2nd International Conference on Social Science and Technology Education (ICSSTE 2016)

Advances in Social Science, Education and Humanities Research Volume 55

Guangzhou, China 14 – 15 May 2016

Part 1 of 2

Editor:

Yin Kim

ISBN: 978-1-5108-2303-7

Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2016) by Atlantis Press All rights reserved. http://www.atlantis-press.com/php/pub.php?publication=icsste-16

Printed by Curran Associates, Inc. (2016)

For permission requests, please contact the publisher:

Atlantis Press Amsterdam / Paris

Email: contact@atlantis-press.com

Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA Phone: 845-758-0400

Phone: 845-758-0400 Fax: 845-758-2633

Email: curran@proceedings.com Web: www.proceedings.com

TABLE OF CONTENTS

PART 1

SOCIETY AND SOCIAL SCIENCES

STUDY ON THE FACTORS AFFECTING THE ENVIRONMENTAL BEHAVIORS OF THE
COMMUNITY RESIDENTS IN LEISURE AGRICULTURE TOURISM DESTINATIONS
Xiuzhi Lin, Xiujuan Huang
STUDY ON THE RURAL TOURISM DEVELOPMENT MODEL IN CHINA
Lei Zhou, Chong Wang
RESEARCH ON BRITISH AND AMERICAN CULTURE DEVELOPMENT PATTERN FROM
THE ANGLES OF METAPHOR AND IDIOMS
Lijuan Sun
A STUDY ON FOREIGN LANGUAGES DEMAND IN XI'AN UNDER THE BACKGROUND OF "THE SILK ROAD ECONOMIC BELT"
Wei Qin, Hong Wu
ANALYSIS ON WESTERN UNIVERSAL VALUE THEORY
Jiang Sang
THE CONVERGENCE OF MAN AND WOMAN GENDER IN XINJIANG NATIONAL DIET
FOLK
Chun-Ping Zhang
RESEARCH ON THE MODERN PSYCHOLOGICAL HEALTH PROBLEMS OF THE
FLOATING POPULATION DEVELOPMENT TREND UNDER THE URBANIZATION PROCESS
Dengguo Zhang
CULTURAL TRANSMISSION PROBLEM WITH CULTURAL GLOBALIZATION ANGLE IN
THE EXPANSION OF THE SECOND LANGUAGE- TAKE INTERNATIONAL PROMOTION OF
CHINESE AS AN EXAMPLE
Kunhu Wu
RESEARCH ON CONTEMPORARY FILM AND TELEVISION INDUSTRY DEVELOPMENT
TREND FROM THE ANGLES OF VISUAL AESTHETIC AND CULTURAL INHERITANCE4
Wantong Cao, Yuting Cui
STUDY ON THE CREATIVE DESIGN OF CULTURAL LANDSCAPE IN URBAN LANDSCAPE4
Qianwen Xiao
PRIMARY DISCUSSION ON THE ECOLOGICAL GARDEN LANDSCAPE CONSTRUCTION IN THE CITIES
Qianwen Xiao
JOINT INTEGRATION OF DENG XIAOPING' REFORM THEORY AND CHINESE REFORM
Guidong Wang
THE STUDY ON CROSS-CULTURAL PRAGMATIC FAILURE UNDER THE PERSPECTIVE OF
ADAPTATION THEORY
Na Liu
RESEARCH ON THE DEVELOPMENT OF MODERN ENVIRONMENT ART PATTERN UNDER
THE PERSPECTIVES OF GREEN CITY AND ENVIRONMENTAL PROTECTION6
Kang Zhou
DISCUSSION ON ADMINISTRATIVE LAW PROTECTION FOR PENSION RIGHTS AND
INTERESTS OF THE LOST ONLY-CHILD ELDERLY IN CHINA
Zehua Feng
RESEARCH OF TOURISM DEVELOPMENT FROM THE PERSPECTIVE OF INDUSTRIAL
CLUSTER
Yanyan He DESEA DOLLON CHINESE AND EQUEION CHI THIDAL THINKING MODES AND THE
RESEARCH ON CHINESE AND FOREIGN CULTURAL THINKING MODES AND THE INFLUENCES ON ENGLISH EDUCATION ACTIVITIES
Lingyun Yu
STUDY ON THE CURRENT SITUATION OF THE PHYSICAL HEALTH PROMOTION PLAN
IMPLEMENTATION IN JINAN'S MIDDLE SCHOOL STUDENTS
Qi Shenghua, Kaibiao Zheng

