5th International Conference on Social Science, Education, and Humanities Research (SSEHR 2016)

Advances in Social Science, Education and Humanities Research Volume 69

Tianjin, China 11-12 June 2016

Volume 1 of 2

Editors:

Hongxia Li Lijuan Zhang

ISBN: 978-1-5108-2671-7

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=ssehr-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

VOLUME 1

Research on Ecology in Modern Landscape Design	1
Juan You	_
Application of Electronic Commerce in International Trade	5
Present Situation and Countermeasures of Rural Sports in China	10
Yang Sun, Yuehong Ma	1.5
The Application of Micro Lecture in English Reading Teaching	13
Research on Accounting Reform and Accounting Information Quality	20
Ou Liu, Haiwen Long	2.5
Discussion on the Construction of Practical Teaching System of NCO Academies	25
The Vocational Education Thinking of Diverse Artistic Talents Cultivation in the Context of New Media	29
Xudong Jin Research Plan of Integrated Music Activities of Gregarious Elderly People	22
Defang Qu	33
Research on the Construction of Public Service System of Community Sports in China	37
Hao Cui Experimental Study of Independent Learning Reform	42
Ruifeng Pan	42
The Translation and Communication of Marxist Classics in China in Cross-Cultural Perspective	46
Qing-Beixi Dong Shortages and Countermeasures of the Legal Regulation of Contemporary China's Comparative Advertisement	50
Xiaoman Zhai	50
Study on the Methods and Effective Way to Improve the Practical Ability of Students in Modern Educational	
Technology Major	55
Exploration of Human Resource Management in Private Colleges in the International Perspective	62
Jie Wu	C 0
Research on Space Design Art in the Subway Station of Regional-Cultural Characteristics	68
The Related Research on Color Psychology and Art Design	72
Xiaolin Wang Research on Dance Sport and Improvement of the Aesthetic Awareness of College Students	76
Yingdong Song, Yalin Zheng, Xunqiang Hou	70
Constructional Methods and Management Strategy of the Cognition Practice Course in the Mechanical Major	80
Yang Gao, Fuwei Wang, Shaohu Ding, Maoqiang Li, Shuo Lv Reflect on Reform of Practice Teaching of Undergraduate Course of Innovative and Applied Financial	
Management	85
Zhifeng Jie	00
Research of Animals' Subconscious Art Creation	89
Research on Orientation and Methods of Undergraduate Interpretation Teaching	99
Jing Li Application of Psychological Regulation Ability in Vocal Teaching	102
Application of Psychological Regulation Ability in Vocal Teaching	103
The Discussion on the Grassroots Party Management in New Era	108
Xi Liu The Research on the Development Trends of Ink Element in the Packaging Design	112
Songqi Yao, Xiao Chen	112
The Analysis on the Fundamental Influence of the Internet Thinking on the Art Production	117
Zhe Xu The Analysis on Social Justice and Its Impact Factors Based on the Analysis of CGSS Questionnaire Data	122
Yajie Han, Yali Liu, Lei Zhou	
Resource Boom and Economic Growth: Empirical Evidence from China Bin Liang, Yiwei Lian, Meng Sun	128
Application of PDCA Management Theory in Railway Maintenance	134
Jianhong Mao	
Analysis on Clothing Consumption Differences Between Urban and Rural Residents in China	142
Research on the Current Situation of Chinese Traditional Martial Arts	148
Chunguang Pan	
Research on the Rent-seeking Behavior in Equipment Acquisition of PAP	152
*···o	

