed dramatically from the young people of the past. The rapid development of the Internet has provided more learning resources and ways for college students, who can obtain various learning materials through the Internet and choose according to their needs and interests. At the same time, students' learning habits and learning styles also need to adapt to the characteristics of online teaching.

4.2 Corresponding Countermeasures Taken

4.2.1 Strengthen technical support

Application-oriented private colleges and universities should strengthen the construction and maintenance of teaching platforms and provide a stable and reliable online teaching environment. At the same time, it is necessary to increase the training and introduction of technical support personnel to improve technical support capabilities. Schools can set up a dedicated networked teaching reform task force or team to provide teacher training and technical support, including online courses, teaching resources, teaching strategies, etc. In addition, schools can also access more specialized technical support and training resources by partnering with educational technology companies.

4.2.2 Strengthen the construction of teachers

Application-oriented private colleges and universities should increase the training of teachers and improve their online teaching ability. The construction of the teaching staff can be strengthened by introducing professional online teaching talents and carrying out training courses. First, recruit and train professional teachers. Schools can recruit professional teachers with the knowledge and skills to teach online, or provide training and support to existing teachers to help them master these skills; Second, improve the technical skills of teachers. Schools can provide online courses, seminars, workshops and other training resources to help teachers master the techniques and methods of online teaching. Furthermore, it promotes a change in the role of teachers. Schools can organise teaching seminars, training sessions, etc., to help teachers understand the importance of new teaching concepts and role changes, and provide relevant support resources.

4.2.3. Promote personalized instruction

Carry out online and offline hybrid teaching mode to promote personalized teaching. The online and offline hybrid teaching mode allows students to choose their favorite courses online, and students' online independent learning is also closely related to students' subjective initiative. Teachers can give evaluations to students, and students can also conduct self-assessments, which can give students a comprehensive picture of their own learning. In addition, hybrid teaching can collect student learning data through an online platform, and realize personalized teaching based on the results of data analysis and commentary.

5 CONCLUSIONS

The reform and exploration of networked teaching in application-oriented private colleges and universities is not only to meet the needs of the development of the times, but also an important way to improve the quality of teaching. In the process of promoting the reform of networked teaching, application-oriented private colleges and universities need to strengthen technical support and faculty construction, adopt online and offline hybrid mode of teaching, promote personalized teaching, and promote networked teaching to achieve better results in application-oriented private universities.

COMPETING INTERESTS

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AN EXPLORATION OF THE PRACTICE OF MENTAL EDUCATION FOR HIGHER VOCATIONAL STUDENTS FROM THE PERSPECTIVE OF LIFE EDUCATION

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Abstract: In recent years, We have consistently adhered to the educational philosophy of "health first," implemented the educational policy that combines mental health education with life education, and addressed the frequent occurrence of the "four lacks" phenomenon among students in higher vocational colleges: lack of motivation in learning, lack of interest in the real world, lack of social skills, and lack of a sense of life value. Based on a precise understanding of the current social development trend and the dynamics of student thinking, we creatively integrate life education into mental health education. By introducing life education into the scope of mental health education, we promote life education in classrooms, dormitories, and hearts through the implementation of mental health education courses. We have established a "Four Navigation Integrated" system for mental health education, where teachers guide, courses lead, monitoring navigates, and hotlines escort, effectively establishing a long-term mechanism to eliminate the "four lacks" phenomenon. We continuously guide students to develop positive psychological qualities, to cherish life, and to love life, laying a solid foundation for cultivating generations of skilled craftsmen who are valuable and capable of undertaking heavy responsibilities in the socialist modernization construction.
Keywords: Higher vocational college students; "Four Lacks" phenomenon; Perspective of life education; Psychological issues; Intervention measures

1 INTRODUCTION

Promoting the physical and mental health as well as the comprehensive development of students is a major issue of concern for the people, and society. Recently, the Ministry of Education and 17 other departments issued the "Special Action Plan for Comprehensive Strengthening and Improvement of Student Mental Health Work in the New Era (2023-2025)," stating that "with the rapid development of the economy and society, the changing environment for students' growth, combined with the impact of the COVID-19 pandemic, student mental health issues are becoming more prominent." As practitioners in higher vocational colleges and as guides of student thinking, in the process of daily activities focusing on students, caring for students, and serving students, we keenly perceive the widespread occurrence of the "four lacks" phenomenon among students (referring to lack of motivation in learning, lack of interest in the real world, lack of social skills, and lack of a sense of life value) and the urgent need for intervention. Therefore, our school carries out the fundamental task of moral education, takes students' psychological needs as the starting point of work, aims to achieve students' self-growth in psychology as the educational goal, actively constructs a "Four Navigation Integrated" system for mental health education, wholeheartedly nurtures students' positive psychological qualities such as loving life, cherishing life, self-esteem, self-confidence, rationality, peace, optimism, and upward thinking, and comprehensively enhances students' mental health literacy [1].

2 MEASURES FOR CONSTRUCTING LIFE EDUCATION

2.1 Teacher Guidance: Strengthening the Team of Psychological Educators

As mentors for students' growth and development in university life and trusted confidants for healthy living, college counselors are the individuals closest to students from enrollment to graduation, with the most frequent contact and deepest emotional connections. When students encounter academic pressure, relationship issues, interpersonal conflicts, job anxieties, and other problems during their academic journey, they often turn to counselors they trust for help. At such times, counselors need to possess professional psychological knowledge and scientific counseling skills to truly understand and address students' needs.
To strengthen the team of psychological talents and enhance the quality of talent cultivation, our school emphasizes both external recruitment and internal training. On one hand, focusing on recruitment involves actively building platforms for talent acquisition, innovating recruitment methods, and increasing the emphasis on recruiting professionals in psychology during the counselor recruitment process. This is done to attract high-quality and highly skilled psychological professionals who can inject "new blood" into our counselor team, thereby enhancing the overall level of psychological education. On the other hand, the emphasis on internal training involves continuously

revitalizing internal resources by organizing regular psychological skills training for counselors, effectively utilizing the leading role of teachers in education. Through these measures, the psychological literacy of teachers is effectively enhanced, the practical effectiveness of psychological education is significantly strengthened, and support is provided for students' mental health growth.

2.2 Curriculum Guidance: Innovating Life Course Teaching Models

Advancing socialist modernization requires high-quality laborers and advanced skills and techniques, calling for high-quality higher vocational education. In recent years, the country has continuously increased policy supply, innovated institutional design, and committed to building a modern vocational education system with Chinese characteristics, nurturing a large number of high-quality skilled talents and craftsmen [2].

However, influenced by traditional notions such as "academics over vocational skills" and "emphasis on academics over skills," there is a prevalent cognitive bias among the general public that diminishes the value of vocational education. Many believe that higher vocational education is "lower-level education," a less prestigious choice. This deep-rooted social bias leads to increased psychological pressure among higher vocational students, with most of them entering with feelings of inferiority. Without proper guidance, students are prone to developing a range of issues including low motivation, weak self-control, lack of goals, and a sense of meaninglessness in life. This inadvertently stifles students' potential development and conflicts with the educational philosophy of universities. Overcoming this bias, guiding students to break free from the "four lacks," enhancing self-identity, improving self-efficacy, and finding the value and meaning of their own lives is an important topic in higher vocational mental health education. It should be noted that due to the current lack of life education, many students do not know how to handle emotions, resolve conflicts, let alone understand the importance of respecting life and contemplating its meaning.

In light of this, our school insists on putting students at the center, focusing on students' life struggles and psychological needs. We have incorporated life education into the curriculum system of student mental health education, leveraging the main channel of classroom teaching in psychology, establishing an organic integration and mutual penetration teaching mechanism between life education and mental health education. For instance, we conduct special education on "Life Education - a Mandatory Course in Life" within the context of mental health education classes, using storytelling, interactive scenarios, dialogues, and other teaching methods to gradually awaken students' awareness of life, enabling them to better accept life education and spiritual enlightenment, guiding students to face life and death, learn to understand life, and respect life.Furthermore, seizing the opportunity of the 5.25 Mental Health Month, we vigorously implement actions to immerse students in heart education, widely engaging in diverse and enriching heart education practical activities. We introduce psychologically engaging activities that students enjoy, aiming to subtly promote life education through the organic combination of classroom teaching and practical activities in psychology. This aims to guide students to learn how to survive actively, live healthily, and develop independently, ultimately realizing the maximum value of life.

2.3 Monitoring and Guidance: Establishing a Comprehensive Psychological Health Monitoring System

With rapid socio-economic development and the deepening of higher education, the number of students in universities is increasing year by year, and the scale is expanding. Influenced by factors such as individuals, families, schools, and society, the "four lacks" phenomenon among higher vocational college students has become more severe. Relying solely on the efforts of the school's psychological center is no longer sufficient to address the current pressing student mental health issues. It is necessary to quickly change the approach to work, adhere to a problem-oriented and systematic concept, and establish a sound psychological health monitoring system.

Through long-term practical exploration, our school has shifted from individual efforts to comprehensive guardianship in promoting psychological monitoring work. This has led to the establishment of a psychological health monitoring system that involves "psychological screening - professional interviews - scientific documentation - follow-up tracking." We have created a four-tier psychological health monitoring network comprising the "School Psychological Center - Departmental Psychological Counselors - Class Psychological Committee - Dormitory Psychological Liaison Officer." This system conducts psychological health assessments, scientifically categorizes and evaluates the results, and provides one-on-one, face-to-face, heartfelt psychological interviews for students with abnormal psychological assessment results. This process allows for a more precise identification of students' psychological conditions, the establishment of comprehensive and scientific student psychological files, ensuring a personalized file for each student [3].

Subsequently, based on the list of students with abnormal psychological conditions and their psychological files, efforts are made to track key students effectively. Class teachers and counselors focus on monitoring emotional and behavioral changes in students with abnormal psychological conditions through regular dormitory visits, communication via WeChat, phone calls, etc. They provide dynamic reports on students' mental states every two weeks. Psychological counselors from departments and the school's psychological center assess students' psychological conditions regularly and intervene with targeted measures as needed. Additionally, efforts are made to train dormitory psychological liaison officers and class psychological committee members to become monitors and reporters of student psychological issues. Class psychological committee members actively engage with classmates, visit dormitories, and gradually establish a robust class psychological health network monitoring system for real-time monitoring and timely detection. Dormitory

psychological liaison officers aim to understand, accept, listen to, accompany, and provide peer support for students with abnormal psychological conditions. They closely monitor the movements of students with abnormal conditions in daily interactions, promptly report any anomalies for immediate teacher intervention.

2.4 Hotline Escort: Establishing a Smooth Channel for Psychological Crisis Intervention

When students exhibit the "four lacks" phenomenon for a prolonged period, they are prone to experiencing psychological crises. The onset of these crises is not determined by the magnitude of the events themselves but rather by individuals' understanding and interpretation of the events. In other words, when students feel powerless and unable to cope subjectively in the face of setbacks, they may experience a psychological crisis. Failure to provide timely guidance can pose a hidden risk to the safety and stability of the school.

To further strengthen the campus psychological safety net and ensure students' psychological and physical well-being, our school prioritizes institutional measures and has introduced a manual for psychological health education. Additionally, to meet students' psychological support needs, we have established multiple channels to facilitate psychological assistance. We not only provide guides for psychological adjustment during key periods such as the beginning of the academic year and exam seasons but also offer psychological special health tips, informative articles, and distribute hotline prompts to student dormitories. The aim is to raise students' awareness of seeking help and guide them to proactively seek assistance when facing psychological crises. Furthermore, our school regularly arranges for visits by psychologists to conduct interviews on campus, offering specialized psychological assessments for students requiring focused attention. We have also established deep collaborative relationships with specialized psychiatric hospitals to facilitate a seamless psychological referral "green channel." This ensures a rapid and high-quality response in terms of referral, treatment, rehabilitation, and follow-up for students experiencing mental health issues [4]. The goal is to provide timely assistance, minimize the occurrence of student psychological crises to the greatest extent possible, safeguard students' safety and well-being, and ensure the stability and security of the campus.

3 SHORTCOMINGS AND PROSPECTS

Currently, our school has made initial progress in eliminating the "four lacks" phenomenon among students through active exploration, continuous innovation, and the deep advancement of the integrated psychological health education system.

Despite making a series of new explorations and attempts to eliminate the "four lacks" phenomenon among students, our school still faces the following shortcomings. Firstly, there is a lack of clear and specific normative documents for the assessment standards of psychological health education work, leading to insufficient guidance and development opportunities for the psychological education team. Secondly, although our school has established a relatively sophisticated mechanism for cooperation, it has not fully engaged all staff, coordinated efforts vertically and horizontally, or collectively promoted the collaborative force of campus work. Lastly, while the psychological education practice activities conducted by our school are innovative and engaging, their impact on students is mostly temporary and phase-specific, failing to have a profound and lasting influence on students [5].

In the future, our school will continue to follow the guidance of the "Special Action Plan for Comprehensive Strengthening and Improvement of Student Psychological Health Work in the New Era (2023-2025)." We will further enhance the standardization and scientific level of psychological health education, explore and research prospective and universal issues in psychological health education for college students, coordinate efforts from multiple parties, and make sustained advancements in the psychological health education of college students in the new era. The goal is to comprehensively promote high-quality development in college student psychological health education, continuously enhance college student psychological literacy, and provide ongoing support for the improvement of college student mental well-being.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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A STUDY ON THE CURRENT SITUATION ANALYSIS OF CUSTOMER COMPLAINTS AND KEY GOVERNANCE RESPONSE STRATEGIES IN COMMERCIAL BANKS -INDUSTRIAL AND COMMERCIAL BANK OF CHINA (ICBC) NANZHENG BANK, FOR EXAMPLE

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Abstract: This study analyzes the current situation of customer complaints in Industrial and Commercial Bank of China (ICBC) Nanzheng Bank (hereinafter referred to as ICBC Nanzheng Bank), and then puts forward an effective response strategy for the follow-up work. Through multi-channel and multi-method research on the current situation of customer complaints, we analyze the deep-rooted reasons for their existence, formulate effective response strategies, and provide references and suggestions for ICBC Nanzheng Bank to improve its service quality and customer satisfaction.
Keywords: Customer complaints; Governance strategies; Commercial banks; ICBC Nanzheng bank

1 INTRODUCTION

The development of China's commercial banking business has brought about a diversification of service demands, and new changes in the hot spots of complaints[1].The protection of consumer rights in the banking sector has also received considerable attention[2]. Because of the intangible, heterogeneous and inseparable nature of banking business, the problem of consumer complaints arising from banking business is inevitable[3].As a direct carrier of customer complaints, the complaint system is an important indicator of bank service quality and customer satisfaction. As a direct carrier of customer complaints, the complaint system's response to the status of complaints is an important indicator of bank service quality and customer satisfaction. Consumer complaints are not always harmful, and the establishment of a perfect and efficient consumer complaint channel and an effective dispute resolution mechanism can help safeguard the rights and interests of consumers, improve the quality of services and enhance the market competitiveness of commercial banks[4].Therefore, it is necessary to regard customer complaints of commercial banks as a valuable resource, collect customer complaint records through research, focus on analyzing the current situation and causes of customer complaints, and propose targeted corrective measures. Therefore, it is very necessary to regard customer complaints of commercial banks as a kind of valuable resource, to collect records of customer complaints through research, to focus on analyzing the current situation and causes of customer complaints, and to propose targeted corrective measures[5-6].

ICBC is the largest wholly state-owned commercial bank in China, serving a comprehensive customer group consisting of large-scale enterprises and individuals, and playing an irreplaceable key role in China's commercial banks. As the largest primary branch in the western region, ICBC Nanzheng Bank shoulders the important mission of serving the local economy. ICBC Nanzheng Bank has taken into account the characteristics of the local economy, ploughed deep into the business, fine management, and formed a healthy development trend, and is marching forward on the road to obtaining good social and economic benefits.

This study focuses on the current situation of customer complaints in ICBC Nanzheng Bank, through carrying out multi-angle, deep-level and all-round research and analysis, comprehensively revealing the causes and pain points of customer complaints in Nanzheng Bank, and formulating key governance and response strategies. In order to further promote its optimization of service processes, improve customer experience to provide data accumulation and wisdom support, and ultimately achieve effective enhancement of customer satisfaction and loyalty.

2 RESEARCH OBJECTIVES AND METHODOLOGY

To clarify the main problems and pain points of customer complaints in ICBC South Full Bank; to systematically analyze the deep-rooted causes of customer complaints from both macro and micro perspectives; and to explore the key governance response strategies applicable to customer complaints in light of the deep-rooted causes of customer complaints.

