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DEStech Publications
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A Critique on Swain and Lapkin’s “Focus on Form through Collaborative Dialogue: Exploring Task Effects”
Bu-Han PAN

Abstract. Linguistic accuracy is one important goal for second language learning. In order to help learners focus on the accuracy of their linguistic output, various approaches have been tried through classroom procedures. Swain and Lapkin’s (2001) “Focus on Form through Collaborative Dialogue: Exploring Task Effects” reports on a study of Focus-on-Form through task-based instruction. This paper intends to critique Swain and Lapkin’s (2001) research article, including (1) a presentation of the article, (2) a critique of the article, and (3) suggestions for modification and extension.

On Cultivation of Contemporary College Students’ Responsibility Consciousness
Sen LIN

Abstract. The responsibility consciousness of contemporary college students mainly encompasses such responsibility towards themselves, families, countries and societies, as well as all humanity. As a whole, the values advocated by our society are accepted by an overwhelming majority of students, who care about the development of the country, society and themselves, making it clear that what responsibility they should take. However, there exists a lack of responsibility consciousness in the campus, and the reasons are various accounting for this phenomenon. Therefore, we should give prominence to the trinity of family, university and society on education in order to cultivate the responsibility consciousness of contemporary college students.

University · Government · Society:
Multidimensional Guarantee of Higher Education Quality
Lian-Sen WANG

Abstract. It is essential to establish a multi-element quality assurance entity consisting of government, society and school. As the entity of running school, universities shall arouse the education and teaching enthusiasm of teachers, stress student-orientated and highlight students’ experience and feeling, plays the management staff’s role of system guarantee and condition guarantee. Government shall change the management function, reduce the authorization and approval matters for universities’ running of school, mainly play the roles of “navigator”, “controller” and “patron”, start the building of national higher education quality assurance data information platform, legally ensure the financial investment in higher education. Society shall fully play roles of “supplier”, “direction instrument” and “supervisor”, build accountability system and relatively independent intermediary organizations of education assessment, utilize public opinions to urge and promote universities to put
the problems reflected by public opinions on the agenda and solve them. This paper can not only provides basic information for other theoretical research, and provides theoretical guidance for practical exploration, but also provides basic information for the international comparative study of the quality assurance of higher education.

ICAEM-paper3154
Comparison of Emotions, Motivations and Learning Outcomes between Blended and Face-to-Face Training Programs in Banks
Zhong-Gen YU, Ran MENG
Abstract. Professionals are always required to command professional English to some degree in order to improve their positional titles. Therefore, acquisition of professional English plays an important role in professional development. Failure in professional English acquisition will likely dim professional career. Compared with studies on English acquisition on campus, fewer studies have been conducted on English acquisition at workplace. This study, using several scales proved internally reliable previously and presently, compares the differences in emotions, motivations and learning outcomes between blended and face-to-face training programs in banks. Three conclusions, previously unfound in the field of professional English training, are reached: (1) Bank clerks are emotionally more favorable towards blended training than face-to-face lecturing; (2) Blended training is more motivating than face-to-face lecturing in banks; (3) Blended training leads to better learning outcomes than face-to-face lecturing in banks. Future studies should focus on the benefits of blended delivery and future practice can integrate blended training into MOOCs and flipped classrooms.

ICAEM-paper3155
Construction of Culture of College/School/Department
Lian-Sen WANG
Abstract. College culture is university subculture, and a unique organization culture form created, discovered and developed from long-term teaching management practice, generally accepted, recognized and followed by teachers and students of college/school/department. To better build up college culture not only can enrich the cultural connotation of the university, carry forward the university spirit, and maintain university tradition, but also plays an important role in constructing college core values, enhancing college’s soft power, optimizing college educational environment, highlighting college characteristics, cultivating college teamwork spirit, shaping college external image, building a harmonious collective life. From three aspects of content, principle, approaches, college cultural construction in universities and in vocational colleges is respectively analyzed.

ICAEM-paper3156
The Analysis and Conclusion of 2015 Chinese Badminton Team’s Result in Sudirman Cup
Qi-Qi ZHANG
Abstract. Basing on the Chinese Badminton Team’s eighth final game in 2015, the 14th Sudirman Cup, through summarizing and analyze on video observation, mathematical statistics, comparative analysis and other research methods to find out the key causes of the victory, providing the theoretical basis for our country to continue to maintain a high level in badminton games.

