

8th International Conference on Social Science and Education Research (SSER 2018)

Advances in Social Science, Education and
Humanities Research Volume 238

Xi'an, China
18 – 20 May 2018

Editors:

Zhongsheng Wang
Zhang Kun
Jatin Miracle

ISBN: 978-1-5108-6880-9

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-18>

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: SOCIAL SCIENCE

ON THE BELT AND ROAD INITIATIVE AND CHINESE-FOREIGN COOPERATIVE PROGRAM	1
<i>Haiying Ma, Rangjia Cai, Yongteng Ma</i>	
DISCUSSION ON THE CONSTRUCTION MODE CHANGE OF LITERATURE RESOURCES OF LIBRARY BASED ON BIG DATA ENVIRONMENT	6
<i>Zhenwei Wang</i>	
ANALYSIS OF IMPORTANCE OF NEW MEDIA LITERACY	9
<i>Xing Hua, Ke Li, Zongyuan Tan, Jian Zhou</i>	
MARKETING THINKING BASED ON THE CONSUMPTION STRUCTURE AND CONSUMPTION BEHAVIOR OF TWO-CHILD FAMILIES	13
<i>Jun Luo</i>	
EVALUATION OF ENTERPRISE INNOVATION ABILITY OF COLLEGE STUDENTS' PIONEER PARK BASED ON FACTOR ANALYSIS MODEL	17
<i>Boyu Yang</i>	
A STUDY OF THE APPLICATION OF PROPORTIONALITY PRINCIPLE IN CIVIL JURISDICTION	22
<i>Feifei Lin</i>	
STATISTICAL ANALYSIS OF COLLEGE STUDENTS' COMMON DISEASES IN TIANJIN AGRICULTURAL UNIVERSITY FROM THE PERSPECTIVE OF MALE AND FEMALE	27
<i>Hongjun Teng, Zhenbo Bao, Fan Yang</i>	
RESEARCH ON INNOVATION OF FINANCIAL MANAGEMENT TALENTS TRAINING MODEL BASED ON THE PERSPECTIVE OF PROFESSIONAL ABILITY SUPPLY AND DEMAND	32
<i>Weishuang Xu</i>	
RESEARCH ON CHINESE-FOREIGN COOPERATIVE PROGRAM MAJORING IN INTERNATIONAL BUSINESS UNDER THE BELT AND ROAD INITIATIVE	37
<i>Rangjia Cai, Haiying Ma, Yongteng Ma</i>	
RESEARCH ON RECOMMENDATION TECHNOLOGY BASED ON COLLABORATIVE FILTERING	42
<i>Yi Ren, Cuirong Chi</i>	
RESEARCH ON COOPERATIVE MANAGEMENT OF SUPPLY CHAIN CULTURE	47
<i>Yefu Tang</i>	
THE DEVELOPMENT STATUS AND SWOT ANALYSIS OF CULTURAL INDUSTRY IN NORTHWEST CHINA	50
<i>Yuxia Hu, Haiying Ma</i>	
ON CROSS - CULTURE MANAGEMENT OF ENTERPRISES	55
<i>Xiaorong Li, Qing Zhang</i>	
SHAANXI CULTURAL EXTERNAL COMMUNICATION STRATEGY AND TEACHING REFLECTION UNDER THE BACKGROUND OF THE BELT AND ROAD	60
<i>Guofang Xiong</i>	
ON COMMERCIAL ADVERTISEMENT TRANSLATION BASED ON SKOPOS THEORY	65
<i>Xiangxin Liu</i>	
RELATIONSHIP AND INVESTIGATION RESEARCH AMONG THE ALIENATION AND PERSONALITY PROBLEM TREND OF ETHNIC MINORITY ADOLESCENTS LIVING IN HAN NATIONALITY DISTRICT	69
<i>Li Huang, Xuan Yu, Zhijuan Deng</i>	
INFORMATION TRANSFER BETWEEN MAJOR SHAREHOLDERS AND COMPANY VALUE REDUCTION	75
<i>Zhongfu Yu, Jing He, Yalong Liu</i>	
AN EMPIRICAL STUDY ON THE EFFECT OF ELECTRONIC COMMERCE ON ECONOMIC GROWTH IN GANSU PROVINCE	83
<i>Haiying Ma</i>	