Research on Development and Thinking of Environmental Art Design Teaching	157
Study on Modern Environmental Art Design under Ecological Civilization Zhifeng Zhang	162
Research on Current Situation, Problems and Countermeasures in Chinese Agricultural E-commerce	166
Value of Music Education to the Development of Preschool Children	171
Features and Construction of Cultural Identities for University EFL Learners in China	175
Applications of "ITIL +" Concept in Engineering Design Enterprises Guangbin Sun, Hongqi Li, Haiying Huang	179
Exploration of the Resources Cooperating Profit Relationship at the Internet Age	184
Research on Computer Network Teaching Based on Artificial Intelligence	192
Analysis on the Problems and Reasons in the Guidance of Career Planning in Colleges and Universities	196
Research on The Mode of Talent Cultivation in Universities in Baoding in Beijing-Tianjin-Hebei Collaborative Development Background	200
Jing Guo, Lei Qi Does Social Capital Lead to Better Health? A Review of Causal Research Xindong Xue, Qihui Lei	206
Research on the Venture Legal Risk Analysis and Prevention for College Students Shijie Guo	212
The Review of Criminals System of Qin and Han Dynasties- Mainly Based on Research after Bamboo Slips Unearthed	216
Xiaodan Sun Research on the Vocational English PBL Teaching Model Based on Autonomous Learning	223
Weijuan Zhang Cause Investigation of Volleyball Injury and Post-injury Treatment Strategies - An Investigation and Analysis of M School	229
Pan Yan Reform in Education of Traditional Chinese Medicine Knowledge Integration into Department of Food Quality and Safety	235
Huayi Suo, Ruokun Yi, Yu Qian The Connotations and Integration Development of the Red Culture	239
Jianping Liu How to Evaluate the Safety of a City	244
Liying Liu Are We Heading Towards a Thirsty Planet	
Shangrun Yao	240
Investigation and Adjustments Approaches Study on DQP Learning Areas Credits Reasonable Distribution - The Case Study of Human Resource Management	252
Weimin Zhong, Wei Xiong Exploration of Computer Network Teaching Based on Innovation Abilities Cultivation	257
Min Lai, Yong Xia Multi Ball Training Method: A New Attempt of Table Tennis Training in Colleges and Universities	261
Wei Zheng, Keyi Jin Analysis on Related Policy of Midwest Area Rural-Urban Basic Education Teachers Migration	265
Qingyu Yang Analysis on Henan Science and Technology Talent Environment Evaluation in the Factor Analysis Perspective	271
Ge Bai The Cross-Cultural Meanings Analysis of Workers Work Conflict Distribution in Foreign Companies	277
Problems and Approaches Analysis of Henan Cultural Communication and Rural Cultural Governance	282
Study on Management of Small and Medium Sized Electronic Commerce Enterprises	288
Private Colleges' Teachers Use Modern Education Technology to Promote the Rapid Development	291
Research on English Teaching Mode of Multiple Interactions Based on WeChat	296
Research on the Literature Sensibility in Ancient Literature Researches Liyu Chen	300
Analysis on Developing Practice and Model of Physical Training and Education	304
Qiangsong Deng Humble Opinion on Enhancing Occupational Values Education of Higher Vocational College Students Xiangzheng Diao	308

Research on the Status of Patriotism in Socialist Core Values	313
Yuxia Ding Discussion on the Continuing Education of Accounting Based on the Network Environment	317
Analysis of Enterprise Environment Cost Control under Haze Background	322
Xiuyan Xu The Influence of Local Culture Inheritance on Country Brand Visual Image Design	326
Research on Traditional Culture to Promote Ideological and Political Education of College Students	331
Carry Forward the Spirit of the Constitution, and Comprehensively Promote The Rule of Law Process	336
Analysis of Application of College Mathematics in HPS Education	341
Consideration of Experimental Teaching on College Financial Management Major	346
Study on Application of Flexibility Theory in Business English Translation Education Field	351
Application of Psychological Scene Drama in College Psychology Teaching	355
Crisis Management Mode of American College Students and Its Enlightenment on China	359
Construction of Flipped Classroom Teaching Mode for College English Based on Network Teaching Platform	363
Discussion and Analysis of Role of Vocalization in Vocality Teaching	367
Background and Significance of the Construction of Hezhou University Language Museum	371
Analysis on Evolution of Style of Chinese Classical Dance from Classical Dance Play	376
Interpretation of Homeland Feelings in Works of Bunin Yanling Lu	380
Does Political Connection Tamper with the Corporate Governance Effect of Media Attention	384
Study on Protection and Inheritance of Pancun Lantern Show in Kaiping	392
Ming Qiu Modified Research on Children' s Medical Space on the Basis of Place Spirit Dunjiang Shang	397
Discussion on the British and American Literature Education from the Perspective of Ecological Linguistics	401
Interpretation on the Profound Female Consciousness in Shen Congwen's Xiao Xiao	405
Study on Reform of Fine Arts Major Color Courses Teaching	409
Application of Positive Psychology in College Physical Teaching	413
Exploration on Modern Vocational Education System Promotion Strategies in Local Higher Vocational Colleges	418
Study on the Social Influence of Sports Literature in New Period	423
The Influence of Cultural Differences on English and American Literature Review	427
Study to Explore the Effect and Thinking the Application of Chinese Painting in the Jade in the Professional	421
Education	
University Talents Training Mode based on Ability	
Study on the Expression Forms and Techniques of Color in Oil Painting Creation	440
Research on Agricultural Product Logistics Development Mode under Modern E-commerce Perspective	444
Investigation and Analysis on the Market Demands of Talents Majored in Translation and Master of Interpreting and Translation	449
Research on Cultivating Linguistic Skills of Cross-border E-commerce English Talents under the Background of "One Belt and One Road"	454
Guojian Zhang Pro-people TV Political News and Reform of Cultivating Radio and TV Director Talents Kuihua Zhang	459