ICAEM-paper3157
An Empirical Comparative Study of Patriotism Education of Sino-US College Students
Rong-Gen ZHANG
Abstract. Beginning with definitions on patriotism, the paper reviews researches concerned home and abroad. Then a questionnaire on patriotism is done among students at Shanghai Publishing and Printing College and University of Texas at Austin. The finding is, although most of Chinese students think it necessary to be patriotic and themselves as patriots, most of them assume to fairly lack of education on patriotism, not to be willing to join the army for the country, and not to express their patriotism. Finally, some suggestions are raised to enhance patriotism education of Chinese students.

ICAEM-paper3159
Platform Building of College Student Cadre Thoughts
Sen LIN
Abstract. Universities are important organizations to create and deliver knowledge, cultivate and develop professionals at various levels, and take students walk the road of socialism with Chinese characteristics with education in the development pattern of the social cause with Chinese characteristics. As important organizers and participants of campus cultural activities, how to deliver and lead students will be the key to play the good role of student organizations. Student cadres should act as pioneers to keep up the pace, focus on the development of hybrid mode, promote students’ work with medias, and to realize the improvement of student cadres’ overall quality with the construction of cadres’ thoughts leading platform.

ICAEM-paper3160
Study on Standardization Management of Biotechnology Based on the Target Control
Ai-Jin MA, Hai-Zhen ZHAO
Abstract. On the basis of analyzing the present situation and trend of development of biotechnology, this paper inquires into the effect of establishing the standard system of biotechnology and the content of standardization of biotechnology, utilizes the principle of establishing the standard system, establishes the standard system of biotechnology based on the methods such as the level, the target control and so on, offers the suggestions of building the technical supporting institution, and provides the reference in the aspects of reducing the repeat and contradiction between the standards, increasing the efficiency of standardization management of biotechnology and so on.
ICAEM-paper3161
Characteristics Analysis about Chinese Primary School Textbook “Morality and Life”
Hong-Yan WANG

Abstract. Morality and Life textbook is to guide students to learn book for teachers, but also a major source of material for student learning. It is also a moral and living standards of the most important curriculum carriers, thus the importance of character building and living textbook also highlighted. This article focuses on several Chinese versions of the textbook characteristics of morality and life, hoping to provide some valuable feedback to the construction and improvement of textbooks, but also want to be able to provide some help and reference for creatively using the textbook for teachers.

ICAEM-paper3162
Study on the Reform of Computer Practice Teaching
Dan GUO

Abstract. According to the current situation of computer practice teaching, the paper analyzed the problems and reasons of it, put forward the important meaning of the reform, proposed the reform measures of computer practice reaching basing on the actual need in teaching work. The measures will raise the students’ creative and practice abilities, promote the students adapt to the social requests, and help the students work and develop better.

ICAEM-paper3163
A Study of Cooperation in Speaking Homework on Spoken English Teaching for Medical College Students
Qiu-Huan SONG, Ping SHI

Abstract. Based on the current situation of spoken English teaching in China, the author has conducted a study of cooperative speaking homework on spoken English teaching and learning. The development of internet and educational technology has expanded classroom teaching to home learning. In this study, some medical college students were divided into groups and cooperatively fulfilled their oral tasks after class, which have been video recorded for check. It has brought some outcomes. First, it can arouse student’s interest in English speaking; second, students learn to be cooperative instead of competitive; third, students become more confident and creative in learning. The study also indicates how teachers help students to learn English speaking better via the modern educational technology and instruments outside classrooms.

ICAEM-paper3164
The Cultivation of Ecological Literacy in Business English Teaching
Jing LUO, Zhi-Peng ZHANG

Abstract. This article aims to probe how to nurture ecological literacy in the process of business English teaching. Since proper teaching concept and teaching method is the core of cultivating ecological literacy, the authors choose one of popular business
English textbooks to study its eco-literacy education ideology. Moreover, in order to foster business talents with humanistic quality and awareness of environment protection, business English teaching should receive proper teaching concepts, and apply appropriate teaching methods to instill the ecological literacy which will be discussed in this study.

ICAEM-paper3165
Control and Management of Electronic Records of Information of Agricultural Products Circulation
Ai-Jin MA, Hai-Zhen ZHAO

Abstract. To achieve the sharing and use of the information of agricultural products circulation, and enhance the efficiency of the circulation of agricultural products, this paper explores the control and management of electronic records of information of agricultural products circulation, and brings forward the content of electronic records of information of agricultural products circulation, management requirements and control measures so as to provide guidance on building the electronic recording system related to agricultural products circulation. On the basis of analyzing the present situation and trend of development of biotechnology, this paper inquires into the effect of establishing the standard system of biotechnology and the content of standardization of biotechnology, utilizes the principle of establishing the standard system, establishes the standard system of biotechnology based on the methods such as the level, the target control and so on, offers the suggestions of building the technical supporting institution, and provides the reference in the aspects of reducing the repeat and contradiction between the standards, increasing the efficiency of standardization management of biotechnology and so on.