DISCUSSION ON THE COUNTERMEASURES OF RURAL INFORMATION SERVICE IN AGRICULTURAL COLLEGES AND UNIVERSITIES	88
<i>Haixia Wang</i>	
DEVELOPMENT AND IMPLEMENTATION OF INNOVATIVE PRACTICAL PROJECTS BASED ON ELECTRONIC CONTESTS	92
<i>Honghui Mu, Ying Zhao, Wei Zhang</i>	
ANALYSIS OF THE IMPACT OF BIG DATA ON ENTERPRISE DECISION MAKING.....	98
<i>Guang Chen, Zhanjie Liu, Yixin Sun, Wei Liu, Qiumei Lv, Yukun Song, He Huang, Wenjing Peng</i>	
HUMAN ACTION RECOGNITION BASED ON RGB-D AND LOCAL INTERACTIVE REGIONS DETECTION	103
<i>Suolan Liu, Lizhi Kong</i>	
COLUMN CARVING ART IN ANCIENT HUIZHOU ARCHITECTURE.....	108
<i>Li Feng</i>	
RESEARCH ON THE CONSTRUCTION OF TOURIST TALENT CULTIVATION SYSTEM IN JILIN PROVINCE FROM THE PERSPECTIVE OF GLOBAL TOURISM	114
<i>Yanjie Zhan</i>	
THE CONSTRUCTION OF THE PRACTICAL CURRICULUM SYSTEM OF TECHNICAL APPLICATION MARKETING	119
<i>Wenhong Zu</i>	
THE RESEARCH ON THE SPATIAL EFFECT OF THE URBANIZATION OF CHINA TO EXPAND DOMESTIC DEMAND	124
<i>Chaojun Ni</i>	
INTANGIBLE ASSETS ARE MORE VALUABLE THAN THE TANGIBLE - STUDY ON THE INNOVATION AND DEVELOPMENT OF THE TRADITIONAL TIME-HONORED BRANDS.....	129
<i>Jia Li</i>	
A STUDY ON THE APPLIED TRANSLATION TALENTS' TRAINING MODE BASED ON SCHOOL-ENTERPRISE COOPERATION.....	133
<i>Ying Shi</i>	
RESEARCH AND ANALYSIS OF REASONABLE INCREASE MECHANISM FOR ENTERPRISE SALARY UNDER THE ECONOMIC NEW NORMAL	138
<i>Yan Li</i>	
LOCAL CHAOTIC ENCRYPTION BASED ON PRIVACY PROTECTION ON VIDEO SURVEILLANCE	144
<i>Suolan Liu, Lizhi Kong</i>	
LEGAL THINKING AND COUNTERMEASURES OF ENVIRONMENTAL POLLUTION IN THE COURSE OF RURAL URBANIZATION.....	148
<i>Guolin Zhang, Jianchen Sun</i>	
A SUMMARY OF INNOVATION AND REFORM OF ECONOMIC DEVELOPMENT PATTERN IN NEW ERA.....	153
<i>Weicheng Jiang, Yezi Yu, Ting Zhao, Changhai Yao, Kexin Tang, Junlan Liu</i>	
DISCUSSION ON THE TRAINING MODE OF MODERN MARKETING TALENTS	162
<i>Fengying Zhang, Yu Lin</i>	
A SUMMARY AND COMMENT ON THE STUDY OF NATIONAL OPERA CANAL BALLADS	165
<i>He Lv</i>	
THE DIFFICULTIES AND COUNTERMEASURES OF RURAL E-COMMERCE POVERTY ALLEVIATION IN ETHNIC REGIONS IN CHINA	170
<i>Rangjia Cai, Haiying Ma, Yongteng Ma</i>	
THE EFFICIENCY OF PROVINCIAL MEDICAL CARE SERVICES IN CHINA.....	175
<i>Tian Wang, Lei Chen</i>	
SPREAD DEVELOPMENT OF SHORT VIDEO APP ANALYZED BY FAST HAND.....	179
<i>Xing Hua, Ke Li, Zongyuan Tan, Jian Zhou</i>	
ANALYSIS ON THE FARMER HOUSEHOLDS DEMAND OF AGRICULTURAL SOCIAL SERVICE- A VIEW OF BEFORE PLANTING AND AFTER HARVESTING	183
<i>Di Chen, Ying Xue, Lu Sun, Jie Lv</i>	
STATISTICAL ANALYSIS OF COLLEGE STUDENTS' COMMON DISEASES IN TIANJIN AGRICULTURAL UNIVERSITY FROM DIFFERENT SEASONS.....	187
<i>Hongjun Teng, Zhenbo Bao, Fan Yang</i>	
RESEARCH ON THE DEVELOPMENT OF CREATIVE INDUSTRY IN SHANGHAI: BASED ON THE PERSPECTIVE OF 3T THEORY.....	193
<i>You Liu</i>	

