International Conference on Modern Educational Technology and Innovation and Entrepreneurship (ICMETIE2020)

Advances in Social Science, Education and Humanities Research Volume 412

Sanya, China 10 - 12 January 2020

Editors:

Victor Wang Mingming Zhou Chunyan Huang

ISBN: 978-1-7138-0839-8

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© (2020) by Atlantis Press All rights reserved. Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press Amsterdam / Paris

Email: contact@atlantis-press.com

Conference Website: http://www.atlantis-press.com/php/pub.php?publication=icmetie-20

Printed with permission by Curran Associates, Inc. (2020)

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

REFORM OF EXPERIMENTAL TEACHING IN FPGA TECHNOLOGY BASED ON OBE CONCEPT	1
Weiwei Ling, Yue Shi, Gong Chen, Yao Huang	
RESEARCH AND PRACTICE OF PROJECT INTRODUCTION IN DESIGN TEACHINGBinbin Sun	5
A COMPETENCY MODEL FOR TRAVEL CUSTOMIZER IN CHINA: A STUDY BASED ON ONLINE RECRUITMENT ADVERTISEMENTS	10
CONFIGURATION IN THE DEVELOPMENT OF URBAN SCHOOL DISTRICT: A CASE STUDY OF BEIJING, CHINA	16
COUNTERMEASURES OF KINDERGARTEN CURRICULUM CONSTRUCTION UNDER THE BACKGROUND OF CORE LITERACY	26
COMPREHENSIVE CASE DESIGN RESEARCH IN ANALOG IC DESIGN COURSE WITH THE BACKGROUND OF ENGINEERING EDUCATION PROFESSIONAL CERTIFICATION	31
THEORETICAL RESEARCH ON PACKAGING DESIGN OF CULTURAL AND CREATIVE PRODUCTS	36
EXPLORATION OF BLENDED TEACHING PATTERN IN MICROBIOLOGICAL EXPERIMENT BASED ON OBE IDEALi Wei, Yang Chen	39
RESEARCH ON INNOVATION AND ENTREPRENEURSHIP EDUCATION AND TRAINING OF COLLEGE STUDENTS—TAKING SYB TRAINING OF B UNIVERSITIES IN ZHUHAI CITY AS AN EXAMPLE Ping-Ting Fu, Jia-Ming Peng, Ke Wang, Jia-Han Li	43
A STUDY ON THE FEEDBACK OF GRADUATES MAJORING IN ROAD AND BRIDGE ENGINEERING IN PRIVATE COLLEGES AND UNIVERSITIES: A CASE STUDY OF H COLLEGE.	48
Song Qi, Meng Li, Li Jing, Chen Chen STUDY ON THE APPLICATION OF PROJECT LEARNING IN COLLEGE ENGLISH TEACHING IN INDEPENDENT COLLEGES	52
THE CULTIVATION OF BUSINESS ANALYSIS TALENTS IN THE BACKGROUND OF BIG DATA	58
NEW REFLECTIONS ON HIGHER EDUCATION AND SOCIAL SERVICES IN THE NEW ERA	63

A REVIEW OF THE RESEARCHES ON DOCTOR-PATIENT CONVERSATION	67
BUILDING LEARNING CITY THROUGH LIFELONG LEARNING EDUCATION SUPPLY- SIDE REFORM: BASED ON CHENGDU CASE	71
ON THE VALUE AND DEVELOPMENT STRATEGY OF GHOST ANIMAL CULTURELi Jia Rui	76
IS LINGUISTIC ORGANIZATION AMODAL? SOME EVIDENCE FROM THE SIGN LANGUAGES	81
COMPLETION OF THE LAW IN ORDER TO PROTECT THE RIGHT TO PRIVACY IN THE CURRENT SOCIAL ENVIRONMENT OF VIETNAMLuan Thanh Nguyen, Nhat Minh Pham, Minh Le Luong	85
CHALLENGES CONFRONTING LOCAL VOCATIONAL COLLEGES IN ETHNIC TRADITIONAL PHYSICAL EDUCATION AND STRATEGIES	94
RESEARCH ON TEACHING METHODS OF FINANCIAL MANAGEMENT COURSE IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF BIG DATA	100
A BRIEF ANALYSIS OF THE SCHEMA THEORY ON THE TEACHING OF ENGLISH READING	105
RESEARCH ON THE OPTIMIZATION OF COLLEGE STUDENTS' POLITICAL SOCIALIZATION PATH BASED ON DIGITAL TECHNOLOGY	108
A STUDY ON THE TEACHING REFORM OF "BUILDING CONSTRUCTION" COURSE OF ARCHITECTURE MAJOR IN UNIVERSITIES BASED ON INDUSTRY NORMS	114
RESEARCH ON THE APPLICATION MODEL OF "DETAILED INTEGRATION" OF "TAX LAW" COURSE IN HIGHER VOCATIONAL COLLEGES	119
REFORM AND INNOVATION OF CURRICULUM SYSTEM OF ARCHITECTURE SPECIALTY UNDER THE APPLICATION-ORIENTED TRAINING OBJECTIVES	125
TOPOLOGICAL METHODS FOR THE ANALYSIS OF APPLICATIONSYumiao Lei	131
A RESEARCH OF DIGITAL INTEGRATED CIRCUIT DESIGN CURRICULUM'S BILINGUAL EDUCATION BASED ON METHODOLOGY OF SIOP	135
EVALUATION OF APPLICATION-ORIENTED TEACHER: STATE SURVEY AND IMPROVEMENT STRATEGY	140