ICAEM-paper3167
Exploration and Practice on the Development of Teachers’ Teaching Ability in Local University with Trade Characteristics
Guang-Ya ZHANG, Ling-Li FAN

Abstract. Based on the current situation of the local universities with trade characteristics teachers teaching ability, setting up the teachers’ teaching development center, perfecting the teacher teaching development rules / regulations/support policy, formulating and implementing the teaching ability promotion plan, to solve the problem of setting teaching ability development institution and operating mechanism, the problem of insufficient development of teachers’ teaching ability, the problem in the teaching management, for example: attach importance to supervision and management, but despise teaching guidance, pay attention to all kinds of evaluation, but despise feedback, think highly of award and punish, despise teaching skills’ development. All of these improve the teaching ability of teachers significantly, improve the students’ academic development greatly. The exploration and practice have certain exemplary role to similar universities.
Management Pattern Discussion and Practice of Graduate Students Vertical Research Group Based on Matrix Organization Structure

Ying FU, Chi ZHANG, Yong ZHANG$^c$ and Kuan CHANG

Abstract. The development of engineering universities in China has entered a “new normal” of great number of graduate students and large quantity of research activities. Doctoral students and graduate students trained by research university account for over 80% among all the ordinary universities in China, research laboratory and research group are the main places for their study and living. The traditional and single horizontal class management which divided according to students’ school year is still play a role, but its limitation is also obvious in moral education, teaching management and other aspects. This paper takes School of Material Science and Engineering of Harbin Institute of Technology as an example, presenting a “horizontal cultivation, vertical extension” research group management pattern based on matrix organization structure. In practical student work, we used and concluded a corresponding mechanism of system construction and management, which is a useful innovation of postgraduate education management.

Discussion about the Cultivation of Humanistic Quality of Science and Engineering Students

Ying FU, Chi ZHANG, Lei WANG$^c$ and Huan YAN

Abstract. Universities generally play a most important role in educating the students with both professional knowledge and literacy quality to make them talented people with innovation. However, it seems that the current students in the universities, especially in the colleges of science and engineering, didn't show the expected humanistic qualities sufficiently. This paper expounds the significance as well as the importance of humanistic quality education in Universities of science and engineering, and it puts forward some ways on how to carry out humanistic quality education. Zhou Yuanqing, the former Vice Minister of the department of education of China, pointed out that there would be no first-class university without humanities education. We should understand the fundamental influence of national education on cultural heritage and innovation so that the university could become an important cradle of training a large number of highly qualified personnel who can pass down the culture with innovation effectively. At present, as far as the current situation of higher education in mainland China is concerned, the humanities quality education has not been paid enough attention in the higher education because of the one-sided emphasis on science and technology in most of the universities, which makes their students, especially science and engineering students, lack of humanistic quality. Lack of humanities quality seriously restricts the healthy growth and all-round development of college students, which is contrary to the objectives of college education. Thus, it is an urgent task for higher education to strengthen the humanistic quality education and improve the quality of personnel training.
ICAEM-paper3171
Practice of the Course Integration between Information Technology and Fine Art Education in Normal University
Zhi-Heng YU, Dan MA, and Cheng-Li ZHAO
Abstract. At present, information technology and curriculum integration have entered a deeper level, how to apply information technology to the teaching of various disciplines has become a hot topic in the research of domestic scholars. In this paper, we presented the practice process of information technology integrating with fine art education professional curriculum in normal university, including curriculum design, information retrieval ability training, emotional information and information ethics cultivating, development of autonomous learning, e-learning environment construction and teaching feedback and evaluation mechanism establishment.

ICAEM-paper3173
The New Development Study on China’s Export Trade under the Background of “One Belt One Road”
Fang LUO
Abstract. This article analyzed the history and current condition of China’s export trade, then contrasted the new development of the China’s export trade, summed up the impetus and hindering factors about the new development of China’s export trade, so that we can have a better idea about the implementation and its impact on “One Belt One Road”, make full use of the strategic opportunity brought by the policy of “One Belt One Road”, promote the further development of China’s foreign trade. This paper researched the development status of China’s export trade status by using literature research analysis and Comparative analysis, brought out the promotion and obstructive factors of the development of China’s export trade by Qualitative analysis method, thus concluded that it is necessary to strengthen international cooperation, strengthen communication and exchanges of various countries to boost the steady development of China’s international trade. The innovation of this article is that it more comprehensively analyzes the influence of “One Belt One Road” on China’s export trade’s.