DESIGN AND IMPLEMENTATION OF MOBILE PHONE SYSTEM FOR ESTIMATING NUTRIENT CONTENT OF FOODS	198
<i>Xin Zheng, Run Yao, Yifei Gong, Qinyi Lei, Qian Yin</i>	
THE CONVERGENCE PATH OF THE INCOME GAP BETWEEN URBAN AND RURAL RESIDENTS UNDER THE BACKGROUND OF NEW URBANIZATION IN CHINA.....	204
<i>Chi Zhang, Xiaoli Duan</i>	
RESEARCH ON THE JUDICIAL APPLICATION OF LEGAL PRINCIPLES.....	210
<i>Feifei Lin</i>	
DISCUSSION ON RELATION BETWEEN HUMAN CAPITAL INVESTMENT AND ECONOMIC GROWTH OF ENTERPRISES	215
<i>Pengzhen Cai</i>	
RESEARCH ON THE CURRENT SITUATION AND COUNTERMEASURES OF TAEKWONDO TEAM IN JIANGXI PROVINCE.....	221
<i>Kongmei Dong</i>	
THE IMPACT OF POPULATION AGING ON THE INDUSTRIAL VALUE-ADDED RATE OF CHINA.....	227
<i>Li Lin</i>	
FRAGILITY ASSESSMENT MODEL BASED ON PRINCIPAL COMPONENT ANALYSIS	234
<i>Zhenyan Wang</i>	
ROUSSEAU'S REFLECTION ON RATIONALITY--TAKE EMILE AS AN EXAMPLE	240
<i>Linhui Yu</i>	
THE RESEARCHES ON CHINA'S EXPORT TECHNOLOGY SOPHISTICATION OF MANUFACTURING : BASED ON VALUE-ADDED	244
<i>Linghui Yang</i>	
RESEARCH ON JINGDEZHEN'S COMPETITIVENESS IN THE CULTURAL INDUSTRY.....	250
<i>Aiping Zhou</i>	
RESEARCH ON RECOMMENDER SYSTEM BASED ON SOCIAL TRUST	254
<i>Yi Ren, Cuirong Chi</i>	
DEVELOPMENT ANALYSIS AND COMPETITIVENESS EVALUATION OF CULTURAL INDUSTRY IN NORTHWEST CHINA.....	259
<i>Yuxia Hu, Haiying Ma</i>	
THE CREATION AND SOUL OF ANIMATION.....	264
<i>Jin Zhang</i>	
DISCUSSION ON PRACTICE INNOVATION REFORM OF SPORTS ANATOMY	268
<i>Zimin Chang, Yu Jiang</i>	
THE CONSTRUCTION OF GENERAL CHEMISTRY COURSE IN THE NEW MEDIA ERA	272
<i>Linfang Jia, Dan Liang</i>	
STATISTICAL ANALYSIS, CLINICAL SYMPTOMS AND PREVENTIVE MEASURES OF COLLEGE STUDENTS' COMMON DISEASES	276
<i>Hongjun Teng, Zhenbo Bao, Fan Yang</i>	
ON THE EVALUATION INDEX SYSTEM OF E-COMMERCE IN ETHNIC REGIONS IN CHINA BASED ON FACTOR ANALYSIS	281
<i>Haiying Ma</i>	
RESEARCH ON THE RELATIONSHIP BETWEEN THE DEVELOPMENTS OF LOGISTICS INDUSTRY AND ECONOMIC GROWTH IN CHINA	286
<i>Lihui Wu</i>	
STUDY ON THE PROTECTION, INHERITANCE AND DEVELOPMENT OF JINGDEZHEN CERAMIC CULTURE IN THE NEW PERIOD	291
<i>Aiping Zhou</i>	
AN ANALYSIS OF THE EMPLOYMENT SITUATION AND COUNTERMEASURES OF RUSSIAN GRADUATES UNDER THE SINO-RUSSIAN COOPERATIVE EDUCATION MODEL-- --TAKE THE SCHOOL OF PUBLIC FOREIGN LANGUAGE OF BEIHUA UNIVERSITY AS AN EXAMPLE	295
<i>Xiaoyu Han</i>	
THE IDEAS AND COUNTERMEASURES OF RENOVATION OF JOINT-STOCK SYSTEM IN ENTERPRISES	299
<i>Yanfa Chen</i>	
ECONOMIC ANALYSIS OF EFFICIENCY FOR CHINESE STATE-OWNED ENTERPRISES	302
<i>Xiaoxi Zheng</i>	
THE CRITICAL POINT OF REGIONAL POLICIES, GOVERNMENT TRADE-OFFS, AND POLICY EFFECTIVENESS	307
<i>Lizhao Du</i>	