Culture	70 75
Research on Innovation Mode of Quality Education of Higher Vocational College Students Based on The Integration of Enterprise and Campus Culture	75
Xinhui Zhang Practice of and Thinking on Working and Learning Alternation Mode of Food Science Major in Higher Vocational Colleges	75
Practice of and Thinking on Working and Learning Alternation Mode of Food Science Major in Higher Vocational Colleges	
Vocational Colleges	
Study on Talent Training Mode for Hotel Management Specialty in Higher Vocational Colleges Based on Market Orientation	79
Orientation	79
Zhi Zhang Study on Improving Teaching Team Ability Sino-foreign Cooperative Education of Higher Vocational Colleges	/9
Study on Improving Teaching Team Ability Sino-foreign Cooperative Education of Higher Vocational Colleges4	-
	83
Exploration on ESP Teaching Reform from the Perspective of Educational Ecology	88
Study on Specialized Curriculum Setting of College Preschool Education	92
Research on Extensive Interpretation and Analogical Interpretation of Criminal Law	97
Reconstruction Research on Translation Teaching Mode Under Constructivism View	02
Analysis of Implementation Countermeasures on Customer Relation Management of Small and Medium	
Enterprises5	06
Guoyin Chen, Songzhi Fan	10
Research on Mode of Teaching Ability of English Education Majors	10
On Essence of Physical Exercise Habit and Sports Fitness Belief Model. 5 Dehou Ma	15
Analysis on Training Ways of Music Memorizing in Solfeggio Teaching	19
Exploration of A New-type Mode for Supporting the Elderly With Combination of Medical Resource and Nursing	22
Resource	23
An Analysis of Material Character of Literary Works	28
Discussion on Agricultural Development Evolution and Value in the Narrowly Area of Western Yunnan	32
A Study Application of Hierarchical Teaching in Computer Application Foundations Course	37
Development Mode and Strategy of High-density City Underground Space	41
Analysis on the Reform of the Professional Teaching System for Jade Caving	46
On Cultivation of Rhetoric Awareness in Translation Teaching	50
Guoxi Chai, Qiaozhi Wen Research on Optimization of Chinese Massage Techniques Course Teaching Mode	54
Haikuan Wang, Liangbing Yang, Jihong Wang Music and Dance Thought of Empress Wu Zotion and Its Contribution to Dance in Tong Dynasty	50
Music and Dance Thought of Empress Wu Zetian and Its Contribution to Dance in Tang Dynasty	20
Analysis of Accordion Application in Movie Art5	62
Zhenyu Hu Psychological Analysis and Education Countermeasures for College Students' Lack of Civilized Etiquette	67
Ling Li Research on the Teaching Mode of College English Listening Teaching Model Based on Network	72
A Re-Examination of College English Teaching Mode Based on Computer	77
Piniing Tian	82
Pinjing Tian An Empirical Study on the Effect of Large Scale Computer Assisted Oral English Test	J <u>_</u>
An Empirical Study on the Effect of Large Scale Computer Assisted Oral English Test	
An Empirical Study on the Effect of Large Scale Computer Assisted Oral English Test	88
An Empirical Study on the Effect of Large Scale Computer Assisted Oral English Test	88 93

