## **Table of Contents**

Mode of Training the Innovative Quality of Mechanical Engineers Based on School-Enterprise Cooperation	1
Zhuojuan Yang, Shuwei Lv and Chaohua Song	
The Conflicts and Amalgamation between Chinese Culture and Western Culture from the Movie Guasha	5
Yanglu Cui	
Personalized Learning Path Recommendation Based on Context Awareness	9
Rongqing Zhuo, Yang Chen	
WeChat Business: A New Cultural Background of Relationship Marketing	15
Jujun Fen	
On the Practical Significance of Guanzhong Dialect in TCFL	20
Qian Liang	
A Case Study of Wisdom Teaching of College Oral English	24
Haijun Wang and Fang Wang	
Xi Jinping's View on Youth Education and Its Contemporary Value	29
Shuang Guan	
Strategies to Promote Information-Based Teaching Design of Deep Learning	34
Yu Cheng and Xinjian Zhang	
Teaching Construction of Animation Major Based On Mixed Education Teaching Reform	41
Tao Yang	
Chinese Culture to Promote the Development of Sports Etiquette	46
Jinghong Wang, ChangchengXin and Wenwu Hu	
An Exploration on the Path of Integrating Chinese Outstanding Traditional Culture into Education Process in Colleges and UniversitiesTake Sichuan University as an Example	51
Huan Li and Wei Deng	
The Transformation and Adaptation of Northern Shaanxi Culture into Ideological and Political Education in Colleges and Universities in the New Era	56
Jie Zhang	

Literature Review on Chinese-English Translation of Signs	63
Yongkun Wan	
<b>Teaching Reform of Accounting Theory and Practice</b>	68
Yan Liu	
Comparison of the Professional Education Model of Acupuncture -Moxibustion in Domestic and Abroad	73
Zhigang Zhou, Chenlu Xie , Yingheng Dai, Haiping Zhang, Zhijing Huang, Hua Xu and Jiang Wu	
About "Black and White" ——Analysis of the Dual Category of Black and White in Calligraphy Aesthetics	80
Chengwu Sun	
On Chinese-English Translation of the Instrument Case in Wolf Totem from the Interface Perspective	85
Qian Liu	
Path for the Reform of the Growth of Young Faculty at Private Colleges and Universities in the New Era	93
Guo-xia Sun	
The Construction of Clinical Medical Skill Training System based on Modern Apprenticeship	99
Linwei Ma, Liping Zhang	
On the Training Mode of Vocal Music Education Talents in Colleges and Universities	103
Tingting Zhang	
Research on the Construction Mode of Off-campus Practice Education Base Co-constructed and Shared	108
Jikun Yu	
An Investigation into the Phonological Awareness of Pre-service Primary School English Teachers in China	113
Chao Sun	
The Integration of Innovation and Entrepreneurship Education in Badminton Teaching of College PE Majors	118
Lei Wu	
On the Innovation of Volleyball Teaching in University	123
Wenchao Xu	
Cultivation Strategy of the Scientific Research Ability of Application-oriented Universities	128
Yan Bao	

The Innovation of College English Teaching Mode Based on Internet Environment	135
Bing He	
Building an Effective College English Class Based on Analysis of the Silence Phenomenon	138
Xue Li	
<b>English Translation Strategies of Ancient Chinese Poetry Based on Applied Linguistics</b>	143
Liangyu Hu	
On the Dilemma of English Translation and Communication of Jia Pingwa's Novels in the Background of Culture Going Out	147
Nini Niu	
Translation Methods of Traditional Chinese Medicine Stories from the Perspective of Thick Translation	151
Yan Gong, Yawei Yu and Xiaohuan Sun	
A Research on SCRIPT-Job Education Mode of Digital Media Art Major	157
Ruo Jia, Anjing Long and Weipeng Lv	
Writing Process and the Ideological Values of The Way of Chuang Tzu by Thomas Merton	163
Li Xia	
A Probe into the Theoretical Issues of Constructing Synergy Strategies of Fostering Virtue through Education in Colleges and Universities in the New Era	168
Li Li	
Blended Teaching of Workplace Theme-based English in Vocational Colleges Based on Production-oriented Approach	173
Yu Zhang	
Construction of the Education System of Hotel Management Education under the Background of Sino-Foreign Cooperative Education	177
Jingfeng Jiang	
Cultivation of Innovative Architectural Talents under the New Generation of Information Technology	183
Aimin Wei	
Restricting Factors of English Basic Education Reform Based on Big Data	189
Xiaoying Liu	
Current Situation, Problems and Countermeasures of Intellectual Property Service System in Jilin Province	195

