

# **2nd International Conference on Advances in Social Science, Humanities, and Management (ASSHM 2014)**

Advances in Social Science, Education and  
Humanities Research Volume 12

Guangzhou, China  
26 – 27 December 2014

**Editor:**

**Yin Kim**

ISBN: 978-1-5108-3401-9

**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© (2014) by Atlantis Press  
All rights reserved.  
<http://www.atlantis-press.com/php/pub.php?publication=asshm-14>

Printed by Curran Associates, Inc. (2017)

For permission requests, please contact the publisher:

Atlantis Press  
Amsterdam / Paris

Email: [contact@atlantis-press.com](mailto: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](mailto:curran@proceedings.com)  
Web: [www.proceedings.com](http://www.proceedings.com)

# TABLE OF CONTENTS

## EDUCATION AND LEARNING

<b>RESEARCH ON THE MAIN RESEARCH TOPIC TEACHING MODEL FOR ENVIRONMENT ART DESIGN MAJOR</b> .....	1
<i>Ding Liwei</i>	
<b>STUDENTS' MENTAL HEALTH EDUCATION SITUATION AND WAYS OF IMPLEMENTATION</b> .....	5
<i>Liu Xiuyan</i>	
<b>THE CARRIER STUDY OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION IN 4G CONTEXT</b> .....	8
<i>Wang Zhanxia</i>	
<b>ANALYSIS OF BUSINESS ENGLISH PROFESSIONAL WITH THE COMBINATION OF TRAINING MODE</b> .....	11
<i>Li Xuejing, Liu Yunman</i>	
<b>IMPLICIT IDEOLOGICAL AND POLITICAL EDUCATION PATTERN OF HIGHER LEARNING INSTITUTION ANALYSIS</b> .....	14
<i>He Yixia</i>	
<b>TECHNICAL CHARACTERISTICS AND STRENGTH TRAINING OF SPORTS DANCING</b> .....	18
<i>Zhang Qin</i>	
<b>THE IMPACT OF HEALTH EDUCATION OR HEALTH OF THE VICTIMS OF THE EARTHQUAKE IN DISASTER AREA</b> .....	21
<i>Liu Wei, Shi Benhui, Jiang Lanping, Tangs Xiaolin</i>	
<b>THE STUDY OF THE PIANO TEACHING MICRO-VIDEO COURSE DESIGN</b> .....	24
<i>Chen Lina</i>	
<b>STUDY ON APPLICATION-ORIENTED TALENT TRAINING MODEL OF PUBLIC SECURITY COLLEGES IN TRANSITION PERIOD</b> .....	27
<i>Gao Na</i>	
<b>FRAMEWORK ON PROBLEM-BASED LEARNING IN THE PRACTICAL THINKING OF HISTOLOGY AND EMBRYOLOGY TEACHING</b> .....	31
<i>Liu Hui</i>	
<b>INFLUENCE OF COLLEGE STUDENTS' MENTAL HEALTH EDUCATION ON IDEOLOGICAL AND POLITICAL EDUCATION</b> .....	35
<i>Zhao Li</i>	
<b>A STUDY OF EMPATHY STRATEGY IN COLLEGE ENGLISH TEACHING FROM THE ADAPTATION PERSPECTIVE</b> .....	39
<i>Su Fuxing</i>	
<b>VIEWPOINTS ON THE DEVELOPMENT OF PRIVATE HIGHER DANCE EDUCATION</b> .....	42
<i>Li Chen</i>	
<b>RESEARCH ON THE NECESSITY AND APPROACHES OF COLLEGE COUNSELORS PROFESSIONAL DEVELOPMENT</b> .....	46
<i>Lin Huang</i>	
<b>THE INTEGRATION OF FUNDING AID, WISDOM AID AND ABILITY AID: POOR FUNDING OF COLLEGE STUDENTS IN TRANSITION</b> .....	49
<i>Wang Ning</i>	
<b>TO BUILD CAREER EDUCATION WITHOUT BORDERS: FROM THE PERSPECTIVE OF THE CONVERGENCE OF HIGH SCHOOL AND UNIVERSITY</b> .....	52
<i>Wang Ning</i>	
<b>MOOCS AND COLLEGE ENGLISH TEACHING</b> .....	55
<i>Lu Manli</i>	
<b>MODERN IT APPLICATION OF RESEARCH IN PHYSICAL EDUCATION</b> .....	59
<i>Ni Zhuo</i>	
<b>IMPROVE "NATIONAL TRAINING PLAN" QUALITY OF PRIMARY AND SECONDARY SCHOOL ENGLISH TEACHER TRAINING APPROACHES</b> .....	62
<i>Wang Lijun</i>	

