# 1st International Conference on Contemporary Education and Economic Development (CEED 2018)

Advances in Social Science, Education and Humanities Research Volume 221

Bali, Indonesia 17 - 18 November 2018

# **Editors:**

Ubaldo Comite
Cheng-Ping Chang
Luisa Maria Arvide Cambra Syed
A. Rehman Khan
Ali Turkyilmaz
Imran Memon
Erick C. Jones
Lu Qing

James Arthur Williams
Edmund A. Marek
I-Hsiang Huang
Hui-Ming Wee
Guillermo Felipe Lopez Sanchez
Nitty Hirawaty Binti Kamarulzaman
Nachiappan Subramanian

ISBN: 978-1-5108-7856-3

## 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=ceed-18

Printed by Curran Associates, Inc. (2019)

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

## **EDUCATION AND PEDAGOGY**

MOTIVATIONAL STRATEGY OF ORGANIZATION OF PSYCHOLOGY CLASSES FOR SENIOR SCHOOL STUDENTS	1
Liudmila Rogaleva, Uliya Khaerzamanova, Irina Mamaeva, Liudmila Rogaleva	
ETHNIC TOLERANCE AMONG STUDENTS IN MALAYSIAN PUBLIC UNIVERSITIES	6
Zulkernain Nur Farahana, Wan Husin Wan Norhasniah, Wan Husin Wan Norhasniah	
STUDY OF ARCHITECTURAL GRADUATE EDUCATION BASED ON CHANGES IN THE	
THINKING AND ORGANIZING OF GRADUATE PROGRAMS	11
Wang Yan-song, Xiao Shu-yu, Bao Fan, Xiao Shu-yu	
ON THE IMPORTANCE OF PHILOSOPHY EDUCATION IN THE STAGE OF BASIC	
EDUCATION	16
Chen Wang-jingjing	
PEDAGOGICAL COMPETENCIES OF TEACHERS AT THE BEGINNING OF THEIR	
PROFESSIONAL CAREER	21
Lukasik Joanna M., Jagielska Katarzyna, Duda Anna, Koperna Paulina, Mróz Anna, Sobieszczanska Kinga, Mróz	
Anna	
MOTIVATION OF ATHLETES IN ATHLETICS AT THE DIFFERENT STAGES OF THE	
SPORTS CAREER	26
Liudmila Rogaleva, Alla Kim, Natalya Khon, Liudmila Rogaleva	
THE APPLICATION OF QUESTIONNAIRE ON REFLECTION IN SPORT	31
