Table of Contents

Practice of business English Teaching in Higher Vocational Colleges Based on the Guidance of Double Teacher Studio  
Chai Xiangyu  
1

Counselor’s Studio Builds a Guide Axis to Promote the Integration of Professional Education and Ideological and Political Education  
Chen Liang, Zhao Fen  
6

Reflections on the internal relationship between the community of human destiny and the commonwealth of free men  
Zhantao Zhang, Yun Chen  
11

Establishment of Curriculum System of Intelligent Transportation Specialty in Vocational Colleges  
Wenjing Cheng, Fantao Meng, Mingfei Yu  
16

A Performance Appraisal of Teachers in Higher Vocational Colleges Based on Entropy Weight and Grey Correlation Degree  
Dai Shu  
21

Strategy for establishing financial management system based on the concept of big data  
Jie Deng  
28

Research on the Rightful and Innovative Strategy of Journalism and Communication in the Era of Artificial Intelligence  
Deng Peng  
33

Ethical Challenges and Countermeasures of News Photography in the Context of New Media  
Deng Peng  
37

Research on visual image design strategy of tea culture brand  
Fan Juan  
41

Information Management and Countermeasures of Higher Education in the New Era  
Fan Sizhen  
45

On the influence of folk art on contemporary expressive oil painting  
Feng Bingchao  
49

Teaching path of Java programming course based on students' ability training  
Feng Chunhua  
54
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study on Vocal Music Teaching and New Music Education in Colleges and Universities</td>
<td>59</td>
</tr>
<tr>
<td>Gao Tianshi</td>
<td></td>
</tr>
<tr>
<td>Research on the innovation of art design in the context of new media</td>
<td>64</td>
</tr>
<tr>
<td>Yuebin Gao</td>
<td></td>
</tr>
<tr>
<td>Discussion on practical teaching mode of navigation based on information resource management</td>
<td>68</td>
</tr>
<tr>
<td>Gong Ting, Li Bing</td>
<td></td>
</tr>
<tr>
<td>The Effect of Work-family Support on Employees’ Job Involvement: The Moderating Role of Proactive Personality</td>
<td>73</td>
</tr>
<tr>
<td>Gu Ying</td>
<td></td>
</tr>
<tr>
<td>Research on Gender Differentiated Curriculum System for Talent Training of Preschool Education Specialty</td>
<td>78</td>
</tr>
<tr>
<td>Hao Kexian</td>
<td></td>
</tr>
<tr>
<td>Countermeasures of E-commerce Talent Training in Higher Vocational Colleges from the Perspective of Two-way Whole Process Intervention between Schools and Enterprises</td>
<td>82</td>
</tr>
<tr>
<td>He Fang</td>
<td></td>
</tr>
<tr>
<td>Research on the Construction of Talent Training System and Practical Teaching System in Modern Higher Vocational Education</td>
<td>87</td>
</tr>
<tr>
<td>He Jiang</td>
<td></td>
</tr>
<tr>
<td>Exploration and Practice of Innovation in Modern College English Education under the Background of Globalization</td>
<td>92</td>
</tr>
<tr>
<td>He Liqiang</td>
<td></td>
</tr>
<tr>
<td>Research on the Strategy of “U-S” Cooperation Model to Promote Rural Teachers’ Professional Development under the Background of Education Targeted Poverty Alleviation</td>
<td>97</td>
</tr>
<tr>
<td>Huang Junli</td>
<td></td>
</tr>
<tr>
<td>Characteristics and Development of Higher Education Management in the New Era</td>
<td>102</td>
</tr>
<tr>
<td>Huang Mengge</td>
<td></td>
</tr>
<tr>
<td>Explore the application of regional cultural elements in the brand image design of rural tourism</td>
<td>106</td>
</tr>
<tr>
<td>Jingjing Jiang</td>
<td></td>
</tr>
<tr>
<td>An Innovative Study of College English Translation Teaching in the Internet plus Era</td>
<td>111</td>
</tr>
<tr>
<td>Lai Yuping</td>
<td></td>
</tr>
<tr>
<td>The Expression Methods of National Characteristics in the Singing of National Folk Songs in China</td>
<td>116</td>
</tr>
</tbody>
</table>
Leng Jing
The Dilemma of the Inheritance and Development of China’s National Folk Song Art 120

