

mastering of theoretical material in professional disciplines, but also provide each of them with optimal opportunities for personal and professional development.

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### ADVANTAGES AND DISADVANTAGES OF DISTANCE LEARNING

In distance education, due to the geographical location, teachers and students cannot adopt the traditional «face to face» educational communication mode, and can only implement the teaching process through specific methods and media, so as free from being restricted and constrained by time, space and national boundaries. In today's rapid development of information technology, distance education faces new

challenges, that is, the use of computer network technology and multimedia digital technology and other high and new technology, interactive distance learning in a digital environment.

Therefore, with the distance education architecture on today's fast-expanding Internet, fully develop and utilize online teaching resources, and the use of the computer network video conference system is strong interaction and real-time, make the two-way communication between teachers and students in distance education more convenient and safer, reliable. Network technology provides a lot of convenient learning opportunities for distance educators, it also reduces the cost of the educational process, learners can according on their actual situation, adjust your learning progress flexibly, study plan and learning content. Thus, truly reflecting the «student-centered» modern education concept, online courses can organize the teaching content according to the way of learners' way of thinking. The teaching effect is evaluated jointly by teachers and learners alike. This makes the traditional teaching from one-way to two-way, realize the distance teaching between teachers and students, two-way communication between students and students, by the popular education tend to personalized education, the Internet, processing, transmission platform teaching mode, greatly broaden the scope of traditional education, education implementation process is not affected by time, place, boundaries, climate and other factors.

Extensive teaching resources on the network greatly enriched the teaching content, really broke the campus boundaries, changed the traditional sense of «classroom» concept, students can break through the time and space limit, accepted from different countries, different schools, different teachers, can get richer, more intuitive multimedia information, sharing books around the world.

However, distance education brings opportunities to modern society and also brings problems that cannot be ignored: the teaching mode is single, poor teaching interaction, network distance education lacks true feelings.

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### **INNOVATIONS IN DISTANCE EDUCATION**

Open distance education has the characteristics of adult on-the-job, independent and decentralized learning. Students have complex learning backgrounds, learning foundations and knowledge levels are uneven, especially for administrative management students. The professional level is more complicated than other majors are. It is far from this major. Students have generally poor cultural foundation and low theoretical literacy. Most of them belong to disadvantaged groups in learning, and their teaching is relatively difficult. Under such special circumstances, practical teaching needs more targeted innovation:

1. Clarify the teaching objectives of the social practice link. The purpose of the social practice of administrative management specialties should be to promote the combination of theory and practice, based on social reality, with the primary goal of training students in various abilities of social investigation and administrative work, in order to strengthen students' understanding of my country's national conditions, people's conditions, especially administrative management. On the basis of the system, let students receive basic training in systematic and scientific administrative thinking and social investigation skills, and improve their basic ability to use administrative management theory and administrative knowledge to analyze