<b>STUDY ON THE TEACHING ABILITY OF MUSIC TEACHERS IN COLLEGES AND UNIVERSITIES.....</b>	<b>65</b>
<i>Fang Yong</i>	
<b>STUDY ON TEACHING QUALITY OF MUSIC TEACHERS IN COLLEGES UNDER QUALITY EDUCATION BACKGROUND.....</b>	<b>68</b>
<i>Wang Na</i>	
<b>DISCUSSION ON EMOTIONAL DESIGN OF PRESCHOOL CHILDREN’S FURNITURE .....</b>	<b>72</b>
<i>Liu Weiguo</i>	
<b>RESEARCH ON THE COORDINATION NATURE BETWEEN COMMUNITY CULTURE CONSTRUCTION AND UNIVERSITIES MUSIC EDUCATION.....</b>	<b>75</b>
<i>Zhang Junping</i>	
<b>RESEARCH ON P.E. AT SCHOOL BASED ON COMPLEXITY THEORY OF VISUAL THRESHOLD.....</b>	<b>78</b>
<i>Fei Lu Yun</i>	
<b>STUDY ON FACTORS OF UNIVERSITY IN INNOVATION COLLABORATION .....</b>	<b>81</b>
<i>Xia Fan, Yi Li</i>	
<b>ELECTRICAL ENGINEERING AND ELECTRONICS TEACHING AIMING FOR EXCELLENCE ENGINEER PROGRAM.....</b>	<b>87</b>
<i>Wang Hao, Fu Qincui</i>	
<b>INTERNET TECHNOLOGIES AS PEDAGOGICAL CONDITION FOR FORMING FOREIGN LANGUAGE SKILLS OF CONTENT TEACHERS (AT TECHNICAL UNIVERSITY) .....</b>	<b>90</b>
<i>Inga V. Slesarenko, Irina K. Zabrodina</i>	
<b>PEDAGOGICAL CONDITIONS OF THE DEVELOPMENT OF SOCIOCULTURAL SKILLS OF STUDENTS TRAINING FOR THEORY AND PRACTICE OF TRANSLATION BY MEANS OF MODERN INTERNET-TECHNOLOGIES.....</b>	<b>93</b>
<i>Irina K. Zabrodina, Maria O. Abdrashitova</i>	
<b>A BIBLIOMETRIC ANALYSIS OF SCIENCE AND TECHNOLOGY PUBLICATION OUTPUT OF UNIVERSITY OF ELECTRONIC AND TECHNOLOGY OF CHINA IN SCIENCE CITATION INDEX EXPANDED (SCI-E), 2003-2012.....</b>	<b>97</b>
<i>Wen Yang</i>	
<b>THE RELATIONSHIP BETWEEN METATEXT AND COLLEGE STUDENTS’ WRITING QUALITY .....</b>	<b>103</b>
<i>Li Chang</i>	
<b>STUDY OF THE RELATIONSHIP BETWEEN TUTORS AND MASTER GRADUATES BASED ON ANALYTIC HIERARCHY PROCESS .....</b>	<b>107</b>
<i>Han Shanling, Li Zhiyong, Tang Xiaodong</i>	
<b>THE SAFETY EDUCATION IN FOOTBALL TEACHING .....</b>	<b>111</b>
<i>Liu Ganjun, Gao Ying</i>	
<b>THE APPLICATION OF FOOTBALL GAME IN THE FOOTBALL TEACHING .....</b>	<b>115</b>
<i>Liu Ganjun, Huang Jian</i>	
<b>A FEASIBILITY STUDY OF BILINGUAL TEACHERS TRAINING .....</b>	<b>119</b>
<i>Liang Shuang</i>	
<b>RESEARCH ON THE TEACHING VALUE AND TEACHING STRATEGY OF LEISURE SPORTS.....</b>	<b>123</b>
<i>Chao Feng</i>	
<b>THE ROLE OF SPORTS GAMES IN YOUNG CHILDREN INTEGRATED TRAINING .....</b>	<b>128</b>
<i>Dong Li-Feng</i>	
<b>TRAINING ENTREPRENEURSHIP TO ADAPT TO LOCAL ECONOMIC DEVELOPMENT .....</b>	<b>133</b>
<i>Cui Yubo</i>	
<b>COLLEGE ENGLISH TEACHING CONSTRUCTED WITH MULTI-INTELLIGENCE MODULE.....</b>	<b>137</b>
<i>Liu Wei</i>	
<b>THE NEW FRAMEWORK AMERICAN SCIENCE EDUCATION IN MATHEMATICS CURRICULUM CONSTRUCTION OF HIGHER VOCATIONAL COLLEGES ENLIGHTENMENT .....</b>	<b>141</b>
<i>Wang Yu, Wang Donglin</i>	
 <b><u>BUSINESS AND MANAGEMENT</u></b>	
<b>PROBLEMS AND PROSPECT RESEARCH OF THE DIGITAL MEDICAL DEVELOPMENT .....</b>	<b>145</b>
<i>Cao Zhi, Wang Guanglei</i>	