ICAEM-paper3174
The Formulation of Marketing (Clothing Marketing Direction) Professional Application of Technical Talent Training Scheme
Shui-Hua YANG
Abstract. The paper is aim to detailed research current university clothing professional education and find out the issue existing in current clothing professional education. By analysis of the demand of clothing industry, established marketing (clothing marketing direction) professional applied undergraduate talents training plan. Provide feasible Suggestions for clothing professional talent training scheme in universities.
ICAEM-paper3175
Analysis on Psychology of Contemporary College Students Shopping Online
Wei YAO

Abstract. This paper through search Related Records to see online shopping trend and current situation at first, next combining questionnaire survey to understand college students' network shopping consumption situation, and then analyze their consumption psychology, giving students some rationalization proposal on network shopping and some marketing strategies for online sellers.

ICAEM-paper3176
The Construction of Experimental Area: the Innovation Platform of Teachers' Professional Growth -- Based on Teachers' Education Practice Teaching Reform in Bohai University
Hong LI

Abstract. "Teachers' Education Practice Teaching Reform" is the new exploration of teachers' education reform and elementary education development. It is the new approach to the specialization of teachers' education, lifelong-rization and the integration. It is also a new model of teachers' education on the basis of equal cooperation of normal universities and elementary education. In combination with the practical situation of innovation of practice teaching in teachers' education, this paper tries to find that there were problems, put forward the corresponding improvement way and make the quality of the innovation platform of education teachers' professional development get further improved.

ICAEM-paper3177
Research on Conditions and Countermeasures of Elementary School Teachers' Multimedia Courseware Production Skills
Hong LI

Abstract. Not many scholars research multimedia courseware production skills as a skill of new teachers. Based on the problems of the primary school teachers on some aspects of using multimedia courseware, producing courseware and training, this paper puts forward the strategies of improving the elementary school teachers' multimedia courseware production skills on the aspects of the training contents and the forms.

ICAEM-paper3178
Research on Establishing and Forming "Sports Network" System and Mechanism——Based on the Status of Physical Health and Physical Activity of Middle School Seniors in China
Jian-Long QIAN, Jiao MA and Wang-Di ZHAO

Abstract. According to the adverse status of physical health and physical activity of middle school seniors, proposing solutions about "sports network" system and mechanism of the construction of middle school students by using the methods of literature data, analysis, synthesis and so on. In the longitudinal aspects, form the
macroscopic policy makers, middle managers, micro executives and all kinds of linkage among the audience and coordinate system and mechanism. In Lateral aspects, establish and form "family, school, social” interaction and cooperation mechanism, prompting the coordinated development and deep fusion of school sports, social sports and competitive sports so as to change the bad status of seniors’ physical health and physical activity.

ICAEM-paper3179
Relationship between Organizational Culture Identity and Job Performance of Enterprise Employees
Wen-Juan ZHANG
Abstract. Organizational culture identity is a key factor of enterprise culture construction and a hot topic in studies conducted nowadays. In this study, the Organizational Culture Identity questionnaire and Job Performance questionnaire have been used to explore the relationship between organizational culture identity and job performance among 232 enterprise employees in a city in Shandong Province. Main results are as follows: (1) there is extremely significant positive correlation between four dimensions of organizational culture identity and two dimensions of job performance; (2) organizational culture identity has significant positive predict to job performance; in particular, culture identity degree in cognitive and behavioral aspects has significant positive predict to task performance, and culture identity degree in cognitive, behavioral, affective and social aspects has significant positive predict to contextual performance.

ICAEM-paper3181
MOOC Learning Motivation-Based Study on the Inspection of Learning Effect
Zhan-Kui LI, Yan-Chun LIU
Abstract. MOOC, as a kind of free open online courses, has rapidly swept the world in recent years and aroused frenzy and widespread concern at home and abroad. In-depth research on MOOC has been conducted from different angles in domestic academic circles. Seen from the high enrollment rate and the extremely low passing rate, it is generally considered in existing research achievements that a low completion rate is a major bottleneck restricting MOOC development[1]. Does the low completion rate mean that the overall learning effect is poor? We try finding the answer to the question from another angle. MOOC learning effect is explored from the perspective of the learning motivations of MOOC learners in this paper, and it is innovatively put forward from a new perspective that different MOOC learning effect evaluation systems should be established based on different learning motivations, which has enriched MOOC research-related theories and provided theoretical support for the sustainable development of MOOC.

