6th International Conference on Social Network, Communication and Education (SNCE 2016)

Advances in Social Science, Education and Humanities Research Volume 77

Xi'an, China 18-20 July 2016

Editors:

Liu Weiguo Chang Guiran Zhou Huiyu

ISBN: 978-1-5108-2909-1

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=snce-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 Fax: 845-758-2633

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

TABLE OF CONTENTS

SOCIOLOGY

AN ANALYSIS OF THE RELATIONSHIP BETWEEN HUMAN AND NATURE IN MOBY DICK	1
Ziwei Jia, Daxin Yang, Meng Wu, Suyu Di, Yuewei Ma	1
RESEARCH ON THE VISUAL BRAND IMAGE DESIGN OF VISUAL CULTURE	10
Fang Zhao, Lan Luo	10
THE INFLUENCE OF THE INTANGIBLE CULTURAL HERITAGE ON THE LOCAL NOVELS	
OF SICHUAN	1.4
Xiaofang Gao	14
AESTHETIC TASTE	10
Minh Quang Nguyen, Tu Quynh Vu	10
RESEARCH ONTUJIA SAYERHE DANCE	21
Zhenhua Guo, Jun Yang, Meirong Tang	21
THE DEVELOPMENT AND REFLECTION ON THE TRADITIONAL MARTIAL ARTS	
CULTURE	26
Zhenghong Li, Zhenhua Guo	20
PROTECTION AND DEVELOPMENT OF HAINAN LI DANCE UNDER THE BACKGROUND	
OF CULTURAL POWER	31
Xiaoqin Ouyuang, Jiafa Wang	
A RESEARCH ON INDICATORS OF SELECTING PARTNER OF SUPPLY CHAIN IN	
CONSTRUCTION INDUSTRY	36
Chenhua Cui	
RESEARCH ON THE INTERNATIONAL BRAND STRATEGY OF AGRICULTURAL	
PRODUCTS	42
Ningning Yan	
STUDY ON INNOVATION MANAGEMENT OF MIDDLE-LEVEL MANAGER IN	
ENTERPRISES	47
Li Zhang, Xiaqing Liu, Mengqing Ye	
RESEARCH ON THE FILIAL PIETY OF COLLEGE STUDENTS UNDER GENERAL	
EDUCATION	52
Fengzhen Jia	
ANALYSIS OF INTERNAL AND EXTERNAL FACTORS AFFECTING THE DEVELOPMENT	
OF CROSS-STRAIT CULTURAL AND CREATIVE INDUSTRIES	57
Xing Li, Zihan Yang, Bingjie Hou	
ON CULTURAL DIFFERENCES BETWEEN CHINESE AND WESTERN EDUCATIONAL	
STYLE	62
Daxin Yang, Ziwei Jia, Lejing Zhao, Chuan Liu, Hui Liu, Hede Gong	
THE IMPACTS OF SINO-WESTERN CULTURAL DIFFERENCES ON BUSINESS ETIQUETTE	
AND THE CORRESPONDING COUNTERMEASURES	71
Ziwei Jia, Daxin Yang, Hui Liu, Jingqi Sun, Yuewei Ma	
TO SET UP AND RUN A CUSTOMIZE CRUISE BUSINESS IN BANGKOK	81
Jingjing Cheng	
RESEARCH ON SPORTS LEISURE TOURISM DEVELOPMENT OF TUJIA TRADITIONAL	
FESTIVALS IN WULING MOUNTAIN AREA	87
Xuewen Zhang	
RESEARCH ON SPORTS CULTURE OF TIBET SHANNAN ZHUO DANCE	92
Zhenghong Li, Gongjue Lamu	
A STUDY ON CONSTRUCTION PROJECT MANAGERS' TEMPERAMENT QUALITIES	97
Chenhua Cui	
THE APPLICATION OF FOLK NEW YEAR PAINTINGS IN THE CHARACTER DESIGN OF	100
CHINESE ANIMATION	102
Jindong Wang	
RESEARCH ON FARMERS' MECHANISM FOR INTERESTS EXPRESSION IN THE	100
CONSTRUCTION OF NEW SOCIALIST COUNTRYSIDE Jiapeng Dai, Chenglong Sun, Lu Yang	106
Jupeng Dai, Chengiong Sun, Lu Tung	