EXPLORATION OF FLIP CLASSROOM TEACHING MODEL OF BUSINESS ENGLISH IN HIGHER VOCATIONAL EDUCATION Feng Min	147
ANALYSIS OF INFLUENCING FACTORS OF TOWNSHIP GOVERNMENT'S EMERGENCY MANAGEMENT CAPACITY	152
SENTIMENT ANALYSIS OF CHINESE COMMODITY REVIEWS BASED ON DEEP LEARNINGZifan Zhang	156
RESEARCH AND PRACTICE ON THE INTEGRATION OF MORAL EDUCATION INTO THE COURSE OF MODERN HORTICULTURAL FACILITIES	163
GUIDE "POST-00" COLLEGE STUDENTS TO ESTABLISH CORRECT CONSUMPTION OUTLOOK	168
CONSTRUCTION OF DIVERSIFIED COLLABORATIVE TRAINING MECHANISM FOR CREATIVE AND ENTREPRENEURIAL TALENTS IN COLLEGES AND UNIVERSITIES	172
PROBLEM-DRIVEN TEACHING REFORM OF NUMERICAL ANALYSIS COURSE UNDER THE BACKGROUND OF BIG DATA	176
LANGUAGE PLANNING IN THE BELT AND ROAD INITIATIVE Bing He	181
THE EXPLORATION OF THE CURRICULUM REFORM OF WAREHOUSING AND DISTRIBUTION MANAGEMENT BASED ON THE DEMAND OF APPLICATION-ORIENTED LOGISTICS MANAGEMENT TALENTS	186
ON DESIGNING OF THE TRAINING PLAN FOR MILITARY ACADEMY'S SERGEANT TALENTS BASED ON THE OUTPUT ORIENTATION: A CASE STUDY OF "FIXED COMMUNICATION TECHNOLOGY (TELECOMMUNICATION EXCHANGE)"	191
RESEARCH ON THE COMMON CHARACTERISTICS OF SUCCESSFUL STARTUPS	195
RESEARCH ON THE REFORM OF RURAL FIELD PRACTICE TEACHING IN COLLEGES AND UNIVERSITIES OF INNER MONGOLIA	200
THOUGHTS ON TALENT TRAINING OF DATA SCIENCE AND BIG DATA TECHNOLOGY IN LOCAL AGRICULTURAL COLLEGES—TAKE TIANJIN AGRICULTURAL UNIVERSITY AS AN EXAMPLE	205
DESIGN THINKING AND EVOLUTION—INTROSPECTION OF THE CONTEXT FROM ZEN AESTHETICS TO NARRATIVE DESIGN IN THE AGE OF BIG DATA	209

DEVELOPMENT FOR ENTREPRENEURSHIP EDUCATION	221
COMBINATION OF BIG DATA AND IDEOLOGICAL AND POLITICAL WORK IN COLLEGES	225
A COMPARATIVE STUDY OF CHINESE AND WESTERN CULTURE TEACHING IN COLLEGE ENGLISH TEACHING	229
AN ANALYSIS OF TEACHING CHINESE AS A FOREIGN LANGUAGE AND CHINESE CULTURAL COMMUNICATION FROM THE CONTEMPORARY PERSPECTIVE	232
THE PRACTICE OF IMPROVING THE MECHANISM OF CONSULTATIVE DEMOCRACY IN URBAN AND RURAL COMMUNITIES IN SHANGHAI	237
ANALYSIS AND RESEARCH ON INTERNET MIXED TEACHING PROBLEMS	245
COURSE SELECTION GUIDE, CHANGE ANALYSIS AND DEVELOPMENT TREND ANALYSIS OF NEW COLLEGE ENTRANCE EXAMINATION REFORM	255
INFORMATION AND COMMUNICATION TECHNOLOGY IN ENGLISH LANGUAGE EDUCATION: A REVIEW AND FUTURE RESEARCH DIRECTIONS	261
CURRICULUM SYSTEM OPTIMIZATION BASED ON INTEGRATION OF ENTERPRISES AND UNIVERSITIES USING QFD UNDER THE BACKGROUND OF ENGINEERING EDUCATION PROFESSIONAL CERTIFICATION	267
ON THE TEACHING MODE OF THE INTEGRATION OF GENERAL COMMUNICATION TECHNOLOGY AND COMMAND SPECIALTY BASED ON TRIZ THEORY	273
EXPLORING THE WAYS TO IMPROVE THE EFFICIENCY OF POSTGRADUATE ENROLLMENT BASED ON A SURVEY OF COLLEGE STUDENTS	277
ANALYSIS OF THE EFFECTIVENESS OF COOPERATION BETWEEN HIGHER VOCATIONAL COLLEGE AND ENTERPRISES IN THE INDUSTRIAL PARK	283
INVESTIGATION AND ANALYSIS OF EMPLOYMENT INTENTIONS OF UNIVERSITY STUDENTS IN YUNNAN PROVINCE—TAKING KUNMING UNIVERSITY AS EXAMPLE Liuchuang Wei, Ping Wei, Yabiao Yang	288
ON THE CONNOTATION AND CHARACTERISTICS OF CHINA'S ROAD SINCE THE FOUNDING OF THE PEOPLE'S REPUBLIC OF CHINA 70 YEARS AGO	293