Aiming at the customers of ICBC South Full Bank, quantitative and qualitative survey methods are adopted, including questionnaires, unannounced visits to outlets, conference talks, and data analysis. Questionnaires were designed to include questions on customer satisfaction, complaint channels, and types of complaints. Conduct unannounced branch visits for a certain percentage of customers to explore the root causes of customer complaints and personalized needs. Collect and analyze customer complaint data, and carry out statistical and visualization processing. Invite departments

and outlets with a high number of customer complaints to hold discussions to identify the scope and causes of customer complaints. Analyze and reveal the causes and pain points of customer complaint problems in Nanjian Bank, and formulate key governance and response strategies.

3   ANALYSIS OF THE CURRENT SITUATION AND CAUSES OF CUSTOMER COMPLAINTS IN ICBC SOUTH FULL BANK

3.1 Analysis of the Overall Situation of Customer Complaints

Table 1, Figure 1 and Figure 2 show the overall customer complaints of ICBC Nanchong Branch in recent three years, including the overall complaints and the comparison of complaints in each year. It can be seen that the number of customer complaints in 2021 is significantly higher than that in 2020 and 2022, indicating that the sharp increase of customer complaints in 2021 has been paid attention to, and the timely response measures have achieved remarkable results. The number of customer complaints in 2020 and 2022 is basically the same. Judging from the number of customer complaints from January to April 2023, it is expected that there will be no significant difference between the number of customer complaints in 2023 and that in 2020 and 2022. The number of customer complaints transferred from external supervision in each year is relatively small, which means that most customer complaints occur inside Nanchong Branch, and internal complaints should be given sufficient attention.

Table 1 Summary of Customer Complaints of ICBC Nanzheng Branch in the Past Three Years
Unit: pen.

Time	Total amount
2020	268
2021	500
2022	308
202301—202304	113
Total	1189

Note: Source of data: 1. "Voice of the Customer", "Categorized List of Financial Consumer Complaints by Banking Financial Institutions" (2020-2023).
2. Red and Black List of Complaints 2023 (Issues 1-4)" by ICBC Sichuan Branch.
3. Relevant chapters of ICBC South Sufficiency Bank's New Management Department's 2023 "Recent Consumer Protection Efforts".
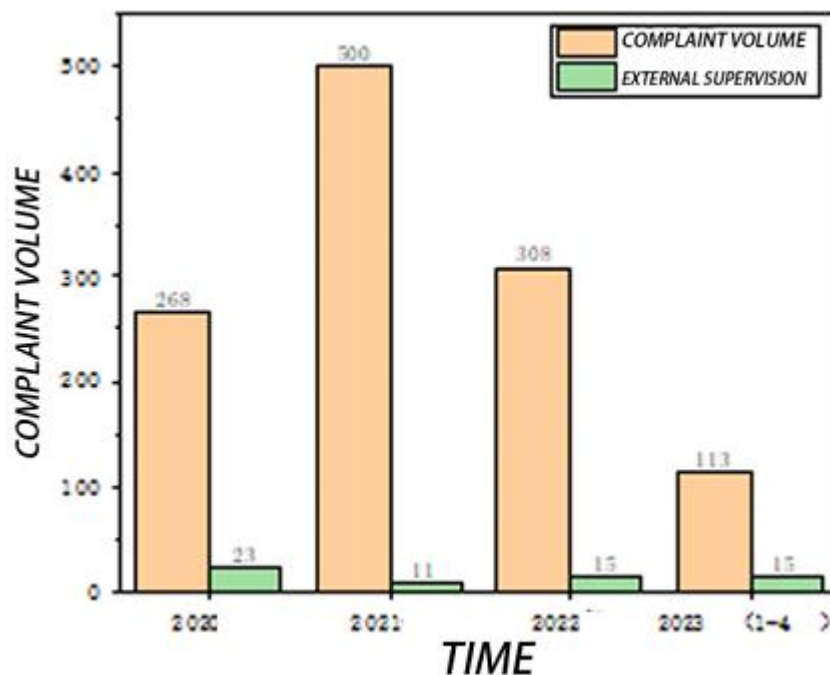

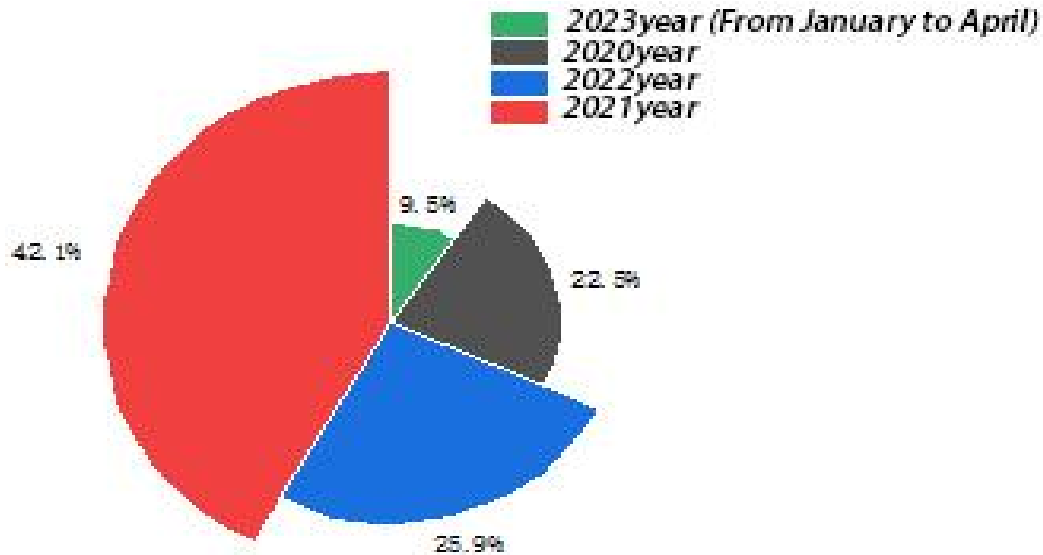**Figure 1** Summary of Customer Complaints in ICBC Nanchang for the Past Three Years

Figure 2 Percentage of Customer Complaints in ICBC Nanchang by Year

3.2 The Main Types of Customer Complaint Operations

3.2.1 Business complaints main board
Table 2, Figure 3 and Figure 4 give the distribution and proportion of customer complaints of ICBC South China Bank in the past three years, and it can be seen that during the period of April 2020-2023, the type of customer complaints of ICBC South China Bank is dominated by three types of business: personal finance, credit card and operation management, and the sum of the three types of complaints exceeds 90% of the total number of complaints, of which personal finance, credit card business each accounted for more than 40% of the total number of complaints, and should be given sufficient attention. The total number of complaints from these three categories exceeded 90% of the total number of complaints, with personal finance and credit card businesses each accounting for more than 40% of the total number of complaints, which should be given sufficient attention.

Table 2 Summary of the Distribution of the Main Segments of Customer Complaints in ICBC Nanzheng Bank in the Past Three Years

Unit: pen

Segment Business Complaints Major Segment Distribution	Number of complaints (number)		Total
	2020-2022	202301—202304	
personal finance	469	56	525
Credit cards	477	46	523
Operations Management	50	7	57
Cyberfinance	18	1	19
Other	62	3	65
Total	1076	113	1189

Note: Data from "Voice of the Customer", "Breakdown of Financial Consumer Complaints by Banking Financial Institutions" (2020-2023).
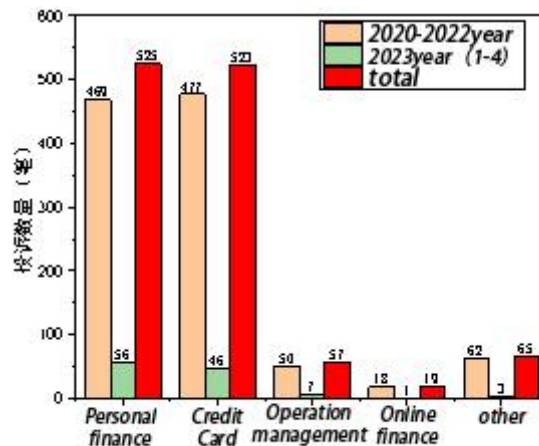
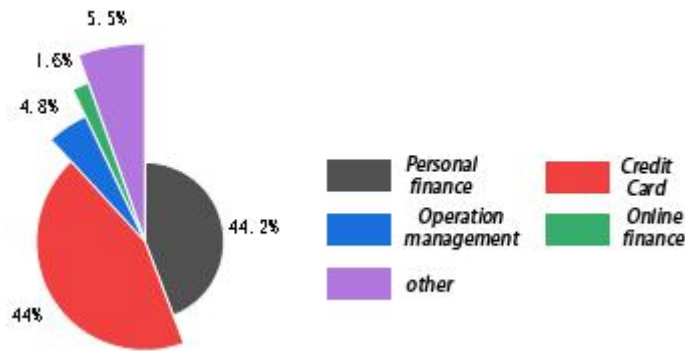**Figure 3** Distribution of Major Segments of Business Complaints

Figure 4 Percentage of Major Segments of Business Complaints by

3.2.2 Major subcategories of major boards

The results of the analysis of business complaint segments in the previous section show that there are three types of business: personal finance, credit cards and operation management, and it is therefore necessary to carry out an in-depth analysis of the three types of business.

（1）Personal finance

Table 3, Figure 5 and Figure 6 give the distribution and share of major complaint subtypes in the personal finance segment of ICBC Nanjian Bank in the past three years. It can be seen that during the period of April 2020-2023, the personal finance segment is dominated by three types of business: personal housing loans, agency insurance sales and debit card account management, fees and use, while other subtypes of business account for a larger proportion, but the subtypes of business are scattered, making it difficult to centralize the processing. Complaints about personal housing loans, debit card account management, fees and charges, and utilization account for more than 30% of all complaints, and should be given sufficient attention in personal finance complaints.

Table 3 Summary of the Distribution of the Main Segments of Customer Complaints in ICBC Nanzheng Bank in the Past Three Years

Unit: pen

major subtypes	Number of complaints (number)		Total
	2020-2022	202301—202304	
Individual housing loans	129	34	163
agency insurance sales	37	6	43
debit card account management, fees and utilization	156	4	160
ETC (debit card)	27	0	27
Others (deposit, three-way payment, debit card loss, theft, card replacement, cell phone number management, etc.)	120	12	132
Total	469	56	525

Note: Source of data: "Voice of the Customer", "Categorized List of Financial Consumer Complaints by Banking Financial Institutions" (2020-2023).
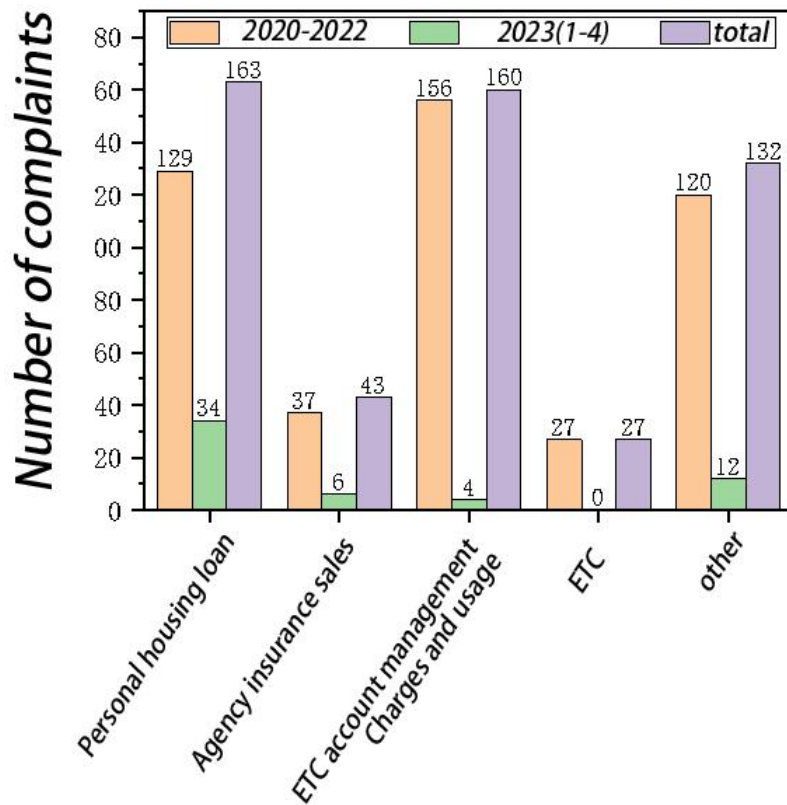
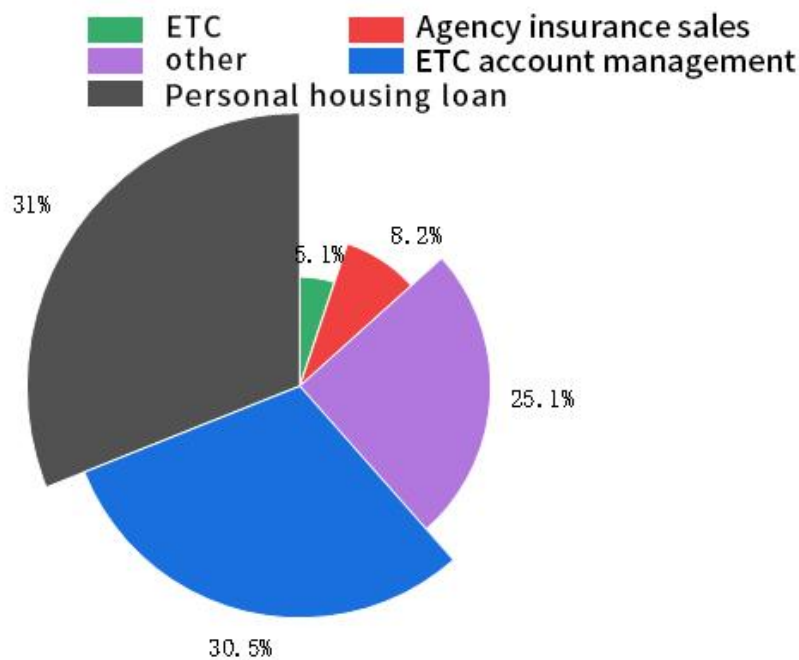**Figure 5** Distribution of Personal Finance Complaint Types

Figure 6 Percentage of Each Personal Finance Complaint Type that

（2）credit cards

Table 4, Figure 7 and Figure 8 give the distribution and share of major complaint subtypes in credit card segment of ICBC Nanjian Bank in the past three years. It can be seen that during the period of April 2020-2023, the credit card segment is dominated by three types of business such as negotiation and repayment, interest and fee disputes and credit card records, card processing and collection. Although other business sub-types account for the largest share, the sub-types of business composition is scattered, difficult to centralize processing, is one of the difficulties in handling credit card customer complaints. Negotiation of repayment accounted for 18.9%, interest and fee disputes accounted for 18.4%, and credit card records, card records and collection accounted for 23.5%, these three subtypes should be given sufficient attention in the personal finance complaints. In addition, due to the characteristics of the credit card business itself, it can be seen from the distribution of the main complaint subtypes that the proportion of each subtype of complaint is relatively even and scattered, and it is more difficult to deal with complaints in the credit card business.