Research on Construction and Application of College English Autonomous Learning Network System in Application Oriented Universities	608
Hongji Li The Application of Cooperative Learning Theory in College English Multimedia Teaching	612
Lei Wang Multimedia Teaching of College English Under the Guidance of the Theory of Multiple Intelligences Lei Wang	617
College English Teaching on the Background of MOOCs	622
Constitution and Promotion Strategy on Teachers' Professional Ability for Middle Vocational Undergraduate Bing Yang	
Construction of English Park Website	
The Theory Foundation and Production of Micro Video Teaching Resources Yongchang Ren, Qiao Wang, Peng Zhang	636
Study on the Relationship among Private Firms' Political Connection, Diversification and Performance	640
Research on Teacher Professional Development for College English	644
The Innovation of Ideological and Political Education in Colleges and Universities from the Perspective of Psychology	649
Shiliang Xu Construction and Practice of Collaborative Teaching Model for AES-based English Writing	
Weiwei Qu Summary Design on Curriculum Management System	
Li Ma Teaching System on Theory and Practice for Tourism Management Major of Middle Vocational Undergraduate	
Hongyan Liu Application of Micro Video Teaching Resources in College English Teaching	
Ying Wang Experience Learning on Government Emergency Management of Urban for Typical Developed Countries	
Xiang Teng, Xiang Teng	
Improving the Strategies on Government Emergency Management Ability for Urban Emergency	
Yan Wang	
Design on Corpus System for Classical Chinese Teaching in Middle School	692
Linking Practice on Ancient Chinese Teaching and Classical Chinese Teaching in Middle School based on Rotation Classroom	698
Current Status and Countermeasures on English Writing Teaching for Colleges and Universities	
Research on Ability Constitution for Chinese Teachers Zheng Zhang, Jun Yang	709
Cultivating Ways on Intercultural Communicative Competence for English Teacher	714
Design on Students Score Management System based on Asp.net	719
Database Design on Resource Transmission System for Philosophy of Science Zhe Li, Jiahui Wang	724
Negative Transfer of Liaoning Dialect on English Phonetics Learning	729
Research on Application of Micro-curriculum Design and Teaching Structure in Perspective of Lifelong Education Gang Chen	735
The Research on Express Delivery Service Quality Evaluation System Based on Customer Perception	740
An Analysis on Public Expenditure Policy for Employment Training: Evidence from China	744
Research on Problems in the Reform of College Financial Management Guoliang Du, Jing Xia	750
Study on Current Situation and Countermeasures About the Informatization of Internal Audit in Universities	755
Research on Venture Capital Exit for Science and Technology Innovation Enterprise	759
Analysis of the Application of Fragmented Learning in the Liberal Arts Students Information Literacy Training	765
Nick: An Unreliable Narrator in The Great Gatsby Jia Gu	769

