

Table of Contents

Research on Teaching Reform of Business Administration Specialty in Higher Vocational Colleges Based on the New Era	1
<i>Chengping Yi</i>	
Research on Practical Teaching Reform of Ideological and Political Course in Higher Vocational Colleges from the Perspective of Industry Education Integration	5
<i>Xuemei Li</i>	
Analysis of the Influence of Media Culture on College Students' Psychological Stress Ability from the Perspective of Social Work	9
<i>Xuanxuan Hou</i>	
Research on College English Teaching Promoting the Development of Higher-Order Thinking Skills	12
<i>Juan LEI</i>	
Research on the Distribution Pattern and Development Trend of Aerobics	15
<i>Yuqin Sun</i>	
Research on Talent Cultivation of Economic Management Specialty in Agricultural and Forestry Universities	18
<i>Ao WANG</i>	
Thoughts on Physical Education in Higher Vocational Colleges Based on Mental Health Education	21
<i>QiuHong Zeng</i>	
Construction Strategy of E-Commerce Innovation and Entrepreneurship Practice Platform in Higher Vocational Colleges under Big Data Environment	25
<i>Hongfeng Chen</i>	
Practice of Inquiry Teaching Method in Higher Vocational Physical Education	29
<i>Jianjun Cheng</i>	
Analysis of Physical Education Teaching in Higher Vocational Colleges Based on Sports Literacy and Professional Ability	33
<i>Qiaozai Song</i>	
Artistic Analysis of Mozart's Music Works	37

<i>Minghui Liu</i>	
College English Translation Skills Based on the Background of Cultural Confidence	40
<i>Ziyu Luo</i>	
Reflections on the Historical Context and Inheritance Contained in “Tobshur” in the Context of Intangible Cultural Heritage	43
<i>Yutong Zou</i>	
Discussion on Discourse Words of Business English Guided by Register Theory	46
<i>Xiaojun Yang</i>	
On the Value Function and Realization Path of Ideological and Political Education in Higher Vocational Colleges in the New Era	49
<i>Xiaoge Wang</i>	
English Teaching Practice in Higher Vocational Colleges under the Concept of Formative Evaluation	53
<i>Chunfeng Ye</i>	
Application of Case Teaching Method in Basic Computer Teaching	57
<i>Chunlian Zhou</i>	
Research on the Construction of Online and Offline Hybrid Teaching System of College Physical Education from the Perspective of Media Integration	61
<i>Kaijie Chen</i>	
Ai-Facilitated Legal Education: Changes and Perseverance	65
<i>Hong WU</i>	
Analysis on the Application of Chinese Piano Works in Piano Teaching in Colleges and Universities	74
<i>Xuan LI</i>	
Exploring the Practice of Communicative English Teaching in Middle School English Teaching	78
<i>Yixuan Tang</i>	
Thoughts on the Implementation Methods of University Life Education from the Perspective of Core Accomplishment	81
<i>Tao WANG</i>	
Research on the Construction and Cultivation Path of Core Literacy of Teachers in Traditional Chinese Medicine in the New Era	85

<i>Zhenyu Hu, Yunfeng Liu, Ying Chen</i>	
A Research on the Textual Interpretation and English Translation of Chinese Taoist Metaphorical System in Zhouyi Cantong Qi	90
<i>Yong LIANG</i>	
Sinologist Liu Ts'Un-yan's Research on Taoist Culture and the Taoist Studies in Australia	95
<i>Yong Liang</i>	
Research on the Cultivation Path of the Core Competencies of College Students of the Undergraduates in Colleges of Traditional Chinese Medicine in the New Era	100
<i>Zhenyu Hu, Xiaojin Wang, Pinghua Wei, Ying Chen, Xiaowei Meng, Yunfeng Liu</i>	
Research on Music Expressiveness of Piano Teaching Based on Music Elements	107
<i>Hongyu Li</i>	
Give Full Play to the Advantages of University Teaching Resources and Serve the Inheritance of Local Cultural Heritage	111
<i>Qiu SHANG</i>	
Construction of Java Teaching Mode Based on Employment Orientation	116
<i>Huanxiao Xu, Hongyun Chen, Lanmei Qian, Fang WU, Juan QI</i>	
Research on Key Issues of Enterprise Practice of Postgraduates with Professional Degree	121
<i>Li Xu, Jie Liu, Chengdong Ju</i>	
Research on the Sinicization of Marxist Labor View under the Background of New Media	125
<i>Xiaomei Geng</i>	
Practice of Narrative Medicine in Medical Postgraduate English Teaching in the Internet Age	130
<i>Jie Li, Xiuling Wu, Xiaojun Huang, Shuxian Wang, Yan He</i>	
Research on the Optimization of Postgraduate Academic English from the Perspective of Narrative Medicine	137
<i>Xiuling Wu, Jie LI, Lina Fan, Ping LI, Xiufang Zhu</i>	
The Relationship between the Basic Principles of Marxism and the Promotion of Human Free and All-Round Development	142
<i>Taotao Zhang</i>	
Research on the Coping Style Characteristics of College Students' Psychological Pressure	147
<i>Ying Wang</i>	