THE RESEARCH AND PRACTICE OF THE TRAINING AND INNOVATION OF THE PROFESSIONAL SKILLS AND CULTIVATION OF TALENTS	314
<i>Shufeng Jiang, Fengjuan Wang, Rui Fan, Lili Liu</i>	
FOOD RISK PERCEPTION AND ITS IMPACT ON THE CONSUMERS' PURCHASING BEHAVIOR	321
<i>Jiaping Tong</i>	
THE PRACTICAL APPLICATION AND INNOVATION OF ELECTRONIC COMMERCE IN HOTEL MANAGEMENT	325
<i>Tang Zeng, Yuan Zhang</i>	
THE INFLUENCE AND RESEARCH OF INNOVATION AND ENTREPRENEURSHIP ON ENTERPRISES	328
<i>Yanfa Chen</i>	
ADMIRING AMERICAN FANTASY MOVIES BY BEAUTY AND BEAST	332
<i>Yonghao Yan</i>	

SESSION: EDUCATION

APPLICATION OF FLIPPED CLASSROOM IN THE TEACHING OF BUSINESS ENGLISH TRANSLATION--- A CASE ANALYSIS ON CHENGDU NEUSOFT UNIVERSITY	335
<i>Songling Ren</i>	
ON HONG KONG'S FEELINGS AND EDUCATIONAL IMPLICATION IN LIN XI'S LYRICS	339
<i>Meng He</i>	
EVALUATION INDEXES AND MODELING OF SECOND CLASSROOM OF COLLEGE MATHEMATICS	342
<i>Siyuan Chen, Fengjun Yan, Yuanchun Guo</i>	
EXPLORATION OF THE FLIPPED CLASSROOM TEACHING MODEL	346
<i>Yu Ma</i>	
THE STRATEGY OF THE CULTIVATION OF TALENTS IN COLLEGES FROM THE PERSPECTIVE OF THE "BELT AND ROAD INITIATIVE"	352
<i>Kai Liu, Wen Zhou, Changwei Ji, Boru Yang</i>	
RESEARCH ON THE PATH OF COLLEGE STUDENTS' PATRIOTISM EDUCATION IN THE SELF-MEDIA ERA	358
<i>Zhao Liu, Cuiyan Gong</i>	
THE CHALLENGES AND OPPORTUNITIES OF MEDICAL PHYSICS DURING THE TRANSFORMATION PERIOD OF INDEPENDENT MEDICAL COLLEGES	361
<i>Benchao Zhu, Weiwei Jiang, Fan Zhang</i>	
THE APPLICATION OF PRENATAL EDUCATION OPTIMIZATION MODEL IN IMPROVING THE EFFICIENCY OF CHILDBIRTH AND THE OUTCOME OF DELIVERY	366
<i>Shuli Yang, Ruixin Lin, Yan Jia, Wenwen Jian, Qing Yu, Min Wang</i>	
RESEARCH ON THE CONSTRUCTION OF TRAINING MODE FOR INNOVATION AND ENTREPRENEURSHIP TALENTS IN AGRICULTURAL UNIVERSITIES FROM THE PERSPECTIVE OF INTERNET - A BREAKTHROUGH IN JIANGXI AGRICULTURAL UNIVERSITY	371
<i>Zhao Lei</i>	
AN ANALYSIS OF THE CONCEPTUAL FEATURES OF CONTEMPORARY PUBLIC ART AND ITS APPLICATION IN COLLEGES AND UNIVERSITIES	376
<i>Xiaofei Liu</i>	
FROM THE PERSPECTIVE OF MUSICAL ANTHROPOLOGY TO SEE FUZHOU TEA-PICKING OPERA MUSIC AND CULTURAL PATTERN INHERITANCE TRAJECTORY	380
<i>Bin Lv</i>	
INNOVATION, ENTREPRENEURSHIP AND EDUCATION MANAGEMENT BASED ON SCIENCE AND TECHNOLOGY INNOVATION	387
<i>Shanshan Sun</i>	
THE APPLICATION OF PRODUCTION-ORIENTED APPROACH IN GENERAL ENGLISH	392
<i>Wang Jiang</i>	
A STUDY ON THE COUPLING EVALUATION OF HIGHER EDUCATION LEVEL AND ECONOMIC DEVELOPMENT AT URBAN LEVEL IN CHINA	396
<i>Chunguang Tang</i>	
REFLECTION ON THE CONCEPT OF "MAGIC ARTS" IN THE CONTEXT OF CHINESE AND WESTERN CULTURES	401
<i>Hongling Guo</i>	