<b>INFLUENCE RESEARCH OF URBAN POVERTY IN TRANSITION PERIOD MARKET PROCESS.....</b>	<b>148</b>
<i>Yan Yanyang, Liu Pengfei</i>	
<b>THE CURRENT ANALYSIS OF PROTECTION PATH OF FARMERS' RIGHTS AND CAUSES.....</b>	<b>152</b>
<i>Yang Xinjie</i>	
<b>UNDER THE BRAND BASED ON THE RELATIONSHIP BETWEEN THE FRACTURE AND ADJOURNED PERSPECTIVE PEHCHAOLIN BRAND RECOVERY .....</b>	<b>155</b>
<i>Wang Yi, Mi Lizhong</i>	
<b>CONSTRUCTION OF PUBLIC SECURITY WARNING MECHANISM BASED ON INTERNET PUBLIC OPINION ANALYSIS.....</b>	<b>160</b>
<i>Tang Xiaosong</i>	
<b>RESEARCH ON COLLABORATIVE INNOVATION OF GOVERNMENT, INDUSTRY, ENTERPRISE AND COLLEGE OF SERVICE OUTSOURCING TALENTS .....</b>	<b>163</b>
<i>Qiao Zhe, Fu Junwei</i>	
<b>CONSTRUCTION OF HUMAN RESOURCES MANAGEMENT PRACTICE TEACHING SYSTEM BASED ON APPLIED TALENTS TRAINING.....</b>	<b>166</b>
<i>Meng Jianfeng</i>	
<b>REPRODUCTION WORSHIP CONSCIOUSNESS IN NORTHERN SHAANXI MARRIAGE CUSTOMS - A CASE STUDY OF YULIN .....</b>	<b>170</b>
<i>Zang Xiaoyan</i>	
<b>STUDY ON SOCIAL COLLABORATIVE GOVERNANCE MECHANISM .....</b>	<b>173</b>
<i>Liu Haitian</i>	
<b>THE RESEARCH OF THE TOURISM CONSUMER PROTECTION .....</b>	<b>176</b>
<i>Zhang Nianping</i>	
<b>CONSTRUCTION OF GREEN INFORMATION RETRIEVAL SYSTEM BASED ON CLOUD COMPUTING.....</b>	<b>179</b>
<i>Zhang Yan</i>	
<b>IMPACTS OF CULTURAL DIFFERENCES ON SINO-AMERICAN BUSINESS NEGOTIATIONS .....</b>	<b>182</b>
<i>Sun Xiuli</i>	