Leng Jing
On the Enlightenment of Ideological Education Management to the Development of Ideological Education in Colleges and Universities 124

Li Li’e
Deepening student education management to adapt to the development trend of colleges and universities 129

Li Li’e
On the Talent Training Path of "School Enterprise Cooperation and Industry Education Integration" of Accounting Specialty in Higher Vocational Colleges in Hubei Province 133

Lian Li
Thoughts on the construction of college teachers under the background of "double 10000 plan" 139

Li Qiuming, Zhang Yang
On the construction of teaching staff of innovation and entrepreneurship education in colleges and universities 144

Li Qiuming, Zhang Yuwei
Research on the application strategy of micro course in computer teaching in colleges and universities 149

Li Ruijuan, Zhang Shunji
Difficulties and Strategies of Reading Promotion in Colleges and Universities under the Background of Fragmentation 154

Li Yongpan
Analysis of College English ESP Teaching Mode Based on CBI Concept 159

Yuhua Li, Jufang Zhi
Analysis on the Establishment of Financial Management System in Colleges and Universities Based on Risk Control 163

Li Yuanli
Study on the Construction of Urban Ecological Landscape Space from the Perspective of Sustainable Development 168

Liang Yuanhui
On the Application of Business English in Current International Trade 173

Lin Guijuan
Professional development strategy of special education teachers under the concept of "combination of education and health" 178

-lll-
Liu Xiaolin
The construction of vocational cultural tourism specialty group and talent training mode research—Takes the cultural tourism specialty group of Beijing College of Finance and Commerce as an example

Liu Yanqi
The Effect of red Culture on College Students' Ideological and Political Education from the Perspective of Network

Ning Wei
Practical Research on Cultural Self-confidence in College Students’ Ideological and Political Education under the Background of Online Education

Shao Panke
Application of Regional Cultural Characteristics in Subway Public Art Design

Guomiao Shi
The construction and application of SPOC teaching mode under the perspective of "Internet plus education"

Shi Changmei
Space design strategy of resort hotel based on ecotourism

Sun Chuanbao
Research on local plants and modern urban landscape construction methods

Sun Hao
On College Students’ Employment Psychology Health Education under the Severe Employment Situation

Tian Jianwei, Hu Sheli
Research on Classroom Innovation of Dance Art Teaching in Colleges and Universities in the New Era

Tian Yingjuan, Cui Ruiming
Analysis of University Archives Information Construction Based on big data environment

Wang Chunling
Application of UAV aerial survey technology in mine environmental geological survey

Wang Guixia
Integration Strategy of Vocal Music Teaching and Music Education in Colleges and Universities

Wang Na
Establishment and research of College Students' physique evaluation system based on the concept of "three complete education"
Wang Shiyi
Establishment of Career Development and Employment Guidance Service System for Modern College Students

Wei Qiqi
Strategies for Improving Students’ Practical English Communicative Competence in Higher Vocational English Teaching

Yu Hua
On the detailed description and its function in Zuo Zhuan

Wu Haimin
Establishment of University Intellectual Property Management System Based on Innovation-driven Development Strategy

Wu Xiaoshu
The Development of Educational Management in Colleges and Universities in the New Era

Xie Yujing
Enterprise Accounting Management Measures from the Perspective of Value Chain

Xu Yi
Problems and Optimization Countermeasures of Accounting Management in Enterprise Transformation Period

Integration and Application of Traditional Cultural Elements in Interior Decoration Design

Yan Ran
Application of Emotional Teaching in Piano Teaching

Yi Lei
Research on the effective path of co construction and sharing of high-quality information-based teaching resources in higher vocational education

Mingfei Yu, Wenjing Cheng, Fantao Meng
Analysis of enterprise accounting management informatization construction based on financial sharing mechanism

Yuan Min
Research on using the opportunity of epidemic prevention and control to improve the pertinence and effectiveness of college students' patriotism education