Valerii Malkin, Yana Osipova, Valerii Malkin	
INTELLECTUAL DEVIATION OF EGYPTIAN YOUTH: CAUSES AND TREATMENTS	35
Elshenawi Dina M., Wang Yue-fen, Wang Yue-fen	
FACTORS AFFECTING THE WILLINGNESS OF USING MOBILE GAMES OF UNIVERSITY	
STUDENTS IN TAIWAN	40
Lin Peng-chun, Lu Hsin-ke, Lu Hsin-ke	
REALIZING THE COMPREHENSIVE DEVELOPMENT OF DISCIPLINES AND IMPROVING	
THE LEVEL OF TALENT TRAINING: TAKING M UNIVERSITY'S CONSTRUCTION OF	
DISCIPLINES OF MARXIST THEORY AS AN EXAMPLE	45
Lu Shi-ying, Weng Wei, Weng Wei	
RISKS FACED BY INDEPENDENT COLLEGES AND MANAGEMENT COUNTERMEASURES	50
Liu Ding-xiang, Yu Ai-qun, Li Tao, Yu Ai-qun	
REFORM AND PRACTICE OF COLLEGE PHYSICS COURSE TEACHING PATTERN IN	
AGRICULTURAL UNIVERSITIES BASED ON ENGINEERING EDUCATION PROFESSIONAL	
CERTIFICATION	55
Zhou Bing, Wu Wen-dou, He Ji-yan, Peng Ya-ping, He Ji-yan	
LEXICON RETRIEVAL IN COLLEGE ENGLISH WRITING	60
Xu Yu-qing	
STUDIES ON THE IMPLEMENTATION STRATEGY OF ENGLISH PICTURE BOOKS FOR	
PRESCHOOLERS ENGLISH LEARNING	64
Lei Lei	
ON TEACHER'S ROLES IN DEVELOPING LEARNER AUTONOMY	69
Zhao Hong-mei	
IMPROVING STUDENTS' INNOVATION CAPABILITY VIA "PROJECT-DRIVEN" AND	
"JOINT-GUIDING" RESEARCH TRAINING STRATEGY	73
Shen Hao-yu, Hu Miq-qin, Zhang Zhi-xiang, Shen Hao-yu	
ENLIGHTENMENT OF ENTREPRENEURSHIP EDUCATION IN CAMBRIDGE UNIVERSITY	77
Zhou Yong-hua, Cui Qi-yun, An Jian, Li Qiao-qiao, Zhou Yong-hua	
ON THE VALUE OF MENTAL HEALTH EDUCATION OF CONFUCIAN FRIENDLY	
INTERPERSONAL RELATIONSHIP	84
Ouyang Sheng-quan, Ma Jian-qing, Ma Jian-qing	
THE STUDY OF DUAL-TUTORED SYSTEM IN THE PROCESS OF CULTIVATION ON FULL-	
TIME PROFESSIONAL DEGREE GRADUATES BASED ON INTEGRATION OF PRODUCTION	
AND EDUCATION	88
Huang Jian-guo, Li Xiao-xi, Chen Yao-hui, Huang Jian-guo	