<b>ANALYSIS OF THE PRINCIPLES OF NARCOTIC DRUGS IN THE CLINICAL APPLICATION .....</b>	<b>185</b>
<i>Yin Zengsheng</i>	
<b>THE USE OF CONFUCIAN MANAGEMENT THOUGHT IN MODERN SOCIETY .....</b>	<b>188</b>
<i>Ding Lilei, Hao Yafei</i>	
<b>STATUS AND APPLICATION OF INFORMATIZATION ON THE CONSTRUCTION MANAGEMENT .....</b>	<b>191</b>
<i>Fang Lin, Hu Kai</i>	
<b>THE APPLICATION OF CLOUD COMPUTING IN HOSPITAL INFORMATION PLATFORM .....</b>	<b>195</b>
<i>Yang Maobao</i>	
<b>THE STUDY OF ACCOUNTING MEASUREMENT MODE BASED ON FAIR VALUE PERSPECTIVE .....</b>	<b>198</b>
<i>Wang Siyao</i>	
<b>DISCUSSION ON INFLUENCES OF CLOUD COMPUTING ON ENTERPRISE INFORMATIZATION.....</b>	<b>201</b>
<i>Xu Ye</i>	
<b>RESEARCH ON IMPLEMENTING PLC CONSTANT-PRESSURE WATER SUPPLY CONTROL BASED ON MODBUS .....</b>	<b>205</b>
<i>Qu Zhan, Zhou Beibei, Ren Yan</i>	
<b>RESEARCH ON UTILIZATION STATUS AND POTENTIAL OF MANURE RESOURCE IN LIAOZHONG COUNTY .....</b>	<b>210</b>
<i>Wang Zhigang, Lv Jie, Xi Fengming</i>	
<b>RESEARCH AND APPLICATION OF AN IMPROVED HARMONY SEARCH ALGORITHM.....</b>	<b>214</b>
<i>Liu Jie</i>	
<b>THE STUDY ON THE DEVELOPMENT PROCESS OF URBANIZATION AND STRATEGY CHOICE IN CHINA .....</b>	<b>221</b>
<i>Lv Jian</i>	
<b>THE ACTUAL CONTROLLER OF LISTED COMPANIES AND INNOVATION INPUT-EVIDENCE FROM A-SHARE LISTED COMPANIES IN CHINA .....</b>	<b>224</b>
<i>Wu Jiao-Jiao, Su Wei-Dong</i>	
<b>THE LIBRARY CRISIS MANAGEMENT RESEARCH .....</b>	<b>229</b>
<i>Wu Xiao Jun</i>	