EMPIRICAL STUDY ON READING PROMOTION IN UNIVERSITY LIBRARIES	406
<i>Chunyue Liu</i>	
SURVEY ON SPECIALTY IDENTITY OF COMMUNITY MANAGEMENT AND SERVICE IN VOCATIONAL COLLEGES	410
<i>Jun Mo, Ning Zhu</i>	
RESEARCH ON THE TRAINING PATH OF DOUBLE INNOVATION TALENTS FOR THE PROFESSIONAL CERTIFICATION OF ENGINEERING EDUCATION	418
<i>Hui Jiang, Min Liu</i>	
THE DESIGN AND IMPLEMENTATION OF DIGITAL PICTURE BOOKS FOR PRESCHOOLERS BASED ON IPAD	423
<i>Qi Cao, Jinghua Han</i>	
THE INFLUENCE ANALYSIS OF GREEN ECONOMY ON THE DEVELOPMENT OF MAJORS UNDER ECONOMICS AND MANAGEMENT IN VOCATIONAL COLLEGES IN CHINA	428
<i>Kai Liu, Wen Zhou, Boru Yang</i>	
DESIGN OF VIRTUAL SIMULATION TEACHING PLATFORM FOR MECHANICAL MANUFACTURING	432
<i>Zhe Wang</i>	
ANALYSIS OF THE CONSTRUCTION OF FOREIGN LITERATURE RESOURCES IN UNIVERSITY LIBRARIES	436
<i>Min Feng</i>	
RESEARCH ON THE DEEP INTEGRATION OF EDUCATION IN INFORMATION TECHNOLOGY INSTITUTIONS	440
<i>Wei Shen, Lei Wang</i>	
RESEARCH ON VIRTUAL EXPERIMENT ENVIRONMENT CONSTRUCTION AND TEACHING PRACTICE BASED ON WEB3D TECHNOLOGY	445
<i>Li Yan, Liping Wang</i>	
THE AESTHETIC EDUCATION THOUGHTS OF "THE BOOK OF RITES" ON CONTEMPORARY UNIVERSITY EDUCATION	451
<i>Zhejia Tang</i>	
A BRIEF DISCUSSION ON THE CLASSROOM TEACHING OF UNIVERSITY CALCULUS	455
<i>Jianping Huang</i>	
THE ENLIGHTENMENT OF CULTIVATION THOUGHTS OF "THE GREAT LEARNING" ON SUSTAINABLE DEVELOPMENT OF COLLEGE STUDENTS	459
<i>Hui Yu</i>	
EXPERIMENT TEACHING REFORM AND PRACTICE OF FUNDAMENTALS OF ELECTRONIC TECHNOLOGY IN CDIO MODE	463
<i>Wenjie Zhang, Jinfeng Li</i>	
RESEARCH ON THE TEACHING REFORM AND TALENT CULTIVATION METHODS OF DRAMA AND FILM MAJOR IN COLLEGES AND UNIVERSITIES	468
<i>Cao Zhen</i>	
COMPARATIVE STUDY ON THE EDUCATION INFORMATIONIZATION OF PARTICIPATORY BUDGET MANAGEMENT SYSTEM BETWEEN CHINA AND ABROAD	472
<i>Yadan Zhao</i>	
EMPIRICAL RESEARCH OF THE ENTERPRISE CLASSROOM MANAGEMENT IN PRIVATE COLLEGES	476
<i>Huining Guo</i>	
A BRIEF ANALYSIS OF COLOR SYMBOLS IN BELOVED FROM THE PERSPECTIVE OF CONCEPTUAL METAPHOR	481
<i>Mengsi Yin</i>	
COMPETENCE-CENTRED PRACTICAL TEACHING SYSTEM CONSTRUCTION	485
<i>Peng Sun</i>	
STRATEGIES OF FAMILY, SCHOOL AND COMMUNITY LINKAGE TO PROMOTE WRITING TEACHING IN GRADE ONE	490
<i>Ai Jiang</i>	
DISCUSSION ON THE ENLIGHTENMENT OF THE DEVELOPMENT OF GAME THEORY TO MATHEMATICAL QUALITY EDUCATION	494
<i>Fengjun Yan</i>	
EXPLORATION ON THE CONSTRUCTION OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION MODEL	498
<i>Rongxin Lv</i>	

CONTINUING EDUCATION OF THE ELDERLY IN CHINA: REGIONAL DIFFERENCE AND FAMILY WELFARE PROMOTION.....	503
<i>Hao Wang</i>	
RESEARCH ON APPLICATION OF MULTIMEDIA TECHNOLOGY IN WALKING RACE TEACHING	508
<i>Lan Zhou</i>	
RESEARCH ON THE INTERACTIVE DESIGN OF EDUCATIONAL APPS ORIENTED TO PRESCHOOLERS FROM THE PERSPECTIVE OF FLOW EXPERIENCE	514
<i>Jinghua Han, Qi Cao</i>	
RESEARCH ON THE INDIVIDUAL TALENT TRAINING MODE.....	518
<i>Baiyi An, Wei Shen</i>	
ANALYSIS ON THE INNOVATIVE QUALITY STRUCTURE AND INNOVATIVE EDUCATION OF ART DESIGN TALENTS	523
<i>Rui Zhang</i>	
EVOLUTION OF VR TECHNOLOGY TO ART DESIGN EDUCATION IN THE DIGITAL AGE	527
<i>Rui Zhang</i>	
RESEARCH ON THE APPLICATION OF POLITICAL TEACHING UNDER THE NETWORK PLATFORM	531
<i>Yingli Pan</i>	
THE DEVELOPMENT OF CHINESE CINEMA CULTURE AND ITS INFLUENCE ON MOVIE EDUCATION AT THE PRESENT STAGE	535
<i>Zhuo Wang</i>	
AN EXPLORATION INTO CHINESE EFL STUDENTS' CRITICAL THINKING.....	539
<i>Suyun Xu</i>	
ON THE AESTHETIC CHARACTERISTICS OF CHINESE CHARACTERS IN ART DESIGN.....	546
<i>Hongyang Sun, Changseok Hong</i>	
STUDY ON THE APPLICATION OF SITUATIONAL TEACHING METHOD WITH PBL IN CLINICAL TEACHING OF ECTOPIC PREGNANCY	554
<i>Yuan Pan, Yang Yu, Ruizhi Liu</i>	
A CASE OF USING SPORTS NEWS IN TEACHING ENGLISH TO SPORTS MAJOR STUDENTS IN CDSI.....	559
<i>Weiyang Zhang</i>	
STUDY ON THE HOLISM THOUGHTS IN CONTEMPORARY CHINESE PRIMARY AND SECONDARY SCHOOLS EDUCATION.....	563
<i>Mengmeng Tian</i>	
CHEN HEQIN'S FAMILY EDUCATION THOUGHTS	567
<i>Jiarui Li</i>	
RESEARCH ON THE CONSTRUCTION OF CAMPUS CULTURE IN HIGHER VOCATIONAL COLLEGES BASED ON THE PERSPECTIVE OF EDUCATIONAL INNOVATION	570
<i>Jiaji Gao, Yan Yan</i>	
DISCUSSION ON THE FORM AND CHARACTERISTICS OF ORIENTEERING IN COLLEGES AND UNIVERSITIES	575
<i>Shubing Zhang, Jianying Zeng</i>	
RESEARCH ON THE TRAINING MODE OF "THE THREE FUNCTIONS ARE INTEGRATED INTO ONE" INNOVATIVE TALENTS IN TEACHING-RESEARCH UNIVERSITIES.....	578
<i>Fengjuan Wang, Youzheng Cui, Xingguo Wang, Shufeng Jiang</i>	
PROBLEMS AND SUGGESTIONS ON THE IMPLEMENTATION OF MIXED-OWNERSHIP SCHOOLING IN HIGHER VOCATIONAL COLLEGES	584
<i>Kai Liu, Wen Zhou, Boru Yang</i>	
RESEARCH ON THE TRAINING OF GRADUATE STUDENTS' PRACTICE AND INNOVATION ABILITY IN MANAGEMENT SCIENCE AND ENGINEERING	588
<i>Meiju Fu</i>	
AN EMPIRICAL STUDY ON TEACHING STRATEGIES OF CHINESE CLASSIFIERS UNDER MULTICULTURAL BACKGROUND	593
<i>Yanan Gao, Hongfei Liu</i>	
RESEARCH ON KEY PROBLEMS OF HEURISTIC EVOLUTIONARY ALGORITHM FOR DYNAMIC HIGH DIMENSIONAL MULTI-OBJECTIVE OPTIMIZATION PROBLEM.....	598
<i>Li Yang, Liping Wang</i>	
STUDY ON THE PROBLEM OF ANTI-POVERTY IN RURAL EDUCATION OF YUNNAN	603
<i>Guiming Zhang</i>	