Analysis and Reflection on the Research Status of TCM Communication in the Past Thirty Years—Analysis of literature from 1989 to 2019 for 30 years	202
Ying Wang , Hong Wu and Lu Han	
Resource Scheduling Model of Ideological and Political Education in Colleges and Universities Under the Background of New Era	207
Ji Rui	
Problems and Countermeasures of Aerobics Teaching in Colleges and Universities	214
Ting Zhang	
English Teaching in Higher Vocational Education under the Background of Outcomes Based Education	218
Dongmei Wang	
Construction of Academic Atmosphere Based on the Primitive Problem-driven Teaching Mode	222
Hongmei Pei, Jielin Shang and Shuyang Li	
Chinese Translation and Effect Appreciation of Special Sentences and Proverbs in English Works	229
Xiaoying Liu	
Integration Path of International Business Major and Entrepreneurship Education	234
Junshu Zhang	
Idea and Path of News Communication Talent Training in the Age of "We-Media"	240
Tao Chen	
The Improvement of ERP Sandbox Simulation System in Practice Course	246
Feng Zu and Xin Li	
The Applied Research of Informal Learning based on Undergraduate Economics and Management Teaching	251
Xin Li and Feng Zu	
The Training Methods of Innovative Talents in Oil and Gas Storage and Transportation Major in Higher Vocational Colleges	257
Shanxin Ni, Li Li, Zhiguo Wang, Congmin Li, Hongqing Liu and Lei Zheng	
Creative Talents Training Mode of Business English Major in Private Universities under Sino-Foreign Cooperative Education	264
Shiyan Bai and Fanyu Zhou	
An Investigation and Strategic Study on Mathematical Reading and Writing Abilities for the Students in Normal Schools	270
Yu Wang	

Present Development and Research on Improving Countermeasures for Blended-teaching Model in Institutions of Higher Learning	277
Yuling Liu and Shuo Yang	
Design and Implementation in Project Cost Management Course based on Blending Teaching Mode	<b>28</b> 1
Yuelin Yin and Xiaoyu Zhang	
On the Generating Logic of Socialist Thoughts with Chinese Characteristics in the New Era of Xi Jinping	287
Liqiong He	
Investigation on O2O Online Offline Mixed Teaching Model of Preschool Education under the Background of "Internet Plus Education"	292
Jie Yang	
Research on Individualized and Precise Stratified Teaching of Information Technology Course in Primary and Secondary Schools	298
Dan Chu , Jian Xie and Dongmei Wang	
The Cultural Connotation of Animal Words in English and Chinese	303
Haixia Yin	
Research on System Construction of Education in Ideology and Politics for Medical Students Under the Pattern of "Great Ideological and Political Education"	307
Hongying Jin	
Application of Blended Teaching Mode in College English Teaching for Medical Purpose	<b>31</b> 1
Yong Hu	
Research and Practice of Virtual Experiment Teaching Mode of Computer Courses Based on MOOC	318
Mu Yang , Yanmei Hu	
Improving Strategy of Higher Education Quality under the Background of Internet	323
Cuiying Li, Yi Cheng, Hongjing Zhang	
The Construction of Higher Mathematics Course in Independent College-Based on the South China Business College of Guangdong University of Foreign Studies	328
Yufang Zhu	
Construction of the Inheritance Mechanism of Traditional Sports Culture of Minorities in Heilongjiang	333
Yong Chen	
College Students' Cognition of English Writing Strategies	339
Xiaoxiao Lu	