<b>TRANSFORMATION MODEL AND INNOVATION RESEARCH ON TECHNOLOGICAL ACHIEVEMENTS OF SILK INDUSTRY</b> .....	231
<i>Yi Honggen</i>	
<b>THE RESEARCH ON SERVICE OUTSOURCING CITIES UNDERTAKING ABILITY RELATIVE EFFICIENCY</b> .....	235
<i>Wang Shengjin</i>	
<b>CHINA'S NEIGHBORHOOD ENERGY COOPERATION STRATEGY UNDER "THE SILK ROAD ECONOMIC BELT AND THE MARINE SILK ROAD"</b> .....	239
<i>Yan Shigang</i>	

## **ARTS AND HUMANITIES**

<b>BLACK AND WHITE, ACTUAL SITUATION MR. LIU PU LANDSCAPE APPRECIATION</b> .....	243
<i>Zeng Ziyi</i>	
<b>EXPLORATION ON HUNAN PROVINCE'S FOLK ARTS IN PACKAGE DESIGNING COURSE OF LOCAL UNIVERSITY</b> .....	246
<i>Lu Ning</i>	
<b>STUDY ON THE BATIK PATTERNS AND CRAFTS OF THE MIAO COSTUMES IN NORTHWESTERN GUIZHOU PROVINCE</b> .....	250
<i>Hong Bo</i>	
<b>THE NARRATIVE LOGIC OF DREAMS STORY IN "MING BAO JI"</b> .....	255
<i>Pu Huajun</i>	
<b>ANALYSIS ON THE CHARACTERISTICS OF CHINESE NATIONAL FOLK SPORTS TOURISM DESTINATION</b> .....	258
<i>Yi Cuixia</i>	
<b>THE DESIGN OF NEW MEDIA ART: COMBINATION OF ART AND DIGITAL TECHNOLOGIES</b> .....	261
<i>Liu Liping</i>	
<b>TO EXPLORE THE PRINCIPLE OF VISUAL PERCEPTION AND ITS EXPRESSION IN THE EXHIBITION BUILDING DYNAMIC SPACE</b> .....	264
<i>Meng Pei, Cai Pan</i>	
<b>LAWRENCE NOVEL "RAINBOW" INTERPRETATION OF THE THINKING AND BEHAVIOR OF THE CHARACTERS</b> .....	268
<i>Qin Yan</i>	
<b>IDEOLOGICAL PLURALISM OF EUGENE O'NEILL EXAMINED BY LAVINIA</b> .....	271
<i>Yang Qingyu</i>	
<b>INTERPRETATION OF SYMBOLISM IN WILLA.CATHER NOVEL "A LOST LADY"</b> .....	274
<i>Zhao Qiaohong</i>	
<b>THE EFFECT OF SPERM MORPHOLOGY ON THE OUTCOME OF ASSISTED REPRODUCTIVE TECHNOLOGY</b> .....	277
<i>Liao Hongqing, Ouyang Xinping</i>	
<b>BUILD PRACTICE MODE IN A PROFESSIONAL ART AND DESIGN WORKSHOP CLASSROOM</b> .....	280
<i>Xiang Zhaoying</i>	
<b>TALK ABOUT CHINESE CONTEMPORARY LITERATURE CLASSIC CONSTRUCTION BASED ON EXTERNAL FACTORS GENERATED BY CLASSIC LITERATURE</b> .....	285
<i>Chen Li</i>	
<b>ATTENTION TO THE INHERITANCE OF TRADITIONAL CULTURAL SPIRIT IN ANCIENT LITERATURE EDUCATION</b> .....	288
<i>Shen Huizhen</i>	
<b>CONTEMPORARY VALUE FUNCTION OF MARXIST THEORY AND PRACTICE</b> .....	292
<i>Xu Xueping</i>	
<b>RESEARCH OF SPORTS CULTURAL ORIENTATION BASED ON KHAMPA TIBETANS LEISURE ACTIVITIES</b> .....	295
<i>Zhang Bingsong</i>	
<b>A COMPARATIVE STUDY OF CHINESE AND WESTERN CULTURES UNDER THE BACKGROUND OF INTERNATIONALIZATION AND DIVERSIFICATION</b> .....	299
<i>Wang Jinjun</i>	
<b>TO INVESTIGATE THE IMPACT OF TECHNOLOGICAL DEVELOPMENT ON PHOTOGRAPHIC ART</b> .....	302
<i>Hao Bing</i>	