Reasons for the Lack of Professional Dedication Spirit in Graduate Students	774
Research on Case Teaching in the Basic Course of Law	777
Research on University Teaching Management Development Model	781
Study on Teaching Reform of the Swine Production Course	785
Discussion and Analysis of Countermeasures to Strengthen the Management Effect of Graduation Internship from Auditing and Reviewing Perspectives	789
On All-around Improvement of Management Quality of Practical Teaching Through Undergraduate Teaching Evaluation	793
Ying Zhang Analytic Solutions of College Scientific Achievement Assessment	797
Guixue Hu Study on the Core of Enterprise Management in the Network Times Haiyun Xian	801
Innovation Research on University Ideological Propaganda in New Media Era	806
Research on Innovation of Ideological and Political Education in the Internet Age	
College Students' Short-term Supporting Education Literature Review	816
Pay Attention to the Development of Local NPO in the Education of Rural Left Behind Children	821
Preliminary Study Application on "Participatory" Teaching Mode in Pharmaceutical Organic Chemistry Experiment	825
Jianbo Zhou, Xiaoying Cui, Chao Xu, Ming Zeng, Wen Chen	
VOLUME 2	
Application of Case Method in Organic Chemistry Teaching of Pharmacy?	830
Medical Organic Chemistry Teaching Reform Initiatives Behind Clinical Professional Certification	834
Challenges and Countermeasures of Ideological and Political Work in Colleges and Universities in the New Media Era	838
Dong Chen Research on Government Engineering Procurement Evaluation System	843
Dechun Yin Research on the Incentive Mechanism of the Armed Police Force Financial Cadres Based on Content Motivation	
Theory	847
Research On Prosody Conversion of Affective Speech Based on LIBSVM and PAD Three Dimensional Emotion Model	851
Xiaoyong Lu, Tao Pan Study on the Influence of Strategic Network Structure on Enterprise Management Innovation Behavior	
Xuesong Li	
Research on the Narrative Expression of Space Design in Experience Economy Era	
Research on the Integration Development of Digital Art Education in the New Media Environment	870
Research on Creative Talents Training New Model Based on Modern Vocational Art Education and Career Competitiveness	874
Chinese Characteristics "Double Ternary System" Vocational Education TheoryZhuhai City Polytechnic Innovative Exploration	886
Xiaojing Chen, Huaqiang Liu Older Women with Younger Men - A New Relationship of Conspicuous Consumption	
Di Fan Database Marketing IN Life Insurance Marketing Development Strategy	
Guozhen Sun	
The Development Analyses of Translation Theories in China	
Professional Growth Mechanism Research of Employees Behavior	904

The Study of Correlation Between Online English Learning Anxiety and Achievement for Chinese College Students	908
Yongjin Zhu, Haitao Qin, Chi Chen, Li Duan The Game Analysis Based on the Third-party Platform Supervision in E-commerce Jingzhi Zhou	913
Research on the Human Resource Management Practices	918
Analysed in Western-style Wedding Dress Style Design Changes Xiaoyuan Luo	922
Study of College Students' Ideological Education Carriers Based on Network Background	926
Practice on Innovation and Entrepreneurship Talent Development of Automotive Professional Students	930
Study on Application of Virtual Reality in Film Art	935
The Research of Movie Diversification Transmission Plate in the Field of Integrated Media	940
Research about the Media Violence Form and Its Channels of Communication in We-media Era	946
Design and Implementation of Translation System of English Based on Web	951
WeChat: A New Medium of the Ideological and Political Education	956
Research on the Role of Customer Relationship Management in the Marketing	960
College Non-computer Professional C Language Course Teaching Problems in Solution	964
A Research on Quality Guarantee Mechanism of Developing Undergraduate Communist Party Members	968
Study on the Relationship between Employee Emotional Labor and Customer Response	973
Design of Health Service Mode Based on Information Reengineering of Medical Process	980
Study and Practice of Entrepreneurial Talent Training Model in Automotive Service Field	983
Research on "3+4" Consistent and Segmented Training Mode for Second Vocational to Undergraduate in Engineering Majors	087
Xuehua Jiang, Peijiang Chen Some Thoughts About the Personalization Research Guidance of Postgraduate	
Da Yang Research on the Diffusion of Network Public Opinion for Emergency in the Network Media	
Xiaotong Xie Research and Practices as to Managing the Operation of the Experimental Teaching Center	
Bo Li, Qiong Yang On the Content of Intercultural Communication Teaching	
Lijuan Li Brief Analysis of the Planning and Design Principles for City Traffic Square	
Ruoxi Zhao The Sustainable Development Training Strategy of School-enterprise Cooperation with Excellent Plan Service for	1009
the National Marine Development Strategy	1015
Jing Xu, Bin Li, Kun Qian, Limei Feng, Jun Sun The Status Quo and Development of Study on the Prevention and Countermeasures against the Non-traditional	1010
Security Threats in Xinjiang	
Shufen Qiu	
Research on Precision Marketing Model Under the Internet and Big Data Background	
The General Features and Distinguished Individuality of World-Class Universities	
WeChat How to Improve Brand Loyalty-Evidence from Cosmetics Industrial Jinfeng Li, Hong Jin	
Introduction to the "Appearance" and "Absence" Modes of College Class Teachers	
Comparing the Value of Works of Computer Painting and Traditional Painting	
Application of AHP in the Evaluation of Teaching Quality in Independent Colleges Zhihui Han, Jianhua Zhao	
The Application of Corpus in Spoken English Learning of Non-English Major College Students	1052