ICAEM-paper3182
Study on A Support Service System under the New “MOOC+SPOC”-Based Mixed Teaching Mode
Yan-Chun LIU, Zhan-Kui LI

Abstract. A support service system is an important condition for guaranteeing teaching and learning effects. Based on theories and concepts concerning new mixed teaching modes, the concept of the new “MOOC+SPOC”-based mixed teaching mode is analyzed and defined, and coupled with the MOOC+SPOC-based computer course practice of H university in China, a support service system model is constructed. A questionnaire survey method is adopted to learn about students’ various demands for support services and in view of their demands, measures for improving the support service system are put forward.

ICAEM-paper3184
The Research of Blended Learning for Computer and LAN Course
Yu-Li MA

Abstract. The traditional classroom teaching has been unable to meet the educational needs of students, with the development of information and network technology, blended Learning increasingly reflects its superiority. This paper discusses the process of the blended learning based on network teaching platform and the matters needing attention. It lays a theoretical foundation for the implementation of blended learning.

ICAEM-paper3185
On the Cultivation of Internationalized Professional Translation Talents in Colleges and Universities
Li-Hua QING

Abstract. Under the background of the fierce competition of international talents, it is an important task for colleges and universities to cultivate internationalized English translation talents nowadays. In order to cultivate a large number of outstanding internationalized professional translation talents for the rapid development of the politics, economy and culture in China. This paper puts forward the countermeasures on cultivating international translation talents based on the necessity of internationalized talents in China.

ICAEM-paper3186
Recent Development of Empirical Researches on Performance Evaluation of Business Incubators in China
Bao-Qing CHENG

Abstract. To promote empirical researches on performance evaluation of business incubators in China, this article systematically reviews related literature from 2010 to 2016. It is found from the review that (1) recent researches in this regard mainly focus on technology business incubators; (2) data envelopment analysis and mixed methods are gaining popularity; (3) performance evaluation criteria adopted, especially in the researches which do not employ data envelopment analysis, are quite inconsistent. As current researches pay main attention to national-level technology business incubators from the perspective of incubator itself, new researches should be carried out to other incubators and from other perspectives, such as incubatees and communities.
ICAEM-paper3187
A Study on Virtual Social Activities of College Students in Mobile Internet Environment -- A survey based on cases of Wuhan Technology and Business University
Pei ZHANG

Abstract. This paper adopts anonymous random sampling method to study the virtual social activities of college students in mobile Internet environment. According to the statistical results obtained by statistical package for social sciences (SPSS18.0), mobile Internet has now become one of the major platforms for virtual social networking of college students. In this context, this paper discusses new approaches, contents and characters of college students’ virtual social networking in mobile Internet environment, further researches their impact and puts forward solving strategies for negative impact.

ICAEM-paper3188
The Construction of "Practical Teaching" System of the Major of Teaching Chinese to Speakers of Other Languages on the Base of Personnel Training -- A Case Study of Guilin University of Electronic Technology
Yan-Mei ZHANG, Ling-Zhi ZHANG, Shao-Cong LIU, Han DING

Abstract. The Major of Teaching Chinese to Speakers of Other Languages focuses a lot on practice, thus it is very necessary to carry out the "practical teaching". This research is to study the current problems of the personnel training in the Major of Teaching Chinese to Speakers of Other Languages in the case of Guilin University of Electronic Technology. The research aims to contribute to construct a diversified "practical teaching" system with the features of times, localization, characterization, and sense of innovation and employment from the following three aspects: the combination of theoretical courses and "practical teaching", the focus of the application of "practical teaching" and the diversified extracurricular "practical teaching". It is our hope to provide useful references and inspiration to the construction of the Major of Teaching Chinese to Speakers of Other Languages for the related colleges in Guangxi and China.