Zhang Chunling
Factors of consumers' clothing purchase behavior and brand marketing strategy
Zhang Hong
Research on management accounting informatization construction with cloud computing platform as the core 312

Zhang Hui
Application of Simulation Test in Putonghua Teaching 317

Zhang Lixia
Research on the Application of Creative Writing in Writing Teaching in Normal Universities 322

Zhang Qing
An exploratory study on the evaluation mechanism and reform of modern higher vocational and technical education 326

Zhang Qing
On the application of big data analysis technology in the field of medicine 331

Zhang Yang, Li Qiuming
Reform of Performance Pay for Higher Vocational Teachers Based on the Particularity of Human Capital 336

Zheng Yufang
The creation of a continuum model for the transformation of College English from EGP to ESP—A Case Study of ESP teaching for Non-English Majors in Application-oriented Universities 340

Jufang Zhi, Yuhua Li
Application of Folk Art Elements in Modern Art Design 345

Zhou Hang
An Analysis of the Effective Strategies of Integrating the Concept of Emergency Service into English Teaching 349

Zhu Jie
Teaching Reform Strategy of Mechanical Specialty Based on Informatization 354

Ai Cuirong
Construction of training mode of high-quality applied innovative talents in computer science and technology 359

Chen Baoda
Countermeasures for Cultivating Students’ Innovative Ability in Computer Teaching in Colleges and Universities 364

Yang Guang
Construction and Service of University Intelligent Library Based on Data Driving 369
Zhang Kai
Ways to Improve the Learning Ability of Higher Applied Mathematics 374

Zhao Xiaolian
Research on Public Communication Space and Inheritance Mode of Traditional Villages 379

Li Zhe
Research on the Teaching Reform of “Tour Guide Business” from the Perspective of Curriculum Ideological and Politics 384

Zhai Lirong
A Comparative Study on the Construction Path of Core Values between Chinese and American College Students 388

Li Ning
Research on Development Strategy of Urban Cultural Heritage Tourism 393

Li Lu
Communication Strategy of Chinese Traditional Culture Based on VR / AR Technology 397

Yang Yanjun
Study on the Construction of Aging Suitability Evaluation System of Environmental Design in Urban Residential region in Cold Regions 401

Yang Yuanting
Research on Architectural Design of Elderly Care Residence under Home-based Elderly Care Mode 406

Yang Yuanting
Discussion on the Construction of Residential Environment Evaluation Index System of Apartment for the Elderly 411

Yang Yuanting
Analysis of employment and entrepreneurship guidance in Colleges and universities from the perspective of great thought and Politics 416

Fang Fang
Effectiveness Analysis of College English Flipped Classroom Teaching Based on Micro Class 421

Xiaojun Jiang
Research on Operational Efficiency Improvement Strategy of Human Resources Sharing Service Center 426

Fan Jinhong
According to the development and change of industry format, strengthen the research on practical teaching reform of the MICE major in High-Vocational Colleges 430
Zhang Lei

Research on the integration of Ideological and Political Course and Computer Operating System

Yongchao Zhao, Ying Xie, Haifei Qin

The Research of Mixed Teaching Mode in the College Courses Education

Yongchao Zhao, Ying Xie, Haifei Qin

Discussion and practice on teaching reform of economic statistics course integrating ideological and political ideas -- Take finance and commerce as an example

Li Hengwang

Swimming training measures based on Psychological Education

Zhou Hongtao, D MARYAMA BINTI AG DAUD

Exploration and Research on computer network security measures based on Internet of things technology

Li Bin

Data-Driven Precision Marketing Strategy on Agriculture: The Application of Machine Learning in Evolutionary Consumer Psychology Towards New Media Communication

Mengqi Deng, Zhihang He, Liucui Meng, Hui Liang

Renovation and Protection of Centenary Old Chinese Cities

Liuqing Yang, Puiying Ma, Ruihong Chen

Interactive Design Strategy of Film Creation Based on Virtual Reality Technology

Na Wang

The Collaborative Innovation between Patents and Standards: A New Path to Solve the Legal Dilemma of COVID-19 Vaccine Patenting

Yupeng Dong, Hong Wu