RESEARCH ON IMPROVING THE TEACHING QUALITY OF YOUNG TEACHERS IN LOCAL UNIVERSITIES-WITH EXAMPLE OF A LOCAL UNIVERSITY IN L PROVINCE	607
<i>Xiaoting Tan, Wanzhen Huang</i>	
STUDY ON THE INNOVATIVE DEVELOPMENT OF KOREAN LANGUAGE TEACHING IN UNIVERSITIES IN THE BACKGROUND OF QUALITY EDUCATION.....	612
<i>Lyu Cheng</i>	
PRACTICAL AND MICRO ENGLISH TEACHING CLASSROOM DESIGN AND APPLICATION BASED ON OUTPUT-ORIENTED MEASURE	616
<i>Wang Jiang</i>	
SUBLIMATION THEORETIC APPROACH TO XU YUANCHONG'S TRANSLATION OF IMAGES IN LI BAI'S LYRIC POETRY.....	619
<i>Yue Wu</i>	
THE CONSTRUCTION AND PERFECTION OF MENTAL HEALTH EDUCATION MODEL OF POOR STUDENTS IN COLLEGES AND UNIVERSITIES.....	624
<i>Shiwei Wu</i>	
APPLICATION OF GAME THEORY IN MATHEMATICAL COMPREHENSIVE QUALITY TRAINING SYSTEM	630
<i>Feng-Jun Yan</i>	
THE BREAKTHROUGH OF MEDICAL PHYSICS COURSE IN INDEPENDENT MEDICAL COLLEGES: FRAGMENTATION TEACHING AND MICRO LEARNING RESOURCE.....	634
<i>Benchao Zhu, Weiwei Jiang, Fan Zhang</i>	
THE MAIN CHANNELS OF ENGLISH PHONICS LEARNING AMONG CHINESE SCHOOL-AGE CHILDREN	639
<i>Huanhuan Ren, Chi Ma</i>	
THE INFLUENCING FACTORS AND IMPROVEMENTS OF COLLEGE STUDENTS' ABILITIES IN INNOVATION AND ENTREPRENEURSHIP - FROM THE PERSPECTIVE OF SCHOOL AND SOCIETY	644
<i>Zhenbo Bao, Hongjun Teng, Jinxing Peng, Xinyuan Liu</i>	
RESEARCH ON THE CHALLENGES AND COUNTERMEASURES THAT NOWADAYS FAMILY EDUCATION CONFRONTS	650
<i>Xiaohua Guo, Mengfei Han</i>	
RESEARCH ON INTEGRATED ON-SITE TEACHING MODEL OF THEORY AND PRACTICE OF AUTOMOBILE SERVICE ENGINEERING SPECIALTY	655
<i>Enyuan Zhang</i>	
ANALYSIS AND RESEARCH ON TEACHING METHODS OF ADVANCED MANUFACTURING TECHNOLOGY	659
<i>Zhe Wang</i>	
RESEARCH ON PROBLEMS AND COUNTERMEASURES OF INNOVATION AND ENTREPRENEURIAL EDUCATION MANAGEMENT	663
<i>Shanshan Sun</i>	
ANALYSIS OF INFLUENCE ON QUALITY OF LIFE OF LIVER CANCER PATIENTS OF HEALTH EDUCATION BASED ON WECHAT PUBLIC PLATFORM	669
<i>Ruixin Lin, Shuli Yang, Yan Jia, Wenwen Jian, Qing Yu, Min Wang, Limei Fan</i>	
THE INFLUENCE OF MARXIST THOUGHTS ON THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS	674
<i>Zhijun Wu</i>	
THE SIGNIFICANCE OF LOCAL ACCENT VERSION OF FOUR DREAMS OF LINCHUAN ON THE INNOVATION AND DEVELOPMENT OF LOCAL OPERA IN FUZHOU - TAKE THE SECOND SECTION PEONY PAVILION FOR EXAMPLE	678
<i>Xialin Liao</i>	
AESTHETIC EDUCATION OF VOCAL MUSIC TEACHING IN MUSIC EDUCATION.....	683
<i>Hao Zhang</i>	
AN ANALYSIS OF THE REFORM OF THE TEACHING PHILOSOPHY OF APPLICATION-ORIENTED UNIVERSITY BASED ON STUDENTS	687
<i>Lujun Lv</i>	
A STUDY ON CONVERSION OF PARTS OF SPEECH IN ENGLISH-CHINESE TRANSLATION	692
<i>Zhengxi Liu, Ru Yuan</i>	
A BRIEF DISCUSSION ON THE CULTIVATION APPROACHES OF CIVILIZED VALUES IN YUNNAN HIGHER VOCATIONAL COLLEGE STUDENT	697
<i>Wen Zhou, Boru Yang</i>	