STUDENTS' PRAGMATIC COMPETENCE IN COLLEGE ENGLISH EDUCATION  Deng Min	94
AN EMPIRICAL STUDY ON ENGLISH GRADED TEACHING	98
Guan Jun	
PDMF PROCESS MANAGEMENT OF UNDERGRADUATE GRADUATION DESIGN (THESIS) FOR EXCELLENT ENGINEERS EDUCATION TRAINING PLAN	104
Yang Xin, Xu Sheng-you, Su Yu-gang, Sun Yue, Yang Xin	
COOPERATIVE LEARNING THEORY AND ITS POSITIVE EFFECT IN CLASSROOM TEACHING	109
Liu Zhi-guo, Wang Shan-di, Chen Yao-hui, Liu Zhi-guo	
ON SOCIAL DEMANDS FOR TENNIS TALENTS AND ABILITY CULTIVATION OF TENNIS TALENTS IN UNIVERSITIES	114
Zhang Xin-yu, Chen Ji-hua, Zhang Xin-yu	
A STUDY ON THE CULTIVATION OF WRITING ABILITY OF ENGLISH MAJORS IN	
APPLICATION-ORIENTED COLLEGES IN CHINALiu Juan	119
ON THE CURRENT SITUATION AND COUNTERMEASURES OF NATIONAL DEFENSE	
EDUCATION SYSTEM CONSTRUCTION IN CHINESE UNIVERSITIES	124
THE SUPPORTING ROLE OF SCIENTIFIC RESEARCH IN THE TEACHING OF COLLEGES	
AND UNIVERSITIES	130
	125
RESEARCH ON THE EVALUATION MECHANISM OF INDEPENDENT COLLEGES	135
A LITERATURE REVIEW OF INTERNAL CONTROL OF COLLEGES AND UNIVERSITIES IN	
CHINA	
THE EDUCATIONAL IDEOLOGY OF HAN YING	145
Qiao Dong-xue	
THE INFORMATION LITERACY EDUCATION AND THE CULTIVATION OF COLLEGE AND	
UNIVERSITY STUDENTS' INNOVATIVE ABILITY	150
Du Wei, Wang Shi-hui, Wu Hua-ling, Du Wei	
STUDY ON THE EVALUATION SYSTEM OF FLIPPED CLASSROOM TEACHING IN	
COLLEGES AND UNIVERSITIES	155
Zhao Ang, Sun Chang-an, Sun Chang-an	
THE INFLUENCE OF READING ANXIETY ON ENGLISH READING ACHIEVEMENT	160
Liu Peng-wei	
ON THE CULTIVATION OF COLLEGE STUDENTS' INNOVATION PSYCHOLOGICAL QUALITY FROM THE PERSPECTIVE OF PSYCHOLOGY	165
Zhang Jun-li	
PARADIGM TRANSFORMATION AND PRACTICAL INNOVATION OF INFORMATION	
LITERACY EDUCATION IN APPLIED UNIVERSITY IN CHINA	169
Luo Yuan	
THE PRELIMINARY STUDY ON TEACHING STRATEGIES OF VOLITIVE AUXILIARY IN MONGOLIAN CHINESE TEACHING	174
Shang Chao, Wang Jing-yang	
ON THE OPTIMIZATION OF SPECIALTY STRUCTURE IN UNIVERSITIES BASED ON PROFESSIONAL EVALUATION	178
Lu Hua-liang, Ye Qiu-yu, Zhang Cheng, Zhang Cheng	
EFFECTIVE USE OF APPRECIATION EDUCATION IN STUDENTS MANAGEMENT OF HIGHER VOCATIONAL COLLEGE	184
Zeng Gui-dong	
TEACHING REFORM OF INTRODUCTION TO NANOMATERIALS BASED ON FLIPPING CLASSROOM	189
Hao Bao-hong, Zhao Jin, Chen Fei, Liu Shu-jing, Hao Bao-hong	
AN EMPIRICAL STUDY ON OPTIMIZING FLIPPED CLASSROOM OF ADVANCED ENGLISH	
COURSE: FROM LEARNER'S PERSPECTIVE	194
CURRENT PROBLEMS AND IMPROVEMENTS IN ANATOMY TEACHING	201
Ma Li	201