ICAEM-paper3189
Evolutionary Game Path of Law-Based Government in China
Ying-Ying WANG, Chen-Wang XIE and Bo WEI

Abstract. Evolutionary game theory has good applicability in the study of law-based government in China. This paper mainly analyzes and studies the frame of the evolutionary game process from two dimensionality of complexity: horizontal process and vertical process. Two evolutionary game modes—horizontal spiral-promotion evolution mode and vertical interactive evolution game mode are discussed in order to prove "Endogenous evolution" rule of law can solve the "power paradox" of government. In the end the evolutionary game path of law-based government in China is put forward.
ICAEM-paper3190
The Overview of Excellence in Chinese Preschool Music Education
Chen-Yan DAI

Abstract. This paper intends to probe into what kind of education can be counted as a good preschool education, what preschool music education is and the current status of college preschool education from the perspective of general knowledge in relation to education, concretely focuses on such questions as why we teach, what to teach and how to evaluate. Firstly, it is to know the purpose of preschool education and what kind of preschool education can be counted as a high quality one. Secondly, it discusses what to teach and how to evaluate preschool teaching. In the context of preschool education, it discusses the importance of preschool education, and the current status of Chinese preschool education policies and college preschool music course teaching. Lastly, this paper discusses the teaching status of global preschool music education, and compares it with the overall teaching situation and status of China preschool education.

ICAEM-paper3191
The Influence of MOOC on Traditional Classroom Teaching of Chinese Universities
Ling REN, Qing-Dong LING

Abstract. Nowadays, MOOC provides a new network education platform for universities all over the world, challenging the world’s higher education and exerting a profound influence on Chinese universities as well. Actually, MOOC gradually shows its unique advantages and development potential in China. On the one hand, MOOC improves the comprehensive qualities, promotes scientific research and increases evaluating effectiveness of university teachers. On the other hand, MOOC improves the students’ ability of autonomous learning and helps them grasp good learning methods. However, there is no doubt that traditional classroom teaching cannot be completely replaced. In China, it is generally accepted that universities provide the environment of scientific research, supervise the learning effectiveness and contribute to humanistic education. Thus, Chinese universities must take full advantage of MOOC, and make up the disadvantages through classroom teaching to ensure them meet world standards. Finally, this paper hopes to get some enlightenment on the university teaching reform in China, which could be also helpful for the development of university education in the whole world.

ICAEM-paper3192
Construction of Characteristic Programs of Private Colleges and Universities in the School-Enterprise Cooperation Mode
Hong CHENG

Abstract. This paper discusses the aims, contents, problems, and principles of the construction of characteristic specialties of private colleges and universities in the school-enterprise cooperation mode and offers suggestions for school-enterprise cooperation, construction of feature programs, and promotion of teaching reform.
ICAEM-paper3193
A Study on the Influence of College English Teachers’ Qualities on Class Atmosphere
Zhen-Zhen GU, Lin ZU, and Ying GAO

Abstract. In foreign language teaching, classroom atmosphere plays an important role in students’ learning effect. Although there are many factors that can affect the classroom atmosphere, such as traditional Chinese culture “silence is golden”, “emphasize harmony and collective” etc., the role of teachers cannot be ignored. In order to specify its effect on class atmosphere, in this paper a survey was conducted among 883 students from 5 different types of colleges and universities in Hebei province. The results show that some specific qualities of college English teachers have effect on class atmosphere. Based on the findings, some suggestions as to how to improve college English teachers’ qualities to promote class atmosphere was put forward, thus improve classroom qualities and foreign language acquisition.

ICAEM-paper3194
Investigation and Analysis on the Current Situation of Young Teachers’ Scientific Literacy in Private Colleges -- Taking Shanghai Sanda University as an Example
Li LIN

Abstract. The article takes Shanghai Sanda University as an example, investigates and analysis young teachers’ scientific literacy in private colleges through questionnaire survey. And then puts forward some countermeasures to improve.

ICAEM-paper3195
The Realization of Mood through Syntactic Patterns in English Public Service Advertising Texts
Yan-Qing FANG

Abstract. Public service advertisement can indicate the relationship between the advertiser and the audience as well as the interaction and negotiation between them. Based on the systemic functional grammar, this research aims to investigate the interpersonal meaning of mood system through syntactic patterns. It finds out that declaratives are the overwhelming majority, followed by imperatives and interrogatives. There are more positive imperatives than negative imperatives, which mean that when advertisers give commands, they tend to specify what is expected to do. Most of the interrogatives used are wh-interrogatives, demanding information on a specific issue. Only three are yes-no interrogatives, which require confirmation or rejection.

ICAEM-paper3196
On Cultural Connotations of Color Words in English and Chinese & Translation Strategies
Wan-Fang ZHANG, Chang-Hong ZHAI

Abstract. Color Words are a kind of sensuous words, mirroring the relationship between languages and social cultures, and abundant Color Words bear distinct
cultural connotations in Chinese and English. So it is necessary to take serious looks into these different cultural connotations as to make our translations for Color Words into the other language more smoothly and acceptable if we want achieve greater progress in intercultural exchanges.