<b>THE IMPACT OF COMPUTERS DESIGN ON THE TRADITIONAL ART DESIGN</b> .....	305
<i>Jing Yonghua</i>	
<b>ANALYSIS OF PUBLIC LEISURE SPACE REST SEAT DESIGN ELEMENTS</b> .....	308
<i>Yan Zong</i>	
<b>FILM MUSIC AESTHETIC CHARACTERISTICS AND THE RENDERING EFFECTS ON FILM WORKS</b> .....	310
<i>Sun Huili</i>	
<b>ON AUDIENCE RESEARCH IN THE NEW MEDIA CONTEXT</b> .....	313
<i>Liu Shuchen, Cao Wei</i>	
<b>A BRIEF ANALYSIS OF THE RESURRECTION THEME IN MING BAO JI</b> .....	317
<i>Pu Hua jun</i>	
<b>RESEARCH ON THE DIALECTICS IN ARCHITECTURE DESIGN IDEA</b> .....	321
<i>Xiang Feng</i>	
<b>FOREIGN AID IN THE PRACTICE OF GROUP CALISTHENICS DESIGNED-IN CELEBRATION OF THE 50TH ANNIVERSARY OF TANZANIA GROUP CALISTHENICS CASE</b> .....	324
<i>Yu Xuelian</i>	
<b>A COMPREHENSIVE ANALYSIS ON THE IMPACTING MECHANISM OF INNOVATION INPUT ON INNOVATION PERFORMANCE</b> .....	327
<i>Wu Hang</i>	
<b>SENSE ANALYSIS AND APPLICATION IN FASHION MODELS PERFORMANCE</b> .....	332
<i>Liu Wenbo, Shi Jianping, Wang Ting-Ting</i>	
<b>A STUDY ON COMPUTATION MODEL AND EM-PIRICAL EXAMINATION FOR THE MATCHING DEGREE OF COOPERATIVE INNOVATION SUBJECT MOTIVES</b> .....	337
<i>Fan Xia, Sun Jie</i>	
<b>A REVIEW OF THE RELATIONSHIP ON ZHONG-YONG THINKING AND INNOVATION INTENTION</b> .....	343
<i>Wang Ping, Yu Yihua</i>	
<b>THE STITCHED TEXTILE TECHNOLOGY AND ITS EMOTIONAL CONSIDERATION PROPERTY IN FASHION DESIGN</b> .....	349
<i>Zou Yushan, Zhang Desheng</i>	
<b>SUSTAINABILITY OF GREEN PRODUCT DESIGN TEACHING AND RESEARCH</b> .....	354
<i>Ren Chengyuan, Cai Chen</i>	
<b>STUDY ON THE SUCCESSION AND PROTECTION OF TUER GUOZHUANG</b> .....	358
<i>Li Hong-Ying</i>	

## **SOCIETY AND PSYCHOLOGY**

<b>RESEARCH ON THE DEVELOPMENT OF SCHOOL SPORTS WITH PHYSICAL HEALTH AS A STARTING POINT</b> .....	362
<i>Peng Limin</i>	
<b>ON THE SCIENTIFIC CONCEPT OF DEVELOPMENT AND SOCIAL DEVELOPMENT OF MARXISM INHERITANCE</b> .....	366
<i>Zhang Yi, Luo Lizhang</i>	
<b>THRESHOLD EFFECT OF THE ENVIRONMENTAL REGULATION ON THE REGIONAL TECHNOLOGY INNOVATION</b> .....	369
<i>Kang Dahua</i>	
<b>CONSTRUCTION OF RESPONSIBILITY MECHANISM IN PUBLIC SERVICES</b> .....	373
<i>Liu Haitian</i>	
<b>"A LOST LADY" ECO-FEMINIST INTERPRETATION</b> .....	376
<i>Jie Jiahong</i>	
<b>ECO-TOURISM PROBLEMS AND SOLUTIONS IN CHINA</b> .....	379
<i>Zhang Nianping</i>	
<b>IMAGINED COMMUNITIES AND NATIONAL IDENTIFICATION OF SINGAPORE A CASES STUDY OF ULYSSES BY THE MERLION</b> .....	382
<i>Long Zhao</i>	
<b>CULTURAL BARRIERS IN THE INTERNATIONAL BUSINESS NEGOTIATION</b> .....	385
<i>Sun Xiuli</i>	
<b>THE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN HIGHER VOCATIONAL EDUCATION WORK</b> .....	388
<i>Xu Huayao</i>	