Improvement on Curriculum System Settings in Project Cost Major of Higher Education Based on Grounded Theory	1057
Liming Xia, Sisi Wang A Study of Financing Risk Management in Land Reserve Yanfeng Yang, Junqi Xie	1062
Research on the Incentive-restricted Mechanism of the Chinese Engineering Cost Consultation Enterprises in China	1067
Huashan Wang Architectural Space and Psychological Feelings Ruoxi Zhao	1072
Lifecycle Management on Industry-University-Research Synergistic Innovation Mechanism	1075
Discovery Model of Growing Potential Opportunity in E-Commerce Platform Based on Social Network and Entrepreneur Trait	1079
Manlin Wang, Shaowei Xia, Qingguo Wang How to Further Promote Community Fire Control Work	1087
Qian Zhang Research on Relationship between Activities of College Student Organizations and Employability	1091
Landscape Design and Research of Future Urban Theme Parks Jungiao Shi	1095
The Optimal Establishment of Refugee Hierarchical Structure Based on Analytic Hierarchy Process	1099
The Comparative Analysis of Attack and Defense Ability for Semi-finals of EURO 2012	1103
A Survey and Analysis on the Dormitory Building Environment Indoor Pollution	1109
Empirical Study on Influence of Educational Environment on Satisfaction of Career Planning Teachers	
Technology: A New Situation For Contemporary Performance	1120
Study on the Quality Control System of Experiment Teaching of Applied Chemistry Specialty	1126
The Study Of Art Teaching In The Major Of ArchitectureTaking The Woodcut Print Teaching As An Example Yan Liang	
The Semantic Analysis of Ambiguity in Advertisements Tian Dong, Pingping Shao	1135
Analysis of Farmers' Intention to Accept Wetland Compensation Policy: China Farmers' Perspective	1139
Ability to Keep Pace With The Times To Innovative Benefit Of High-End Hotel In Lijiang Area. Ding Li, Shangcheng Zhang, Xiaoning He, Shengfei Bi, Hao Zhang, Aiping Li	1147
On Indirectness in English and Chinese Advertising Language from the Perspective of Semiotics	
Appreciation on Theme Music of Schindler's List	1159
Reflection on Cultural Development Based on the Theory of Cultural Self-consciousness	1162
A Study on the Development Model of Tibet's Eco-industry	1167
The Causes of Tragic Marriages and Love in Maugham's Works-from the Perspective of Historical Background	1178
Jinling Xia The Optimal Analysis of Skills and Strengths in College Basketball Training	1181
Empirical Study on Proactive Personality and Entrepreneurial Intention of Full Time Mother	1188
Study on Tie Ling City Tourism Development Strategy	1193
Teaching Reform and Practice of Audio-visual Language Course	1197
Research on Space and Environment Design of University Entrance Area based on Behavioral Psychology	1202
The Media Use Analysis of New Generation Rural Migrant Workers` Adaptation to the Urban Society in China	
Literature Review and Future Outlook of Professional Women's Opting Out	1213
Research on Mechanism of Government-led Regional Tourism Cooperation Yadi Hu, Bing Han	1217
Discussion on Microteaching of English Major Students of Normal Schools	1221

A Study on Measures to Prevent from Water Eutrophication in Longhu Lake, Jinjiang	1225
Research on Collaborative Operation in Xi'an International Land Port and Airport	1230
Risk Analysis and Countermeasures for International Trade Under the Economic Downturn Pressure	1236
On Life Cycle and Tourism Destination Management by Taking Yunnan Tourism as an Example	1241
Research About Sketch Performance Method with a Hierarchical Sketch Texture Baifeng Zhang	1245
Ppp Project's Risk Management and Countermeasures	1249
Exploration and Construction of Fiscal and Taxation Policies to Promote the Development of Marine Circular Economy Lanhua Guo, Jinyan Li	1254
Analysis on the Influence of the Independent Operation of Telecommunication Facilities on the Telecommunication Enterprises	1258
Jianrong Ma Cognitive Function Study of Chinese and Western Economic Integration Perspective of Intercultural Communication	1263
Ning Tang Research on the Tourism Industry Transformation of the Northwest Region of Yunnan Province from the Perspective of Extension Marketing Theory	1267
Zhan Cai, Lin Ding The Application of Basketball Game in College Basketball Teaching	1273
Bin Liu, Xiaojun Xiong, Yue Huang Analyses of the Advantages and Risk Aversion of Chain Management	1277
Na Liu Analysis on Financing Strategy of Small and Micro Enterprises in Qingdao	
Jingjing Sun On Value Analysis about Culture Transfer Effect of Private Enterprises	1286
Yanjun Xu The Domestic Practice of the Development of Science and Technology Finance and Its Enlightenment to Inner	
Mongolia Haiying Chu	1291
Carding on the Western Economic Theory of Real Estate Price Decision and Application	1297
Brief Analysis on the Teaching Reform of PLC in Higher Vocational Education	1303
Discussion on the Curriculum Reform of Distributed Control System in Vocational Colleges	1308
Research on Current Situation of British and American Literature Teaching	1313
Strengthen the Application Ability Cultivation - Financial Management Teaching Reform Study	1317
Systematic Research on Corporate Governance and Corporate Governance	1321
Analysis on New Carrier of Ideological and Political Education for College Students	1325
Research on Childlike of Multimedia Design in Kindergarten	1329
Ying Zhou Competitiveness Analysis of Chinese Service Trade	1333
Jing Ma Study on the Reform of Table Tennis Teaching Content and Methods in University Chao Wang	1337
Study of Human Resources Management and Performance Analysis in Foreign Enterprises	1341
Study on the Cultural Heritage and Tourism Management Methods	1345
Yue Li, Hong Wang Analysis on Curriculum Reform of Physical Education Major in Universities	1349
Xiaohui Sun Study on the Philosophical Reflection of the Ideological and Political Education	1353
Juan Liu Study on the Conservation of Chinese Agricultural Land Resources	1357
Study on the Penetration Strategy of Mathematics Culture based on the Target of Interest Stimulation	1361
Research of Internet Financing Strategy of Small and Micro Enterprises	1365

Study on Human Descures Management and Entermise Desformance	1260
Study on Human Resource Management and Enterprise Performance Liqiong Wang Research of Media Coverage and Its Legal Restrictions on Activities of Criminal Investigation	
Jing Yang	1373
Study on Coordinated Development of Urbanization and Agricultural Land Resources	1377
Student-centered College English Teaching based on Moodle Platform	1381
Study on Fine-Grained View Mining based on Network Subjective Text	1385
Study on the Aesthetic Value of Public Art in the Process of Urbanization	1389
Study on Sheep Farming Sustainable Development in Ili Region	1394
Study on Characteristics and Development of Xinjiang Makit Daolang Culture	1400
Study of Government Public Service Satisfaction - A Case of Xinjiang Awat County	1404
Research of the Training Program for Rural Order Directed Medical Students based on the Competence Model	1408
Study on the Cultural Inheritance and Dissemination of Japanese Animation	1414
Love is Patient, love is Hope - Appreciation	1418
Research on the Teaching Content System of Clothing Design and Engineering in Practice	1422
The Application of Interesting Graphic Elements in the Poster Design.	1426
Analysis on the Open Mode of Barrier Free Packaging Design	1430
The Application of Universal Design Concept in Modern Packaging Design	1436
Study on the Important Influence of Music Art on the Shaping of the Outlook on Life	1440
Study on the Determination of Design Subject in Advertisement Design	1444
Study on Aesthetic Value of Folk Wood Paintings	1448
Yuan Wang On Influencing Factors and Cluster Analysis of the Five-year Oriented University Students' Course Grades	1452
Yanling Liu, Liping Wang On the Three method & Two way Convented System in the Cultivation of Tourist Telenta Through Conventing	
On the Three-method & Two-way Guarantee System in the Cultivation of Tourist Talents Through Cooperating Between College and Enterprises	1457
Current Situation and Reform of Mental Health Education for Higher Vocational College Students'	1463
Emotion Focused Therapy and its Clinical Application	1467
Shufen Sun Mathematical Forecasting of the Tourism Activity Importance in Chinese Economy based on Holt's Exponential	1474
Smoothing Model Juxing Wang	
Quality-oriented Education and Intercultural Communication Juan Wang	1479
Research on Earnings Management from the Perspective of Innovation and Market Competition	1483
The Reconstruction of the Disappeared Belief for Modern Civilians	1490
The Image of A "Good" English Teacher in College	1494
Analysis on the Development and Revolution of Modern Sichuan Opera Accompaniment Music	1498
Role Change and Team Building for Embedded Subject Librarian of Teaching-research University in Embedded Subject Service Mode	1503
Guishan Zhang What is Behind the Prosperous Art Market in China?	1508
Fanyu Zhou, Ralf Sensel Theoretical Analysis of The Art Forms of Vocal Music	1512
Ting-Ting Chen	
Literature Review of V. S. Naipaul's Works	1517

Appreciation of the Piano Work Sonatine by Maurice Ravel	1522
Bo-Xiao Yuan The Innovation Exploration for Talents Cultivation System of Integration of Production and Education in Private	
Colleges	1527
Same Origins in Pitch Pipes between Taiwan and Mainland, With the Virtuous Guider	1534
Application of Positive Psychological Quality Cultivation in the Psychological Health Education in Colleges and Universities	1539
Qiuwei Jiang, Qiangwei Yan Research on the Influence of Contemporary Social Thoughts on College Students' Psychology	1543
Qiuwei Jiang	
Research on the role of Teaching-research Universities Subject Librarian in University Library Construction	1549
Features and Methods of Translation of Long Sentence for Electric Specialty English Xu Zhang, Liyan Teng	1554
A Brief Analysis of Characteristics and Word Formation of English Vocabulary in Science and Technology	1561
Discussion on the Personality Differences and Development of Student in Physical Education	1568
How to Put An End to" Media Trial "in Legal News Report	1578
Jing Su The Ritual Dance of Cangyuan	1583
Yaping Qiu To Explore Ways to Protect the Inheritance and Development of Yunnan Yunnan Art	1593
Jin Feng The Combination of National Music Elements and Western Composition Techniques in Liu Xiaogeng's Piano	
WorksIn the Piano Works "Sani Fantasy" Xianying Zhou	1598
Study of the Second Language Acquisition and Its Bilingualism	1604
Research and Application of Work-Process-Oriented Project Clusters Teaching Model	1609
Study on Flexible Employment Policies and the Linkage Mechanism of Shaanxi Private College Graduates	1613
Study on the Innovation of College English Teaching.	1617
Lijuan Zhang Study on Corporate Governance Structure of Nonprofit Private Universities based on Good Governance	1621
Jingyang Liu Study of Classroom Teaching Mode Innovation Based on Mobile Internet	1625
Yibo Hu Study on Historical Memory Fault and Structural Amnesia of Kan Li Siberia Multiple Transmission from Tsinghua Jane "Oive"	1620
Zhenming Yang	
On the Importance of Art Theory in Art Education	1634
Measures on Painting Theory Course Teaching Reform in Colleges and Universities	1638
Research on Development and Application of University Students Off-campus Internship Management Platform under Mobile Internet	1642
Shangbao Huang Teaching Reform of Clothing Drafting Course in the Major of Fashion Design	1647
Wenqiang Chen, Junlei Chen Research of College Students' Physical Training and Lifelong Physical Education	1651
Jie Zhang Research of the Application of the Installation Art in Contemporary Design	1655
Ling Chen A Tentative Research on the College English Reading Teaching Mode Based on the Theory of the Flipped	
Classroom	1660
Research on Post Office Class Curriculum Reform of Actual Combat in NCO Academies	1664
Research of Current Situations and Problems of Calligraphy Education in Rural Primary and Middle Schools -	
Take Huanggang as an Example	1668
Resource Boom, Industrial Structure and Economic Growth in a DSGE Model	1674
Bin Liang, Yiwei Lian, Xiaoyi Ji Research on the Internet Marketing in the Cultural Industries	1682
Han Zhang	

Research on the Aesthetic Generality of Modern Art and Interior Design	1686
Xudong Jin The Influence of Family Background on Urban and Rural Laborers' Employment Opportunities	1690
Ran Gao	
Author Index	