RESEARCH ON THE PRACTICE OF CARRYING OUT PE ELECTIVE COURSE TEACHING IN	206
SONGJIANG VOCATIONAL COLLEGES	206
Kong Huang-sheng, Jiang Wen-yi, Xin Lin	211
APPLICATION OF FLIPPED CLASSROOM IN UNIVERSITY PHYSICS EXPERIMENT	211
Li Yan-ping, Yuan Zhong-ying	
RESEARCH ON TEACHING REFORM OF COMPUTER SPECIALTY UNDER THE	21.4
BACKGROUND OF IEET PROJECT CERTIFICATION	214
Qu Ju-bao, Liang Hong-tao, Li Xiao-fei, Qu Ju-bao	
RESEARCH ON THE CULTIVATING MODEL OF TALENTS WITH INTERNATIONALIZED	• • •
PERSPECTIVE FOR TEACHING CHINESE AS A FOREIGN LANGUAGE	218
Ma Wei-yan	
RESEARCH ON PROMOTING THE EFFICIENCY OF INNOVATION AND	
ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE	
BACKGROUND OF "INTERNET +"	222
Xu Fang-lan, Yu Jia-hui, Xu Fang-lan	
AN APPLICATION STUDY OF THE SPOC PROJECT TEACHING MODE	226
Ren Li-hua, Zhao Yi-bin	
RESEARCH ON CULTIVATING COLLEGE STUDENTS' FRIENDLY VALUES	231
Huang Xue-wen	
EDUCATION AND ECONOMIC DEVELOPMENT	
THE PROCESS OF AGGLOMERATION IN BIG CITIES: THE CASE OF THE	
YEKATERINBURG	235
Vukovic Darko B., Larionova Viola, Bystrova Tatiana, Vukovic Darko B.	
RESEARCH ON THE IMPACT OF SALARY BENEFIT ON EMPLOYEE STABILITY	239
Song Xia-zi, Wang Yan, Cheng Qian-wen, Song Xia-zi	
NON-GAUSSIAN DISTRIBUTIONS OF RETURNS ON S&P 500 INDEX	244
U Sio Chong	
SURVEY DATA ANALYSIS OF EXECUTIVE COMPENSATION SYSTEM OF STATE-OWNED	
HOLDING LISTED COMPANIES IN YUNNAN	248
Weng Wei, Ren Qiu-fang, Ma Ling-ling, Ren Qiu-fang	240
THE CONSTRUCTION OF THEORETICAL FRAMEWORK IN THE INTERACTIVE STUDY OF	
"WATER AND CITY"	254
WATER AND CITY Wang Yan, Wu Wei, Wang Yan	234
THE FORMING CONDITIONS AND CULTURAL CONSENSUS OF THE SILK ROAD SPIRIT	250
CORE VALUE	259
Yao Lu-qing	
THE IMPACT OF ENVIRONMENTAL PROTECTION REGULATIONS ON TRADE	
LIBERALIZATION: EVIDENCE FROM THE ENVIRONMENTAL PROVISIONS UNDER	
CHINA'S FREE TRADE AGREEMENTS	266
Wan Lu, Fu Yi-zhong, Liu Guan-chu	
RESEARCH AND ANALYSIS OF FIRM PERFORMANCE EVALUATION IN ECO-INDUSTRIAL	
PARK	271
Luo Ling-ling	
EXPLORATION OF "2+2" COOPERATION IN CULTIVATING PELAGIC FISHERIES	
TALENTS	278
Xu Hai-long, Bai Dong-qing, Zou Xiao-rong, Qian Wei-guo, Qiao Xiu-ting, Bai Dong-qing	
RESEARCH ON THE ENVIRONMENTAL ACCOUNTING INFORMATION DISCLOSURE OF	
LISTED COMPANIES IN YUNNAN PROVINCE	283
Weng Wei, Ren Qiu-fang, Duan Chong-jiang, Li Yang, Ren Qiu-fang	
RESEARCH AND APPLICATION OF EXPERIMENTAL FLIPPING CLASSROOM ON THE	
COURSE INTERMEDIATE MACROECONOMICS: TAKING THE FINANCIAL LEVERAGE	
EXPERIMENTS AS AN EXAMPLE	290
Su Hua-shan, Lv Wen-hui, Duan Ji-hong, Huang Shan-shan, Su Hua-shan	270
AN EMPIRICAL ANALYSIS OF THE INFLUENCE OF URBANIZATION ON REAL ESTATE	
PRICE IN CHINA	200
Chen Bao-guo, Wang Hai-tao, Chen Bao-guo	499
RESEARCH ON THE BEHAVIORAL GAME OF TAX COLLECTION AND MANAGEMENT	
SUBJECT UNDER THE TAX AGENCY MODE	204
	304
Peng Min-iiao, Fang Zhu, Wang Min, Fang Zhu	