ENTREPRENEURIAL SUCCESS RATE UNDER THE PERSPECTIVES OF THE LAW AND	
	0.5
TEAM MANAGEMENT PERSPECTIVES	95
Yandong Zhang ON EFFECT OF MARITAL LOYALTY AGREEMENT	101
Yuyu Yang	101
ANALYSIS ON THE EFFECT OF FAMILY CONSUMPTION PSYCHOLOGY ON THE	
ECONOMIC DEMAND STRUCTURE UNDER THE BACKGROUND OF THE FINANCIAL	
CRISIS	105
Ji Zeng	
DISCUSSION ON CHINA'S MARXIST IDEOLOGICAL MARGINALIZATION UNDER THE	
NETWORK BACKGROUND	109
Shuangyin Li, Baihong Li, Yanjie Hao	
STUDY ON THE PROBLEMS OF TRANSFERRING THE PROCEEDS OF CRIME UNDER THE	
MAINLAND-TAIWAN RECIPROCAL JUDICIAL ASSISTANCE	113
Anmin Lin	
RESEARCH ON THE PRESENT SITUATION AND DEVELOPMENT STRATEGY OF	
UNIVERSITIES	118
Xiaoxian Lv, Lan Yang	
THE BASIC STRATEGY AND THE MAIN PATH OF THE TRANSFORMATION OF	
UNIVERSITIES	123
Xiaoxian Lv, Chunmei Yang	
THE RESEARCH ON THE IDEOLOGICAL AND POLITICAL EDUCATION FUNCTION OF COLLEGE STUDENT COMMUNITY	120
Qianying Ma	128
guilding the	
LANGUAGE AND COMMUNICATION	
RESEARCH ON THE ENGLISH CROSS-CULTURAL COMMUNICATION SKILLS FROM THE	
	134
	134
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER	134
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER ITHE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND	
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING	
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER I'HE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT	139
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING	139
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sum	139
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE	139
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER IHE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY	139
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER IHE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo	139
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY	139145149
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER I'HE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE	139145149
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE Peng Sui	139 145 149 155
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER I'HE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE Peng Sui HOW TO IMPROVE COLLEGE STUDENTS' ORAL ENGLISH	139 145 149 155
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE Peng Sui HOW TO IMPROVE COLLEGE STUDENTS' ORAL ENGLISH Zhiyong Sun	139 145 149 155
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE Peng Sui HOW TO IMPROVE COLLEGE STUDENTS' ORAL ENGLISH Zhiyong Sun RESEARCH ON DEVELOPMENT MODE OF CONTEMPORARY ENGLISH LANGUAGE AND	139145149155161
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE Peng Sui HOW TO IMPROVE COLLEGE STUDENTS' ORAL ENGLISH Zhiyong Sun RESEARCH ON DEVELOPMENT MODE OF CONTEMPORARY ENGLISH LANGUAGE AND LITERATURE IN CHINA FROM THE PERSPECTIVE OF LOCAL CULTURE	139145149155161
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE Peng Sui HOW TO IMPROVE COLLEGE STUDENTS' ORAL ENGLISH Zhiyong Sun RESEARCH ON DEVELOPMENT MODE OF CONTEMPORARY ENGLISH LANGUAGE AND LITERATURE IN CHINA FROM THE PERSPECTIVE OF LOCAL CULTURE Qiaohong Wang	139145149155161
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE Peng Sui HOW TO IMPROVE COLLEGE STUDENTS' ORAL ENGLISH Zhiyong Sun RESEARCH ON DEVELOPMENT MODE OF CONTEMPORARY ENGLISH LANGUAGE AND LITERATURE IN CHINA FROM THE PERSPECTIVE OF LOCAL CULTURE Qiaohong Wang WAYS ON DEVELOPING THE ABILITY OF LISTENING, SPEAKING, READING AND	139145149155161
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE Peng Sui HOW TO IMPROVE COLLEGE STUDENTS' ORAL ENGLISH Zhiyong Sun RESEARCH ON DEVELOPMENT MODE OF CONTEMPORARY ENGLISH LANGUAGE AND LITERATURE IN CHINA FROM THE PERSPECTIVE OF LOCAL CULTURE Qiaohong Wang WAYS ON DEVELOPING THE ABILITY OF LISTENING, SPEAKING, READING AND WRITING	139145149155161
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER ITHE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE Peng Sui HOW TO IMPROVE COLLEGE STUDENTS' ORAL ENGLISH Zhiyong Sun RESEARCH ON DEVELOPMENT MODE OF CONTEMPORARY ENGLISH LANGUAGE AND LITERATURE IN CHINA FROM THE PERSPECTIVE OF LOCAL CULTURE Qiaohong Wang WAYS ON DEVELOPING THE ABILITY OF LISTENING, SPEAKING, READING AND WRITING Zhiyong Sun	139145149155161
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER ITHE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE Peng Sui HOW TO IMPROVE COLLEGE STUDENTS' ORAL ENGLISH Zhiyong Sun RESEARCH ON DEVELOPMENT MODE OF CONTEMPORARY ENGLISH LANGUAGE AND LITERATURE IN CHINA FROM THE PERSPECTIVE OF LOCAL CULTURE Qiaohong Wang WAYS ON DEVELOPING THE ABILITY OF LISTENING, SPEAKING, READING AND WRITING Zhiyong Sun RESEARCH ON THE PURPOSE-GUIDED AND CORRESPONDING CHARACTERISTICS OF	139145149155161165
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING Jing Yang RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT Wenxiao Zhu ENGLISH READING SKILLS OF COLLEGE STUDENTS Zhiyong Sun RESEARCH ON THE PUBLIC ENGLISH TEACHING MODE REFORM UNDER THE ENVIRONMENT OF INFORMATION TECHNOLOGY Haipeng Luo RESEARCH ON THE COGNITIVE THEORY AND ITS APPLICATIONS ON CONTEMPORARY DEVELOPMENT OF ENGLISH LANGUAGE AND LITERATURE Peng Sui HOW TO IMPROVE COLLEGE STUDENTS' ORAL ENGLISH Zhiyong Sun RESEARCH ON DEVELOPMENT MODE OF CONTEMPORARY ENGLISH LANGUAGE AND LITERATURE IN CHINA FROM THE PERSPECTIVE OF LOCAL CULTURE Qiaohong Wang WAYS ON DEVELOPING THE ABILITY OF LISTENING, SPEAKING, READING AND WITTING Zhiyong Sun RESEARCH ON THE PURPOSE-GUIDED AND CORRESPONDING CHARACTERISTICS OF THE BUSINESS ENGLISH LETTER	139145149155161165
RESEARCH ON THE UNIVERSALITY OF COLLEGE ENGLISH TEACHING MODE UNDER THE BACKGROUND OF COLLEGE ENTRANCE EXAMINATION REFORM AND AUTONOMOUS LEARNING CONCEPT	
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING	
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING	
PERSPECTIVES OF DIFFERENCES IN CHINESE AND WESTERN THINKING	