PREVENTION OF THE ENVIRONMENTAL RISK — FROM THE VIEW OF FOOD SAFETY	
Shuhan Qi AN ANALYSIS ON OCCUPATIONAL UPWARD MOBILITY OF DIRECTIONAL MIGRATION WORKERS IN "HENAN EXHIBITION VILLAGE" OF BEIJING Tingting Li	114
EDUCATION	
PRAGMATIC FAILURES BY CHINESE LEARNERS OF ENGLISH IN INTERCULTURAL COMMUNICATION	119
Daxin Yang, Ziwei Jia, Lejing Zhao, Hua Xue, Hede Gong	
A STUDY ON CAREER PLANNING GUIDANCE FOR COLLEGE STUDENTS FROM THE PERSPECTIVE OF ENTERPRISES	132
Ting Zhang	132
SOME THOUGHTS ON THE JAPANESE MAJOR EDUCATION OF CHINESE COLLEGES IN THE TRANSITION PERIOD	137
Wei Zou EVALUATION ON THE IMPACT FACTORS OF UNIVERSITY STUDENTS' ENGLISH	
PROFICIENCY BASED ON AHP	142
STUDY ON THE STRATEGIES TO IMPROVE ENGLISH TEACHERS' PRAGMATIC COMPETENCE	146
Haosheng Xu, Ru Guo MICROTEACHING REFORMING BASED ON PROFESSIONAL TEACHING METHOD	152
Jia Tian METAPHOR AND TRANSLATION STRATEGIES IN NEWS ENGLISH	156
Hongjuan Li RESEARCH ON MANAGEMENT OF SCIENTIFIC FUNDS IN UNIVERSITIES Jie Li, Chang Liu, Bo Lu	159
DISCUSS ON THE CULTIVATION OF STUDENTS' ABILITY IN INNOVATION AND ENTREPRENEURSHIP COMPETITION	163
Chunfeng Jiang STUDY ON THE RECONSIDERING AND COUNTERMEASURES FOR DEEPENING INNOVATION AND ENTREPRENEURSHIP IN UNIVERSITIES	168
Yulan Zhao REFORM & PRACTICE ON THE DIVERSIFICATION OF THE EXAMINATION MODE OF	
APPLIED UNDERGRADUATE EDUCATION Changyu Li, Guixia Ma	172
RESEARCH ON COMPUTER PROFESSIONAL EDUCATIONAL REFORM	178
Yanliu Nie, Hexiang Lu, Liyun Wang IMPROVE HIGHER VOCATIONAL STUDENTS' ABILITY TO READ TEXTS IN THE CLASSROOM	182
Yanli Wang	
RESEARCH ON THE CONSTRUCTION AND MANAGEMENT OF TEACHING TEAM IN	106
PRIVATE COLLEGES AND UNIVERSITIES WITH GRADUATE CULTIVATION Jingfeng He, Zhang Guangzhen STUDY ON THE IMPLEMENTATION METHODS OF ORGANIZATION ON COLLEGE	186
STUDIT ON THE IMPLEMENTATION METHODS OF ORGANIZATION ON COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP COMPETITION	191
DISCUSSION ON THE TRAINING MODE OF SCHOOL ENTERPRISE COEDUCATION IN THE SPECIALTY OF MECHANICAL MANUFACTURING AND AUTOMATION	196
RESEARCH ON UNIVERSITY STUDENTS' INNOVATION AND ENTREPRENEURSHIP	
COMPETITION	200
RESEARCH ON CONSTRUCT SHARING PLATFORM OF LARGE-SCALE INSTRUMENTS AND EQUIPMENT IN THE LABORATORY	205
Wenbi Zhu, Ling Wang, Tao Jin, Haixue Liu, Daiyun Li, Xi Sun	
ON THE READING PROMOTION MODE OF AVIATION COLLEGES LIBRARY	209