THE IMPACT OF CLIMATE CHANGE ON FRAGILITY INDEX: BASED ON FUZZY EVALUATION MODEL	311
Du Xiang-fei, Zhang Yi-xiao, Du Xiang-fei	
ON THE SPECIAL VALUE OF ART THERAPY IN CONTEMPORARY HUMAN RESOURCE MANAGEMENT	316
Luo Guang-li FROM WELFARISM TO NON-WELFARISM: LITERATURE REVIEW ON THE EVOLUTION OF WELFARE ECONOMICS SYSTEM	320
Duan Ji-hong, Lv Wen-hui, Huang Shan-shan, Deng Xin, Duan Ji-hong	
STUDY ON THE PROBLEMS AND LEGAL COUNTERMEASURES OF INTERNET RELIGION IN THE "BELT AND ROAD INITIATIVE"	330
Li Yan-lin, Ma Hui-juan, Nai Peng, Xie Wei-hua, Xie Wei-hua	
ANALYSIS ON CAUSES AFFECTING PAYMENT METHOD OF SMALL AND MICRO CROSS-BORDER E-COMMERCE	337
Wu Xiang, Zhang Jian-lin, Wu Xiang	
ANALYSIS OF THE DYNAMIC MECHANISM OF CHINA'S ELECTRIC POWER REGULATORY SYSTEM CHANGE: BASED ON THE CONCEPT OF NATIONAL LEADERS  Zhang Yong-qi	343
v v.	
RESEARCH ON THE INCENTIVE MECHANISM FOR SCIENTIFIC AND TECHNOLOGICAL INNOVATION TEAM IN LOCAL UNIVERSITIES	348
· ·	252
RESEARCH ON ACCOUNTING AND APPLICATION OF UNIVERSITY DIGITAL ASSETS	353
AND UNIVERSITIES IN CHINA	359
Lyu Yi-zhi	
ANALYSIS ON THE MANIPULATION OF SECURITIES TRADING BEHAVIOR PROHIBITED	
BY LAW Xia Yu-fei	364
ANALYSIS OF THE IMPACT OF CUSTOMER TRUST ON CONSUMERS' PURCHASE	
BEHAVIOR BASED ON ONLINE SHOPPING PLATFORM: TAKING TAOBAO SHOP AS AN	
EXAMPLE	369
Liu Xiu-ping, Zheng Wan-teng, Liu Xiu-ping	
AN ANALYSIS ON THE OVERSEAS INVESTMENT STRATEGY OF CHINESE REAL ESTATE	
ENTERPRISES	373
Hong Li-ming, Du Yu-ting, Hong Li-ming	
THE APPLICATION OF FLIPPED CLASSROOM IN ECONOMICS TEACHING IN COLLEGES AND UNIVERSITIES	377
Deng Xin, Shi Qi, Zhang Cheng, Shi Qi	
ANALYSIS ON THE DISTRIBUTION CHANNEL STRATEGY OF KONKA TV	383
RESEARCH ON THE OPTIMIZATION OF THE VALUE OF INTANGIBLE ASSETS FOR THE	
PRODUCTS DESIGN COMPANY	388
Li Bo, Wu Rui-cong, Li Bo	
EXPLORATION ON THE CONSTRUCTION OF INNOVATION BASE IN COLLEGES WITH INDUSTRY CHARACTERISTICS	393
Yang Yong-gang, Zhang Gai-mei, Ding Yue-heng, Zhao Jia-wei, Wang Rui-na, Gao Qiao-zhuo, Gao Qiao-zhuo	
RESEARCH ON THE PROMOTION OF CCP TO CONVENTIONAL INDUSTRIES— TAKING RIZHAO GREEN TEA AS AN EXAMPLE	397
Liu Yu-chen, Liu Zhu	
ANALYSIS OF INNOVATIVE WAYS OF EDUCATIONAL ADMINISTRATION IN PRIVATE	404
Li Si-yi	404
A PROBE INTO THE ECO-ENVIRONMENTAL DILEMMA AND THE WAY-OUT OF THE	
DEVELOPMENT OF PRIVATE HIGHER EDUCATION IN CHINA	408
Huang Xiao-ling	
STRATEGIC RESEARCH ON ACCELERATING CONSTRUCTION OF INTERNATIONAL	
METROPOLIS IN XI'AN	412
Wang Wen-kui, Wang Yue, Ren Li-li, Ren Li-li	
CONSTRUCTION OF THE INNOVATION AND ENTREPRENEURSHIP EDUCATION	
PATTERN OF "INDUSTRY-UNIVERSITY-RESEARCH COLLABORATION" IN COLLEGES	417

