7th International Conference on Social Science and Education Research (SSER 2017)

Advances in Social Science, Education and Humanities Research Volume 132

Xi'an, China 3 – 5 November 2017

Editors:

Zhongsheng Wang Zhang Kun Jatin Miracle

ISBN: 978-1-5108-5557-1

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© (2018) by Atlantis Press All rights reserved. http://www.atlantis-press.com/php/pub.php?publication=sser-17

Printed by Curran Associates, Inc. (2018)

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

SESSION: EDUCATION

AN INQUIRY INTO IDEOLOGICAL AND MORAL CONSTRUCTION OF COLLEGE STUDENTS AS NETWORK VIRTUAL GROUP	1
Wang Zhijian	
FROM EDUCATION FOR PROFIT TO EDUCATION FOR EXCELLENCE—AN	
INSPIRATION TO THE SUCCESSFUL INTERNATIONALIZATION OF HIGHER EDUCATION	
IN SINGAPORE	6
Jing Lin	
CONSTRUCTION AND REFLECTION ON THE INNOVATION MODE OF PIANO TEACHING	10
Xiaolei Zhang	
THE SIMULATION TEACHING METHOD FOR THE ROUTING PROTOCOL CONTENT OF	
COMPUTER NETWORK COURSE	14
Henghua Shi, Renlong Zhang, Chengkui Guo	
AGRICULTURAL ECONOMICS CASE TEACHING AND EFFECTIVENESS EVALUATION	
BASED ON MARKOV CHAIN	19
Shuang Yu, Guang Li, Yulian Ye	
TEACHING REFORM AND RESEARCH OF MEDICAL PHYSICS COURSE UNDER THE	
BACKGROUND OF MASSIVE OPEN ONLINE COURSE	25
Wenbin Kang, Baiping Liu, Pengcheng Zhang, Benchao Zhu, Guangxiao He, Jia Guo, Guangxiao He, Jia Guo	
TEACHING METHOD OF NETWORK CONNECTION EXPERIMENT OF IOT SPECIALTY	29
Henghua Shi, Baoping Han, Xiaoshun Li	
EXPLORATION ON THE CONSTRUCTION OF COLLEGE STUDENTS' PARTY BUILDING	
PLATFORM UNDER NEW MEDIA ENVIRONMENT	34
Haitao Li	
DISCUSSION ON THE GOVERNMENT PROCUREMENT IN COLLEGES AND UNIVERSITIES	
UNDER THE NEW SITUATION	38
Chao Luo	
ON THE SELF-STUDYING IN HIGHER MATHEMATICS	43
Xiaoying Sun	
THE EMPIRICAL STUDY OF EDUCATION IN GUIZHOU PROVINCE - TAKING L VILLAGE	
AS AN EXAMPLE	47
Shuang Yu, Guang Li, Yue Qiu	
THE NEED OF COLLEGE ENGLISH ABILITY	51
Weina Ouyang, Xue Han	
THE RATIONAL CONSTRUCTION OF VOCATIONAL EDUCATION AND SOCIAL LEVEL	56
Rong Mao	
THE APPLICATIONS AND THINKING OF "MICRO-TEACHING-ASSISTANT" IN THE	
TEACHING OF MEDICAL PHYSICS	61
Wenbin Kang, Baiping Liu, Pengcheng Zhang, Benchao Zhu, Guangxiao He, Jia Guo, Guangxiao He, Jia Guo	
RESEARCH ON THE TRAINING MODE OF THE INTEGRATION OF "POST, COMPETITION	
AND TRAINING" IN VOCATIONAL COLLEGES	66
Shulan Yu, Tianfang Ma, Fang Li	
THE CONSTRUCTION OF THE DOMAIN ONTOLOGY OF EDUCATIONAL RESOURCES OF	
GANSU TIBETAN NATIONALITY	71
Jun Ma, Yongfeng Ma	
PAINTING AESTHETICS AND EDUCATIONAL ENLIGHTENMENT OF REN RENFA IN YUAN	
DYNASTY	78
Xiaoli Wu	
ON TOURISM ENGLISH TRANSLATION IN CROSS-CULTURAL COMMUNICATION	82
Wen Qin	
PRACTICE AND EXPLORATION ON OPTO-ELECTRONIC ENGINEERING PERSONNEL	
TRAINING MODE IN APPLICATION-ORIENTED COLLEGES	86
Junjie Wang, Dong Xue	
PRACTICE OF BILINGUAL EDUCATION IN	91
7a Liu	