<b>DEVELOPMENT STATUS QUO AND TREND OF MODERN EDUCATIONAL PSYCHOLOGY</b> .....	391
<i>Xu Huayao</i>	
<b>STUDY OF NETWORK PUBLIC OPINION STRUCTURE BASED ON SOCIAL NETWORK ANALYSIS -- SCIENTIFIC RESEARCH FUNDS IN CHINESE AS AN EXAMPLE</b> .....	394
<i>Cao Zhipeng, Lin Yubi</i>	
<b>BARRIERS PERCEIVED TO CAR-TRAVEL REDUCTION AMONG CHINA PUBLIC</b> .....	398
<i>Liu Yuwei</i>	
<b>THE ANALYSIS OF COLLEGE STUDENTS' ENTREPRENEURSHIP INFLUENCE FACTORS</b> .....	403
<i>Wang Yue, Zhang Sixiang, Gao Baijun</i>	
<b>TRANSLATION OF PUBLIC SIGNS IN CITIES</b> .....	407
<i>Liu Wei</i>	
<b>THE ASSOCIATION OF WORK-TO-FAMILY ENRICHMENT, PSYCHOLOGICAL CONTRACT FUL-FILLMENT, AND ORGANIZATIONAL IDENTIFICATION</b> .....	410
<i>Qiu Lin</i>	
<b>SANTIAGO'S SPIRITUAL WEALTH</b> .....	414
<i>Peng Yuan-Zhen</i>	
<b>ADOLESCENT PSYCHOLOGICAL HEALTH AND QUALITY EDUCATION UNDER THE NEW SITUATION</b> .....	417
<i>Yu Kai</i>	

### **LANGUAGE AND COMMUNICATION**

<b>STUDY ON PRINCIPLES OF ENGLISH TRANSLATION</b> .....	421
<i>Sun Xiuli</i>	
<b>RESEARCH ON ATTRIBUTE-ENFORCEMENT ASSOCIATION MODEL OF ILLOCUTIONARY METONYMY</b> .....	424
<i>Zou Chunling, Yu Fang</i>	
<b>THE BUILDING OF SPEAKING RIGHT OF MARXIST IDEOLOGY IN THE NETWORK ERA</b> .....	427
<i>Chen Shengli</i>	
<b>RELATED ISSUES STUDY TO THE MARXIST YOUTH UNDER THE COMMUNICATION LANGUAGE ENVIRONMENT</b> .....	430
<i>Xu Xueping</i>	
<b>THE ANALYSIS OF THE CENTRAL THEME IN WOLFE NOVEL OF "SAY YES"</b> .....	433
<i>Yan Ke</i>	
<b>THOUGHTS OF LIN YUTANG CONTRIBUTE ON TRANSLATION</b> .....	436
<i>Zhang Huarong</i>	
<b>RESEARCH ON LIBRARY INNOVATION SERVICE IN MICRO-ERA</b> .....	439
<i>Wang Zhigang</i>	
<b>THE RESEARCH OF RELATIONSHIP BETWEEN COLLEGE ENGLISH LISTENING AND LEARNING STYLES</b> .....	442
<i>Huang Chunmiao</i>	
<b>STUDY OF EUPHEMISTIC EXPRESSION OF BUSINESS ENGLISH COMMUNICATION IN ADAPTATION THEORY PERSPECTIVE</b> .....	445
<i>Du Liucheng</i>	
<b>RESEARCH ON DATA MINING IN SOCIAL NETWORKS BASED ON USER FEATURES</b> .....	448
<i>Kong Liyun</i>	
<b>APPLICATION OF ENGLISH COMMUNICATIVE APPROACH IN ENGLISH TEACHING</b> .....	451
<i>Ly Aijuan</i>	
<b>A PRIMARY STUDY ON "LOVE" MOTIF IN WESTERN POEMS</b> .....	454
<i>An Qiangmei, Mo Mo</i>	
<b>CONCEPTUAL BLENDING IN TRANSLATION OF ENGLISH NEOLOGISMS</b> .....	457
<i>Zheng Jian-Yu</i>	
<b>THE BLANG ETHNIC GROUP'S TRADITIONAL CULTURE CHARACTERISTICS AND ITS CHANGE TENDENCY FROM THE PERSPECTIVE OF ACCULTURATION</b> .....	463
<i>Xi Chun-Ai, Yin Guo-Qing</i>	
<b>BOUNDEDNESS AS A CONDITION OF SENTENCE COMPLETION</b> .....	466
<i>Zhou Changyin, Zhang Lingling</i>	
<b>STUDY ON MODE OF BRAND COMMUNICATION BASED ON MICRO-MESSAGE PUBLIC PLATFORM</b> .....	472
<i>Zhang Julan</i>	