The Use of SPOC-based Flipped Classroom in Facilitating Chinese EFL Learners' Engagement in Language Learning	345
Yinli Mo	
The Impact of Intellectual Property Protection on High-tech Products Export	351
Runqi Zhang	
The Teaching Mode Reform of Piano Music Education	357
Dongning Zhai	
Party Construction and Ideological and Political Education of College Students	364
Xiaoxia Fu	
Discussion and Consideration about the Teaching of Sectional Image Anatomy for Medical Postgraduates	370
Shaoyin Duan	
Practice and Research of Blended Teaching of Mathematical Analysis Course Based on Mobile Internet	377
Yunhua Ye	
The Influence of Multi Culture on the Ideological and Political Education for College Students	384
Zhichen Ma	
On the Construction of Youth's Political Identification from the Cognitive Methodology of Public Opinion Entropy	388
Li Wan	
A Brief Analysis of Cultural Education in Korean Education	393
Lina Leng and Guangyong Shan	
Mixed Teaching Model of Tourism Online Marketing Based on SPOC	400
Xiaoli Liu and Qihong Tan	
Financial Management Professional Practice Curriculum System from the Perspective of School-enterprise Cooperation	406
Chengwei Zhang and Weiqi Rao	
Exploration on the Path of the Integration of Curriculum and Certificate of Preschool Education under the System of "1 + X Certificate"——A Case Study of Preschool Education in Yunnan University of Business	412
Fengming Liu, Wei Chen and Youcui Xu	
Study on Foreign Medical Students' Negative Transfer of Mother Tongue in Studying Medical Chinese	418

<b>Teaching Methods of Environmental Design Courses in Applied Undergraduate Colleges under the Background of New Engineering</b>	424
Ying Bai	
Analysis of Vocational Development Education for Students Majoring in Jewelry and Jade Appraisal and Processing	431
Xi Zhang	
Talent Cultivation and Curriculum Reform of History Major in Normal University	435
Ying Li Fengxu Li and Yungang Zhao	
Problems and Countermeasures of Piano Teaching in Preschool Education Majors of Undergraduate Universities	441
Qingnan Wang	
Preschool Education Teaching Methods Based on Children's Psychological Characteristics	448
Ying Zhang	
Development of Language Teaching in Colleges and Universities from a Pragmatic Perspective	455
Jie Huang and Juan Yi	
Investigation on the Decision Making Method of Title Evaluation Institutions of Higher Learning Under Semantic Environment	461
Lijuan Yao	
Research on the Teaching Reform of College Physics under the Training Model of Applied Talent	466
Lijing Gao	
Psychological Analysis of Adult Attachment Based on Nine-Person Personality Theory	470
Jing Zou , Houyan Zhang	
The Impact of the Improvement of British and American Cultural Literacy on English Majors	475
Yilin Zhang	
On the Aesthetic Value of English and American Literary Translation	479
Shu Yu	
On the Effective Ways to Cultivate Agricultural Talents with All-round Development in Moral, Intellectual, Physical, Art and Labor in the New Era	486
Fengling Fang	
Reflections on Undergraduate Education in Law	491
Hongfei Song and Lin Zhang	

An Analysis of the Cultivation of Vocational College Students' Autonomous English Learning Ability	496
Bona Li	
Analysis of Subjective Color Language in Oil Painting	501
Jing Wang	
<b>Educational Psychology Curriculum Reform Based on the Cultivation Model of Applied Undergraduate Talents</b>	505
Wenwei Yang	
Role of Recessive Courses in English Teaching	511
Zhenhua Wei and Dajun Li	
Scale Space Mining Algorithm for Big Data Filial Culture Image Processing	516
Shuangxiao Gou	
College English Intensive Reading Teaching in The Context of Wisdom Classroom	522
Haijun Wang and Fang Wang	
On Chinese-English Translation of Signs from a Reader-centered Perspective	527
Yongkun Wan	
Application and Exploration of Management Accounting in Enterprise Management	533
Yunping Cao	
Jameson's Thoughts on Marxism and Postmodernism: A Review	539
Xingqiu Hong	
Internationalization of Accounting Education under the Initiative of "One Belt and One Road"	543
Huana Chen	
A Review of the Literature on the Research on the Level of National Needs	547
BinGao and Ping Li	
Problems and Countermeasures in the Teaching Quality of Innovation and Entrepreneurship Education in Undergraduate Universities	553
Junshu Zhang	
Research on the Mixed Teaching Mode of Ideological and Political Courses in Colleges and Universities in the New Media Age	559
Yue Zhao	
Classroom Teaching of Preschool Education Major Based on Achievement Oriented Education	565
Mengying Zhao	