THE RESEARCH ON PRACTICAL TEACHING OF COLLEGE ENGLISH IN SMART LEARNING ENVIRONMENT	298
RESEARCH ON THE LINKAGE MODE OF MORAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF INFORMATIZATION	303
APPLICATION OF SUSTAINED SILENT READING IN DIFFERENT STAGES OF ENGLISH LEARNING	307
REFORM RESEARCH AND PRACTICE ON ANALOG CMOS INTEGRATED CIRCUITS DESIGN COURSE BASED ON OBE MODE Zekun Zhou, Ping Luo	311
MEANINGFUL ENTREPRENEURSHIP? WORK ORIENTATION AND ENTREPRENEURIAL SUCCESS: THE MEDIATING EFFECT OF ENTREPRENEURIAL PERSISTENCE	316
FANTASIZING, STRUGGLING, AND REFLECTING—STUDY ON THE DEVELOPMENT OF FEMININE AWARENESS AROUND EARLY 20TH CENTURY CHINA	323
THE INFLUENCE OF NEGATIVE GOSSIP ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR: THE MODERATING EFFECT OF MORAL COURAGE Wen Nai, He Saiting	329
TEACHING REFORM IN THE COURSE OF CIVIL ENGINEERING INTRODUCTION UNDER THE BACKGROUND OF ONLINE COURSES	336
TALKING ABOUT MECHANICS HISTORY EDUCATION IN MECHANICS COURSELiuchuang Wei, Ping Wei, Yabiao Yang	341
INNOVATIVE THINKING ON IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE NEW MEDIA ENVIRONMENT	346
EXPLORING ALTRUISTIC SELF IN SOCIALLY RESPONSIBLE BEHAVIORS	350
THE CONSTRUCTION OF THE SYSTEM OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN AGRICULTURAL AND FORESTRY COLLEGES UNDER THE BACKGROUND OF NEW AGRICULTURAL SCIENCE	354
EXPLORATION ON THE CONSTRUCTION OF HIGHER VOCATIONAL EDUCATION SPECIALTY OF "INTEGRATION OF PRODUCTION AND EDUCATION, SCHOOL-ENTERPRISE COOPERATION"	358
SWOT ANALYSIS AND COUNTERMEASURE OF COMMUNITY EDUCATION OF AGRICULTURAL TRANSFER POPULATION	363