RESEARCH ON THE CURRENT SITUATION OF DEVELOPMENT OF PHENOMENOLOGY AND THE INFLUENCES ON LANGUAGE COGNITION	192
Zhongliang Cui, Huili Wang	1/2
THE APPLICABILITY IN SELECTION OF AMERICAN SITCOMS AS MATERIALS FOR	
TEACHING ENGLISH LISTENING AND SPEAKING	198
RESEARCH ON THE INTERACTIVE INTERPRETING TEACHING MODE UNDER THE	
MULTIMEDIA AND TRADITIONAL MICROTEACHING ENVIRONMENT	202
Jing Li	202
· ·	
RESEARCH ON THE COLLEGE ENGLISH LISTENING TEACHING MODE BASED ON THE	200
ASSOCIATED GUIDANCE THEORY	208
Li Gao	
INTEGRATION OF CULTURAL EDUCATION IN ENGLISH TEACHING	214
APPLICATION OF THE COMMUNICATIVE LANGUAGE TEACHING IN COLLEGE ORAL	
ENGLISH CLASS	218
Xiujuan Li, Zhongmin Liu, Xiangjun Xu, Yu Mei	
RESEARCH ON THE DEVELOPMENT TREND OF ENGLISH TEACHING UNDER THE	
BACKGROUND OF AUTONOMY AND EXPLORATORY LEARNING	223
Tieyuan Wei	223
RESEARCH ON THE UNIVERSITY ENGLISH TRANSLATION COURSE SYSTEM	
CONSTRUCTION UNDER THE MARKET ORIENTATED AND EMPLOYMENT GUIDED	220
BACKGROUND	229
Dan Zhang	
RESEARCH OF INTEGRATION METHOD OF INTERPERSONAL TEACHING AND MAN-	
MACHINE TEACHING IN COLLEGE ENGLISH	235
Tianyang Zhao	
THE DESIGN OF INTERACTIVE TEACHING MODEL FOR COLLEGE ENGLISH COURSE IN	
WEB-BASED SPAN	240
Ying Zeng	
RESEARCH ON THE REFORM AND PRACTICE OF ENGLISH LISTENING TEACHING FOR	
APPLICATION-GUIDED UNIVERSITIES	246
	240
Peng Qian	
RESEARCH ON THE MICRO CLASS AND THE APPLICATIONS ON ENGLISH FLIPPED	2.52
CLASSROOM DESIGN FOR APPLICATION-ORIENTED UNIVERSITIES	252
Qingyun Xu	
A PROBE INTO THE MORAL EDUCATION IN COLLEGE ENGLISH TEACHING	258
Mengshan Jia, Xiao Tang	
A CASE STUDY ABOUT ACCURACY AND FLUENCY IN TEACHING CHINESE AS A SECOND	
LANGUAGE	262
Mengke Li	
RESEARCH ON THE NOVEL BUSINESS ENGLISH EDUCATION MODE BASED ON	
FEEDBACK LEARNING AND INTERACTIVE TEACHING METHOD	271
Weiping Wang	
RESEARCH ON THE LOCAL CULTURE AND CORRESPONDING INFLUENCES ON ENGLISH	
LINGUISTICS FROM THE ETYMOLOGY PERSPECTIVE	277
	211
Xiaomei Wen	
RESEARCH ON THE DEVELOPMENT OF MICROTEACHING AND THE APPLICATIONS ON	***
CONTEMPORARY COLLEGE ENGLISH TEACHING	283
Yinna Su, Yahui Hu	
ANALYSIS ON THE APPLICATION OF CHINESE CULTURE TO TOURISM ENGLISH	
COURSE TEACHING IN COLLEGES AND UNIVERSITIES	289
Hong Liu, Linping Zhao	
ANALYSIS ON TRAINING THE INTEGRATED LANGUAGE COMPETENCE OF STUDENTS	
BASED ON THE PERSPECTIVE OF ENGLISH SPEECH.	293
Juan Yu	
OPTIMIZING EDUCATIONAL RESOURCE ALLOCATION AND PROMOTING THE	
BALANCED DEVELOPMENT OF ENGLISH EDUCATION BETWEEN URBAN AND RURAL	207
AREASTAKE XI'AN AS AN EXAMPLE	297
Xiaoxia Lu	
RESEARCH ON THE ECOLOGICAL MODEL OF ENGLISH TEACHING	303
linghong Guo	