A STUDY ON NEW METHODS OF BREASTSTROKE TEACHING IN COLLEGES AND	
UNIVERSITIES —TAKING BAOTOU TEACHERS' COLLEGE AS AN EXAMPLE	95
Xueqin Xia, Zhimin Xiao NEW EXPLORATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN	
COLLEGES AND UNIVERSITIES	100
Hua Lan	
THE STRATEGY OF IMPROVING THE INFORMATION LITERACY OF MINORITY	
COLLEGE STUDENTS	104
Jun Ma, Yongfeng Ma RESEARCH ON THE TEACHING OF PRACTICAL COMBAT IN INSTITUTIONS OF	
ACADEMY	111
Liang Ma	111
THE THINKING OF THE INTERACTIVE COMMUNICATION PATHS BETWEEN THE	
IDEOLOGICAL AND POLITICAL COURSE TEACHERS BASED ON THE PARTY BUILDING	
NETWORK PLATFORM AND THE STUDENTS	116
Yingxia Liu, Huiqian Zhang	
RESEARCH ON THE INTELLIGENT HARDWARE INFLUENCE ON DESIGN EDUCATION AND TEACHING MODE	121
Wei Sun, Yingchun Hou	121
PROBLEMS AND COUNTERMEASURES OF EDUCATION INTERNSHIP IN LOCAL NORMAL	
UNIVERSITY BIOLOGY MAJOR- TAKE ANSHUN COLLEGE FOR EXAMPLE	126
Guang Li, Shuang Yu, Yue Qiu	
SESSION: SOCIAL SCIENCE	
<u>SESSION SOCIAL SCIENCE</u>	
GREEN PRODUCTION ASSOCIATIONS STUDY BETWEEN BRAND TRUST, SATISFACTORY	
DEGREE AND RE-PURCHASE INTENTION	130
Xi Chen, Fangping Cao	
VULNERABLE OR POWERFUL, OBEDIENT OR RESISTANT CHARACTER ANALYSIS OF	
ROMEO AND JULIET	140
Yanchun Zhang STUDY ON THE BRAND MARKETING STRATEGY OF "CARPENTER TAN"	1/15
Xiaowen Zhou	143
STUDY ON WECHAT MARKETING STRATEGY OF TMALL	149
Juan Wei	
EUROPEAN INTEGRATION AND CONTEMPORARY IDEA OF EUROPE	154
Huarong Zhang THE DUAL ECONOMY AND SOCIAL SECURITY IN RURAL CHINA	150
Zheran Fan	138
STUDY ON INTERSUBJECTIVITY AND INTERTEXTUALITY IN REVIEWING THE WOMAN	
WARRIOR	163
Xue Han, Weina Ouyang	
STUDY ON AESTHETIC VALUE OF CHINA PROPAGANDA POSTER	168
Jinsong Yu, Shengli Chen	
STUDY ON CHINESE-ENGLISH TRANSLATION OF YUNNAN ETHNIC CULTURAL CLASSICS IN MULTICULTURAL CONTEXTS	174
Yanchun Zhang	1/4
RESEARCH ON PACKAGING DESIGN ART OF ELDERLY PRODUCTS IN CHINA	179
Weiqi Qi, Jing Xue	
ANALYSIS OF FOOD SAFETY PUBLIC OPINION BASED ON LDA THEME MODEL	184
Ting Zhang, Yankun Wang, Cao Yuan, Kaiqiong Sun	
STUDY ON CHILDREN PRODUCT DESIGN AND DEVELOPMENT BASED ON FASHION	100
CONSUMPTION	188
DIALOGUE AND INTERPRETATION - AN INTERPRETIVE STUDY OF THE TRANSLATION	
OF CHINESE CLASSIC POEM	192
Rongqin Ji	
THE DREAM OF SOCIALIST CORE ACCOMPLISHMENT "THE BELT AND ROAD	
INITIATIVE" PRACTICE IN COLLEGES AND UNIVERSITIES	198
Mingmin Li, Fangfang Xie	