ICAEM-paper3198  
A Study of Affective Strategy Training for Low Achievers in College English Listening Teaching  
Li-Hua Tang  
Abstract. Affective strategy is one of the most important aspects of learning strategies. Language high achievers and language low achievers vary considerably in affective strategy use. This study carried out an affective strategy training session and it was conducted with the 126 low achievers (61 of them belonging to the experimental group and 65 of them belonging to the control group) by applying a newly constructed training model. The results indicate that the training can greatly enhance both affective strategy use and language proficiency and that the affective strategy has great impact on the language low achievers and the training is effective.

ICAEM-paper3201  
College Students' Ideological and Moral Education Research under the Vision of Ecologic Civilizatio - Based on the Process Philosophy  
Hong-Mei CHANG, Ming YANG and Ai-Ling LI  
Abstract. Transformation from industrial civilization to ecological civilization requires that people should establish the ecological consciousness that accordance with the requirements of the ecological civilization era. So ecological consciousness should be widely and deeply cultivated in colleges. The implementation of education should follow a rational philosophy thinking mode and the process philosophy provides this paradigm for us. It requires that educators take students' social life as background and guide students to use their rationality, consciously accept and foster the ecological awareness, and guide their owe ecological behavior.

ICAEM-paper3202  
The Present Situation and Countermeasure Analysis of the Middle-Level Management Cadre's Performance Evaluation in Universities  
Jing PAN, Xue-Yun WU  
Abstract. In recent years, higher education industry in China is undergoing a striding development, while higher education is experiencing an unprecedented changing and the revolution of new education mechanism and the internal management system of higher education institutions have become the focus. In order to adapt to the revolution of management system of universities, China has begun the exploration of introducing "performance management" in human resources management to universities gradually. However, in the present case of the implementation, there are some problems in the application of performance evaluation, which severely restricts the scientific development of our country's universities. Therefore, the performance
evaluation model which is more scientific and effective should be vigorously promoted.

ICAEM-paper3203
Inspirations of Language Attrition to Chinese College English Teaching and Acquisition
Bao-Hong LI
Abstract. As an opposite process of language acquisition, language attrition has been studied over 30 years abroad and established a relatively complete system of theory and particular research access. In this paper, the authors mainly introduce the researches of language attrition domestic and abroad, the typology of language attrition, two theories of language attrition. In the end, the authors analyze the inspirations of language attrition to Chinese College English teaching and acquisition.

ICAEM-paper3204
A Study on the PCK Structure and Developing Approach of Art Teacher
Dan MA
Abstract. In the last 80s, Shulman put forward the concept of pedagogical content knowledge (PCK), which aroused great concern in educational field. Pedagogical content knowledge is the core content of a teacher's knowledge. The PCK Structure of art teacher consists of subject matter knowledge, pedagogical knowledge, student's knowledge and situational knowledge. Although, unified understanding on pedagogical content knowledge has not been achieved yet, the construction of art teacher's PCK still proactively promotes the development of art teacher's training education on mode.

ICAEM-paper3205
An Experiment Using Task-Based Approach in English Listening Teaching in A Junior High School
Hong ZHOU
Abstract. Aiming to explore if the application of Task-based Approach(TBA) to the junior high school English listening teaching in EFLT will be effective in improving the learners' English listening proficiency, increasing their interest and confidence in English listening learning and helping them form the good habit of listening and grasp certain listening methods, the author carried out an experiment in two grade-one classes with similar number of students and similar English level within 32 weeks. The program carried out between the experiment class and the control class. It consisted of pre-test, post-test and questionnaires. The findings of the experiment showed that TBA helps to motivate students and stimulate their interest, confidence, and learning motivation. The students formed better habit of listening and grasped correct listening methods.

ICAEM-paper3207
An Influence of Pragmatic Triangle Model on English Grammar Teaching
Jie-Rong WU, Jia LV, and Bao-Di CHEN

**Abstract.** The paper is a tentative endeavor to synthesize the merits and to make up for the deficiencies of the achievement in the study of English grammar teaching on ambiguity, with a focus on pragmatic ambiguity and its application for interpretation in cognitive framework. Meanwhile, it is hoped that more and more scholars and researchers have a clear understanding of the pragmatic triangle model so as to illustrate the mysterious language phenomena. PTM is more influential and powerful while being applied to explain and interpret pragmatic ambiguity, which can be concluded as follows. PTM puts more emphasis on the dynamic blending construction in human mind and focuses on showing up the hidden complexities involved in cognitive perception.