BUSINESS AND MANAGEMENT

RESEARCH ON THE UNIVERSITY LIBRARY INFORMATION RESOURCE MANAGEMENT MODEL UNDER THE PERSPECTIVES OF RICH MEDIA AND DIGITAL	308
Chen Zhang RESEARCH ON THE TRENDS AND MOTIVATION OF THE APPLIED ACCOUNTING	24.4
TRANSFORMATION UNDER THE BACKGROUND OF BIG DATA AND INTERNET	314
RESEARCH ON THE CONTEMPORARY GROUP COMPANY FINANCIAL CONTROL MODE FROM THE PERSPECTIVE OF SUBSIDIARY MANAGEMENT AND CONTROL	320
Jie Li RESEARCH ON THE NINGXIA ECONOMIC DEVELOPMENT MODEL FROM THE	
PERSPECTIVE OF INDUSTRY CLUSTER Jianzhong Li	326
PATH SELECTION OF XI'AN FREE TRADE AREA CONSTRUCTION UNDER THE STRATEGY OF SILK ROAD ECONOMIC BELT	332
RESEARCH ON THE MISUNDERSTANDING AND TREND OF CHINESE POPULATION ECONOMY DEVELOPMENT UNDER THE ECONOMIC TRANSFORMATION BACKGROUND	337
Chongmei Li RESEARCH AND IMPLEMENTATION ON THE LOGISTICS WAREHOUSE MANAGEMENT SYSTEM	343
Jie Chang RESEARCH ON THE O2O MODE AND CORRESPONDING INFLUENCES ON THE ONLINE AND OFFLINE INTERNET MARKETING	349
Yajuan Sun RESEARCH ON THE INTERNAL MARKETING AND THE CORRESPONDING	
APPLICATIONS ON STAR HOTEL MANAGEMENTJunli Zhang	354
RESEARCH ON BIG DATA AND ARTIFICIAL INTELLIGENCE AIDED DECISION-MAKING MECHANISM WITH THE APPLICATIONS ON VIDEO WEBSITE HOMEMADE PROGRAM INNOVATION	360
Ting Li RESEARCH ON THE DEVELOPMENT ORIENTATION OF ENTERPRISE MANAGEMENT INCENTIVE MODE UNDER THE BACKGROUND OF NEW NORMAL AND ECONOMIC	
TRANSFORMATION	366
RESEARCH ON THE ETHICAL PRINCIPLES OF ENTERPRISE HUMAN RESOURCES AND PERFORMANCE MANAGEMENT	372
Xiaoguo Yin BUILD CROSS-BORDER E-COMMERCE "OVERSEAS WAREHOUSE" PLATFORM EFFECTIVELY	378
Guangming Wu STUDY ON THE OFFICIAL WECHAT BUSINESS APPLICATION IN UNIVERSITY LIBRARY Dongwang Jin	383
RESEARCH ON CURRENT SITUATION OF AGRICULTURAL PRODUCTS ONLINE SALES STANDARDS IN HUBEI PROVINCE	388
Ying Liu, Lingzhi Liu STUDY ON UNIVERSITY TEACHERS' CAREER DEVELOPMENT COMPLYING WITH THE CONNOTATIVE DEVELOPMENT IN SHANXI PROVINCE TAKING YOUNG ENGLISH	
TEACHER FROM SHAANXI UNIVERSITY OF SCIENCE AND TECHNOLOGY FOR EXAMPLE	392
Li Gao ANALYSIS ON THE INNOVATION AND IMPACT OF BIM TECHNOLOGY IN THE FIELD OF ENGINEERING COST	306
Wei Feng RESEARCH ON THE FACTOR ANALYSIS AND LOGISTIC REGRESSION WITH THE	
APPLICATIONS ON THE LISTED COMPANY FINANCIAL MODELING Pengwen Xiao	402
Tengwen Alao STUDY ON A SELECTION STRATEGY FOR MOBILE TERMINALS OF HOSPITAL BUSINESS Qingbin Wu, Yu Meng, Wenxing Deng	408

ANALYSIS OF THE DEVELOPMENT MODE FOR MEDIUM-SIZED ENTERPRISE IN LOW- CARBON ECONOMY	414
Guohua Luo	
EXPLORATION AND RESEARCH ON THE CATEGORY MANAGEMENT FOR THE CHAIN RETAIL ENTERPRISES: TAKING JIAJIAYUE AS EXAMPLE	419
RESEARCH ON THE EXISTING PROBLEMS AND COUNTERMEASURES FOR ENTERPRISE COST MANAGEMENT UNDER MODERN ENTERPRISE SYSTEM	425
Yanhong Song	
ANALYSIS OF THE EFFICIENCY OF FINANCIAL SUPPORT FOR AGRICULTURE IN CHINA UNDER THE DEA MODEL	431
AN ANALYSIS OF THE EFFICIENCY OF FINANCIAL SUPPORT FOR AGRICULTURE IN LIAONING PROVINCE UNDER THE DEA MODEL	436
Qiu Li, Chunping Wang INTEGRATION OF INDUSTRY COOPERATION DEVELOPMENT RESEARCH IN BOHAI ECONOMIC RIM	442
Junwei Xing	
RESEARCH ON THE LOGISTICS COST AND ENTERPRISE OPERATION EFFICIENCY WITH THE INFLUENCES ON INTERNATIONAL TRADE	447
ANALYSIS OF SOUTHERN TAIHANG TOURISM PRODUCTION AND RESEARCH ON BRAND MARKETING STRATEGY BASED ON SWOT AND PST	453
RESEARCH ON THE MODERN MATERIAL PURCHASING AND MANAGEMENT MODE UNDER THE BACKGROUND OF INFORMATIZATION	458
RESEARCH ON LISTED COMPANY FINANCIAL MANAGEMENT MODE INNOVATION	
TREND UNDER THE REGISTRATION SYSTEM BACKGROUND Pengwen Xiao	464
RESEARCH ON THE MAJOR FACTORS THAT INFLUENCE THE CONSUMER PSYCHOLOGY IN THE MARKETING PROCESS	470
Yan Zhang	
RESEARCH ON THE ECONOMIC STRATEGY OF CROSS-BORDER ELECTRONIC COMMERCE FOR MIDDLE AND SMALL-SIZED ENTERPRISES	476
EMPIRICAL RESEARCH ON THE ENTERPRISE HUMAN RESOURCE MANAGEMENT AND ITS INFLUENCES ON STRATEGIC DEVELOPMENT OF ENTERPRISE UNDER THE MASS	
INNOVATION BACKGROUND	482
THE CONSTRUCTION AND PRACTICAL APPLICATION OF THE MODEL FOR ANALYZING THE CONTRIBUTION DEGREE OF THE TWO FACTORS AFFECTING SALES	488
ANALYSIS ON BRAND VALUE EVALUATION AND MANAGEMENT	495
STUDY ON THE CURRENT SITUATION OF SHAANXI AGRICULTURAL INSURANCE AND THE DEVELOPMENT STRATEGIES	499
ANALYSIS ON THE BUSINESS ADMINISTRATION PROBLEMS IN MARKET SUPERVISION AND THE COUNTERMEASURES	504
Rui Wang RESEARCH ON MODERN ENTERPRISE MANAGEMENT ACCOUNTING DEVELOPMENT TREND AND THE INFLUENCES ON PROMOTING THE ENTERPRISE	509
Dongliang Pan, Jingjing Cao UNIVERSITY HUMAN RESOURCES MANAGEMENT MECHANISM INNOVATION EXPLORATION AND RESEARCH	515
Lan Yang, Xiaoxian Lv	
UNIVERSITY HUMAN RESOURCES MANAGEMENT PROBLEMS OF REALITY AND COUNTERMEASURES	520
Chunmei Yang, Xiaoxian Lv	

PEDAGOGY AND LEARNING

RESEARCH OF ENGLISH TEACHERS' TEACHING MOTIVATION IN INDEPENDENT	527
COLLEGE	520
RESEARCH ON THE HIGHER EDUCATION MANAGEMENT THEORY FRAMEWORK	
OPTIMIZATION AND PRACTICE UNDER THE INTERNET BACKGROUND	530
ON THE MARKETISATION OF UNIVERSITY EDUCATION IN BRITAIN	536
RESEARCH ON THE LEXICAL CHUNKS AND INTERACTIVE EDUCATION MODE AND THE	
CORRESPONDING APPLICATIONS ON TEACHING OF ENGLISH LINGUISTICSFei Zhu	541
PART 2	
STUDY ON THE APPLICATION OF NETWORK TEACHING PLATFORM TO THE TEACHING OF COURSE MANAGEMENT SCIENCE-XI'AN INTERNATIONAL UNIVERSITY IS TAKEN	
FOR EXAMPLE	547
Liqin Li	
RESEARCH AND PRACTICE ON THE TRANSFORMATION DEVELOPMENT OF LOCAL	
PRIVATE APPLICATION-GUIDED COLLEGES AND UNIVERSITIES	551
Qiuju Liu STUDY ON THE CONSTRUCTION OF THE CONTINUING EDUCATION FACULTY IN	
PRIVATE HIGHER LEARNING INSTITUTIONS	557
Changjian Hu	
THE DESIGN OF THE ONLINE TEACHING SYSTEM BASED ON MULTI-AGENT SYSTEM	561
Ablimit Arxiden, Shanxia Wang	
RESEARCH ON THE FLIP THE CLASSROOM TEACHING MODE FOR INNOVATION	
ENTREPRENEURSHIP CLASSES UNDER THE MOOCS BACKGROUND	566
Shenghong Liu	
RESEARCH ON THE NEW ENGLISH LANGUAGE TEACHING APPROACH BASED ON SHARING OF THE KNOWLEDGE ECONOMY UNDER THE MOOCS BACKGROUND	572
Fei Ma	
RESEARCH ON THE EDUCATION PATTERN AND OPTIMIZATION COUNTERMEASURES	
FOR CONTEMPORARY COLLEGE STUDENT IDEOLOGICAL AND POLITICAL EDUCATION	
UNDER THE INTERNET BACKGROUND	577
Jiaqian Zhang	
HOW TO INCREASE PRIMARY STUDENTS' ENTHUSIASM FOR LEARNING ENGLISH?	583
Zhiyong Sun RESEARCH ON THE SETTING OF "PROBLEM" IN THE TEACHING OF POST EDUCATION	597
Zhongmin Liu, Zelong Zhou, Shanchao Tu	
RESEARCH ON THE REFORM ORIENTATION OF COLLEGE IDEOLOGICAL AND	
POLITICAL COURSE SYSTEM UNDER BACKGROUND OF CHINESE DREAM AND NEW	
NORMAL	592
Jiaqian Zhang	
RESEARCH ON THE CONTEMPORARY SITUATION OF UNIVERSITY'S IDEOLOGICAL AND	
POLITICAL EDUCATION AND THE CORRESPONDING COUNTERMEASURES UNDER THE NEW CIRCUMSTANCES	500
Jiaqian Zhang	
A SURVEY OF ENGLISH CLASSROOM INTERACTION IN GUILIN NORMAL COLLEGE	604
Xiaoyun Ma, Xiaoming Long	
A STUDY OF THE EFFECT OF NETWORK-BASED ENGLISH TEACHING ON COLLEGE	
STUDENTS' CREATIVE THINKING ABILITY AND CREATIVE ATTITUDE	610
Ting Zhou	
RESEARCH ON COLLEGE ENGLISH TEACHING MODEL OPTIMIZATION UNDER	
INFORMATION TECHNOLOGY BACKGROUND: TAKING XI'AN UNIVERSITY AS EMPIRICAL ANALYSIS EXAMPLE	618
Qing Wei	010

RESEARCH ON HIGHER MATHEMATICS TEACHING EFFECTIVE COUNTERMEASURES	
FOR APPLICATION-ORIENTED UNIVERSITY UNDER BACKGROUND OF	
INFORMATIZATION	624
Wei Xiong	
FEASIBILITY OF COLLEGE JAPANESE MAJOR AND JAPANESE JOINT TRAINING	620
PROJECTS	630
· · · · · · · · ·	
RESEARCH ON THE MOOC AND MULTIMEDIA TECHNOLOGY WITH APPLICATIONS ON	(25
CONTEMPORARY LITERATURE TEACHING IN COLLEGES AND UNIVERSITIES	633
RESEARCH ON THE TREND OF MODERN INTERIOR DESIGN EDUCATION REFORM	
FROM THE PERSPECTIVES OF AESTHETICS AND TRADITIONAL REGRESSION	6/11
Jianwei Ban	041
RESEARCH ON DEVELOPMENTAL TREND OF MODERN MULTIMEDIA TECHNOLOGY	
AND THE INFLUENCES ON COURSEWARE MAKING	647
Xiangbin Gao	
RESEARCH OF 'EMPLOYMENT-ORIENTED' TALENT CULTIVATION MODE OF TOURISM	
MAJOR IN THE THIRD BATCH COLLEGES	653
Yuanyuan Xiu, Weihua Huang	
AN ANALYSIS OF THE APPLICATION OF PLEASURABLE TEACHING METHODOLOGY IN	
TRACK AND FIELD TEACHING	662
Lin Zhai	
RESEARCH ON THE DEVELOPMENTAL TREND OF EDUCATION PATTERN OF THE	
CONTEMPORARY COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION	
UNDER THE BACKGROUND OF INTERNET ERA	667
Xueshi Yan, Bo Ma	
RESEARCH ON THE COUNTERMEASURES AND APPROACHES FOR ENHANCING THE	
EMPLOYABILITY OF CONTEMPORARY COLLEGE STUDENTS FROM THE PERSPECTIVE	
OF ABILITY-GUIDED PATTERN	673
Xueshi Yan, Bo Ma	
RESEARCH ON THE DEVELOPMENT DIRECTION AND TREND OF INTERIOR DESIGN	
EDUCATION UNDER THE GREEN BUILDING BACKGROUND	679
Jianwei Ban	
RESEARCH ON THE EFFECTIVE EDUCATION MODE BASED ON MOOC PLATFORM AND	
TRADITIONAL TEACHING AUXILIARY PATTERN	685
Lili Ban	
RESEARCH AND ANALYSIS ON THE BILINGUAL TEACHING PRACTICE OF PRINCIPLES	
OF ECONOMICS	691
Jin Li	
STUDY ON COLLEGE PHYSICAL EDUCATION BASED ON HIERARCHICAL TEACHING	
MODEL	696
Ruilin Liang	
SPECIFIC STRATEGIES FOR APPLYING THE EXCELLENT TRADITIONAL CHINESE	
CULTURE TO THE CONSTRUCTION OF THE IDEOLOGICAL AND POLITICAL	
EDUCATION MODEL BASED ON THE IDEA OF "TO EDUCATE PEOPLE WITH COURTESY	701
AND TO FOSTER PEOPLE WITH MORALITY" FOR COLLEGE STUDENTS	/01
INTERNET CULTUREA NEW WAY FOR IDEOLOGICAL AND POLITICAL EDUCATION OF	
UNIVERSITY STUDENTS	706
Mao Yang, Yan Wang	/00
MASS MEDIA ON COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION	
INFLUENCE AND COUNTERMEASURES RESEARCH	711
Linlin Dang	/ 11
	
ART & SPORT	
EMPIRICAL RESEARCH ON THE MODERN LITERARY TREND UNDER THE	
BACKGROUND OF INTERNET	716
Yan Li	

RESEARCH ON THE APPLICATIONS OF MULTIMEDIA TECHNOLOGY UNDER THE CURRENT EPOCH OF INTERNET PLUS	722
Shenghong Liu	122
THE FEASIBILITY OF THE ACTUAL COMBAT APPLICATION OF THE TRADITIONAL	
MARTIAL ARTS TECHNIQUES IN MODERN COMBAT CHALLENGE	728
THE ANALYSIS ON THE REFORM OF COLLEGE FOOTBALL COURSE	732
Wenhuan Huang RESEARCH ON THE PRACTICE AND REFORM OF THE ORDINARY UNIVERSITY SPORTS	
CURRICULUM WITH INTERNET AIDED INSTRUCTION MODE	736
RESEARCH ON THE DEVELOPMENT TREND OF CHINESE TRADITIONAL MUSIC ART	
FROM THE PERSPECTIVES OF AESTHETIC AND HISTORICAL CULTURE	742
RESEARCH ON THE CONTEMPORARY STUDY OF VOCAL MUSIC ART TREND FROM THE AESTHETICS PERSPECTIVE AND RHYTHM BACKGROUND	747
Lijuan Zhao	
RESEARCH ON THE SUNLIGHT SPORTS AND CORRESPONDING INVOLVED MEDICAL PROBLEMS AND SPORTS HEALTH KNOWLEDGE	752
Shanguo Liu, Yue Wu	, 132
RESEARCH ON THE CURRENT CONDITION AND COUNTERMEASURES OF PRIVATE	
COLLEGES AND UNIVERSITIES STUDENT PHYSIQUE HEALTH TEST UNDER THE	
BACKGROUND OF SUNSHINE SPORTS	758
RESEARCH ON THE DEVELOPMENTAL TREND OF CG TECHNOLOGY IN HOLLYWOOD	
AND THE INFLUENCE ON CHINESE FILM AND TELEVISION PRODUCTION	764
Yuting Cui, Wantong Cao RESEARCH ON THE DEVELOPMENT TREND OF MODERN SPORTS TEACHING MODE	
FROM THE PERSPECTIVE OF COMPREHENSIVE PHYSICAL ASCENSION	770
Yong Wang	
ANALYSIS OF CURRENT SITUATION OF FANCY ROPE SKIPPING CURRICULUM IN	
REGULAR INSTITUTIONS OF HIGHER LEARNING IN SICHUAN PROVINCE	776
RESEARCH ON THE AUTOMATIC MUSIC CREATION SYSTEM BASED ON THE HUMAN-	
COMPUTER INTERACTION AND ARTIFICIAL INTELLIGENCE	782
RESEARCH ON THE DEVELOPMENT OF PATTERN RECOGNITION AND APPLICATIONS	
ON DIGITAL MUSIC RECOGNITION AND CREATION	788
RESEARCH ON THE DIGITAL MUSIC GENERATING MODEL BASED ON THE MUSIC	
MAPPING AND VISUALIZATION TECHNOLOGY	794
Sui Wu	
RESEARCH ON THE DATA MINING TECHNIQUE AND THE APPLICATIONS ON THE MODERN COMPUTER-ASSISTED MUSIC CREATION	800
Sui Wu RESEARCH ON THE ACCURATE COMPUTER MUSIC COMPOSITION MODE UNDER THE	
BACKGROUND OF BIG DATA	806
RESEARCH ON THE COMBINATION MODE OF MODERN PRODUCT AND INDUSTRIAL	
DESIGN UNDER THE GREEN DESIGN BACKGROUND	812
THE IMPORTANCE OF VISUAL IDENTITY GRAPHIC DESIGN IN CITIES	818
RESEARCH ON DEVELOPMENT TRACK OF COMPUTER MUSIC AND THE INFLUENCES	
ON MUSICAL CREATION	825
RESEARCH ON THE MODERN MUSIC COMPOSITION DEVELOPMENT DIRECTION	
UNDER THE DIGITAL AND COMPUTER BACKGROUND	831
RESEARCH ON THE EUROPE AND THE UNITED STATES MUSICAL COMPOSE MODE	
DEVELOPMENT AND THE INFLUENCES ON COMPUTER MUSIC IN CHINA	837

RESEARCH ON THE DEVELOPMENTAL TREND OF COMPUTER MUSIC COMPOSITION UNDER THE BACKGROUND OF POPULAR MUSIC AND AESTHETICS	843
Sui Wu	
RESEARCH ON THE MULTIPLE INTELLIGENCE THEORY AND THE APPLICATIONS ON COMPUTER MUSIC CREATION	848
RESEARCH AND EXPLORATION ON THE NATIONAL TRADITIONAL SPORTS RESOURCES	
IN LANCANG RIVER VALLEY UNDER CULTURE ORIENTED BACKGROUND	854
Lujun Li	
A STUDY ON THE DEVELOPMENT SITUATION OF SPORT RESOURCES IN YUNNAN	
SECTION OF THE SILK ROAD BY	860
Youfeng Wang, Peipei Yang	
RESEARCH ON THE INTERACTIVE TEACHING MODE AND QUALITY-ORIENTED	
EDUCATION THEORY WITH ITS APPLICATIONS ON COLLEGES AND UNIVERSITIES	
SPORTS TEACHING	865
Jiangjing Du	
THE CANNOT O CAME A MID THE CANNOT O CAME DIVINION TO THE CANNOT OF THE	
TECHNOLOGIES AND TECHNOLOGY EDUCATION	
RESEARCH ON THE COMPUTER AND 3D MODELING AND PRINTING TECHNOLOGY	0=4
WITH THE APPLICATIONS ON MODERN CIVIL ENGINEERING	8/1
Qiancheng Fang, Li Shang, Yonghui Shang	
RESEARCH ON NANTONG CRAFT ARTS RESOURCES AND THE CORRESPONDING	077
APPLICATIONS ON LOCAL HIGHER VOCATIONAL TEACHING	8//
Donglian Jiang RESEARCH ON THE PRACTICE EDUCATION IN COLLEGES AND UNIVERSITIES UNDER	
THE BACKGROUND OF INTERNET PLUS	002
Hongxin Li	883
MATHEMATICS TEACHING REFORM STUDY IN HIGHER VOCATIONAL COLLEGE BASED	
ON VOCATIONAL CAPACITY NEEDS	880
Feifei Shao	669
OCCUPATIONAL BURNOUT RESEARCH AND ANALYSIS OF VOCATIONAL SCHOOL	
TEACHERS UNDER COMPREHENSIVE INCENTIVE MODEL PERSPECTIVE	893
Guojing Zhang	
RESEARCH ON THE CURRICULUM SYSTEM CONSTRUCTION PLAN FOR ANIMATION	
DESIGN AND PRODUCTION OF SPECIALTY IN HIGH VOCATIONAL COLLEGES	899
Zhenhuan Liu	
RESEARCH ON THE CONSTRUCTION MODE OF MECHANICAL AND ELECTRICAL	
INTEGRATION OF INTELLIGENT CONTROL SYSTEM BASED ON MULTI-AGENT	
TECHNIQUE	905
Xiaofeng Xu	
STUDY ON THE CAN SEARCH MODEL BASED ON BDI AGENT	911
Ablimit Arxiden	
ANALYSIS ON THE CONSTRUCTION OF NETWORK MENTAL HEALTH EDUCATION	
SYSTEM IN COLLEGES AND UNIVERSITIES	919
Jian Yong	
RESEARCH ON THE NONE MERCURY ELECTRODE ELECTROCHEMICAL AND THE CORE	
APPLICATIONS ON WASTE WATER METAL IONS DETECTION UNDER THE	024
BACKGROUND OF GREEN INDUSTRY Juan Yang	924
TO IMPROVE THE EFFECTIVENESS OF ANTI-SECESSION AND ANTI-OSMOSIS IN	
IDEOLOGICAL FIELD OF XINJIANG HIGHER VOCATIONAL COLLEGES UNDER THE	
GUIDANCE OF SCIENTIFIC OUTLOOK ON DEVELOPMENT	930
Wei Wang	
RESEARCH ON THE DEVELOPMENTAL TREND OF DATA JOURNALISM UNDER THE	
BACKGROUND AND TIME OF BIG DATA	935
Hui Zhi	
RESEARCH ON THE NOVEL MODE OF PLANE GRAPHIC DESIGN FROM THE ANGLE OF	
VISUAL LANGUAGE TRANSMITTING.	941
Hui Wu	

RESEARCH ON THE ELECTRICAL AUTOMATION CONTROL SYSTEM RELIABILITY ENHANCEMENT IMPROVEMENT WAYS FROM THE SYSTEM FEEDBACK ANGLE	947
Guojuan Zhou, Rensheng Wei, Shuli Meng, Hong Chen	
DESIGN AND IMPLEMENTATION OF HIGH-SPEED REAL-TIME DATA ACQUISITION AND PROCESSING SYSTEM BASED ON FPGA	953
Guojuan Zhou, Guocan Xiong, Fuhua Yu, Wen'E Sun "INTERNET+" AREA ENTERPRISE INFORMATION SECURITY RESEARCH	959
Guanghui Li, Jing Su, Zhaohan Ding	
IMPROVED OPTIMIZATION ALGORITHM OF ANT COLONY Yunhong Zhao	963
DESIGN OF PRACTICE TEACHING GUIDE BOOK UNDER THE MODE OF WORK STUDY COMBINATION FOR EXAMPLE OF MANAGEMENT AND SHOPPING MALL DESIGN	
COURSE	968
Haoran Yang	
RESEARCH ON THE MULTIMEDIA INFORMATION RETRIEVAL ALGORITHM BASED ON INFORMATION RESTRUCTURING AND IMAGE RECONSTRUCTION	972
Nian Li	
EMPIRICAL ANALYSIS ON THE RELATION BETWEEN ELECTRONIC INDUSTRY DEVELOPMENT AND ENERGY CONSUMPTION	978
Mengdi Yu, Zilong Wang	
A KNIFE-EDGE INPUT POINT SPREAD FUNCTION ESTIMATION METHOD FOR DOCUMENT IMAGES	983
Jianqiang Zhong	
RESEARCH ON THE NETWORK INTRUSION DETECTION SYSTEM BASED ON MODIFIED PARTICLE SWARM OPTIMIZATION ALGORITHM	988
Xuesong Wang, Guangzhan Feng	
RESEARCH ON THE GRAPH THEORY AND TOPOLOGY OPTIMIZATION MODEL WITH THE APPLICATIONS ON MOBILE COMMUNICATION	994
Dianji Lv, Guojuan Zhou, Xinjie Wu	
THE TEACHING PRACTICE OF THE CROSS-BORDER E-COMMERCE TO BUSINESS	
ENGLISH MAJORS IN VOCATIONAL AND TECHNICAL COLLEGES: A STUDY BASED ON	1000
THE THEORY OF CLIL Jing Yi	1000
RESEARCH ON THE PUSHOVER METHODOLOGY AND THE APPLICATIONS ON THE BRIDGE SEISMIC PERFORMANCE IMPROVEMENT SCENARIOS	1004
Feng Wang	
RESEARCH ON THE MOBILE HIGHWAY MEASUREMENT SYSTEM DEVELOPMENT AND OPTIMIZATION MODEL WITH DATA ORIENTED THINKING	1010
RESEARCH ON THE EXPERIMENTAL AND THE TESTING MODE OF HIGHWAY BRIDGE	
LOAD CAPACITY BASED ON STATIC ANALYSIS	1016
UNDER THE BACKGROUND OF THE COORDINATED DEVELOPMENT OF BEIJING-	
TIANJIN-HEBEI MODEL DESCRIPTION OF HIGHER VOCATIONAL EDUCATION IN HEBEI PROVINCE	1022
Xiujuan Dong, Yujie Zhang	
RESEARCH ON THE UI AND UE DESIGN TECHNIQUES AND THE STATUS IN HTML5 WEBSITE DEVELOPMENT	1028
Li Wang	
RESEARCH ON THE STRUCTURED DATA MINING ALGORITHM AND THE APPLICATIONS	
ON MACHINE LEARNING FIELD	1034
RESEARCH ON THE INTERACTIVE TRAINING PATTERN AND THE APPLICATIONS ON THE MODERN EMERGENCY RESCUE TRAINING ACTIVITIES	1040
Hua Zhang, Guoping He, Na Zhang, Baichao Xu, Chuanzhu Lv	
MODELLING AND OPTIMIZATION ON THE MICROCHANNEL HEAT CONVECTION OF TWO PHASE FLOW MODEL BASED ON NUMERICAL SIMULATION AND CALCULATION	1046
Yujun Han, Huijing Cao	
RESEARCH ON THE RELATIONSHIP OF OBJECTIVE ENVIRONMENTAL RESISTANCE AND CHINESE MEDICAL STUDENTS' PROFESSIONAL IDENTITY IN UNIVERSITIES	1051
Sijia Lou, Panpan Yang, Ming Jin, Zhenzhen Cai	

RESEARCH ON THE CHALLENGES AND DEVELOPMENTAL TREND OF ACCOUNTING	
COMPUTERIZATION IN CHINA UNDER THE INTERNET BACKGROUND	1057
Jingjing Cao, Dongliang Pan	
THE DESIGN AND IMPLEMENTATION OF CLOUD COMPUTING NETWORK TEACHING	
PLATFORM	1063
Shangyou Ju	
STUDY ON THE OPTIMAL APPLICATION OF MATHEMATICAL MODEL TO	
TRANSPORTATION PROBLEM	1068
Weizhu Wang	
DISCUSSION ON THE URBAN DESIGN COURSE TEACHING REFORM IN LANDSCAPE	
ARCHITECTURE PROGRAM	1074
Binglu Wu	
DISCUSSION ON THE LARGE-SCALE COLLABORATIVE DEVELOPMENT AND	
EVOLUTION OF NETWORK-BASED TRUSTED SOFTWARE	1078
Wei Yang, Liming Geng	
AN EXPLORATION OF THE APPLICATION OF COMMUNICATION TECHNOLOGY AND	
NETWORK IN COMPUTER CONTROL	1082
Deji Shang	
STUDY OF THE POWER GRID ENTERPRISE PERFORMANCE BASED ON DATA	
ENVELOPMENT ANALYSIS	1087
Shuguo Zhang, Jingjie Niu	
Author Index	