Research on the Genre and Artistic Style of Tibetan Opera Masks in Kham Area	152
<i>Kangyang Liu</i>	
Study on Multimodal Confucius Institute Linguistic Landscape	157
<i>Fu Wen-li, Yang Na, Xu Li-sha</i>	
Reform of Yuefu System by Xiao Yan, Emperor Wu of Liang Dynasty	163
<i>Li Jinyu</i>	
The Essence of Knowledge is Simulation and Logical Construct	169
<i>Yong Duan</i>	
Corpus-Based Comparative Study of Google and Youdao Machine Translation Quality	179
<i>Xinqi Dun, Shan Liu</i>	
Analysis of Translation Criticism and Its Development	184
<i>Ming Yang, Xing Fu</i>	
A Correlation Study on the Cross-Cultural Pragmatic Competence and Sensitivity of English Majors in an Ethnic University	189
<i>Ying Hua, Jianchao Hong</i>	
Language Learning Strategies and English Proficiency of Chinese Junior college Students	199
<i>Rui Pi</i>	
Mao Sui's Self-Recommendation Method: to Expand the Debate on People's Acceptance Degree, Cognitive Level and Law of Psychological Activities in Specific Situations	204
<i>Guoxian Wang</i>	
Ethical Analysis of Betel Nut Culture and Related Policies in China	209
<i>Qian Zhang, Xin Peng</i>	
Using New Media to Promote the Work of Party Building in Colleges and Universities in the New Era	216
<i>Wenlei Zhao, Huaxin Zhang</i>	
The Path Analysis of the Local Development of Culture & Tourism Industry Based on Old & New Citizens' Integration——Taking Qingshan Village as An Example	221
<i>Zhongqi Ren</i>	
A Review of Factors Related to Self-Concept Clarity	229
<i>Luodan Ouyang</i>	
The Triple Dimension of Realizing Socialist Science and Technology Modernization	236

Xuemin Zhang, Yuetong Zhao

From Incapability to out of Control: “Chain Reaction” and Antagonistic Decoding of Social Media 241

Xiaoyu Shen

Digital Finance and the Upgrading of Export Structure: An Analysis from the Perspective of Entrepreneurship 247

Chenrui Qian, Huixin Duan

On Collective Trauma: (Post)colonialism and Its Myths in Modern Society 254

Kaixin Pan

Quality Management of Higher Education — From the Perspective of Organization 259

Meng Li

Research on the Influence of Music Education on Urban Left-behind Children’s Mental Health and Misbahiver Habits 264

Baolian Ye

Feasibility Analysis and Innovation of a Culture Immersive Chinese L2 Vocabulary Learning App Based on Multi-modal Learning Theory 269

Yuze Yin, Siyun Chen, Ying Zhu, Jiayi Hao, Yusen Li

Comparative Analysis of BYD's Valuation Based on Dividend Discount, Income Approach and Market Approach 282

Yuanchen Xu

Analysis on the problem of smart pension in China 292

Huan Liu, Mingyue Wang

The integration path of traditional culture and college students' Ideological and Political Education 298

Wu Xiaobo

Research on Packaging Design Cogitation and Performance Techniques in Brand Design 303

Zhou Ziqin

Research on the Construction of Higher Vocational English Classroom Model based on POA Theory 308

Xu Ling

The role and influence of mental health curriculum on College Students' mental health education 312

<i>Yu Chen</i>	
Application of computer big data technology in enterprise accounting subject summary	316
<i>Zou Peiyan</i>	
The Psychological Research of College Students in the Environment of Campus Network Culture Dissemination	321
<i>Dai Ying</i>	
Construction of practical system of political thought courses in institution of higher learning	326
<i>Xiaofeng An</i>	
Research on the challenges and countermeasures of financial management in institution of higher learning under the background of the new era	331
<i>Wei Cao, Jing Jiao, Yankun Yang</i>	
Improving the Effectiveness of Political Thought Education of College Counselors in the New Situation	336
<i>Jianqiong Chen, Hua Sun, Qiliang Chen</i>	
Exploration on the Cultivation of students' Innovative Thinking in College English Teaching Based on TRIZ Theory	340
<i>Ying Chen</i>	
Human resource management in institution of higher learning based on personnel informatization	345
<i>Yue Cheng</i>	
Challenges and Countermeasures in the process of popularization of higher education in China	351
<i>Chu Xinwei</i>	
An analysis of the influencing factors of English idiom learning based on the cultivation of cross-cultural ability	356
<i>Yanping Shan</i>	
College English Curriculum Reform and Practice under the Background of Curriculum Ideological and Political Education	361
<i>Peng Guo</i>	
Resource management of international scientific research cooperation in colleges and universities based on data analysis	366
<i>Dawei Han, Xing Wang</i>	

Discussion on talent training mechanism of "post course competition certificate" integration under 1 + X certificate system	372
<i>Fei Hao</i>	
The Construction of Cooperative Mechanism between Teachers and Counselors of Political Thought Theory Course in Institution of Higher Learning from the Perspective of "Three- Complete Education"	378
<i>Xiaobin Hong</i>	
The construction of innovation and entrepreneurship bases from the perspective of school-enterprise cooperation	384
<i>Maojun Hou, Jinfeng Ye, Yong Miao</i>	
On the Main Forms of Cyber Crime and Criminal Law Countermeasures in the New Economic Era	390
<i>Fen Huang</i>	
Breakthrough and reconstruction of discourse power system of political thought theory courses in institution of higher learning	395
<i>Ying Huang</i>	
New engineering core literacy training and curriculum ideological and political collaborative education	400
<i>Hui Hongzhong, Chen Lian</i>	
A Study on the Current Situation of the Brand Marketing of the Nixing Pottery	406
<i>Jiaqian Leng, Pastrapom Thipayasothorn, Jinye Wei</i>	
Research on the connotation and practice of the political thought curriculum of art design under the background of new liberal arts	411
<i>Dichen Li, Nan Zhu</i>	
A Probe into College English Writing Teaching under English Stratification Teaching	416
<i>Li Feifei</i>	
Research on the Market-oriented Trend of the Reform of Applied Technical Talent Training Program in Private Colleges and Universities	421
<i>Li Peiyuan, Liu Yonggang</i>	
Research on Anti-war Consciousness in Akira Yoshimura's "Shipwrecks"	424
<i>Li Xing, Yang Jielin</i>	
Cultivation of engineering innovation ability of engineering students based on	429

interdisciplinary characteristics

Yan Liu, Xingcai Li

Analysis on the Function Path of Agricultural Vocational Colleges in Rural Vitalization Strategy from the Perspective of Integration of Industry and Education 434

Zhijian Liu

Research and Practice of Practical Teaching Quality Evaluation System in Application-oriented Universities Based on Modern Information Technology 440

Fengqi Lv

Research on the interpenetration between solfeggio and music aesthetic psychology from the perspective of aesthetic education 444

Jiayin Lv, Na An

Analysis on Regional Branding Power and Path of Henan's Cultural Industries along the Yellow River 448

Zhenlin Ning

Exploring the path of college students' sportsmanship cultivation based on college sports association 455

Pan Changhong, Kuang Qiaoyu

Exploration on the "Charm" of Chinese Classical Dance Performance 460

Pang Jun

Research on promoting the development and innovation of cultural industry in colleges and universities based on art management 464