ANALYSIS OF NETWORK SPEECH EMOTION BASED ON TEXT CATEGORIZATION ALGORITHM	203
Bin Qi, Guohua Zhan, Zhihua Li	203
THE BASIC PATH OF IMPROVING THE TWO LEVELS OF THE ADMINISTRATIVE LAW ENFORCEMENT ACCOUNTABILITY SYSTEM IN CITIES AND COUNTIES	207
Jianping Miao	
PRIMARY STUDY OF "HSINKING FIRST MIDDLE SCHOOL" MEMORIES ANTHOLOGIES CONCERNING THE PUPPET MANCHUKUO FROM THE RECORD OF TWO DISCUSSIONS	211
Yuan Yang, Li Hou SPAN FROM ANTI-POVERTY TO TARGETED POVERTY ALLEVIATION	217
Tiejun Zhao, Xing Li, Tao Qu	
STUDY ON THE CURRENT APPLICATION CONDITION AND DEVELOPMENT SITUATION OF SOCIAL MEDIA IN SPORTS INDUSTRY	222
ECOLOGICAL CONSCIOUSNESS IN WILLIAM WORDSWORTH'S POETRY	227
THE EMPIRICAL ANALYSIS ABOUT EFFECTS OF CAREER DECISION-MAKING	231
COUPLING RESEARCH ON GOVERNING STRUCTURE AND ENTERPRISE TECHNOLOGY INNOVATION	237
Lei Zhan, Lu Yu	
A BRIEF ANALYSIS OF THE PROPERTIES AND CHARACTERISTICS OF CULTURAL AND CREATIVE PRODUCTS	242
Qiku Bao, Mo Wang	
STUDY ON THE SUSTAINABLE DEVELOPMENT STRATEGY OF ECOTOURISM SCENIC SPOTS	247
Chaoge Jiletu, Liu Jiang	
ANALYSIS ON THE INTERACTION BETWEEN HUMAN RESOURCE MANAGEMENT AND PERFORMANCE IN ENTERPRISE	251
RESEARCH ON THE EFFECTIVE STRATEGIES FOR COLLEGE STUDENTS' PARTY	
BUILDING TO ENTER THE INTERNET	255
CONSIDERATION OF ENVIRONMENTAL PROTECTION INZe Liu	260
FOREIGN STUDENTS COMPUTER CHINESE INPUT PROBLEMS AND TEACHING	
STRATEGIES	264
Jiehua Zhang, Hao Bai	
FOLK SPORTS DEVELOPMENT UNDER THE CONTEXT OF CERAMIC CULTURE	269
STUDY ON SOCIAL CULTURAL ADAPTABILITY OF INTERNATIONAL STUDENTS IN	
CHINA UNDER THE BACKGROUND OF "THE BELT AND ROAD"	273
Bo Liu RESEARCH ON ENTERPRISE SERVICE MARKETING OF UFIDA SOFTWARE	280
Qian Bai	200
STUDIES ON CHINA'S FISCAL POLICY TO SUPPORT THE SUPPLY-SIDE REFORM Feifei Han	285
RESEARCH ON E-COMMERCE LOGISTICS MODE OF HALAL AGRICULTURAL PRODUCTS IN NINGXIA	289
Haiying Ma, Hui Zhang RESEARCH ON THE DEVELOPMENT STRATEGY PLANNING OF WUHAN'S INCUBATORS Juan Li	294
THE INFLUENCE OF "JING DRIFT" ON CERAMIC ART	299
Zha Yu, Ye Hong STUDY ON THE PRESENT SITUATION OF SPORTS HUMANISTIC SOCIOLOGY IN CHINA	303
Guoqing Liu	303
COMMUNITY VOLUNTEER SERVICE SYSTEM OF UNIVERSITY OF ALBERTA AND ITS ENLIGHTENMENT	307
Xun Wang	
PATH ANALYSIS OF COLLEGE STUDENTS' PARTY BUILDING WORK UNDER THE NEW MEDIA ENVIRONMENT	312
Haitao Li	