Exploration on the Building of Golden Course under the Background of "Culture Export"	570
Bing He	
The Application of Artificial Intelligence Technology in College English Blended Teaching	574
Xue Li	
The Application of "Artificial Intelligence +" in the Construction of Architectural Majors in Higher Vocational Colleges	579
Aimin Wei	
Implementation Paths of Curriculum Integration in Five Majors of Preschool Education	585
Wei Chen , Wenwei Yang	
Research on Group Education in the Region under the Modern Vocational Education System	591
Xiaoyu Wang, Jizhen Yu and Zhiyuan Sun	
Translation Tendency of TCM Terminology English Translators Based on Audience Analysis	597
Lu Han , Ying Wang and Jing Yu	
A Brief Analysis of the Teaching of Skipping Rope in College Physical Education Based on Network and MOOC System	601
Liu Li	
Analysis on Problems of Scientific Research Management in Private Colleges	605
Caixia Guan	
The Practical Path of Chinese Traditional Culture into Higher Vocational Campus Culture	609
Fang Yu	
Multi-module Digital Service Training Platform and Its Implementation Path Constructed by University Focusing on the Home Care Take the College of Humanities and Sciences of Northeast Normal University as an example	617
Xin Hua, Wang Zhongnan and Xu Jing	
Practical Teaching Methods of Oil and Gas Storage and Transportation technology in Higher Vocational Colleges under the Background of New Engineering	623
Jing Zhao, Zhiguo Wang and Li Li	
Exploration and Analysis on Informatization Construction Strategy for Higher Education Management in the Context of Big Data	630
Shuo Yang	

Students' Independent Learning Ability Improvement Model Based on Industry-University-Research	634
Xia Wang	
<b>Exploration and Practice of the Educational Function of Professional Courses</b>	639
xiaoxia Fu	
Construction of "Double-qualified" Outstanding Faculty in Preschool Education Major	644
Fengming Liu, Wenwei Yang and Haiying Yu	
Discussion on the Training Mode of Top Notch Innovative Talents in the Universities	649
Yuguang Qian	
Application of New Teaching Techniques and the Innovation of Chinese International Education	656
Dongping Chen	
Innovative Teaching of Applied Higher Mathematics Curriculum Based on Mathematical Modeling Drive	665
Wenting Ma	
On Teaching Mode of Comprehensive English Micro-Course in Colleges and Universities	671
Huilin Lei	
Marxist Values and It's Significance in Modern and Contemporary Times	675
Jing Lin and Ying Wang	
Rhetorical Effects of Puns in English and American Literature and Their Translation	679
Shu Yu	
Design of Project Teaching Method in Higher Vocational English Teaching	684
Chaoyi Wang	
Higher Vocational Training Path of Teachers in the Early Education of Preschool Education	688
Yuanyuan Wu	
Xiao Hong and Hong Kong Literature	694
Jieqiong Zhou	
Curriculum Teaching Reform of Health Law Based on Formative Evaluation	699
Tao Wu1st, Juan Song, Li Jiang and Shanshan Mei	
An Analysis on the Teaching Method of College Football Optional Course	703
liahena Li	

The Cultivation of Cultural Competence of Non-English Majors under the Strategy of "Culture going out"	709
Bing He	
Importance and Strategies: On Cultivating College Students' Critical Thinking	713
Xue Li	
<b>Exploration on Teaching Reform of College Computer Basic Course</b>	718
Jingchao Liu and Xiaoming Bai	
Cultural Self-Confidence Education of Senior High School Students Based on Quality-oriented Education	723
Liufang Zhang	
Disputes over Arbitrariness of Linguistic Signs	729
Weiling Zhou	
College Physical Education (PE) Teaching and the Physical Health of College Students	734
Xiaobin Ji	
Strategy Study on Ideological and Political Education of Students of Foreign Language Majors of Universities	738
Yanhua Zhu	
New Teaching Methods of Electronic Specialty Practice Courses under the Master-Apprentice System	742
Lai Wei	
Immersion and Practice of Chinese Traditional Culture in Higher Vocational Humanistic Quality Education	749
Hua Chen	
Discussion on the Organizational Strategy of Classroom Teaching in Vocational Education	755
Zhigang Tian, Xinming Zhao	
Analysis of Negotiation Skills of Business English in International Trade	<b>760</b>
Li Peng and Xiaosi Wang	
Under the Background of Internet The Research of Cultivating Students' Creative Thinking in Physical Education	764
$He ext{-}Li$	
The Way to Realize the Course Ideological and Political Education in the Course of an Introduction to Animation	768
Xiaoyi Yang	