<b>DETAILED ANALYSIS ON THE NEW USAGE OF LEI</b> .....	476
<i>Pu Qing-Hong</i>	
<b>ENGLISH FACE AND CHINESE LI N/MIÀNZI</b> .....	479
<i>Li Li</i>	
<b>THE INTER-CULTURE COMMUNICATION BASED ON THE GLOCALIZATION CRITICAL ANALYSIS ON EMPHASIZING LOCAL CULTURE</b> .....	482
<i>Zhong Zhen, Zhang Yaling</i>	
<b>RESEARCH ON STRENGTHENING COLLEGE ENG-LISH COOPERATIVE LEARNING UNDER NETWORK ENVIRONMENT</b> .....	485
<i>Xu Jinli</i>	

## **FINANCE AND ECONOMY**

<b>INQUIRY OF CONFLICT OF RECOGNITION OF THE VALUE ON TREND OF ECONOMIC INTEGRATION</b> .....	489
<i>Li Dali</i>	
<b>RESEARCH ON ENTERPRISE STRATEGIC DECISIONS IN BIG DATA ERA</b> .....	492
<i>Mei Pan</i>	
<b>EXPLORATION ON TRAINING MODE FOR ENTREPRENEURIAL TALENTS IN FINANCIAL MANAGEMENT MAJOR OF LOCAL REGULAR COLLEGES</b> .....	494
<i>Wei Guo</i>	
<b>CONSTRUCTING THE REGULATORY MECHANISM AND GUIDING THE ORDERLY FLOW OF MIGRANT WORKERS</b> .....	497
<i>Mei Jian, Gu Shenghua</i>	
<b>THE STUDY ON THE RELATIONSHIP BETWEEN NETWORK ECONOMY AND E-COMMERCE UNDER THE BACKGROUND OF INFORMATION TECHNOLOGY</b> .....	501
<i>Yang Yongliang</i>	
<b>HOW SKILL-BIASED TECHNICAL CHANGE SUSTAINS CHINA'S COMPARATIVE ADVANTAGE</b> .....	504
<i>Liang Junwei, Wang Jie</i>	
<b>RESEARCH ON THE INFLUENCE OF ACCOUNTING ENVIRONMENTAL CHANGE ON FINANCIAL ACCOUNTING THEORETICAL INNOVATION</b> .....	509
<i>Zhang Nan</i>	
<b>EMPIRICAL RESEARCH ON RELATIONSHIP AMONG PERSONAL TRAITS, JOB STRESS AS WELL AS JOB SATISFACTION OF POST 90S EMPLOYEES ——SET WASU GROUP AS AN EXAMPLE</b> .....	512
<i>Liu Ying-Ru</i>	
<b>RESEARCH ON THE DEVELOPMENT AND RISK CONTROL OF E-COMMERCE FINANCE IN CHINA</b> .....	518
<i>Huang Lingling, Zhao Yuan</i>	
<b>THE FINANCING SITUATION OF SMALL AND MEDIUM-SIZED ENTERPRISES IN INNER MONGOLIA AND COUNTERMEASURE RESEARCH</b> .....	523
<i>Chen Zhu</i>	
<b>ANALYSIS ON THE STANDARDS OF INDIRECT EXPROPRIATION IN INTERNATIONAL INVESTMENT</b> .....	528
<i>Li Ying, Yu Di</i>	
<b>EMPIRICAL RELATIONSHIP BETWEEN SECONDARY EDUCATION INVESTMENT IN ZHEJIANG PROVINCE AND RURAL ECONOMIC DEVELOPMENT</b> .....	531
<i>Jie Liu, Liu Donglei, Ma Yanhong</i>	
<b>AN EVALUATION AND COMPARISON STUDY FOR ONLINE TOURISM E-COMMERCE WEBSITES BETWEEN EAST AND WEST</b> .....	535
<i>Zheng Tianxiang</i>	
<b>Author Index</b>	