Table 4 Summary of Credit Card Complaints in ICBC Nanzheng Bank in the Past Three Years
Unit: pen

major subtypes	Number of complaints (number)		Total
	2020-2022	202301—202304	
negotiating repayment	95	4	99
The Interest Fee Dispute	90	6	96
credit card records, card processing and collections	106	17	123
automobile-specific installments	36	2	38
Others (credit card theft, loss, cancellation, limit management, card blocking, risk control cards, merchant acquiring, etc.)	150	17	167
Total	477	46	523

Note: Source: Voice of the Customer, "Categorized List of Financial Consumer Complaints by Banking Financial Institutions" (2020-2023).
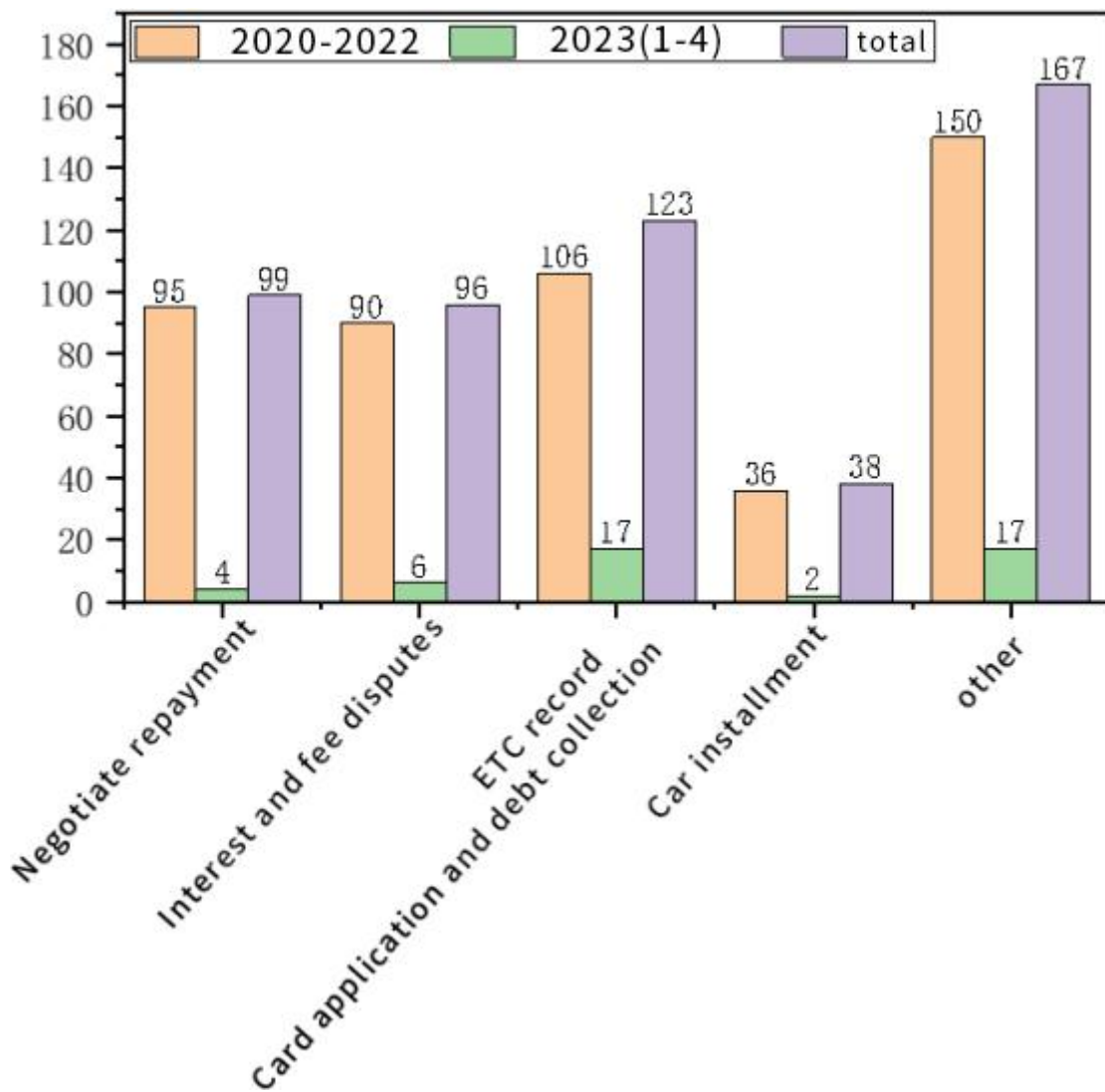

Figure 7 Distribution of Major Complaint Subtypes for Credit Cards Figure
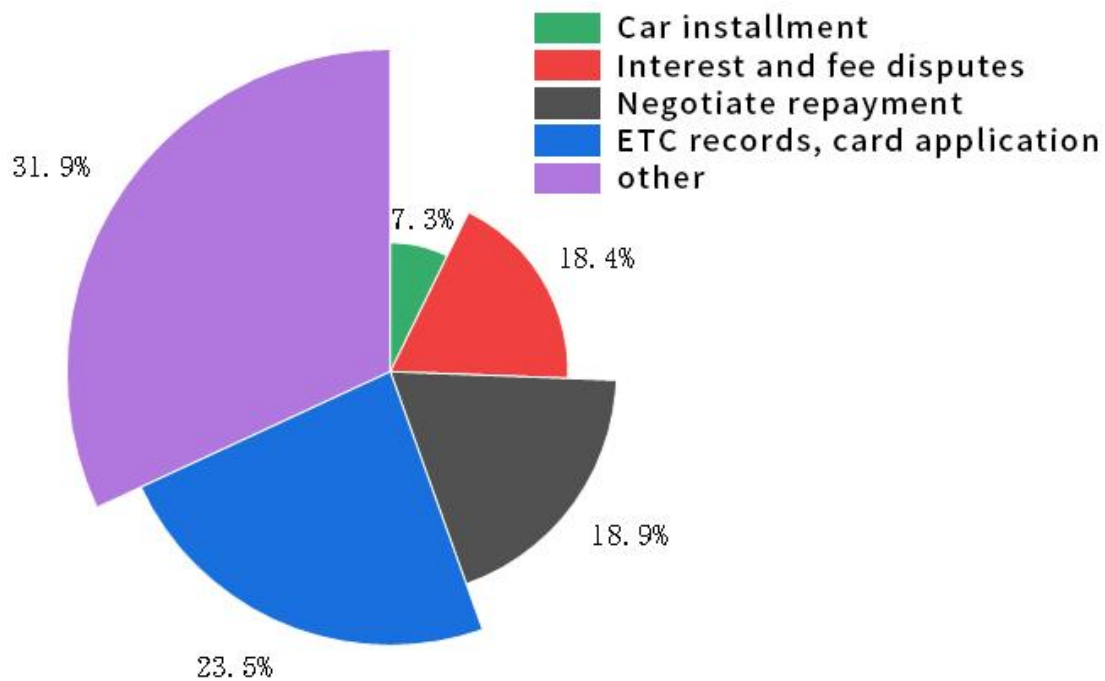
Figure 8 Percentage of Major Complaint Subtypes for Credit Cards

（3）Operational management

Table 5, Figure 9 and Figure 10 give the distribution and share of major complaint subtypes in the operation and management board of ICBC Nanzheng Bank in the past three years. It can be seen that during the period of April 2020-2023, the operation and management board is dominated by four types of business: operation of cash-based self-service equipment, branch personnel's business answers and handling and branch personnel's service problems, and window opening and calling. Among them, the operation of cash-based self-service equipment accounts for 33.3%, interest rate disputes account for 21.1%, and the sum of the two exceeds 50% of the total number of complaints about operation and management, which should be given sufficient attention in the operation and management of complaints.

Table 5 Summary of Customer Complaints in ICBC Nanzheng Branch in the Past Three Years

Unit: pen

major subtypes	Number of complaints (number)		Total
	2020-2022	2023 (January-April)	
cash-based self-service equipment operations	17	2	19
Business answering and processing by branch staff	11	1	12
Service issues for network personnel	4	3	7
The window is open for calling	6	1	7
Others (public account opening, changes, currency exchange, business hours, business vouchers, telephone answering, etc.)	12	0	12
Total	50	7	57

Note: Source: Voice of the Customer, "Categorized List of Financial Consumer Complaints by Banking Financial Institutions" (2020-2023).
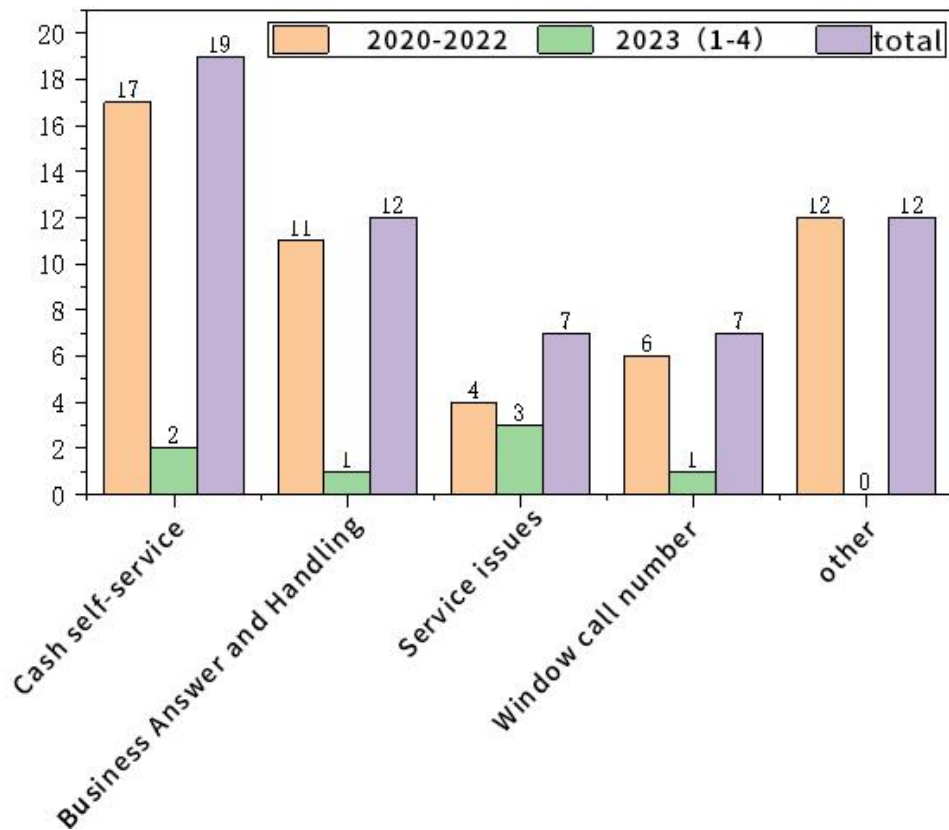
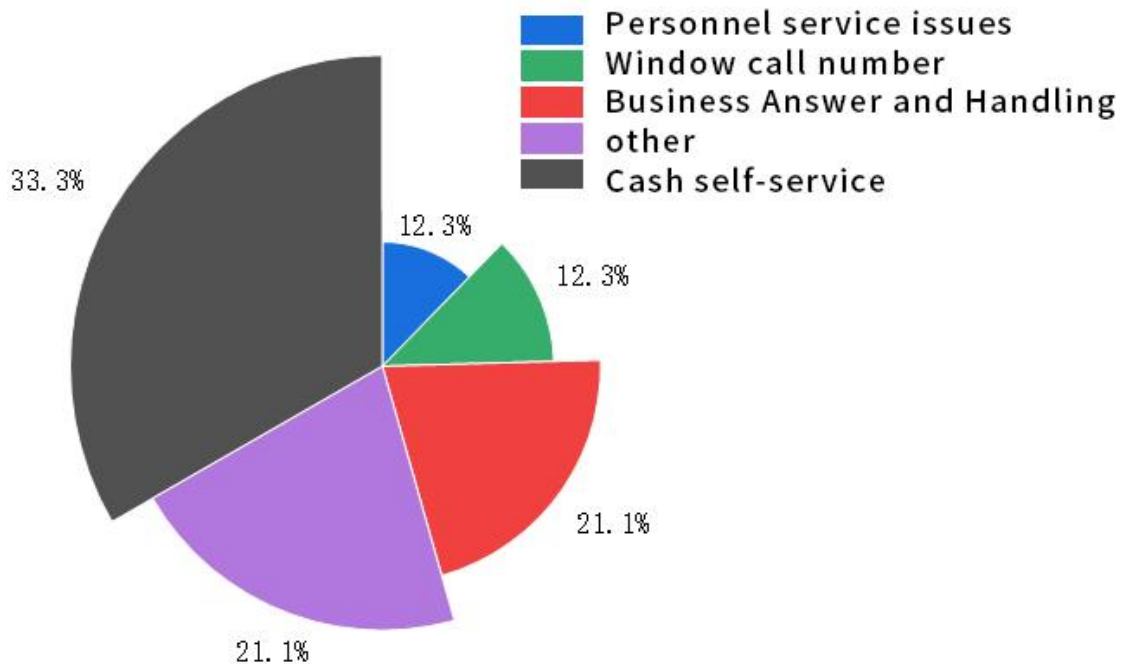**Figure 9** Distribution of Operational Management Complaint Types Figure

Figure 10 Percentage of Operational Management Complaints by Type of Complaint

3.3 Analysis of the Main Causes of Customer Complaints

3.3.1 Personal finance
Table 6, Figure 11 and Figure 12 give the distribution and proportion of the main causes of personal finance customer complaints in ICBC Nanzheng Bank in the past three years. According to the above charts, it can be seen that: from 2020 to April 2023, the main reasons for ICBC South China Bank customers to complain about the business in the personal finance sector are business systems, processes and staff service attitude and quality, which also account for a larger proportion of the subtypes of complaints in the personal housing loans and debit card account management, fees and charges and the use of the same.

Table 6: Main Reasons for Personal Finance Complaints in ICBC Nanzheng Branch in the Past Three Years
Unit: pen

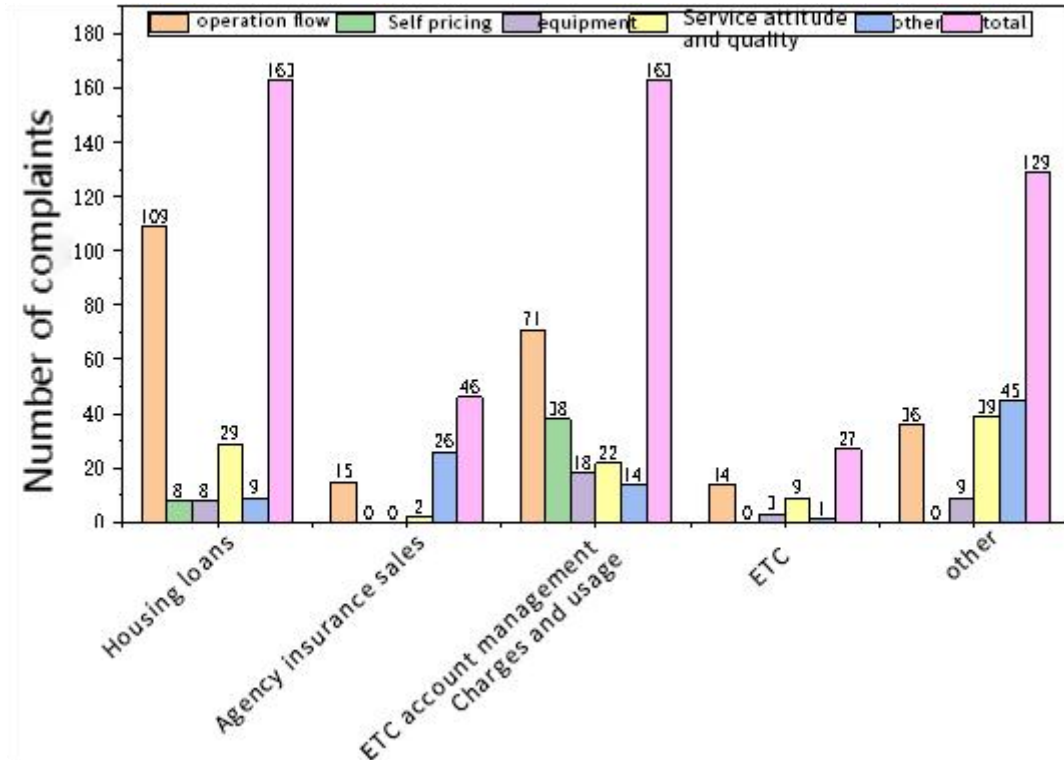| Quantity / Reason / complaint subtype	Operational systems, Process	Pricing of the product itself	machinery and equipment	the attitude and quality of staff service	Other (disclosure of information, marketing methods and tools, right to choose, etc.)	Total
Individual housing loans	109	8	8	29	9	163
agency insurance sales	15	0	0	2	26	46
debit card account management, fees and utilization	71	38	18	22	14	163
ETC	14	0	3	9	1	27
Other	36	0	9	39	45	129
Total	245	46	38	101	95	525

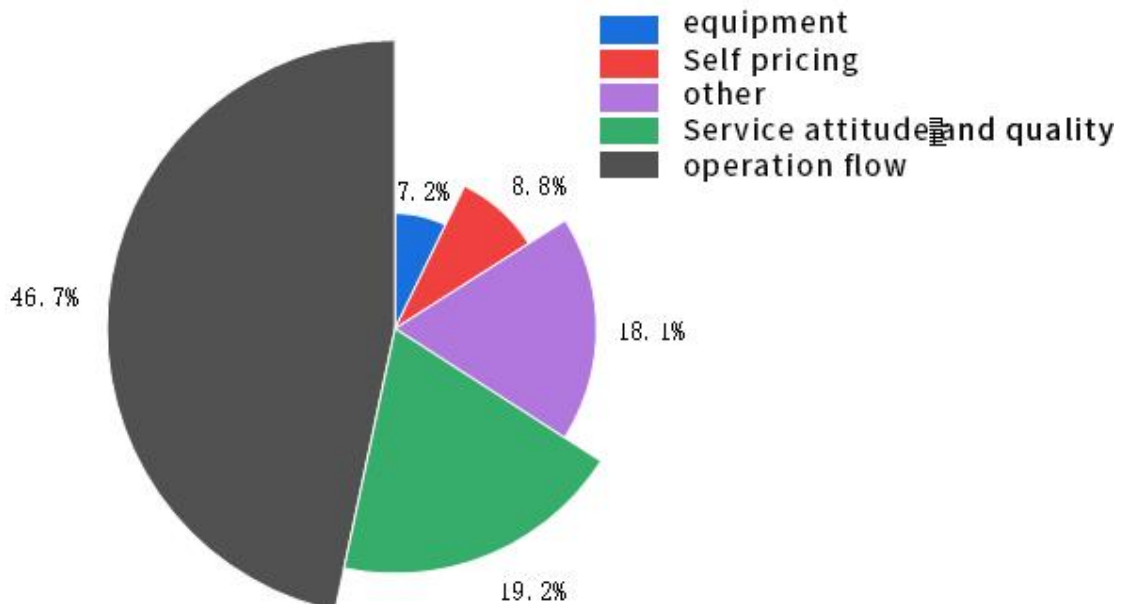**Figure 11** Distribution of the Main Causes of Complaints by Personal Finance Customers

Figure 12 Percentage of Personal Finance Customer Complaints, by Cause

3.3.2 Credit cards

Table 7, Figure 13 and Figure 14 give the distribution and proportion of the main causes of credit card complaints in ICBC South China Bank in the past three years. According to the above charts can be seen: 2020-2023 April, ICBC South bank customer complaints business in the credit card segment is the main reason for the business system, process, accounting for 58.7%, the product's own pricing also accounted for a large proportion of the interest rate dispute complaints caused by the credit card itself pricing, the business system, the process leads to a larger number of complaints in the credit card records, card and collection. The business system and process of credit card records, card issuance and collection also caused a large number of complaints.