How to Cultivate the Students&Apos Application Consciousness in the Primary School Mathematics Teaching	772
Ling Wang	
Practice and Exploration of Music Curriculum for Preschool Education Major	776
Yichen Xie	
The Application of Multimedia Network Teaching Platform in College Dance Teaching	781
WenLi Wan	
Development Trend of Physical Education Teaching in Colleges and Universities in the New Period	788
Xiuqi Ren	
The Reform and Practice of the Teaching Mode of the Equipment Course in the Sergeant Vocational Education	792
Yi Yao, Wen Cao and Qiang Li	
Practical Research on Teaching Methods of Higher Mathematics Curriculum in Higher Vocational Colleges under the Background of Innovative Education	795
Xiaoting Chen	
The Fusion Mechanism of Digital 3D Animation and Chinese Traditional Culture	<b>799</b>
Min Zhang	
On the Development of English Translation in Translation Education	803
Rui Tang	
Research on the Reform of the Teaching Model of "Preschool Dance Creation" of Preschool Education Major in Higher Vocational Education	807
Lu Chen	
<b>Application of Computer Assisted Instruction in P.E.Teaching</b>	811
Junhua Lu	
An Analysis of the Focal Problems in the Reform of College English Teaching	816
Weiwei Feng	
Construction of Finance Function Based on "Ideological and Political Theories Teaching in all Course"	820
Zhongpo Gao and Yu Cheng	
Role of Ideological and Political Education and Counselors in College Emergency under the Modern Network Environment	826
Jie Li, Qiuling Song, Tian Tian and Xin Wen	

Research on Strategies to Improve the Information Technology Capability of the Elderly—Based on "Post-production of Photography" Teaching Practice at Universities for Elderlies	832
Yan Ma	
The Influence and Application of Multimedia Technology in Higher Education Teaching	839
Yu Song	
On the allocation of China's Rural Land Transference Income——Based on Marxism Land Rent Theory	844
Hong Tang	
The Enlightenment and Explanation of Mozi's Scientific Spirit to Vocational Education	848
Tingwei Pan	
Analysis on the Path of Integrating Calligraphy Education into College Students' Ideological and Political Education	854
Wei He	
Research on Modern Apprenticeship in Logistics Management Major of Higher Vocational Colleges	858
Meng Hua	
The Enterprise Ideological and Political Work in the New Period	862
Changjiu Fu and Xinrui Fu	
Relationship between Stress Intensity and Mental Health of Junior Middle School Students	866
Yue Song	
Teaching Reform of Microbiology Practice in New Engineering	872
Qiuling Song, Jie Li, Xin Wen and Tian Tian	
Analysis on the Innovation of Education in Ideology and Politics for Graduate Students in the View of Law	878
Qizi Yu	
Dance Teaching in Colleges and Universities under New Media Environment	882
Juan Gao	
Research on the Development Trend of Marxism and Modern and Contemporary Philosophy	886
Xianfan Gu	
Literary Form and Value Responsibility in the Multimedia Era	890
Dai Wei	

Development and Practice of New Mode of Music Education in Higher Vocational Colleges	894
Xiaodong Liu	
Problems and Reformation in Track and Field Teaching in Medical Colleges	897
Li Wei and Yang Tao	
An Analysis of the Strategies of Cultivating Students' Creative Thinking in College Physics Education	901
Ting Qu	
Application of Unsupervised Deep Learning in Road Image Recognition	905
Jingwei Xie	
Research on BIM Technology Integrated Training Course System for Construction Engineering Technology Major	909
Lejing Lin and Xiaojian Shu	
<b>Emotional and Educational Characteristics of Patriotism of College Students</b>	913
Xueli Sun	
The Training Method of Applied Talents in Ophthalmic Technology Based on the Industry-University-Research Approach	919
Tian Tian, Xin Wen, Jie Li and Qiuling Song	
A Probe Into the Living of Education in Ideology and Politics for Higher Vocational Students	924
Guofang Sun	
Problems and Countermeasures of Children's Music Education in the New Media Environment	928
Xiaodong Liu	
Research on the Application of Process Evaluation in Higher Vocational Mathematics Teaching	932
Suolang Wangmu	
Exploration on the Application of "Match Instead of Practice" Training Method in the Badminton Teams of Colleges and Universities	936
Lei Ma	
Study on the Mechanism of the Evolution of Football in Sports Humanistic Sociology	940
Guoqing Liu	
A Brief Analysis of the Trend and Direction of Translation Teaching Reform for English Majors in Colleges and Universities in Present-day China	944
Xiaoru Yang	