ICAEM-paper3208
Analysis on the Influences and Countermeasures of China’s Education Reform under the Background of “Internet +”
Hong-Bo SHI, Mi-Yao WANG

**Abstract.** The vigorous development of internet technology has reengineered the traditional industries. “Internet +” brings many subversive changes for education, including the promotion of high-quality educational resources sharing, innovation of educational concepts, personalized learning, diversified education models and mobile learning. At the same time, “internet +” has a huge impact on education. We must capitalize the big data of education, strengthen technical support services, develop high-quality education APPs actively, enhance teachers’ quality and strengthen macro-control to promote China’s education reform and development from all aspects.

ICAEM-paper3209
Construction of Early Warning Mechanism of University Emergencies
Yong-Song ZHENG

**Abstract.** In recent years, emergency event have occurred in colleges and universities now and then. It not only poses a threat to normal teaching, management and the life of teachers and students, but also keeps the image and reputation of colleges and universities suffered serious damage. As the main research of early warning emergency mechanism, this paper preliminarily explored and researched colleges and university emergency features, classification and incentives. It was also reviewed early warning mechanism in the process of crisis monitoring, making plans, crisis response and publicity education. Based on these, this paper established early warning mechanism for university emergency, to discuss establishment and improvement the emergency warning system in colleges and universities.

ICAEM-paper3210
Strengthening Education and Management of Student Party Members and Promoting Ideological and Political Education in Colleges and Universities
Meng-Gang LI
Abstract. Strengthening the ideological and political education of college students and cultivating them to become backbones and builders of socialism with Chinese characteristics are of great and profound strategic significance. With an increasing number of college student Party members, strengthening the education and management of student Party members, establishing and improving education and management system for student Party members, as well as making student Party members playing a vanguard and exemplary role could undoubtedly have an important practical significance and promotion effect on ideological and political education in colleges and universities.

ICAEM-paper3211
The Small Three-Dimensional Framework of Universities’ Transformation Space under the "New Normal"
Xiu-Min ZHU
Abstract. The transformation of universities has become a strong trend of the times, which flushes to us in the area of the higher education, and under the background of the "new normal" economy, the transformation of universities has become a kind of new normal of reform of the higher education. In terms of micro, if a university needs a real substantial transformation, its space of development and transformation should be formed with three principal axis: ideological transformation, institutional transformation and school-running mode transformation. Among them, ideological transformation is the premise, institutional transformation is the guarantee, and the school-running mode transformation is the core.

ICAEM-paper3212
Reflection on the Construction of Innovation Platform for Professional Degree Graduate of Mechanical Engineering in China Regional Universities
You-Hang ZHOU, Shu LIU and Xian-Wei SHI
Abstract. This article researched and analyzed the status and problems of innovative ideas, innovative practices and innovation ability development platform construction for engineering postgraduate degree in local colleges, based on practice and experience in mechanical engineering postgraduate training process, and put forward a number of recommendations for innovation platform construction in local university mechanical engineering graduate degree.

ICAEM-paper3213
Analysis and Countermeasures of Humanistic Quality Education on Stomatology Medical Colleges and Universities
Juan-Juan ZHANG, Yun-Xia LIU, Yan SUN, Shi-Jun LV
Abstract. According to the new development situation of higher medical education and oral medicine, draw lessons from international oral medical humanities quality education system to update education concept. To explore the problems existing in the oral medical students humanities quality education, and give the corresponding method and strategy through system, scientific, comprehensive and the whole process
of evaluation about higher humanity quality education of medical college. Professional oral medical humanism quality education curriculum innovation and practice was to provide guidance and advice for the oral medical humanities education.

ICAEM-paper3214
The Influence of G3 Family on Kindergarten Children’s Academic Performance in China
Yu-Han ZHAO, Xiao-Ying LIU, Zhi-Fang PAN and Hong-Wei SUN
Abstract. Co-resident grandparenting is a common phenomenon in China since Confucianism. The current study aiming to examine whether co-resident grandparents (G3 family) have influence on kindergarten children’s academic performance in China. The Classroom Observation Scale (Chesterfield, 2009) was applied in this study. Eighty-eight students from five classes were recruited to this study from a kindergarten in a medium sized city located in east coast of China. The participants were first year students with mixed gender and the age range were from two to three years old. