

Table of Contents

A Comparative Analysis and Discussion on the Morality of Abortion in the US and China	1
<i>Ruofan Li</i>	
Research on the Artistic Characteristics of Screenwriting	6
<i>Jiayi Yang</i>	
How to Choose Celebrity Spokesperson to Improve Customer Satisfaction in the Fast Fashion Industry	10
<i>Yunke Chen</i>	
The Impact of Apology on Inter-group Forgiveness: A Case Study of Dolce & Gabbana's Suspected Insult on China	15
<i>Yamin Liu</i>	
Political apology strategy: Barack Obama faces the Hiroshima bombing	22
<i>Qingwei Zhang</i>	
Study on the Emotional Design of Reading Room Furniture for the Aged Community	27
<i>Zhengjun Wen, Wenyong Dong and Jinyu Li</i>	
Preliminary Research on Interesting Design Method of Aging Furniture	31
<i>Wenyong Dong, Yien Geng and Honglei Lv</i>	
User Experience (UX) Design: Improving Travel Experience for Solo Travelers	35
<i>Yingdao Jiang, Peng Han and Xiaochen Lv</i>	
Analysis on the Application of Ornamental Sculpture in Interior Design of Architecture	41
<i>Li Zhang</i>	
Innovation of traditional Ceramic Technology and Modern Ceramic Technology	45
<i>Xie Changmin</i>	
Analysis of Feminism in Doris Lessing's Golden Notebook	49
<i>Li Qinghua</i>	
From Correcting Mind to Enhancing Morality, From Eliminating Desires to Realizing Harmony: the Advanced and Practical Path Of Teachers' moral Cultivation	53
<i>Jiang Wen</i>	
Real-time Sound Visualization with Touch OSC: Stimulating Sensibility through rhythm in nature	58
<i>Yingdao Jiang, Chaoyu Li and Ziqian Wang</i>	

Intentional or Incidental? ——An Overview of L2 Vocabulary Acquisition	63
<i>Li Xie</i>	
Chinese and American Cultural Conflict and Reconciliation Reflected in The Joy Luck Club	70
<i>Cui Xiaoxi</i>	
Research on Cross-Cultural Communication from the Perspective of Mass Media	74
<i>Ziqi Li</i>	
The Problems and the Relevation of Humanity Education in the Career-Oriented Universities in China by Comparing with the Situations in Hong Kong and Taiwan	80
<i>I Chung Chang</i>	
The Enlightenment to English Teaching in Higher Vocational Colleges From Sun Tzu's Art of War---The Laying Plans	85
<i>Yuan Xiaoxue</i>	
The Awakening of Female Self-consciousness in Han Dynasty from the Perspective of Mulberry Tree of the Path	89
<i>Lijuan Wang</i>	
Research on the integration of excellent culture in ideological and political education of college students	94
<i>Chunming Xu, Can Wang and Nan Yang</i>	
Philosophical reflection on the essence of ideological and political education	99
<i>Chunming Xu, Can Wang and Nan Yang</i>	
A comparative study on the realization of the condolence speech act between KCFL learners and CNSs	104
<i>Xinyu Han</i>	
Construction and Representation: Renovation Design of Public Environment Landscape of Traditional Villages in the New Silk Road	117
<i>Wang xiaodong</i>	
Space, Time, History: Case Study of the Heterogeneous Space in the Central City of Taiwan	124
<i>Lin Shan, Wang Congrong</i>	
Review on Ecological Aesthetics Theory of Landscape Design in China	129
<i>Guo Yang</i>	
Ethical Choices in The Sense of an Ending	135
<i>Yu Ma, Chunna Lin</i>	
Research on Interactive Art Form Based on Artificial Intelligence Technology	139
<i>Mingming Fan, Chao Wen</i>	

Chinese Culture Communication in College English Classroom	145
<i>Bing He</i>	
Prevention of pragmatic failure in intercultural communication	148
<i>Bing He</i>	
Causes of pragmatic failure in intercultural communication	151
<i>Bing He</i>	
Cultural Narration of Residential Landscape in Jinlongba Village	154
<i>Wang Mingming</i>	
Beyond the Boundaries: Indeterminacy, Ambivalence and Kazuo Ishiguro's The Unconsoled	159
<i>Shu-Yuan Chang</i>	
Learning Purposes, Learning Environment and Chinese Learning Effect of International Students in China	163
<i>Jinfeng Li</i>	
The Preposition Process of “guan”	167
<i>Jinfeng Li</i>	
Corresponding Aesthetics in the Artistic Spirit-Based on the Study of Emannel Swedenborg's Theological Aesthetics	171
<i>Zhang Aixin</i>	
On Yi Nationality Kezhi Aesthetic Appreciation and Inheritance Protection	174
<i>Jian Tao</i>	
On Wang Zengqi's aesthetics of seasonal life and his humanitarian lyricism -- starting from the description of plants in "summer"	183
<i>Yuanchao Duan</i>	
Chinese Contemporary Academy Dance Drama Perspective——Start with the dance dramas "The Bronze Sparrow", "The Swan Lake" and "The Fifth Golden Flower"	186
<i>Yang Zhixiao</i>	
Innovative Design Performance of Creative Fonts in Posters	191
—Take Dance Play Poster "The Rite of Spring•Jī "as an example	
<i>Feng Wenyuan</i>	
From World Expo to CIIE: The image of Shanghai in City Publicity Film	198
<i>Nan Dai</i>	
A Study on the Problems and Suggestions of College Interpretation Teaching	202
<i>Li Xue</i>	
Research on the Furniture Demand of Public Rental Housing Residents	206
<i>Wu ShiLin</i>	

On the diversity of ceramic materials in contemporary sculpture	212
<i>Qi Peng, Fei Li</i>	
The contemporary value of Confucius' ethical thought	216
<i>Tao Xiaojuan</i>	
Corpus-based Interpretation Flipped Classroom Teaching Model	220
<i>Li Xue</i>	
Multiple Conflicts and Their Transcendence in Global Propagation of Martial arts	225
<i>Zhang Kun</i>	
The Value of Ethnographical Museums under the Background of Social Innovation	229
<i>Liu Fan, Yaoyiou</i>	
Research on the Status Quo and Development Strategy of Fuzhou Dialect Songs	233
<i>RongHua Wu, GaoHan Xu</i>	
The Sketch of Construction Grammar and Analysis on Its Superiorities and Inadequacies	237
<i>Liang Jie</i>	
Problems and Countermeasures of Chinese Cultural Aphasia in College English Teaching	246
<i>Li Xue</i>	
Deification of Flowers and its Deconstruction: The Comparison and Connection between “The Flower Gods” in The Peony Pavilion and Fairies represented by “Jinghuan” in the Land of Illusion in The Dream of the Red Chamber	250
<i>Huang Xiaoqian</i>	
Football Translation as a Profession in China	257
<i>Jiang Zhaoxia</i>	
A Study of Museum Study Sheet--Sample: Wuhan Museum	262
<i>Shi Nanqiao, Liu Fan</i>	
The Development of College English Translation Teaching Under the Background of Modern Information Technology	265
<i>Li Xue</i>	
Analysis of Museum Study Sheet from the View of Design	270
<i>Shi Nanqiao, Liu Fan</i>	
Study on Buddhist and Confucian Thoughts of Fan Zhongyan —Taking JiDe in his works as examples	273
<i>Wang Rui</i>	
Exploring The Use Of Green Design In Modern Design	277
<i>Liu Wenqing, Zhang Jiawen, Li Shuyuan and Hao Huinan</i>	

Analyzing Interpersonal Meaning in Chinese Public Service Advertisements: A Systemic Functional Approach	283
<i>Enyao Li</i>	
Persian Influence on Classical Sarikoli in a Diglossic Context	287
<i>Junmin Zeng</i>	
Motion Event Framing in Fu'an Chinese: An Empirical Study	291
<i>Wenwen Hu</i>	
Analysis of the Cultural Export Strategy of Korean Drama	296
<i>Wan Wenwen</i>	
Research on the Application of Mongolian Traditional Culture Elements in Cultural and Creative Design	300
<i>Wang xin</i>	
Chinese People's Pragmatic Failure in English in Cross-cultural Communication	303
<i>Dongjie Ren, Zhengbing Liu</i>	
On Research of Xi Jinping's Thought of Military Economy: Value, Content and Method	311
<i>Wei Gu</i>	
Sexism in English Appellations	317
<i>Haijing Xiang, Zhengbing Liu</i>	
Repeated Narrative Aesthetics in Private Life	324
<i>Jing Liu</i>	
A Brief Discussion on the Professional Qualities that Undergraduate Students Majoring in Music Should Possess	328
<i>Xiong Ying</i>	
Research on Modern Architecture of American firms in Canton	332
<i>Qionglin Liu, Siyi Chen</i>	
An Exploration of the Causes of Isabel's Tragedy in The Portrait of a Lady	341
<i>Qiao Lin</i>	
Study on the influencing factors of fitness between shawl collar and face shape	345
<i>Shurong Hu, Qinqin Huang and Zheng Liu</i>	
Reading Henry of A Farewell to Arms	350
<i>Lihong Li</i>	
An Analysis on the Application of Positive Language in Amazon Customer Service English	354
<i>Wang Ning</i>	
The Application of Cooperative Principle in Business Interpreting	358
<i>Hui Wang</i>	

Use of the Function Words in the "History of the Five Dynasties" and the Stylistic Features	362
<i>Ji Yanru</i>	
Research on Translation of Business English from the Perspective of Functional Equivalence Theory	371
<i>Juanjuan Wang, Jintian Chen</i>	