DISCUSSION ON THE TRAINING MODE OF THE "CHEMICAL ENGINEERING	
PRODUCTION TECHNOLOGY" SKILL COMPETITION	316
Xinwen Zhang, Shulan Yu, Changtao Ge	
THE INFLUENCE OF AEROBIC EXERCISE AND PHYSICAL EDUCATION ON THE	221
PHYSICAL FITNESS OF THE ELDERLY	321
CORRELATION OF BLOOD LIPID PROFILE, BLOOD LIPID RATIO AND CYSTATIN C IN	
PATIENTS WITH HYPERTHYROIDISM	327
Hou Zhenjiang, Mu Zhaoxin, Zhang Jingyu, Fan Hong, Hou Jianzhang, Hou Jianzhang	
RESEARCH ON EQUITY INCENTIVE OF LISTED COMPANIES	332
Linli Bian	
D.H. LAWRENCE'S NOSTALGIA AND LONGING FOR LIFE IN RETURN TO BESTWOOD	336
Xiuzhi Zhang	
THE INFLUENCE OF PRIVATE EQUITY FUND FOR SMALL AND MEDIUM-SIZED	
ENTERPRISE DEVELOPMENT RESEARCH	340
Fang Cai, Zhan Wang	
THIRD INDUSTRY SUPPLY SIDE INNOVATION OF STATE OWNED ENTERPRISES AUDIT EFFICIENCY MEASUREMENT COUNTERMEASURES	3/15
Jie Xu, Xing Li	343
THE APPLICATION OF TCM THOUGHT OF PREVENTIVE TREATMENT OF DISEASE IN	
CLINICAL PRACTICE	349
Huan Li	
THE INFLUENCE OF CUSTOMER PARTICIPATION IN VALUE CO-CREATION ACTIVITIES	
ON CONSUMER WOM COMMUNICATION	354
Yue Liu	
SELF-LIMITING DEPRIVED CHOICE—A STUDY OF CHINA'S CIVIL SERVICE CAREER	360
Tiantian Dong	
ECONOMIC ANALYSIS OF INSUFFICIENT ENTERPRISE TECHNOLOGY INNOVATION	365
Lu Yu, Lei Zhan	271
AN ANALYSIS ON FAMOUS BRAND STRATEGY OF ECONOMIC DEVELOPMENT Qi Zhang, Jinjiang He, Ning Cai	3/1
RESEARCH ON "CREATIVE" VISUAL THINKING MODE IN VISUAL COMMUNICATION	
DESIGNDESIGN	374
Bei Wang, Mo Wang	
A NEW MODEL OF TOURISM ENTERPRISE MANAGEMENT UNDER THE CONCEPT OF	
ECO-TOURISM MANAGEMENT	378
Wenjing Lv	
ANALYSIS OF AMBIGUITY	382
Wang Lihong, Gou Weijie	
RESEARCH ON VIP.COM NETWORK MARKETING STRATEGY	385
Xiaowen Zhou	
THE EVALUATION STANDARD AND EXAMPLE ANALYSIS OF THE PROFESSIONAL PRACTICE IN THE TALENT TRAINING OF IOT SPECIALTY	200
Henghua Shi, Chengkui Guo	389
RESEARCH ON MICRO-BLOG MARKETING MODE OF DOMESTIC FILMS —— TAKE	
"PASS THROUGH YOUR WORLD" AS AN EXAMPLE	394
Xiaowen Zhou	
THE CONSTRUCTION OF CHINA-RUSSIA-MONGOLIA FREE TRADE AREA UNDER'THE	
BELT AND ROAD'—STUDIES BASED ON SWOT ANALYSIS	398
Lulu Lin	
RESEARCH ON THE TRANSFORMATION AND UPGRADING OF EQUIPMENT	
MANUFACTURING IN NORTHEAST CHINA	404
Yang Tang, Dan Bai	
RESEARCH ON HIGH SPEED TOLL PLAZA	409
Xiaojun Zhao	44.4
RESEARCH ON BUSINESS STRATEGY OF BBG	414
Yali Luo Study on the desent situation and domotion dath of enterdedeneudship	
STUDY ON THE PRESENT SITUATION AND PROMOTION PATH OF ENTREPRENEURSHIP DEVELOPMENT IN YULIN CITY	410
Jiang Liu, Xinzhuo Jiang, Dawei Gao	417
RESEARCH ON THE MARKETING STRATEGY OF SUNING.COM NETWORK	422
Xiaowen Thou	

BENEFIT EVALUATION OF PHOTOVOLTAIC POWER GENERATION PROJECT BASED ON	
FUZZY COMPREHENSIVE EVALUATION MODEL	
Yaru Han, Shuyu Dai, Dongxiao Niu	
STUDY ON THE ROLE OF AUDIT ARCHIVES MANAGEMENT IN AUDIT QUALITY WORK431	
Yun Hu	
COMPARATIVE ANALYSIS OF THE MOVIE "WANDERING THE EDGE" AND THE	
ORIGINAL FROM PRACTICAL SIGNIFICANCE	
Yuan Yang, Dongmei Yu	
THE MULTIPLE REGRESSION ANALYSIS OF THE INFLUENCE FACTORS OF	
FOREIGNER'S COMPUTER CHINESE APPLICATION LEVEL	
Yali Mu, Hao Bai	
Author Index	