RESEARCH ON THE CONSTRUCTIVE METHODOLOGY OF CHINESE LOCALIZATION CURRICULUM TEACHING THEORY	213
Peipei Liu INFLUENCE FACTORS AND MODEL CONSTRUCTION OF UNIVERSITY STUDENT CADRES	
QUALITY	218
Jian Yong RESEARCH ON PERSONALIZED CONSTRUCTION OF VOCATIONAL GUIDANCE WORK SYSTEM IN COLLEGES AND UNIVERSITIES	222
EXPLORATION AND PRACTICE ON THE APPLICATION-ORIENTED UNDERGRADUATE CULTIVATION SYSTEM OF ELECTRICAL ENGINEERING AND AUTOMATION SPECIALTY UNDER PROFESSIONAL ACCREDITATION	226
Changchun Chi, Congjiao Wang RESEARCH ON THE TARGET POSITIONING OF HIGHER VOCATIONAL TALENTS DEVELOPMENT UNDER THE NEW NORMAL SITUATION - TAKE ASSET APPRAISAL AND	220
MANAGEMENT MAJOR AS EXAMPLES. Ying Tang	230
STUDY ON THE SUBJECT COLLABORATIVE INTERACTION MODEL OF THE KNOWLEDGE SHARING OF INDUSTRY-UNIVERSITY COOPERATIVE	235
PROMOTING COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP BY SUBJECT COMPETITION	240
Yulan Zhao REFORM AND DEVELOPMENT PATH OF INNOVATION AND ENTREPRENEURSHIP	
EDUCATION IN LOCAL APPLICATION-ORIENTED COLLEGES AND UNIVERSITIES	245
THE RESEARCH AND PRACTICE OF OPERATING MECHANISM FOR COLLEGE TEACHERS TEACHING DEVELOPMENT CENTRE	250
COLLABORATIVE INNOVATION TO CAR CLASS PROFESSIONAL SERVICE ABILITY IN REGIONAL INDUSTRY	253
Ziyun Li, Hui Wang RESEARCH ON COLLEGE PSYCHOLOGICAL COUNSELING ROOM Chenhua Cui	258
RESEARCH ON FLIPPED CLASS TEACHING MODEL OF "BUSINESS ENGLISH TRANSLATION" UNDER THE BIG DATA CIRCUMSTANCES	264
Mengqing Ye, Xiaqing Liu ANALYSIS ON THE TRAINING MODE OF COLLEGE ENTERPRISE COOPERATION MECHANISM	269
Zhuojuan Yang, Youquan Chen, Lidan Fan A BRIEF ANALYSIS OF EDUCATIONAL AND TECHNOLOGICAL INNOVATION IN	
UNIVERSITIES	
RESEARCH ON INDUSTRIAL DEMAND-ORIENTED PRACTICAL TEACHING MODE	279
STUDY ON THE CULTURAL CONSTRUCTION OF UNIVERSITY LIBRARY	284
RESEARCH ON EDUCATIONAL INNOVATION IN SPECIFIC EDUCATIONAL WORK OF COLLEGES AND UNIVERSITIES	288
TAKING THE QINGDAO BINHAI UNIVERSITY MUSEUM OF ART AS AN EXAMPLE TO DISCUSS THE DESIGN OF TOURIST SOUVENIRS	293
PRESENT SITUATION ANALYSIS AND COUNTERMEASURE RESEARCH OF HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT IN COLLEGES AND UNIVERSITIES	298
Yanqing Zeng THE CULTIVATION OF ENGLISH ACADEMIC COMPETENCE FOR COMPUTER SCIENCE	
GRADUATES IN CHINA	303