Analysis of Reflective Structure of Dialectical Thinking in Marxist Philosophy	948
Fang Wang	
<b>Construction of Applied Talent Training Base in Higher Vocational Colleges</b>	952
Xin Wen, Tian Tian, Qiuling Song and Jie Li	
The Reform of Chinese Painting Teaching under the Thought of Art Curriculum Reform	958
Rui Yao	
The Reform of the Training Mechanism of "Secondary Examination Students" from the Perspective of Process Quality	962
Weixuan Ye	
Strategic Thinking on the Information Management of Ideological and Political Education in Universities	968
Huang Ting	
Research on the Design of Flipped Classroom Teaching Mode of College English Based on "SPOC + Small Classroom"	972
Likun Yuan	
Analysis of Information Management of Teaching Materials under the Reform of Credit System in Colleges and Universities	976
Tian Gao	
Practice and Reflections on the Introduction of International Professional Qualification Education to Accounting Teaching in Colleges and Universities	980
Ziyan Yuan, Yan Hou and Jiaqiang Li	
Analysis of the Generation of Symbolic Language in Visual Communication Design	988
Chunyan Song	
Methods to Improve the Effectiveness of English Translation Teaching Based on the Cultivation of Applied Talents	992
Zhaoxi Tang	
A Comparative Study of Cohesive Devices in Chinese-English Translation	996
Chaorun Zhou	
Research on the Difficulties and Countermeasures of Education in Ideology and Politics for Graduate Students in Context of Mobile Internet	1000
Liu Hui	
Research on the Construction of Foreign Language Teaching Resources in the Information Age	1004

Application of PDCA Cycle in Japanese Teaching Management	1008
Xiuping Li	
Game Theory Analysis of Economics in Civil Aviation Airport Safety Supervision	1012
Fei Shi	
Development and Exploitation of Middle School Teachers' Learning Ability in Information Era	1016
Lingxuan Wang	
The Application of Hierarchical Teaching Method in the Swimming Teaching	1023
Changxin Li and Xiguo Liu	
A Study on the Construction of Practice Bases for Cloud Financial Management Accounting Teaching Based for Tea Enterprises	1028
Luxing Liu and Yalu Wei	
Research Progress of Domestic Social Psychology in the Field of Subjective Well-being	1033
Youyang Ge	
Affective Factors in the Teaching and Learning of Extensive Reading in College	1038
Li Pan and Ping Chen	
The Status of English Second Class in College English Teaching in Independent Colleges	1043
Qing Wang	
<b>Effective Exploration of Affective Integration Model in Interactive English Teaching</b>	1047
Guoyan Ruan	
On Anomie and Reconstruction of "Shadow Education" in English Teaching	1051
Guoyan Ruan	
Status Quo of Internet Addiction and Intervention Strategies of Private College Students in the Background of Ideological and Political Education	1056
Xiaojia Hu, Jingyuan Zhang and Jingyi Fan	
The Application of Project-based Learning in English Teaching	1063
Chaorun Zhou	
Analysis on how to give Full Play to the Function of Management and Education to Strengthen the College Students Ideological and Political Education	1067
Hengwei Yang and Haizhou Deng	
Pathophysiology of Acute Cerebral Hemorrhage Injury	1072
Tingting Meng, Ya'Ni Hou, Xiaojia Hu and Huaifen Ma	

Undergraduates  Comparisons between Thai and Chinese EFL	1078
Chaorun Zhou	
Construction of Evaluation Index System for the Core Competitiveness of Students Majoring in Physical Education	1082
Xia Jin	
Ideological and Political Education in Functional Experiment Teaching under The Background of Narrative Medicine	1088
Huaifen Ma, Xiaoming Li, Tingting Meng and Huanle Fang	