Table 7 Main reasons for credit card complaints in ICBC Nanzheng Bank in the past three years

Unit: pen

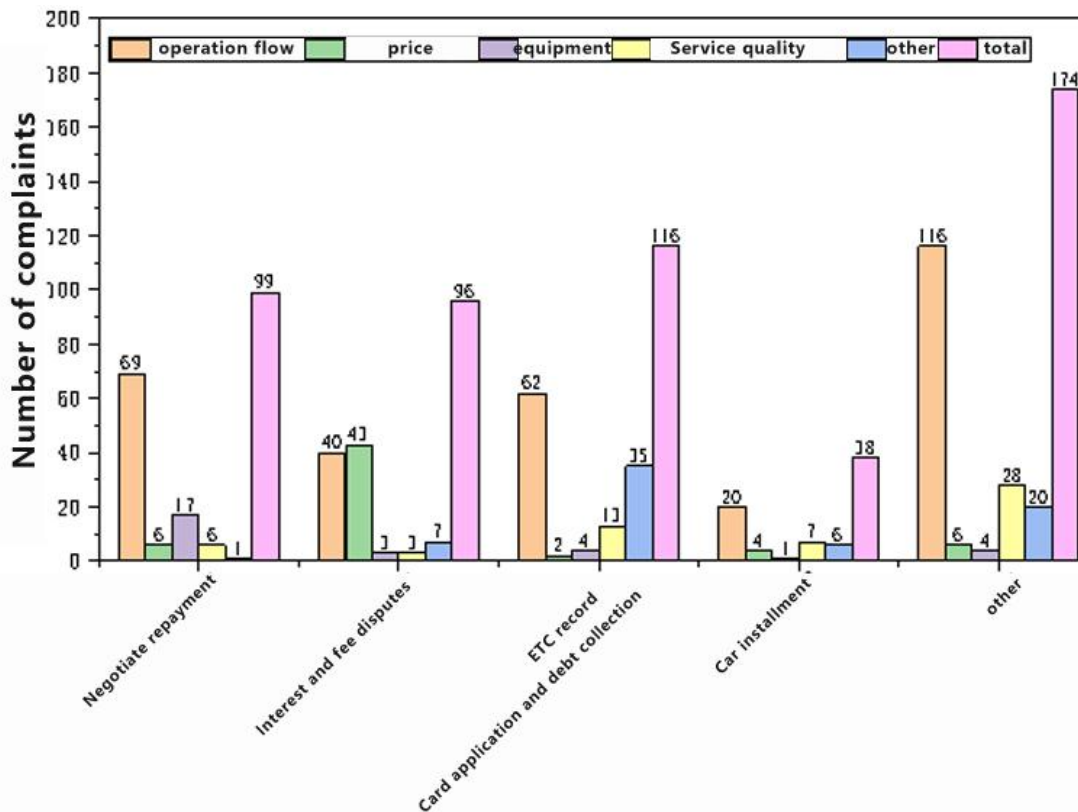| complaint subtype \ Quantity / Reason	Operational systems, Process	Pricing of the product itself	machinery and equipment	the attitude and quality of staff service	Other (disclosure of information, marketing methods and tools, right to choose, etc.)	Total
negotiating repayment	69	6	17	6	1	99
The Interest Fee Dispute	40	43	3	3	7	96
credit card records, card processing and collections	62	2	4	13	35	116
automobile-specific installments	20	4	1	7	6	38
Other	116	6	4	28	20	174
Total	307	61	29	57	69	523

Figure 13 Distribution of the Main Causes of Credit Card Customer Complaints
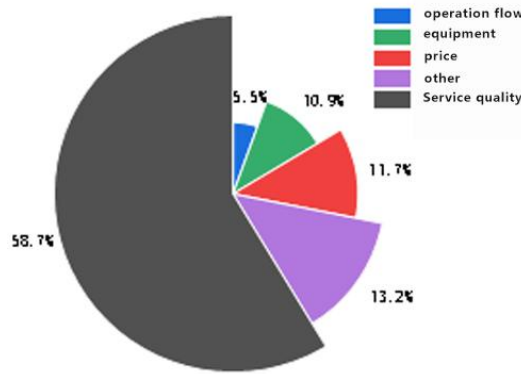
Figure 14 Percentage of Credit Card Customer Complaints by Reason

3.3.3 Operational management

Table 8, Figure 15 and Figure 16 give the distribution and proportion of the main causes of operation and management complaints in ICBC Nanzheng Bank in the past three years. According to the above charts can be seen: 2020-2023 April, ICBC South China Bank customer complaints business in the operation and management section of the main reasons for staff service attitude and quality, machine equipment, of which: cash self-service equipment operation complaints are mostly caused by the failure of the machine equipment.

Table 8: Main Reasons for Operation and Management Complaints of ICBC Nanzheng Bank in the Past Three Years
Unit: pen

| complaint subtype \ Reason Quantity	Operational systems, Process	Machines Equipment	the attitude and quality of staff service	Other (disclosure of information, marketing methods and tools, right to choose, etc.)	Total
cash-based self-service equipment operations	2	15	2		19
Business answering and processing by branch staff	2		9	1	12
Service issues for network personnel			6	1	7
The window is open for calling		1	6		7
Others (public account opening, changes, currency exchange, business hours, business vouchers, telephone answering, etc.)	4	3	5		12
Total	8	19	28	2	**57**
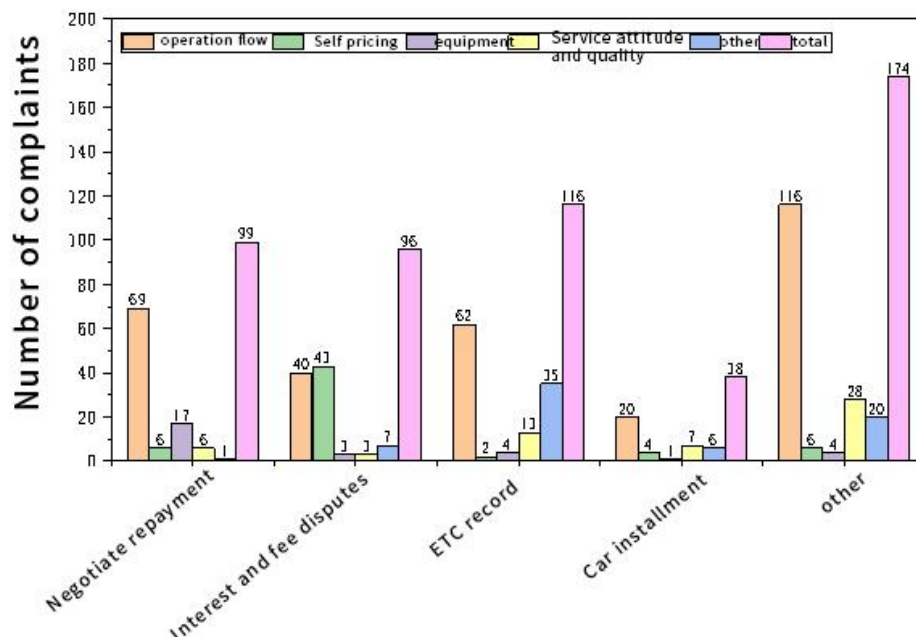
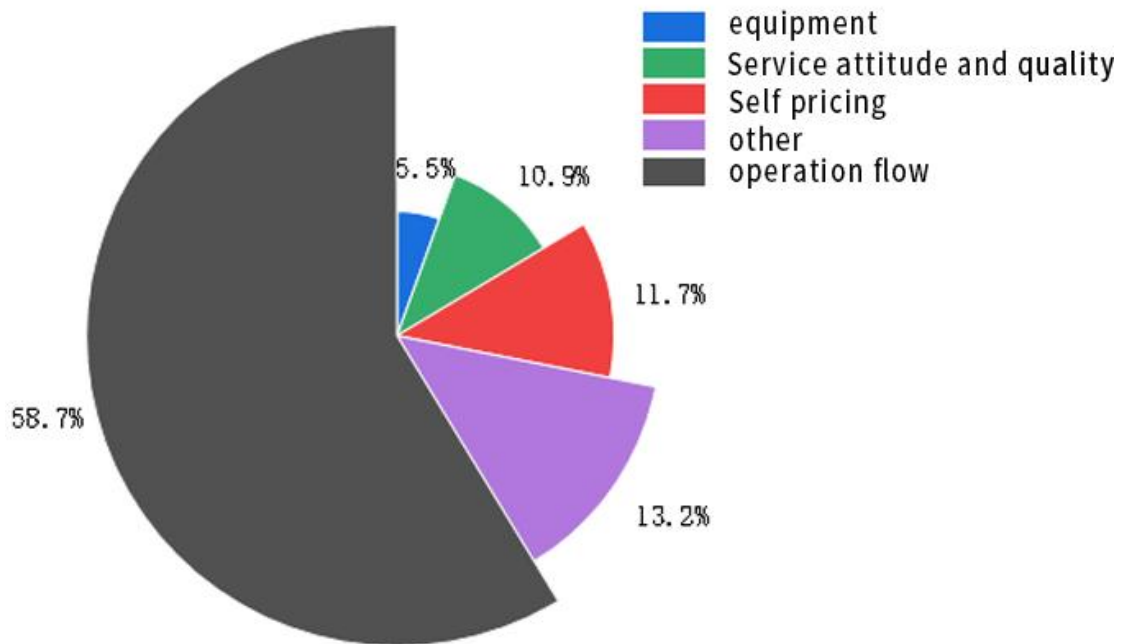**Figure 15** Distribution of the Main Causes of O&M Customer Complaints

Figure 16 Percentage of O&M Customer Complaints by Cause

3.4 Customer Satisfaction Analysis

In this study, a satisfaction survey was conducted at the customer level and at the bank employee level. 15 questions were designed at the customer level, and 640 surveys were conducted. At the customer level, 15 questions were designed and 640 surveys were conducted. At the bank employee level, 11 questions were designed and 411 surveys were conducted. The statistical results of the questionnaire survey (Figure 17) show that the answers to the questions have a clear distribution of characteristics and can provide clear answers to the research questions.

From the research of customer level, it can be seen that customers are interested in the distance factor and service quality of banking business; the overall service of ICBC is very satisfied with only 60.9%, which needs to be further improved; customers value the high efficiency and convenience of ICBC service, high service quality, reasonable charges, and find it difficult to accept long waiting time, and the efficiency of the tellers and the irrational guidance of the lobby manager are the main reasons for the lengthy business process. The function of the branch to deliver information to customers still needs to be emphasized, and 21.4% of the customers still choose the branch to consult. Restrictions on the use of bank accounts, cumbersome procedures for unfreezing bank accounts, and the use of mobile banking and messenger services when opening a card brought customers a bad experience. Complaints are not dealt with vigorously by branch managers, and customers escalate their complaints more often than not. Customer satisfaction with the handling of disputes is low (64%) and needs to be improved.
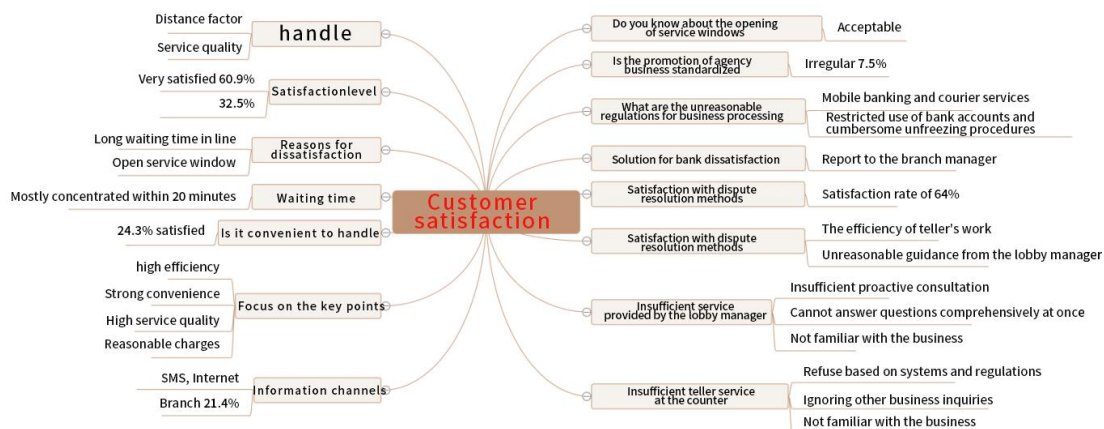
Figure 17 Summary of Key Findings from the Client-Level Customer Satisfaction Interviews

From the research on the staff level, it can be seen that the negative evaluation mainly includes: cold service of bank staff, limitation of bank account functions, and long time for customers to do business. The professions most likely to be complained about are: personal funds, bank cards, account function limitations, agency business, and early repayment of personal loans.

The main reasons for the ineffectiveness of the complaint governance of the South Sufficiency Bank are: the lead department of the complaint governance, the lack of attention of the professional departments involved in the complaints, the large customer base, the strong awareness of the rights of the customers, the complexity of the handling process, the lack of familiarity with the business, and the insufficiency of handling tools.

Measures to prevent complaints about early repayment of personal loans: publicize the appointment period for early repayment, shorten the appointment period for early repayment, and open online appointments. Measures to reduce complaints about credit card business: strengthening the publicity of credit card annual fee, late interest fee and installment. Difficulties in the management of complaints in Nanjian Bank: rigid policies, systems and processes, lack of business innovation, and overly biased by the regulator towards customers. The main measures to reduce customer complaints: professional departments pay attention to, strengthen the analysis of complaint cases, formulate disposal plans; improve service awareness; sort out the system and process, and reduce unnecessary information and procedures.

3.5 A Study of Customer Complaint Behavior

Customer complaint behavior reflects the general law of complaint activities and the causes behind, understand customer complaint behavior, help to grasp the motivation of customer complaints, and further excavate the causes of customer complaints in ICBC South Full Bank. In addition, mastering the law of customer complaint behavior is important for efficiently handling customer complaints and improving the efficiency of complaint handling.

In this study, 21 types of complaint behaviors in customer complaint activities were statistically analyzed. From the point of view of the degree of urgency, in addition to the general category, the urgent category also accounts for a large proportion. In terms of the types of customers, almost all of them are complaints.

Complaints about the type of view, business subcategories of credit card and personal finance business accounted for the largest share; complaints about business categories, the largest share of bank card business; complaints about business in the category, credit card, debit card business accounted for the largest share; complaints about business subcategories, credit card use and repayment, debit card account management, credit card applications, card and card replacement business accounted for the largest share; complaints about business subcategories, credit card use and repayment, debit card account management, credit card applications, card and card replacement business accounted for the largest share; and complaints about business subcategories, credit card application, card and card replacement.