THE CURRENT PROBLEMS OF MULTIMEDIA-AIDED COLLEGE ENGLISH TEACHING AND ITS COUNTERMEASURES	702
<i>Juan Lu</i>	
ANALYSIS AND DESIGNING OF EDUCATIONAL BIG DATA MINING SYSTEM FOR HIGHER EDUCATION.....	708
<i>Jing Dong</i>	
THE REALIZATION OF MOOD THROUGH LEXICAL CHOICES IN ENGLISH PUBLIC SERVICE ADVERTISING TEXTS.....	712
<i>Yanqing Fang</i>	
RESEARCH ON THE MANAGEMENT PATH OF NETWORK PUBLIC OPINION CRISIS IN UNIVERSITIES UNDER THE BACKGROUND OF “MICRO-ERA”	720
<i>Min Luo, Yiqun Wang, Chanti Wu</i>	
APPLICATION OF CLOSED CYCLE PROGRESSIVE TEACHING MODE OF "INTERNET + TEACHING" IN VOCATIONAL COLLEGES	726
<i>Luo Jun, Yu Yulan</i>	
STUDY ON DIFFICULTIES AND COUNTERMEASURES OF IMPLEMENTATION OF REPLACEMENT TRAINING PROGRAM FOR COUNTY TEACHERS TRAINING TEAM IN NATIONAL TRAINING PROGRAM.....	729
<i>Jigang Zheng, Jingmei Zhang</i>	
A STUDY ON THE DEVELOPMENT OF ENGLISH TEACHERS IN LOCAL UNIVERSITIES BASED ON EDUCATIONAL INFORMATIZATION	733
<i>Liping Gao</i>	
THE VARIOUS IMPLICATIONS OF ENGLISH PHONICS LEARNING AMONG CHINESE SCHOOL-AGE CHILDREN	738
<i>Huanhuan Ren, Chi Ma</i>	
RESEARCH ON THE “NEGATIVE EFFECT” PHENOMENON OF THE FUNDING OF STUDENTS OF COLLEGES AND UNIVERSITIES	743
<i>Aiping Zhou</i>	
THE RESEARCH OF INVESTIGATION AND APPLICATION STRATEGY OF FOREIGN LANGUAGE INFORMATION RESOURCES IN COLLEGES	747
<i>Dongmei Sheng</i>	
RESEARCH ON THE TALENT TRAINING OF COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF INDUSTRY 4.0.....	750
<i>Wenli Huang</i>	
SEMANTIC ANALYSIS OF THE WA TAUTOLOGY IN SUBORDINATE CLAUSES WITH MINIMAL INDEPENDENCE DEGREE.....	754
<i>Yu Liu, Junhuai Zhao</i>	
ON TAOISM MANAGEMENT THOUGHT.....	761
<i>Xin He</i>	
THE PRESENT SITUATION AND CREATIVE SIGNIFICANCE OF THE DEVELOPMENT OF CHINESE PICTURE BOOK TEACHING	765
<i>Shuang Wang, Bo Lei</i>	
ON THE TRAINING MODEL OF PROFESSIONAL TRANSLATORS’ ABILITY IN TRANSLATION MAJOR OF COLLEGES AND UNIVERSITIES	769
<i>Yan Jiang, Renna Gui</i>	
Author Index	