RESEARCH ON "COMMUNICATION PRINCIPLES" COURSE REFORM AND EXPLORATION BASED ON CDIO	367
THE DISSOLUTION AND RECONSTRUCTION OF THE GOVERNMENT'S COPING STRATEGIES BY THE SOCIAL PROTESTS IN THE INTERNET ERA	373
TOWARD ENHANCING THE VALIDITY IN MULTI-PEER ASSESSMENT: AN APPROACH BASED ON STUDENTS' SPEED-RESPONSE-QUESTION PERFORMANCE	378
A STUDY ON THE RELATIONSHIP BETWEEN CAREER VALUES, SELF-EFFICACY, AND CAREER PLANNING-TAKING A UNIVERSITY IN ZHUHAI AS AN EXAMPLE	387
RESEARCH ON THE MANAGEMENT MECHANISM OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION BASED ON THE PERSPECTIVE OF INFORMATIZATION	393
THE EFFECTS OF DESTRUCTIVE BEHAVIORS ON CHANNEL COOPERATION AND GUANXI	398
EXPLORATION OF DESIGN IDEAS OF LOCAL CULTURAL AND CREATIVE PRODUCTS BASED ON TRADITIONAL CULTURE	404
ON THE ESSENCE OF EDUCATION OF CHINESE DREAM: THE CONSTRUCTION OF NATIONAL IDENTITY Liu Baochan	408
INDUSTRY ECOLOGY AND DEVELOPMENT TREND OF K12 EXTRA-CURRICULAR TRAINING IN CHINA'S EDUCATION INDUSTRY	413
A STUDY ON THE EFFECTIVENESS OF CAREER INFORMATION COLLECTION AS A WAY TO PROMOTE GRADUATE STUDENTS' EMPLOYMENT	419
RESEARCH ON THE DESIGN AND APPLICATION OF INTELLIGENCE CLASSROOM TEACHING MODEL WITH RAIN CLASSROOM DIGITAL SUPPORT Lingping Zhang, Suping Lin	425
EXPLORATION AND PRACTICE OF CURRICULUM SYSTEM CONSTRUCTION UNDER THE INTEGRATED TALENTS TRAINING MODE OF HIGHER VOCATIONAL EDUCATION Sun Tao	431
EXPLORATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS	437
A PROBE INTO THE MATCHING MODEL OF "DEMAND-SERVICE" BASED ON CLASSIFIED SOCIAL SECURITY FOR VULNERABLE CHILDREN	442

CONSTRUCTION OF ACTIVE LEARNING SPACE: STARTING FROM THE DEMAND OF INNOVATION AND ENTREPRENEURSHIP EDUCATION	446
RESEARCH ON THE PATH OF AUXILIARY POLICE STANDARDIZED MANAGEMENT Gui Da-Yi	454
TEACHING REFORM AND EXPLORATION OF CHEMICAL ENGINEERING DESIGN IN LOCAL UNDERGRADUATE UNIVERSITIES UNDER THE CONCEPT OF OBE	458
RESEARCH ON EMOTIONAL DESIGN AND STRATEGY OF VLOG UNDER THE BACKGROUND OF 5G NETWORK	462
DISCUSSION ON THE MODEL OF INTERNATIONAL COOPERATION AND EXCHANGE OF POSTGRADUATE EDUCATION OF HIGHER UNIVERSITIES—BEIJING UNIVERSITIES AS AN EXAMPLE	469
NEW MEDIA ERA'S CHALLENGE AND COPING STRATEGY TO MORAL CULTIVATION OF IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES	474
RESEARCH ON PROFESSIONAL LEARNING BASED ON FLIP CLASSROOM TEACHING Xue-Min Zhao, Jia-Xin Zheng, Li Ping, Kun-Fa Lee	479
DISCUSSION AND PRACTICE ON EDUCATION MODEL OF COMPUTER SCIENCE RELYING ON THE INTERNETQu Zhaoyang, Guo Xiaoli, Yang Jieming	488
REFORM AND PRACTICE OF ONLINE SHOP OPENING IN HIGHER VOCATIONAL COLLEGES BASED ON INNOVATION AND ENTREPRENEURSHIP	493
THE APPROACHES AND STRATEGIES OF PROFESSIONAL DEVELOPMENT OF HIGHER VOCATIONAL TEACHERS UNDER THE BACKGROUND OF EDUCATIONAL INFORMALIZATION Sujuan Zheng	497
DEMONSTRATION OF THE UNIQUE CHARACTERISTICS IN THE EVALUATION OF JUNIOR HIGH SCHOOL ON SCHOOL-BASED MANAGEMENT	503
ANALYSIS AND RESEARCH ON PHYSICAL EXERCISE STATUS OF COLLEGE STUDENTS IN NORTH GUANGDONG PROVINCE	507
ANALYSIS OF EMPLOYMENT SITUATION AND INTENTION OF COLLEGE STUDENTS MAJORING IN INTERNATIONAL TRADE	511
KEEP THE HEART PURE, CULTIVATE THE GOODNESS—THE REVELATION ABOUT THE DOCTRINE OF "CONSCIENCE" ON MORAL EDUCATION AND MENTAL HEALTH EDUCATION IN CONTEMPORARY VOCATIONAL EDUCATION	515

THE FLIPPED CLASSROOM TEACHING METHOD BASED ON MOOC IS APPLIED TO ANALYZE THE PROSPECT OF PHYSICAL EDUCATION TEACHING	520
RESEARCH ON THE REFORM OF PRACTICE TEACHING MODE OF ART DESIGN MAJOR IN HIGHER PRIVATE COLLEGE	524
AN ANALYSIS OF THE LITERARY CREATION OF THE FATHER'S IMAGE IN CHINESE LITERATURELiu Xiahui	528
THE REFORM OF COLLEGE MILITARY THEORY TEACHING BASED ON MODULARIZATION	532

Author Index