In terms of acceptance channels, electronic channels accounted for the largest proportion (90.8%), and the vast majority of complaints in the secondary acceptance channels were completed through telephone banking. In terms of customer types, there are few corporate customers (0.3%) and more personal customers (99.7%). Among the customers who complained, there are more non-star, two-star and quasi-star customers, which shows that the complaints of ordinary customers are only concerned. From the point of view of customer's opinion, system process and product categories accounted for the largest proportion.

Among the major categories of reasons for complaints (industry standards), financial institutions' management system, business rules and processes, service attitude and service quality account for the largest proportion. In the sub-category of reasons for complaints (industry standards), service attitude, business operation and efficiency account for the largest proportion.

After handling complaints, customer satisfaction accounted for 83.3%, and there is still some room for improvement. In the case of dissatisfied complaints, customers mostly chose to supervise the complaints or 12378 complaint hotline as the willingness to escalate the complaints, and the proportion of repeated complaints reached 8.1%, and after the first complaint was handled, 8.1% of the customers chose to repeat the complaints; the compensation to the customers accounted for 97.6% and 99.7% of them were not responsible for the complaints, and in the responsible complaints, the responsible organizations were mostly the outlets and the second-tier branches.

From the major categories of business processing channels (industry standards), the front, center and back almost include all processing channels. Business channels in the category (industry standards), the business site and electronic channels accounted for the largest proportion.

4   CONCLUSIONS

Combining the results of customer satisfaction analysis (Figure 17), the key governance strategies for customer complaint governance are given.

(1) Carrying out modularized special complaint remediation

With regard to complaints about credit card business, effective reminders have been strengthened, interest rates and fees have been made known in detail, instalment products have been reasonably advertised, and debts have been collected in a civilized manner. For complaints about personal finance business, we have strengthened the service inputs for the three types of business, namely, housing loans, agent insurance sales and debit card account management, charges and utilization. For complaints about the operation and management of the business, the maintenance of machines and equipment will be strengthened, the personal service of the outlets will be increased, and more service windows will be set up appropriately.

(2) Establishment of a joint mechanism for handling customer complaints

Innovative mechanisms, systems and processes. Innovating the linkage mechanism, forming a three-point linkage mechanism among the leading department of complaint management, professional departments involved in complaints

and front-line employees in complaint handling, and forming a multi-business customer complaint handling system under multi-departmental coordination by taking the complaints of various businesses such as the restriction of the function of bank cards, agency business, early repayment of personal loans and credit cards as a traction. A special team for customer service and complaint handling has been set up to centralize the handling of difficult and urgent customer complaints and to assume the comprehensive functions of complaint handling management, coordination, guidance and supervision.

(3) Strengthening specialized training for employees' operational capacity

Strengthening the training of the business capacity of grassroots branch staff and correcting their service attitude can effectively reduce customer complaints caused by insufficient business capacity and inappropriate guidance, and effectively solve the complaints brought by service indifference and unprofessional service. Enhance the staff's ability to handle complaints, fully understand and listen to customers' complaint needs, sincerely apologize, accurately collect complaint information, propose solutions in a timely manner, improve the satisfaction of complaint handling, and avoid the escalation of complaints.

(4) optimizing business processes

Combining the advantages of online platforms and offline outlets, we have improved the degree of interconnection and interoperability between platforms, reduced redundant links and improved the efficiency and accuracy of business processing through financial technology, counter process optimization and self-service equipment. Special business process optimization has been carried out for business processes such as bank card function limitation, agency business, early repayment of personal loans and credit cards, so as to solve the shortcomings in business operation and efficiency. According to the number of people handling various types of business, we have rationally opened various types of business processing windows, effectively allocated service manpower, shortened queuing time and business processing time, and improved customer experience.

(5) Establishment of a multi-level responsibility system and evaluation mechanism

Establishing a multi-level responsibility system, making it clear that the person in charge of each branch and each outlet is the first person responsible for the service management of the unit, making it clear that the person in charge of the credit card, personal finance business, loan business and other business segments is the person in charge of the profession, and making it clear that the employees who directly serve the customers are the person in charge of the direct service. The amount of customer complaints and the effect of handling as the basis for the assessment of the person in charge at all levels, according to the customer complaint response rate, satisfaction rate, repeat complaint rate, the timeliness of processing as the assessment criteria; customer complaints caused by the "complaints" should not be used as a basis for punishing employees.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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HOTSPOTS AND VISUAL ANALYSIS OF RESEARCH ON CORE COMPETENCIES OF COLLEGE COUNSELORS

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Abstract: This study used China National Knowledge Infrastructure (CNKI) as the data source and selected 128 research articles on the core competencies of university counselors published between 2010 and 2024 for analysis. The CiteSpace analysis tool was used to visualize the literature, and the results showed that the research on the core competencies of college counselors in China began in 2016 and has undergone stages of explosive and deepening development; The research focuses mainly on the distribution of disciplines in education; Most researchers tend to conduct research independently, with limited collaborative power and only a few small-scale collaborative teams present, resulting in relatively insufficient cooperation between different institutions; Research hotspots focus on areas such as counselors, core competencies, universities, the new era, and moral education; The core competencies of college counselors are mainly clustered into eight core topics: counselors, abilities, universities, ideological and political education, ideological and political education, vocational colleges, cultivation, and character literacy. The research results suggest that future research can expand the scope of disciplines, strengthen cooperation between authors and institutions, innovate the cultivation mode of counselor core competencies, optimize the constituent elements of counselor core competencies, and promote the professionalization and professionalization of counselor teams. These will become important hot topics of concern for major universities and researchers in the future.
Keywords: College counselors; Core competencies; Visual Analysis; CiteSpace; Knowledge Graph

1 INTRODUTION

The core qualities of counselors in universities are a solid, diverse[1], and outstanding set of abilities demonstrated in the practice of ideological and political education of college students, which are essential elements that drive the high-quality development of ideological and political education and the personal value realization of counselors[2]. This has a decisive impact on the deepening of counselor education effectiveness and the long-term planning of their careers. In the context of the new era, counselors as the backbone force in universities to implement and deepen ideological and political education, the cultivation of their core qualities is particularly urgent and important. This quality not only affects the personal career paths and professional abilities of counselors, but also profoundly influences the healthy growth of students and the comprehensive development of their overall quality[3].

Therefore, a thorough exploration of the cultivation strategies of core qualities of counselors in universities in the new era is of great significance for enhancing the overall quality of higher education and inspiring students' innovative vitality at work. In recent years, the issue of core qualities of counselors in universities has become a hot topic in the field of higher education research, aiming to explore how to effectively construct and enhance this key ability system. However, there is still a lack of systematic review, analysis of hot topics, and future trends prediction in the research on the core qualities of counselors in universities in China. The lack of comprehensive and in-depth literature reviews to integrate the latest research findings, guide practice, and promote the continuous deepening of research in this field is evident. In view of this, there is an urgent need to carry out systematic literature review and in-depth analysis work to fill this research gap, provide theoretical guidance and practical references for the cultivation of core qualities of counselors in universities, and thereby promote the vigorous development of related research.

2 RESEARCH METHODOLOGY

2.1 Data Source

This study utilized the China National Knowledge Infrastructure (CNKI) as the main data source, employing an advanced search strategy to ensure the accuracy and comprehensiveness of the literature. In order to guarantee the reliability and precision of the research findings, the literature search was limited to the period from 2016 to 2024, with the final search conducted on July 26, 2024. A targeted search was conducted by subject, initially retrieving 138 relevant articles. Subsequent rounds of screening eliminated 10 articles with lower relevance to the research topic, resulting in a final selection of 128 highly relevant and effective literature samples. This information was then organized, exported in a format compatible with Refworks literature management software, and served as the foundational data and core source material for this study.

2.2 Research Methodology and Tools

CiteSpace is a visualization analysis software based on the Java language developed by Professor Chaomei Chen, a Chinese-American scholar[4]. It utilizes visualization techniques to analyze hidden knowledge in literature data, demonstrating the structure, patterns, and distribution of scientific knowledge[5]. This software has demonstrated superiority and precision in analyzing the panoramic information, hot topics, research frontiers, and development processes of a particular discipline or technical field[6], as compared to traditional literature reviews, it has the advantage of comprehensive and objective data analysis[7]. Therefore, this study primarily utilized CiteSpace 6.2.R3 information visualization analysis software and Excel to visually analyze Chinese literature on core competencies of counselors collected from the China National Knowledge Infrastructure database. By delving into and analyzing citation data, the aim is to comprehensively understand the publication status, research hotspots, frontiers, and trends in the study of core competencies of counselors in Chinese universities, providing a theoretical basis for further related research[8].

3 DATA ANALYSIS AND INTERPRETATION THROUGH GRAPHS

3.1 Publication Overview

The dynamic changes in the number of publications are a direct indicator of assessing the development trends in a specific research field, revealing the evolution process of that field. Figure 1 illustrates the annual distribution trend of research outcomes on core competencies of university counselors. Through this figure, a systematic analysis reveals that from 2016 to 2021, research activities on core competencies of counselors significantly increased. This enhancement is not only reflected in the continuous growth of publications but also indicates a wide expansion of the research field and deepening of research content. This shift demonstrates that the field has attracted widespread academic attention and has become a research hotspot. However, influenced by various uncertainties, the growth path of publications during this stage shows some fluctuations, reaching its peak in 2021. This marks the explosive period of diversification and rapid development in research on core competencies of counselors. From 2022 to 2024, despite a decreasing trend in the number of publications, it is still maintained at a certain level. This trend reflects the continuous interest and high level of attention in the academic community towards research on core competencies of university counselors, indicating that the field is entering a stable and in-depth development stage, namely the stage of stable deepening.
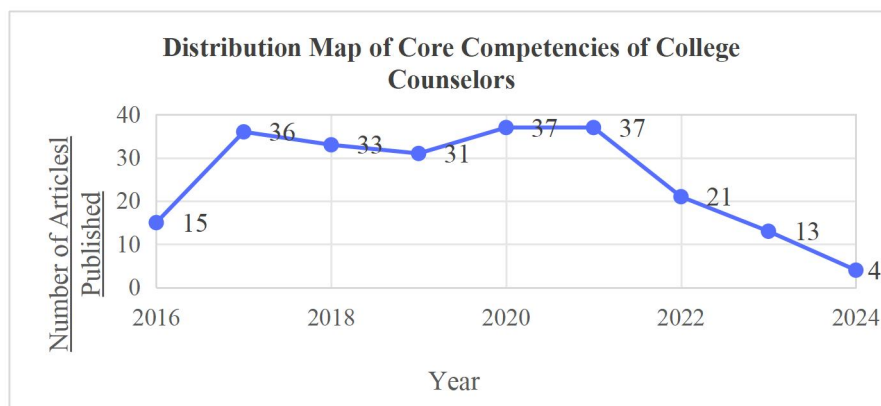

Figure 1 Distribution map of core competencies of college counselors

3.2 Visualization Analysis based on CiteSpace

This study aims to conduct a comprehensive and systematic statistical analysis of 128 literature on the core competencies of university counselors using the visualization mapping feature of the CiteSpace software platform. Through this method, the paper seeks to delve into the collaboration networks among authors in this academic field, the collaboration patterns of research institutions, as well as to identify and analyze current hot topics, cutting-edge dynamics, and future trends in research. These analytical findings will provide a scientific basis and reference for further exploration in this field.

3.2.1 Author collaboration network analysis

Co-authorship analysis is a method used to identify core authors in a specific academic field and measure the strength of their collaborations. In the diagram, the size of the nodes reflects the number of publications by each author, the thickness of the links represents the density of collaborations between authors, and the shade of the nodes indicates the chronological order of publication. Taking Figure 2 as an example, the network consists of 161 authors and 60 links, with a density of 0.0047. The diagram reveals a prominent large node, namely Li Youfu, who, according to Price's law, has published three or more articles and is considered a highly productive author. The analysis results indicate that only this author meets the criteria for high productivity. The diagram also displays several groups of authors who collaborate closely, as well as some small collaborative teams connected by only one link, suggesting that the collaborative network is not fully developed and the collaborative strength is relatively limited. Overall, the diagram illustrates many

relatively isolated nodes, with a lack of connections between different groups. In particular, emerging authors such as Li Youfu, Sheng Zhiheng, Wang Yongyuan, and Chen Lijun lack close academic collaborations within this academic field. In conclusion, the co-authorship network depicted in Figure 2 reveals the formation and distribution of core authors in the field of core competencies for university counselors. It also points out the fragmentation and limitations in current research collaborations, offering directional insights for future research collaboration and resource integration.
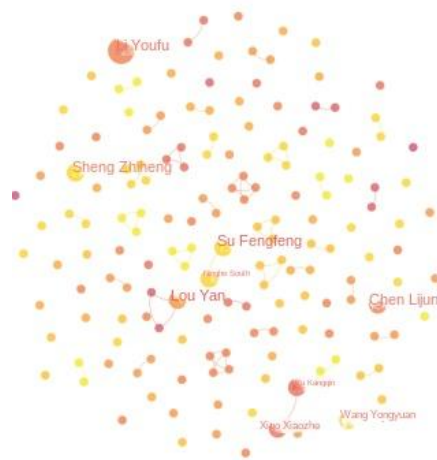

Figure 2 Researcher Collaboration Network Diagram

3.2.2 Analysis of academic influence of publishing institutions

The author delves deep into specific academic fields through publishing academic papers and participating in academic symposiums. These activities directly reflect the performance of academic institutions in terms of research scope and academic level, primarily demonstrated through the quantity and quality of academic papers published. According to the data analysis depicted in the figures, the top three institutions with the highest publication output include the Admissions and Employment Office of Taizhou University, Guangdong Ocean University, and the Humanities College of Zhejiang University. CiteSpace software visually represents research hotspots in related fields through the size and centrality of nodes. The size of the nodes intuitively displays the publication output of institutions, with larger nodes indicating a higher number of academic papers published by the institution; whereas centrality evaluates the importance of nodes in the research field, reflecting the core position and influence of institutions.

The analysis of publishing institutions in the literature was conducted using the Institution module of CiteSpace, with a threshold set at 3. Figure 3 demonstrates a network structure containing 147 nodes and 31 edges, with a density of 0.0031, revealing the degree of interconnectedness among institutions. The size of the nodes directly corresponds to the contribution of institutions in terms of publications, with larger sizes indicating richer research outcomes; while centrality quantitatively assesses the key roles and influence of institutions in the overall research network. Through visual analysis based on 128 articles, this study identified the primary research institutions in the field of core competencies for university counselors and visually displayed the collaborative status among institutions through the connections between nodes. In terms of the composition of publishing institutions, domestic universities such as the Admissions and Employment Office of Taizhou University, Guangdong Ocean University, and the Humanities College of Zhejiang University are core contributors, forming a representative cluster of publications. Despite some relatively centralized collaborative networks, overall, collaboration among institutions appears to be rather dispersed, without a clear clustering effect. This indicates that in future research, strengthening collaboration and communication among institutions, promoting knowledge sharing and resource integration, is of significant importance for advancing research in this field, as there is great potential and space for collaboration.
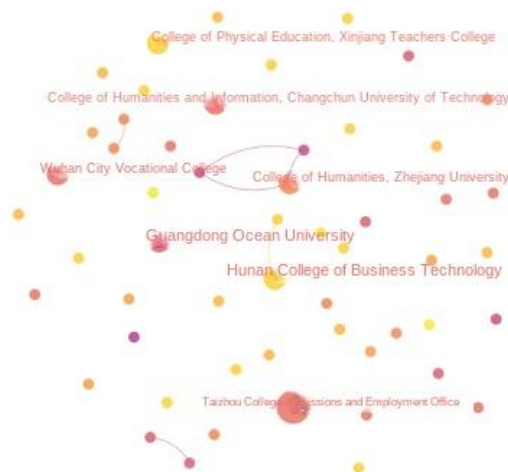
Figure 3 Mapping the Relationship between Core Competencies of College Counselors and Collaborative Organizations

3.2.3 Analysis of research trends

Using CiteSpace to analyze keywords, after merging similar words, the knowledge map of keywords is obtained as shown in Figure 4. The frequency of "core competency" is the highest, with the largest node covering the entire study period. However, this study used the search terms "counselor + core competency," and based on the two indicators of keyword frequency and centrality, the top five keywords are ranked and shown in Tables 1 and 2.

Table 1 Keywords for the Core Competencies of College Counselors in China

Hot words	Frequency	Center coefficient
Core literacy	75	0.74
Counselors	45	1.16
Universities	10	0.52
New era	8	0.03
Cultivating talents	6	0.06

Table 2 Our Research Focuses on the Core Competencies of University Counselors in China

Hot words	Frequency	Center coefficient
Counselors	47	1.16
Core literacy	75	0.74
Universities	10	0.52
Coupling relationships	1	0.24
Cultural confidence	1	0.24

Based on the analysis of Tables 1 and 2, high-frequency keywords include "core literacy," "counselors," "universities," "new era," and "cultivating talents." However, not all high-frequency keywords have high centrality. Relying solely on high-frequency keywords may not accurately determine research hotspots. In the CiteSpace software, keywords with high centrality (Centrality>=0.1) are considered as turning points in the knowledge map of keywords, to some extent representing the research hotspots in this field. In terms of centrality, "counselors" and "core literacy" serve as pivotal points in the network. Specifically, "counselors" has a centrality of 1.16, playing an effective support role in the network, while "core literacy" has a centrality of 0.74. "Counselors" and "core literacy" lay the foundation for the stability of the entire network. Therefore, "counselors" and "core literacy" are the main research hotspots, followed by "universities," "coupling relationships," and "cultural confidence."

Figure 4 displays the co-occurrence map of keywords, where the size of the nodes reflects the frequency of keywords in the co-occurrence map, and the thickness of the lines represents the centrality between keywords. Here, centrality refers to the ability of a keyword to act as a mediator in the entire relationship network. Generally, nodes with centrality greater than 0.1 are considered to have an important position in the network. Specific software statistical results can be found in Table 3. Keywords with centrality greater than 0.1 are: counselors (47), core literacy (75), coupling relationships (1), cultural confidence (1), connotation (3), ideological and political education (4), higher vocational colleges (6), pathways (3), and teams (1), as detailed in Table 2. Among them, counselors and core literacy are the largest nodes in the relationship network, indicating their highest centrality as mediators in counselor core literacy research. Following them are new era, cultivating talents, universities, ideological and political education, and team construction, representing their significant connecting and intermediary roles in the entire network and highlighting them as hotspots in counselor core literacy research.

Table 3 Keywords with a Centrality of >=0.1

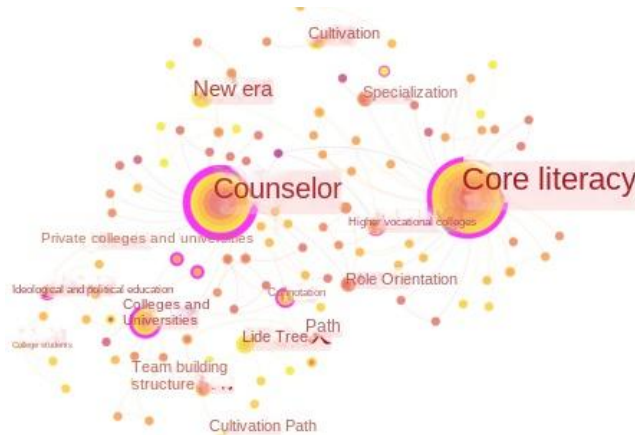| Count	Centrality	Year	Keyword	Count	Centrality	Year	Keyword
47	1.16	2016	Counselors	6	0.14	2016	higher vocational college
75	0.74	2016	Core literacy	3	0.14	2021	pathways
10	0.52	2018	Universities	1	0.11	2024	teams
1	0.24	2021	Coupling relationships				
1	0.24	2021	Cultural confidence				
3	0.21	2019	connotation				
4	0.16	2020	Ideological and political education				

Figure 4 Co-occurrence Network Analysis

3.2.4 Cluster analysis study

The LLR (Log-Likelihood Rate) algorithm was used for cluster analysis to categorize keywords, thereby identifying research topic categories within counselor core competencies. Cluster analysis was conducted using the clustering function in CiteSpace, resulting in seven clusters. The Modularity was 0.7536 and the Mean Silhouette was 0.9768, indicating successful clustering results. The eight clusters obtained were as follows: Cluster #0 Counselors, Cluster #1 Abilities, Cluster #2 Universities, Cluster #3 Ideological and Political Education, Cluster #4 Ideological and Political Education, Cluster #5 Vocational Colleges, Cluster #6 Cultivation, and Cluster #7 Character Education. Cluster #0 Counselors included keywords such as university counselors, core competencies, specialization, and enhancement strategies. Cluster #1 Abilities included keywords such as counselors, abilities, university counselors, core competencies, and qualities. Cluster #2 Universities included keywords such as team building, university counselors, moral education, and students. Cluster #3 Ideological and Political Education included keywords such as connotation, characteristics, pathways, and higher education institutions. Cluster #4 Ideological and Political Education included keywords such as ideological and political teachers, college students, and teaching quality. Cluster #5 Vocational Colleges included keywords such as business schools, core competency cultivation, holistic ideological and political education, and cultivation research. Cluster #6 Cultivation included keywords such as composition, identification, 5C model, and universities. Cluster #7 Character Education included keywords such as enhancement pathways, ideological and political education, core competencies, and counselors. Keywords Clustering Graph can be seen in Figure 5.
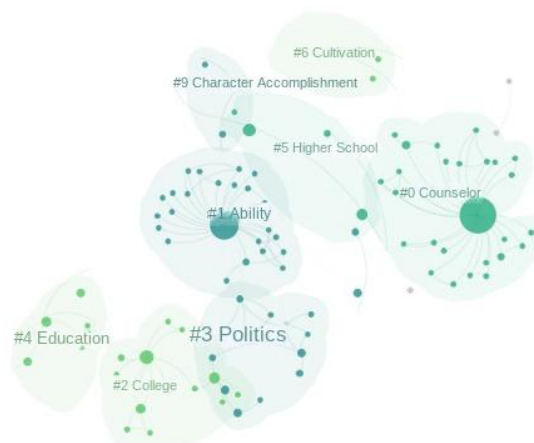

Figure 5 Keywords Clustering Graph

3.2.5 Analysis of development trends

To visually demonstrate the evolution and trends in the research area of core competencies for university educators from 2016 to 2024, we conducted a Time-zone visualization analysis. Figure 6 presents the overall Time-zone graph, with the horizontal axis representing time, showcasing the changes in keywords over time. This approach allows us to clearly observe the trends in research on core competencies for university educators. A greater number of publications during a specific time period indicates a higher level of attention given to the field by researchers at that time; whereas the links between time periods show the continuity between different stages of research, with the number of links reflecting the intensity of connections. Based on the information shown in the graph, research from 2016 to 2019 primarily focused on university educators, core competencies, cultivation, and content, aiming to explore the methods and content that affect the cultivation of core competencies for student educators. From 2020 to 2024, research on core competencies for university educators became more in-depth, with dense distribution of keywords and a wider range of research topics. Although the research focus has slightly decreased after 2023, it continues to garner attention from researchers. Overall trend analysis indicates that research on core competencies for university educators has been ongoing since 2016, with the research focus currently expanding. As time progresses, the number of high-frequency keyword nodes increases, and the research content becomes more comprehensive and in-depth. Starting from 2023, while the number of nodes remains high, they are relatively smaller in size and there is a decreasing trend in the number of publications compared to previous years, indicating that research during this period is more diverse and dispersed, with a primary focus on delving deeper into early-stage research topics.
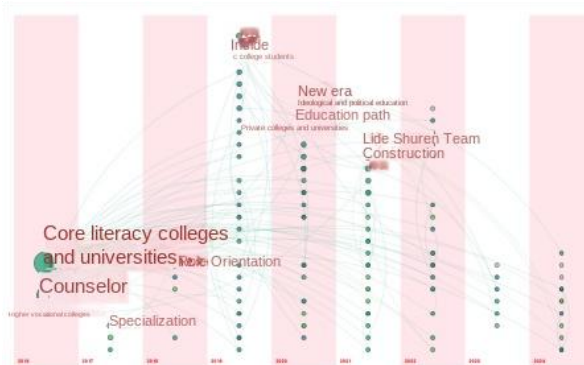

Figure 6 Keywords Timezone Analysis

4 SUMMARY AND FUTURE OUTLOOK

Through the analysis of research literature on the core competencies of university counselors in the CNKI database from 2016 to 2024, we have drawn the following conclusions:

Firstly, in terms of publication trends, the number of studies from 2016 to 2019 has been increasing annually, with the research scope expanding continuously. The peak was reached in 2020, marking a period of outbreak in research on the core competencies of university counselors. In the subsequent years from 2021 to 2024, although there is a downward trend, the research levels have remained relatively high, indicating a phase of stable deepening in the research on the core competencies of university counselors.

Secondly, when looking at the collaboration among authors and institutions, it is observed that research on the core competencies of university counselors is characterized by a dispersed institutional distribution with limited cooperation among institutions. Apart from a few research teams, the collaboration among most researchers is also relatively loose, and research on this topic lacks continuity.

Thirdly, through the observation of co-occurrence analysis of keywords, clustering, and temporal graphs, we have found that research on the core competencies of university counselors mainly focuses on areas such as counselors, core competencies, universities, the new era, and cultivating morality and educating people. This demonstrates the wide academic interest of researchers in this field.

Therefore, in future research on the core competencies of university counselors, there is a need to broaden the disciplinary distribution of research, strengthen cross-disciplinary cooperation, in order to better explore and discover the core competencies of university counselors. Additionally, it is crucial to enhance collaboration and communication among authors and institutions, innovate the model for cultivating the core competencies of university counselors, optimize the constituent elements of the core competencies of university counselors, and promote the professionalism and vocational development of the counseling team. Furthermore, it is important to explore other research hotspots, broaden research topics, and make research on the core competencies of university counselors more diverse and in-depth

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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UNVEILING THE TRUTH: DOMESTIC VIOLENCE - A SILENT TERRORISM IN PAKISTAN

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Abstract: This abstract focusing on the key issue of domestic violence that exists in Pakistan, where it is often hidden and is one way of silent terrorism. The pervasiveness in gender subordination, together with the belief that women are property instead of human with hearts and minds to feel causes generations to perpetuate this problem. This study concerning widespread domestic violence is for women of all social life of every sphere. It is necessary to mobilize support for women everywhere, and also to eradicate public tolerance through education. We need effective steps that will hit at this concealed terrorism. By unveiling the truth about domestic violence, Pakistan could take an important step toward a safer and fairer society for everybody.
Keywords: Domestic Terrorism; Gendered-Based Violence; Patriarchy

INTRODUCTION

Domestic violence transcends national, cultural, and social boundaries and is widespread in every country. In addition to physical attacks, it can also take the form of emotional, sexual, or financial abuse. Although domestic violence is a global issue, there are also local nuances to its many aspects. In Pakistan, where it is frequently considered a private matter and hence either disregarded or condemned, this widely prevalent issue is enveloped in mystery due to the customs of society, the country's cultural beliefs, and legal restrictions [1]. Domestic violence is not limited phenomenon. however. It is encountered daily by most people [1].

Domestic abuse or domestic violence is not a rare phenomenon, but it is more prevalent in states like Pakistan. People often encounter these terms in their daily lives. However, what is uncommon is the term "domestic terrorism" and how rarely it is heard. Theorists and scholars have argued that using the term "domestic violence" diminishes the gravity and the sense of terror that the victims endure.

Unravelling the true nature of domestic violence in Pakistan necessitates a thorough exploration of its cultural, legal, and societal aspects. The influence of a patriarchal culture, gender-based social norms, and the implementation of protective laws all contribute to the intricate narrative surrounding this issue in the South Asian nation. Furthermore, this research critically assesses the national initiatives taken to combat domestic violence, examining their effectiveness and limitations. A comprehensive analysis of the existing domestic violence legislation is conducted, scrutinizing its enforcement and shedding light on the challenges faced by victims when seeking justice and protection. Despite underreporting and data gaps, an examination of statistical prevalence provides an empirical understanding of the widespread impact of this problem, affecting not only the victims but also their families and society as a whole [2].

Pakistan continues to perpetuate domestic violence as a societal norm. Deep-rooted concepts like gender subordination and viewing women as male property are ingrained in our culture and passed down through generations. Domestic violence encompasses more than commonly understood, including physical, sexual, emotional, mental, financial, and verbal abuses. Shockingly, every second woman in Pakistan experiences domestic violence, with many cases going unreported. The problem thrives due to an imbalance of power, unjust social tolerance, and widespread ignorance. This issue, once more prevalent in rural areas and among uneducated men, now cuts across all social classes in the country. It has become crucial for women to unite, stand for their rights, and raise their voices against violence and mistreatment. Despite the consensus that domestic violence is a significant problem, there is a lack of government attention and funding, highlighting the historical neglect of this issue [3].

According to the Oregon Coalition Against Domestic and Sexual Abuse, domestic abuse is described as a pattern of coercive behavior employed by one person to control and dominate their intimate partner. This includes physical, sexual, emotional, and financial abuse, employing tactics like coercion, terrorism, dehumanization, exploitation, and violence to instill fear in the victim [4].

Margi Laird McCue, in her work "Domestic Violence," explicitly defines domestic violence, reaching out to those experiencing severe abuse, such as beatings, domestic violence, battering, partner abuse, wife-beating, marital conflict, women abuse, dysfunctional relationships, and mate-beating [5].

According to statistics from the World Health Organization, one in three women, or 35% of all women worldwide, have experienced intimate partner or non-partner violence. Thus, the ensuing debate will revolve around how domestic violence can be seen as "domestic terrorism" within the context of gender-based violence (GBV), primarily targeting women [6].

PROBLEM STATEMENT

This topic is highlighting the grave issue of domestic violence plaguing the country. Despite its prevalence and devastating impact on victims, domestic violence remains largely concealed and unrecognized as a form of silent terrorism. This research aims to shed light on this hidden menace, exploring its root causes, manifestations, and the systemic challenges that perpetuate its existence. By understanding domestic violence as a form of terrorism, this study seeks to raise awareness, inspire action, and advocate for comprehensive solutions to protect the rights and dignity of victims, especially women and children, across Pakistani society.

RESEARCH OBJECTIVE

• To investigate the prevalence and extent of domestic violence in Pakistan, particularly focusing on its manifestation as a silent form of terrorism within households.
• To identify the root causes, contributing factors, and cultural influences that perpetuate domestic violence as a prevalent issue in Pakistani society.

RESEARCH QUESTIONS

1. What is the prevalence of domestic violence in Pakistan, and how does it manifest as a silent form of terrorism within households?
2. How cultural, social, and traditional factors are contributing in the perpetuation of domestic violence as a prevalent issue in Pakistani society?

THEORETICAL FRAMEWORK

The theory of structural violence can be applied in this topic. This theory, originally introduced by Johan Galtung, highlights the indirect, systematic forms of violence that are embedded within social structures and institutions. In the context of domestic violence in Pakistan, the theory emphasizes that the issue is not solely a result of individual actions but is deeply rooted in the structural inequalities, cultural norms, and societal hierarchies prevalent in the country. Structural violence helps explain how patriarchal norms, gender roles, and power imbalances perpetuate domestic violence within households, often leading to a cycle of abuse across generations. By analyzing domestic violence through the lens of structural violence, the research paper can uncover the underlying mechanisms and systemic factors that contribute to the silent terrorism of domestic violence in Pakistan. This perspective also underscores the need for comprehensive, multifaceted interventions to address the issue at its root causes and bring about lasting change in the society.

METHODOLOGY

The study uses a qualitative method. Documents from recognized sources like academic journals, government reports, and NGOs have been approached as secondary data. Statistical information on domestic violence rates, legal frameworks, and social programs has been gathered to provide a comprehensive context for the findings of qualitative research. Thematic analysis has been used to discover patterns and themes in the qualitative data, while content analysis has been used for secondary materials. By combining qualitative with secondary data, researcher find this study's findings a clearer picture well form about how intractable these problems are for our society. Such information is also of practical use to policy-makers and courts enacting laws against its perpetrators in society while at the same time seeking support for remedial measures from these very government agents themselves.

RESULT AND DISCUSSION

According to a UN report, domestic violence is "any act of gender-based violence that results in, or is likely to result in, physical, sexual, or psychological harm or suffering to women, including threats of such acts, coercion, or arbitrary deprivation of liberty, whether occurring in public or in private life." Domestic violence doesn't have a single, agreed definition. It may be described as a significant mechanism that forces women into a position of inferiority to males, and it also involves discrimination against women in the areas of education, nutrition, and access to medical services. According to Ohchr [7], it is the cultural manifestation of uneven power relations between men and women. According to Azhar et al. [8], "The intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community that either results in or has a high likelihood of resulting in injury, death, psychological harm, poor development, or deprivation" is another way that the term "power" is used. According to UNICEF, domestic violence is the most prevalent violence against women and a destructive behavior that manifests as physical, psychological, economic, and sexual abuse between intimate partners and other family members [9].

DOMESTIC TERRORISM

Although "terrorism" has no universally agreed-upon definition, experts have attempted to define it via various analyses of historical events and the psychological makeup of the perpetrators. Some components of terrorist definitions have not changed. For instance, it has frequently been suggested that a terrorist act needs to have certain political elements in

order to qualify as such. According to Eraj definition of terrorism in "The Strategy of Terrorism," terrorism is "violence used to create fear; but it is aimed at creating fear so that the fear, in turn, will accomplish whatever it is that the terrorist really desires" [10].

According to Rachel Pain, domestic terrorism and abuse may be compared using Fromkin's concept. "Domestic abuse, like global terrorism, must be seen as a part of a desire to gain particular forms of political control," the author claims. Its impacts strengthen the social and political systems that give rise to it. By considering its two facets—social and political—the argument that Pain has advanced may be understood [11].

THE PSYCHOLOGICAL IMPACT OF THE SOCIAL STRUCTURE

The inequalities in social, political, and economic spheres are intricately connected. An individual's household environment is significantly influenced by their position in society concerning power and authority. Unfortunately, women are often perceived as the weaker group in society, leading to the expectation that they constantly need assistance, usually from men.

The traditional patriarchal system concentrates a considerable amount of power in the hands of men. Women are commonly viewed as the primary caregivers for men, and their honor is seen as belonging not to themselves but rather to the men in their lives. This discourse is then used to justify strict control and subjugation of women. Moreover, in many cases, men are automatically assumed to be the "head of the household," which further reinforces the idea that directing men automatically results in women's compliance [12].

This deeply ingrained system perpetuates gender inequality and restricts women's autonomy and agency within society. To address these issues, it is essential to challenge and dismantle such harmful gender norms and promote a more egalitarian society where women are recognized as equal individuals with the right to make their own decisions and lead fulfilling lives.

In many cases, abusers attempt to justify their harmful actions towards women by claiming that they are acting "for their own good and protection." When questioned about their abusive behavior by the victims, they use this excuse to rationalize their actions. Tragically, when victims get a chance to share their experiences, they often shoulder the blame themselves and even reinforce the abusers' narrative by expressing thoughts like "we deserved this" or, worse yet, "we shouldn't have done that" [13].

The social structure plays a significant role in shaping the psychology of both victims and perpetrators. Those who engage in abusive behavior often fail to recognize the menacing or terroristic nature of their actions. Conversely, victims find themselves caught in a gaslighting conundrum, where their perception of reality is manipulated and invalidated by the abusers.

This social structure is designed in a way that centralizes authority within a specific group of men in society. Consequently, it compromises women's autonomy at home and perpetuates the oppression faced by marginalized groups, solidifying the foundations of an unequal social system. This cycle reinforces a specific archetype of a downward spiral, where abusive behavior continues to prevail, and victims are trapped in a cycle of self-blame and oppression. It is crucial to break free from this destructive pattern and work towards a society that upholds equality, respect, and the protection of all individuals, regardless of gender or social standing [14].

THE RELATION BETWEEN SOCIALIZATION AND POLITICAL CONTROL

Another essential aspect of political influence that requires further exploration has been presented by Pain. Many individuals hold the belief that instances of domestic abuse should remain within the confines of the "private" sphere and that politics should not interfere. Acts of terrorism perpetrated by individuals within their homes are often seen as family matters.

The wider political implications of interpersonal hostility have yet to be acknowledged by society at large. In "The Terrorism of Terrorism," Tomis Kapitan emphasizes that terrorism serves as a direct tool to bring about changes in the political landscape. Taking into account Kapitan's concept of "alteration of the political climate" and Pain's idea of "political control" thesis, it becomes evident. Families are considered the fundamental building blocks of socialization and hold significant social power. How a person engages in the public sphere, be it socially, politically, or economically, is largely shaped by their interactions with others and the values instilled in them. Unfortunately, instances of abuse and coercion within the household can severely hinder one's ability to participate effectively in society [15].

According to Susan Okin's work, "Justice, Gender, and the Family," there exists a clear link between the roles and positions of women within the family and their influence in wider society. This connection perpetuates discrimination, injustice, and mistreatment of women not only in the workplace but also in social institutions and, most significantly, in political dynamics.

Imagine a scenario where a woman endures ongoing and severe abuse and fear within her own home. She is subjected to sexual, psychological, and physical mistreatment, and also faces intimidation from other residents in the house. Threats constantly overshadow her daily life, putting her in constant danger. Now, let's reflect on the countless women who undergo such harrowing experiences every day, irrespective of their geographical location, social class, race, ethnicity, age, or any other personal characteristics. Can they ever conquer their feelings of not being good enough and their fear of violence? Will they ever find employment opportunities for themselves? Can they even dare to dream of

achieving success, let alone actually attain it? The invisibility of women in politics is further strengthened by this harmful cycle, whether it is intentional or not [16].

The political aim of domestic terrorism is to instil fear in women, leading to a systematic decrease in their representation in the broader political sphere. Additionally, it seeks to establish oppressive power dynamics within households. As a result, the ultimate goal is to subject women to persistent disadvantages. The patriarchal system employs various strategies to ensure that women remain unnoticed and marginalized in all aspects of public life. It can be likened to removing a bird's wings before it realizes its ability to fly, effectively hindering their potential. Domestic violence becomes a private weapon to ensure women continually face political victimization, oppression, segregation, and exclusion [17].

If the aim is to assert dominance through "domestic terrorism," it becomes a means of persecuting and instilling fear in a particular group, maintaining the patriarchal political control. This oppressed minority, confined to their homes, faces significant barriers to establishing a presence beyond those confines. Consequently, terrorism rooted in political motivations perpetuates structural inequality, leading to similar consequences worldwide.

THE POLITICAL CONSEQUENCES OF TERRORISM

Domestic violence is only considered terrorism when it serves a political purpose; it doesn't necessarily require political reasons at all times. Despite many of the current situations lacking explicit political intentions, they are still labeled as acts of terrorism due to the severe political consequences they bring upon the victims. A prime example of this is the Christchurch shooting in New Zealand. The perpetrator, a white nationalist with a deep-seated hostility towards Muslims, didn't have any overt political agenda. His act of terrorism wasn't driven by a desire to influence the state's political system [18]

The perpetrator of the Orlando nightclub shooting shared the same description. He was a religious extremist, and his actions were not politically motivated. Despite lacking political motives, the global community, including the Islamic Council of New Zealand, classified the incident as a terrorist act. Such occurrences worldwide clearly demonstrate that terrorism is not solely driven by politics or political objectives; it also involves the political consequences. Committing a terrorist attack is primarily intended to instill fear in people. While political objectives may influence the actions of terrorists, they are not always the primary driving force. The main aim is to create terror among the population [18].

The terrorist attacks have triggered widespread panic, attributed to the sound of gunshots in the mentioned incidents. The victims and the general public continue to be haunted by the events, even though the perpetrator has either been killed or sentenced to life in prison. The ongoing psychological and physical damage hinders those affected from resuming their normal activities [19].

The individuals who have suffered from domestic terrorism have consistently experienced severe trauma, to the extent that it prevents them from engaging in political activities. Consequently, a specific segment of society becomes the target of political victimization as a consequence. Hence, the next instance you come across a victim of domestic terrorism, make an effort to look beyond the surface portrayal or, ideally, discard any preconceived notions that hinder your capacity to think critically [20].

AN INDIVIDUAL'S ACTIONS FOSTER THE INSTITUTION OF TERRORISM

No matter how often it has been emphasized, the truth remains that an individual's intentions are not the main determinant of whether a specific act qualifies as terrorism. The concept of "terrorism as an institution" can persist merely by carrying out the act. Consider one example of this phenomenon. Let's contemplate the possible motivations of a rapist on a personal level. Could it be driven by revenge, a thirst for power, or sexual arousal? The actions of a rapist contribute to the institutionalization of rape, serving its objectives. This institution operates deliberately and with careful planning [17].

To make this institution thrive, it only takes one person to select a woman and subject her to terror, causing immense agony and horror. This serves as a clear warning to other women globally. When someone's actions align with the institution's interests, there's no necessity to consider their personal goals. However, it's important to note that the institution of rape aims to propagate male supremacy and discourage women's independence. The individual's motives may be encompassed within the aforementioned statements. The primary targets are those who have experienced sexual assault because they are well aware of the consequences that can befall anyone who dares to challenge the social order [21].

This is the reason why rape and domestic violence are considered acts of terrorism. These heinous acts not only inflict terror upon their immediate victims but also target women as a whole, aiming to instill fear and subjugation. The intention is to make women feel powerless and resigned to their fate. Furthermore, rape and domestic violence play a significant role in shaping the social and political systems [19]. They often disguise themselves as private matters, dismissing any political involvement, yet their impact extends far beyond personal boundaries and profoundly affects the public sphere [22].

PAKISTAN'S SOCIETY UNDER SCRUTINY

Domestic violence has sadly become commonplace, or more accurately, deeply ingrained in the culture of Pakistan. Women are often treated as mere possessions, a consequence of the prevailing male domination. The patriarchal system

in Pakistan tends to justify or overlook any form of domestic abuse perpetrated against women, and in some cases, it even condones so-called "honor murders" [23].

Domestic abuse against women is frequently considered a private matter in Pakistan, where the relationship between genders is perceived as one of ruler and ruled. This situation is worsened by various socioeconomic and cultural factors, as well as the misinterpretation or distortion of religious beliefs. According to the Human Development Index (HDI), Pakistan is ranked 154 out of 189 nations, and the state's maternal mortality rate typically stands at approximately 140.0%. In Pakistan's patriarchal society, illiteracy remains a significant issue as women's education has historically been considered less important than that of men.

As per the HDI, only 27.6% of adult women in Pakistan have received secondary school level education, and the participation of women in the labor force remains at only 21.9%. In terms of the gender parity index, Pakistan ranks 3rd from the bottom out of 153 states. Even the war-torn Arab Republic of Syria fares better in comparison to the Islamic Republic of Pakistan [19].

Another point of contention is the excessive power and interference of the clerical class in public affairs in Pakistan. The derogatory pronouncements of these clerics have propagated the notion of women's inferiority. Some members of this religious elite in Pakistan even view domestic violence as a means to control women, considering it a religious practice. Unfortunately, such toxic ideologies have eroded the social fabric and endangered the lives of women, depriving them of their rights as human beings.

One day, you might come across some conservative clerics who advocate for the religiously mandated practice of hitting or slapping one's wife as a means to exert control over her. On the other hand, another preacher may proudly assert that women's education, especially co-education in Pakistan, poses a threat to Islamic culture, using women as scapegoats for domestic abuse and terrorism. In a similar vein, you may encounter another clergyman defending the immoral act of marrying children. These types of clerics not only promote and justify domestic violence in Pakistan, but they also distort the meaning of "hoor (houris)" referenced in Islam, reducing them to mere sexual objects [19].

In Pakistani culture, marital rape is disapproved of. Simply advocating for women's liberation from these outdated traditions may lead to raised eyebrows and accusations of being anti-religious by others. Honor has always been a perplexing aspect of this culture; for women, it has assumed the qualities of Mephistopheles. Speaking out about any issue affecting your life in Pakistan could potentially become a matter of life and death, subjecting you to domestic terrorism in the form of domestic abuse. Women's honor is directly tied to fragile masculinity.

Women's lives are controlled even before their birth through sex-selective abortions. If they manage to be born, the abuse they face during their early months of life raises the mortality rate of female infants. Subsequently, they may encounter a multitude of horrifying experiences, including honor killings, forced conversions, coerced marriages, rapes, sexual harassment, acid attacks, eve-teasing, marital rapes, and cyber blackmail, among others. Even if they manage to somehow survive those critical formative years, these dangers still lurk ahead [17].

CONCLUSION

In the nutshell, when terror incidents like 9/11 occurred, governments worldwide declared a war on terror. They swiftly introduced and enacted new laws in their legislation. However, despite domestic terrorism causing a significantly higher number of victims compared to any single terror incident, international governments have not responded with the same level of urgency to address and combat this societal menace. Every day, in every corner of the world, women endure the constant fear that pervades their lives. They are subjected to various acts of torment, abuse, torture, mutilation, captivity, control, and brutality, which all constitute severe violations of their basic human rights. This is an unfortunate reality regardless of where one may be located. Moreover, the toxic masculinities prevalent in specific regions exert a strong influence on toxic masculinist geopolitics internationally, as highlighted by feminist geographers. The public aspect of an individual's life is profoundly affected by all forms of oppression within the private sphere. This is equally applicable to how these domestic imbalances restrict women's participation in public life on a global level.

It is vital to recognize that without liberating women from the shackles that have hindered their fundamental existence, progress cannot be achieved. While discrimination and domestic violence against women are challenges faced worldwide, they pose particularly complex issues in Pakistan due to various unique circumstances.

WAY FORWARD

• One crucial step forward is to increase awareness about domestic violence in Pakistan. Through public campaigns, educational programs, and media engagement, we can shed light on the severity of this issue and its impact on women's lives.

• Pakistan must enact and enforce robust legislation against domestic violence. By providing legal protection and support to survivors, we can create a safer environment and hold perpetrators accountable for their actions.

• Promote women's economic empowerment by providing opportunities for education, skill development, and employment. Financial independence can help women break free from abusive relationships and gain control over their lives.

• Empowering women through education, skills training, and economic opportunities can break the cycle of violence. When women have access to resources and support, they are better equipped to stand up against abuse and create independent lives.

• Establishing dedicated helplines, shelters, and counseling services for victims of domestic violence is crucial. These support systems can offer a lifeline to those in need and guide them towards safety and healing.

• Addressing domestic violence requires involving men and boys in the conversation. Encouraging positive masculinity, respectful relationships, and challenging harmful gender norms can contribute to a culture of non-violence.

• Partnering with non-governmental organizations (NGOs) and civil society groups that work on gender-based violence can amplify efforts and maximize resources towards combating domestic violence.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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STRUCTURAL VIOLENCE AGAINST CHRISTIAN COMMUNITY IN PAKISTAN: AN ANALYTICAL VIEW ON THEIR SOCIAL STATUS WITH REFERENCE TO ISLAM

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Abstract: This research paper is conducted to analyze the social position of Christians in the structure of social stratification of Pakistan under Galtung's theoretical framework. The social stratification in Pakistan is not original to the state of Pakistan rather it has roots in Hinduism and also it is a colonial construct that at largely carried out by Great Britain; a colonial power in pursuing the policy of divide and rule. Unlike India, the demography of Pakistan is religiously homogeneous but ethnically diverse. Historically, Christians would not be only marked as a religious minority but a lower social class as well. Unfortunately, it always has been treated as a lower stratum in the hierarchy of social stratification in the Indo-Pak region. In earlier works, scholars and academicians have defined Christians as a suppressed religious minority and marginalized citizens of an Islamic Republic. So, in the earlier works of researchers, the issue of violence against Christians in Pakistan has been explored from a religious dimension only. This research article aims to explore the socio-structural dimension of violence against the Christian community in Pakistan which mainly focuses on three points: the inherent structural position of Christians in Pakistan, the negligible role of Britishers in the improvement of their position, and the free will of Pakistani Christians as a problem. Furthermore, this article is very significant and insightful for policymakers and social researchers due to its theoretical framework and its historical analysis of the issue.
Keywords: Social stratification; Structural violence; Christian minority; Free-will

1 INTRODUCTION

It is a manifest reality that the human race is divided into multi-layer strata. Structurally, it could be a religious, racial, ethnic, and economic stratification. In the Indo-Pak region case of Hinduism is very prominent for rigid socio-religious stratification. The Christian social status in Pakistan is a historical manifestation of Hinduism. Structurally, in Indian society, there are four basic castes strongly rooted back to the Aryan social setup. At the top of its pyramid is Brahmins which is a priestly class, second to it is Kshatriyas; a ruling and guardian class, then is Vaishyas which is largely a business class and on the lowest stratum there are Shudras. It is also denoted as the untouchable and scheduled caste in Indian society.

The lowest and unprivileged caste formerly known as untouchable it is popularized after the 1970s referred to as Dalits, and historically converted to Christianity to get salvation from the structural violence and oppression which is prevailed in Indian society. So, the present Christian identity living generally in South Asia and particularly in Pakistan was a marginalized group since the social order was established in Aryan society. They never escape their marginalization even by conversion to Christianity. Christians in Pakistan trace their genealogy within the Indian subcontinent and have Punjabi as their mother tongue [1].

According to socio-historical perspectives, Pakistani Christians; as they are the descendants of some of Punjab's most marginalized communities worked as landless sharecroppers and menial laborers (ex. street sweepers). The shift in their national identity came in 1947 after the inception of Pakistan. As for the scope of the study, this work is conducted to investigate the situations facing the Christian community in Pakistan. It is widely said that they are socially and economically marginalized they don't have access to mainstream strata being the lowest social class. After the inception of Pakistan religious minorities had greater reservations about their civil and political rights, they made their objections to objective resolution on the ground that minorities would be deprived of their rights. Later on, the constitutional-making process was delayed because one of its reasons was minority resistance. In the framework of Galtung's theory, any systematic misbehaving with a group in society, due to the socio-cultural identity of the group or an object is called structural violence [2]. In the case of Pakistan Christian community faces structural violence in the form of hate, keeping the social gap with them, unemployment, and low-wage employment like sweepers, daily wagers, etc. For the past several years, according to Amnesty International reports, Pakistan has been charged with human rights violations against its religious minorities, especially its Christian citizens. Christians make up a thin minority in Pakistan they are around 2.5 million [3]. They are not originally Christian but converted, and almost originated from Hindu families. Slightly, more than 2% of the population. Many originate from Hindu families of lower castes and untouchables who were converted to Christianity by Christian

missionaries using incentives, force, and some by free will. Unfortunately, their fate remains the same although the British regime in India sponsored missionaries to convert the local population but did not enough utilized resources for change their social status which was needed for them[4].

The problem of structural violence against the Christian community in Pakistan has been explored by many researchers like: Lubna Nazir Chaudhry her study titled "Structural violence and the Lives of Pakistani Christians: A Collaborative Analysis" is a significant piece of literature that comparatively addresses the problem. Her work is centered on three points: the treatment of Christians in Pakistan as being religious minority, citizens, and human [1]. But her work is standing more on the first point which is focal to the explanation of structural violence. Almost all researchers have explored more about violations against Christians as a minority. Such as "Structural Violence and Christian Minority in Pakistan: The Monolithic Image to be Blamed" this work is done by using the pure lens of Galtung's theoretical model on structural violence [5] but it is also centered on religion as a structure neglecting the structures that are other than religious.

2 THEORETICAL MODEL

A landmark work of John Galtung "Violence, Peace, and Peace Research" who is regarded as the founder of peace studies. It is possible to understand his place in peace studies by focusing on the works in which he has contributed directly or indirectly to peace studies. In the aforementioned work (Violence, Peace and Peace Research) which was published in 1969, Galtung stated that while revealing the relationship between violence and peace, it is necessary to define violence first. In this context, he defines violence as the effects applied to people to fall behind their physical and mental potentials and draws a wide-ranging framework from economic inadequacies to wars, from ideological pressures to threats. He developed his views on violence based on his work in 1969, which divides violence into direct, structural, and cultural violence. The connection of three types of violence with each. According to this distinction, Galtung states that structural violence is caused by political mechanisms, processes, and institutions that ensure the satisfaction of identity, reputation, and security needs. In contrast, cultural violence is fed by anger, fear, and hatred that arise from the parties' not understanding or misunderstanding each other. According to Galtung structural and cultural violence is the source of invisible conflicts; this violence directly turns into violence and becomes visible. In this context, conflict is a variable process in which structural, cultural, and direct violence affects each other [2]. The former form of violence in Pakistan has been largely explored by other researchers the latter one has remained unexplored therefore the work in hand is more focused on exploring the latter problem.

3 METHODOLOGY

This research article is a qualitative inquiry into the problem of structural violence against the Christian community in Pakistan. The data collected for research is qualitative because it consists of opinions, analytical perspectives, and stories. Thus, the information collected from second-hand sources falls in the secondary domain. Sources for information include Google Scholar, websites, research journals, and e-libraries. Important documents were collected through purposive sampling and, thereafter were analyzed. The continents of the documents were thematically analyzed. The unit of the study is a Christian community. The universe for the study is Pakistan as a whole, not a unit. Moreover, this study has an exploratory purpose and having non-experimental research design.

4 ANALYSIS OF STRUCTURAL VIOLENCE AGAINST CHRISTIAN COMMUNITY IN PAKISTAN

4.1 Structural Violence

The term was originally coined by John Galtung (a Norwegian sociologist and pacifist) who introduced it in his research article; "Violence, Peace, and Peace Research" which was published in 1969. First, to start from very basic, he defines violence as the effects or gap between potential capabilities and actual capabilities. Further, he defined that violence exists when human beings are being affected so that their actual somatic realization is less than their potential realization. In common language according to Galtung; violence is any avoidable assault on basic human needs. The basic needs of people are survival, well-being, freedom, and identity.

He also explains his views on violence comprehensively by emphasizing the difference between forms of violence while focusing on physical and psychological violence on the one hand and the presence of an object and what or who the subject is on the other. Galtung, who developed his views on violence based on his work in 1969, divides violence into direct, structural, and cultural violence. The connection of three types of violence according to this distinction, Galtung argues that structural violence is caused by political mechanisms, processes, and institutions that ensure the satisfaction of identity, reputation, and security needs. In contrast, cultural violence is fed by anger, fear, and hatred that arise from the parties' not understanding or misunderstanding each other. Structural violence is grounded in cultural and civilizational traits. The grand cultural trait that works as a mark for social stratification often embedded in base structure ultimately affects or influences the superstructure. Thus, in traditional societies, cultural stuff makes the base structure as well as the superstructure of society. According to Galtung structural and cultural violence is the source of invisible conflicts; this violence directly turns

into violence and becomes visible. In this context, conflict is a variable process in which structural, cultural, and direct violence affect each other. Some examples of structural violence as proposed by Galtung include institutionalized ethnocentrism, sexism, and classism. Structural violence and direct violence are said to be highly interdependent.

4.2 Structural Violence Faces Christian Community in Pakistan

Islam has emphasized equal human rights for minorities. Islam teaches that there is no distinction of color, race, language, or caste among human beings but gives weightage to obedience to God. 1973 Constitution of Pakistan also proclaims fundamental rights to all citizens of Pakistan without any discrimination. While, Articles 11, 25, 26, and 27 of the constitution of 1973 also proclaim the equality of all citizens before the law, irrespective of race, religion, caste, and sex" [6]. Furthermore, Jinnah's vision of Pakistan also proclaimed religious freedom and equality of citizens, he stated that: "You may belong to any religion or caste or creed – that has nothing to do with the business of the state". Stressing the religious freedom for all communities, especially for minorities in Pakistan he stated: "You are free; you are free to go to your temples. You are free to go to your mosques or any other places of worship in this state of Pakistan." [7]. The speech of Jinnah is competent with Islam in the sense that there is greater religious freedom in Islam than in other world religions. As Jinnah said; you are free to go to your temples. Islam (Islamic State) does not prohibit you from going to your temples. Despite overwhelmingly constitution of Pakistan is Islamic and has greater provision for minority rights as compared to other constitutions in the world. If we take the instance of the Indian constitution which is narratively a secular constitution in the region but still doesn't have such provisions for religious minorities as it is in the constitution of Pakistan. But despite a thick shell of provisions, the Christian community is still not secure and is most vulnerable to violence. There is multi-layered structural avoidance against it as it would be mentioned.

Isolation in living space: People do not mix up with them, especially middle- and upper-class Pakistanis avoid mixing up with them in towns, villages, or clubs. They hate them maybe not being Christian but having a specific color and profession, they are treated as if they were untouchable in India. They are socially isolated, reduced to janitorial work, and living in unhygienic conditions in slums, euphemistically called "colonies". Some of the migrants did live in integrated and middle-class localities, mostly in urban areas where they would have proximity and access to their specific employment as it is largely sweeping and janitorial work in towns. Based on their personal experiences, they remark based on participant observations reported in the New York Times 'that they are living in places where there is no electricity, no water supply schemes, and no adequate sewage disposal [8].

So, Christians in Pakistan are socially alienated from the rest of the population it is not justified by Islam. Islam does not allow such practice with the human race even encouraging them to spend on the welfare of the deprived as Allah says in the Quran "and their wealth is a right for the beggar and the deprived" (*Surah Al Zariat* verse no. 19). The non-believers are included in the domain of charity in Islam. Similarly, in the case of social equality among humanity, in a famous and authentic Hadith, the Prophet (PBUH) said "Feed and clothe the slave as you eat, [dress] and drink and do not cause them more than their strength[9]" On the other hand, it can be argued that constitutionally, in Pakistan they have living equality being citizens of Pakistan. Article 23 of the 1973 constitution of Pakistan, it is provided that every citizen of Pakistan has the freedom to acquire, hold, and dispose of property in everywhere Pakistan. The violence faced by Christians in the whole region is a collective regional and social responsibility rather than blaming Islam and the constitution of Pakistan but it is not enough to write on a piece of paper and keep it aside, the government in power is responsible for implementing.

By calling *Chuhras; Derogatory Remarks about Christians:* the term *Chuhras* is a derogatory term over the centuries used for untouchables but now for Christians, it means those who are working in the cleansing of gutters and washrooms, the term signifies extreme grunting, it is forbidden in Islam as Allah almighty says in Holy Quran "O you who believed, let not a people ridicule (making a mockery of another) people; nor let women ridicule [other] women; perhaps they may be better than them [who are being ridiculed]. And do not insult one another and do not call each other bad names [offensive nicknames] (surah al Hujarat verse no. 11). I think looking at this violence with a religious lens would be unjust because it is strongly prohibited in Islam's original text and it is considered the greatest sin according to shariah. The violence is strongly rooted purely in the social attitudes of people, tracing back to primitive Indian society. The data gathered by Lubna Nazir Chaudhry in Islamabad proved that even in Islamabad Christians were socially isolated, reduced to janitorial work and they are socially distanced. Islam does not believe in the segregation of humanity based on color, tribe, caste, and even belief because in early Islam Prophet and his companion lived in the neighborhood of non-believers. But Muslims did live in Indian society for centuries and have been influenced by the Hindu caste system. Now the converted Christians are no longer untouchable but centuries of regarding them as impure has become part of society's norm.

By calling it dirty; the remarks violate human dignity: Christians are grunting because they are working in washrooms and cleansing gutters, by employing them in such works making them structurally as they were untouchable in Hinduism. In an interview conducted by Kamran & Purewal in their study participant explained their experience of violence as in public service our dishes are kept separated from other servants' dishes. While cleaning and sweeping the floors households are afraid our impurity will rub off on them that they even move their furniture and pots away. The young man Saleem who was an engineer and worked at a private firm was also told to bring his dishes, and there was uproar in the office when he dried his hands with the same towel that everyone else in the office used. Therefore, this state of mind is not just directed toward

lower-class Christians [10]. It would be generally observed that people avoid handshaking and sitting with Christians in Pakistan as in schools' Christian students experience social distance all the circumstances portray the picture of Indian society. Otherwise, it violates human dignity and, in the Quran Allah, says "and we have certainly honored the children of Adam…" (Al-Isra verse no. 70) Similarly, in other places Allah says "Certainly we have created man in the best of stature" (surah At-teen, verse no. 4). These are the greatest messages from such a glorious entity that address humanity with the distinction of caste, color, and even belief. The constitution of Pakistan article provides that human dignity is inviolable. It would be assumed from the above circumstances and evidence that the structure of violence established in the Hindu caste system was never changed by the Britishers during their colonial rule and was also maintained by Pakistani society within the non-involvement of religion.

Structure of violence Against Christian women: women harassment is widespread in Pakistan any woman can be involved in sexual harassment women are unsecured but Christian women are more vulnerable to harassment because the lower-class Christian women are working in the houses of the upper class. Women who cleaned other peoples' houses had little recourse to any justice if they were molested by the men in whose houses they worked. They could be dismissed from their jobs if they lodged a complaint to the women of the households, and their likelihood of getting another job was very little since they would acquire the reputation of being a troublemaker. Lubna Nazir in her work explains the story of a woman named Hameeda she narrates: "If we are so dirty, why then men touch us? They keep their distance from us but not when their lust arises it comes to their pleasures, we don't like to talk about it because it makes us look bad even if a woman says anything, she gets the blame, not the man. Even our men treat us differently if we mention being harassed [1]." Every religion has some sanction against women's sexual harassment but Islam has specifications for the sake of protection of women's dignity and miniating of the best social order. Islam prevents the environment of harassment as Allah says in the Holy Quran "Do not even go near fornication for it is a very indecent flung and a very evil way" (Al-Isra verse no. 32). Similarly, in other places Allah says "Tell the believing men to reduce [some] of their vision and guard their private parts. That is purer for them. Indeed, Allah is acquainted with what they do. When some go beyond such protective lines they would face sanctions as explained in the Surah Al-Noor verse no. 2.

I would assume that Christians in Pakistan are enslaved by the social structure, which means it is the legacy of the Indian caste system and colonial rule. The social structure is constituted by the common behavior of the people and attitudes and the way through which a large number of Pakistani populations pursue Christianity. Otherwise, they have Islamically and legally very strong fortifications.

Opportunities and Challenges in Changing Status-quo: being equal citizens of Pakistan, Christians constitutionally enjoy all fundamental rights given by the 1973 constitution of Pakistan, which have occupied the whole second chapter of the Constitution (starting from Article 8 and ending in Article 28). Being a minority in Pakistan has a particular provision as well which is given in Article 36 protecting the distinct rights of minorities. The largest portion of Pakistan's minority is covered by Christians. Christian has their own official print media platform allowed by the state of Pakistan known as 'Christian Post'. Despite constitutional protection of their rights, they face violence in the social structure. This paper tends to analyze violence against Christians in terms of social structure and culture. In academia, the investigation of violence against Christians at the state level has been overburdened. What we have been understood, that violence is grounded very in social structure and culture rather than in the constitution of Pakistan and Islam.

Islam literally means peace, as the meaning it is a religion of peace, that provides all kinds of peace and security to any humankind beyond race, religion, color, class, etc. It is a fact proved empirically in history. Montesquieu; a prominent French political philosopher explains in his book "The Spirit of Law" that it is history and Islamic law that has proved the insurance of minority rights, he specifically referred to the reign of Umar bin Abdul Aziz. Montesquieu was impressed by the relatively tolerant and inclusive nature of Islamic law [11]. It is a progressive view only regarding the context, in Pakistan the treatment of minorities either religious or ethnic is complex and varied it should not be limited to only religious minorities, violence prevailed in the social structure in Pakistan which is inherited from colonial India.

On the other hand, but again concerning Islam, it is always assumed and perceived by the minority and other researchers that the Islamization of Pakistan's constitution is a threat and challenge to the religious minority in Pakistan. It is a fact that the constitution of Pakistan is dominantly Islamic if some loopholes are taken aside. The constitution of Pakistan is the best guarantor of minority rights which are been aforementioned. No secular constitution in the region guarantees such an immunity. It is bad luck for Muslims and non-Muslims that the constitution of Pakistan has not been implemented yet in its full spirit otherwise there would be no threat to Islam as well as the minorities. If Christians or other minorities perceive security threats in Pakistan, then security is not a problem only for religious minorities, it is a bigger problem for the ethnic minorities than the religious minorities. All citizens of Pakistan are unsecured. The masjid is more unsecured than the church.

5 CONCLUSION

Conclusively, the Christian community faces structural violence in Pakistan, structural violence is mainly in the form of defined social status that has been ascribed to Christians by the society and how the rest of the people of society treat the Christian community. The rest of the people are 98% Muslims by religion but culturally Indians. Usually, Christians in

Pakistan are conducting as; to keep social distance from them, by calling them *chakras* and dirty due to their occupation. However, the Christian community in Pakistan inherent this violence from the Caste system prevails in Indian society. Unfortunately, Christian missionaries converted the lower stratum of the Indian caste system to Christianity but did not improve their status. Unlikely, the case of Islam is very different, with the advent of Islam in India similarly, the principle of justice and glory of Islam was very appealing to the lower class of Indian society so it largely embraced Islam. However Muslim rulers and reformers improve their status. Now such a class does not exist among Muslims.

Throughout the inquiry, it is found that: firstly, violence against Christians in Pakistan they inherent in their social status which is rooted in the caste system of Indian society, secondly, unlike Muslim invaders Christian missionaries and the British empire did not improve the social status of converted Christians. Muslim invaders had improved the social status of converted Muslims. Thirdly, Christians individual free will is a matter of fact, as they have to apply for other jobs as well where they are allowed by the state but they are feeling satisfied in their jobs. Once I met my hostel sweeper who was a Christian, I presented Islam to him he told me that due to my job, I couldn't change my religion because we wanted to do the job which could easily be achieved. Furthermore, we would recommend to Christians they should constitutionalize their demands against such ongoing violence against them. They should demand the implementation of the constitution. And state should end the structural violence against them by improving their social status and providing them with other jobs therefore, institutions should not specify them or other particular communities while advertising vacancies for such jobs which violate human dignity.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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