SURVEY ON THE ACQUISITION OF VILLAGERS UNDER THE IMPLEMENTATION OF	
COAL TO ELECTRICITY (GAS) POLICY IN RURAL AREAS: BASED ON RURAL AREAS IN	
BAODING	424
Peng Zheng-tao	
RESEARCH ON COURSE CONSTRUCTION AND TEACHING REFORM OF ECONOMETRICS	
IN CHINA	429
Chen Yao-hui, Hu Chu-yang, Wang Xin-yu, Chen Yao-hui	
RESEARCH ON THE PATH OF IMPLEMENTING BIG DATA STRATEGY IN CHINA'S	
PRINTING INDUSTRY	434
Yang Yong-gang, Zhao Jia-wei, Wang Rui-na, Yang Ke, Gao Qiao-zhuo, Gao Qiao-zhuo	
RESEARCH ON URBANIZATION RESETTLEMENT RISK OF POVERTY ALLEVIATION	439
Chen Lin, Li Yu-wei, Chen Lin	
RESEARCH ON CHINESE MEN'S SHIRT INDUSTRY BASED ON MARKET STRUCTURE-	
CONDUCT-PERFORMANCE FRAMEWORK	445
Wu Jian, Lu An	
RESEARCH OF RELATIONSHIP BETWEEN INNOVATION INVESTMENT AND	
PERFORMANCE IN INNOVATIVE ENTERPRISES UNDER THE INNOVATION-DRIVEN	
BACKGROUNDBACKGROUND	451
Guo Cui, Wang Feng-yan	431
v v,	
PROBE INTO THE IMPLEMENTATION PATH OF THE CAMPUS SECURITY EDUCATION	150
AND MANAGEMENT GUIDED BY YOUTH SECURITY VOLUNTEERS	456
Li Liang	
ANALYSIS ON THE PROBLEMS AND COUNTERMEASURES OF SCHOOLS FOR MIGRANT	
WORKERS' CHILDREN	462
Ye Chun-bo	
EXPLORATION AND PRACTICE OF TEACHING MANAGEMENT INFORMATION	
CONSTRUCTION	467
Liu Fang	
MULTIDIMENSIONAL THINKING OF COMMUNITY CULTURE CONSTRUCTION	472
Zhang Jing-ting	
RESEARCH ON THE CYCLICAL FLUCTUATION OF URBAN REAL ESTATE IN CHINA	477
Chang Jiang, Chen Guo-tie, Chang Jiang	
RESEARCH ON TAXATION ISSUES IN PUBLIC HOSPITALS IN CHINA	482
Su Bo, Chen Dan, Wu Xiao-jun, Su Bo	
HOW DO QUESTION-AND-ANSWER MESSAGES AFFECT THE RISK OF A STOCK CRASH?	197
Su Kun, Guo Wen-ying, Dong Hao, Guo Wen-ying	407
ANALYSIS OF THE EFFECTS OF TRADE DISPUTES BETWEEN CHINA AND AMERICA ON	
	402
HEILONGJIANG PROVINCE	492
Zhang Jin-ping	
EMPIRICAL INVESTIGATION OF RIPPLE EFFECT OF TEXTILE INDUSTRY IN	400
GUANGDONG PROVINCE ON THE BASIS OF INPUT-OUTPUT	498
Lu An, Zhu Jing, Suo Shan	
CONTRACT MANAGEMENT BASED ON "INTERNET +"	505
Ji Min, Ji Peng-fei, Ji Min	
CROSS-SECTIONAL SURVEY OF HEALTH RISK BEHAVIORS OF COLLEGE STUDENTS IN	
A MEDICAL SCHOOL IN XI'AN	509
Ma Yong-hong, Tan Jiao, Shi Ming-juan, Lei Jing, Men Ke, Zhang Rong-qiang, Tan Jiao	
EDUCATION AND SOCIAL SCIENCES	
A NEW PARADIGM FOR THE METHOD OF THE SOCIAL SCIENCES	514
Fusari Angelo	
COLLEGE STUDENTS' INTERPERSONAL COMMUNICATION FROM THE PERSPECTIVE	
OF SOCIAL EXCHANGE THEORY	523
Mao Shan, Yang Wen-bo, Mao Shan	
RESEARCH ON INFLUENCE FACTORS AND FORMATION MECHANISM OF GOVERNMENT	
TRUST: BASED ON SURVEY DATA OF COLLEGES AND UNIVERSITIES IN BAODING	520
	328
Peng Zheng-tao  EODECA STINC ON TOTAL WATER DEMAND IN CHINA IN 2019	522
FORECASTING ON TOTAL WATER DEMAND IN CHINA IN 2018	533
Liu Xiu-li	

THE STATUS QUO AND DEVELOPMENT OF THE PENSION AGENCY	537
Zhang Jing-ting	
FROM HOUSE CONSTRUCTION TO LIFE BUILDING—REAL ESTATE ADVERTISEMENTS	
PLANNING THROUGH EMOTIONAL APPEALS AND CULTURAL FEELINGS	542
Wang Mo-ran, Guo Xiu-juan	
ON THE CONSTRUCTION OF MATHEMATICS COURSES IN HIGHER VOCATIONAL AND	
TECHNICAL COLLEGES BASED ON WORKING PROCESS	546
Wang Yu	
EFFECT OF INTERVENING BANDWIDTH FEEDBACK ON MOTOR SKILL LEARNING IN	
SELF-CONTROLLED FEEDBACK CONTEXT	550
Zhang Fan, Zhou Bo, Jia Chang-zhi, Zhang Fan	
EVALUATION OF PRACTICAL TEACHING OF TRANSPORTATION SPECIALTY	555
Liu Qing, Yang Ying, Wang Lei, Yang Ying	
THE CONTRADICTION BETWEEN LOW COGNITIVE LEVEL AND HIGH SATISFACTION	
DEGREE OF GOVERNMENT PURCHASE OF OLD-AGE SERVICE	560
Liu Hong-ting	
PONDERING OVER COMPENSATION FOR VEHICLE DAMAGE IN PARKING LOT BASED	
ON THE THEORY OF INTEREST MEASUREMENT IN CIVIL LAW	569
Xia Yu-fei	
CONSTRUCTION AND REFORMATION OF FISHING GEAR AND FISHING METHOD	572
Xu Hai-long, Zhu Guo-xia, Li Li, Kong Qing-xia, Bai Dong-qing, Bai Dong-qing	3/3
	577
CONSTRUCTION OF POSITIVE MENTAL HEALTH EDUCATION MODE IN COLLEGES	377
Lin Fan	
CHINESE CULTURE COMMUNICATION IN TEACHING CHINESE TO SPEAKERS OF	501
OTHER LANGUAGES	581
Zhou Yang	
STUDY ON THE FEASIBLE PATH OF SPECIALTY SETTING AND CURRICULUM REFORM	-0-
IN GUANGDONG PRIVATE HIGHER VOCATIONAL COLLEGES	585
Meng Hai-nie, Cheng Yun-li, Cheng Yun-li	
RESEARCH ON BEAUTIFUL VILLAGE PLANNING OF RESETTLEMENT SITES IN	
MOUNTAIN VILLAGES OF YICHANG	591
Chen Lin, Zhu Wan, Yin Wei-jia, Chen Lin	
RESEARCH ON THE INTERNATIONALIZATION OF PRINTING ENGINEERING	
EDUCATION FACING THE BELT AND ROAD	595
Yang Yong-gang, Gao Qiao-zhuo, Yang Ke, Gao Qiao-zhuo	
RESEARCH ON THE INFLUENCING FACTORS AND CULTIVATION STRATEGIES OF NEW	
PROFESSIONAL FARMERS' TRAINING WILLINGNESS FROM THE PERSPECTIVE OF	
PUBLIC POLICY SCIENCE	600
Zhang Yong-qi	
COLLABORATIVE INNOVATION STRATEGIES ON POVERTY RELIEF THROUGH	
TOURISM AND CULTURAL HERITAGE PROTECTION—BASED ON CASE STUDY IN	
SICHUAN ETHNIC REGIONS	605
Duan Qian-bing, Huang Ping, Yin Zi-zhong, Yue Jian, Zhan Fei, Huang Ping	
MULTIMODAL APPLICATION FOR IT ENGLISH TEACHING WITH THE USE OF THREE-	
DIMENSIONAL TEXTBOOK	612
Shi Xian-jing	
RESEARCH ON INFORMATIONIZATION CONSTRUCTION OF SCIENTIFIC RESEARCH	
MANAGEMENT IN COLLEGES AND UNIVERSITIES UNDER BIG DATA ENVIRONMENT	617
Lin Li	
THINKING ON THE DEVELOPMENT COUNTERMEASURES TO THE PREDICAMENT OF	
ARCHITECTURE MAJOR IN COMMON COLLEGES AND UNIVERSITIES	623
Zhao Hui-yan	
THE APPLICATION AND STRATEGIES OF SCHEMA IN COLLEGE ENGLISH READING	
TEACHING	628
Chen Meng-yuan	
ON THE APPROACHES OF THE CULTIVATION OF THE TALENTS IN TRANSLATING	
PUBLIC SIGNS	631
Wang Xiao-jing, Zhang Hai-yang, Wang Xiao-jing	
ON THE SOCIOLOGICAL SIGNIFICANCE OF "TALENT FLOW" IN COLLEGES AND	
UNIVERSITIES	634
Huang Liang	