Yiran Shang

On the training mechanism of "double-master-type" teachers in Vocational Schools under the background of the integration of industry and education 469

Zhuying Shang

On Teaching Chinese as a Foreign Language from the Perspective of Contrastive Linguistics 473

Shen Xiaomei

Analysis of the influencing factors of the vitality of small and micro spaces in the old urban area of the city 478

Shoujian Song

Risk analysis of financial portfolio based on behavioral finance 483

<i>Hejing Sun</i>	
Research on the combination trend of political thought education and student management service under the background of core values	487
<i>Hua Sun, Xianfang Chen, Jianqiong Chen</i>	
Connotation and importance of red culture construction on university campus from the perspective of "three complete education"	492
<i>Lu Tu</i>	
Research on the Development and reform of korean instructional mode in institution of higher learning from the perspective of constructivism	497
<i>Mei Wang</i>	
Application of Psychological Counseling in College Students' Political Thought Work	501
<i>Xinfeng Wang</i>	
Research on College English Teaching based on "In-class + mobile Learning" Mode	506
<i>Yuan Wang</i>	
Research on Physical Exercise of Postgraduates under the Perspective of Educational Evaluation Reform	511
<i>Ziling Wang, Fei Huang, Fen Yu, Hanneng Chen</i>	
Analysis on the contemporary value of silver handcraft	515
<i>Jinye Wei, Pastrapom Thipayasothorn, Jiaqian Leng</i>	
Research on innovative design and skill application of garment set from the perspective of informatization	520
<i>Xiaojuan Wei, Bowen Li</i>	
Exploration of Japanese Online Teaching Mode under the Background of "Internet plus"	526
<i>Jian Wu</i>	
The creation and artistic style of piano music from the perspective of romantic aesthetics	531
<i>Linjia Xu</i>	
Prominent vocational characteristics are the core of higher vocational education teaching reform	535
<i>Nan Xu</i>	
Improvement Strategy of Ideological and Political Education Mode in Colleges and Universities Based on "internet plus"	540
<i>Bilong Yang</i>	

The Influence of Color and Emotion on Oil Painting Creation from the Perspective of Color Psychology	545
<i>Yang Bo</i>	
Translation Strategies of Hainan Tourism Culture Based on Applied Linguistics	549
<i>Yuxiu Yu</i>	
Research on the Community Teaching Model of Teachers and Students Learning in College English Classroom	554
<i>Fang Zhang</i>	
Analysis of the historical inheritance and aesthetic characteristics of Han dance in the new era	559
<i>Junhui Zhang</i>	
On the Modern Environmental Art Design under the View of Ecological Civilization	564
<i>Meng Zhang</i>	
Research on the path of political thought education in the second and third classes of computer majors from the perspective of "professional political thought education"	569
<i>Miaomiao Zhang, Shulan Yu</i>	
On the Teaching Strategies of Picture Book Reading in Special Education Schools	575
<i>Qi Zhang</i>	
Comparative analysis on the advantages and disadvantages of logistics industry warehouse distribution mode and network express competition	579
<i>Wenyan Zhang</i>	
Analysis on the quality development strategy of university students' ideological and political schooling under the multimedia environment	585
<i>Yue Zhang</i>	
On the New Model of English Translation Teaching in the Digital Age	590
<i>Jie Zhao</i>	
The Supervision of Villagers Committee's Exercise of Power from the Perspective of Rural Governance	595
<i>Zhao Wanfu</i>	
Analysis on the effectiveness of higher education quality based on educational service	601
<i>Ang Zhao</i>	
Exploration of Practical Teaching of Political Thought Course in Institution of Higher	606

Learning under the Background of Big Data

Donggen Zhou

Practice and Reflection on the Political Thought Construction of American Literature Curriculum 612

Fuyu Zhou

Research on the Construction of Information Instructional Resources Sharing Platform under the Internet Background 617

Qiaoting Zhou

An innovative path for educating people in higher vocational colleges to promote common prosperity 623

Yongxin Zhou

The Impact of Digital Financial Inclusion on the Urban-Rural Income Gap in China 629

Liangpeng Chen, Chaiwat Nimanussorinkul, Pathairat Pastpipatkul