APPLICATION OF MICROLECTURE IN COLLEGE PHYSICS EXPERIMENT
RESEARCH ON THE PRACTICE OF THE INTEGRATION OF SMART PHONE INTO
CLASSROOM TEACHING IN NEW MEDIA ERA
Zheng Lu
A STUDY ON POSTGRADUATE CURRICULUM GROUP OF VEHICLE ENGINEERING IN
LOCAL COLLEGES UNDER THE BACKGROUND OF NEW ENGINEERING SECTION
Tang Lan, Yin Xiao-feng, Xu Yan-hai, Chen Chong, Teng Yan-qiong
THE GOVERNANCE OF EDUCATION FOUNDATION IN PRIVATE UNIVERSITIES:
PROBLEMS, EXPERIENCES AND WAYS OF PROMOTION
Liu Jie
RESEARCH ON CONSTRUCTION OF TEACHING RESOURCE LIBRARY BASE OF IC
MANUFACTURING PROCESS
Li Shu-ping
RESEARCH ON THE INFLUENCE MECHANISM OF FEEDBACK IN THE LEARNING
PROCESS OF MOTOR SKILLS
Zhang Fan, Zhou Bo, Jia Chang-zhi, Zhang Fan
INNOVATIVE THOUGHT AND METHODOLOGY OF PLANCK CONSTANT EXPERIMENT
BASED ON PHOTOELECTRIC EFFECT THEOREM
Sun Zheng-he, Zhang Yan-chao, Liu Wen-jun, Wang Ying-ying, Ren Shou-tian, Liu Wen-jun
RESEARCH ON THE COMMUNITY INTELLIGENT WIRELESS DISTRIBUTED
INFORMATION PUBLISHING SYSTEM
Wang Yan, Feng Hai-zhou, Wang Fang, Zhou Jian, Liu Dan-tong
THE "ZI-CENTERED" THEORY AND TEACHING CHINESE AS A FOREIGN LANGUAGE
Wang Jing-yang, Shang Chao
ANALYSIS OF EXPORT COMPETITIVENESS OF CHINESE CHILDREN'S CLOTHING
Li Shuai, Hao Shu-li, Hao Shu-li
THE CULTIVATING STRATEGY OF INTERNATIONALIZED PROFESSIONAL TEACHERS IN
THE SINO-FOREIGN COOPERATIVE EDUCATION OF HIGHER VOCATIONAL COLLEGES
Wang Zhan-jiu
Author Index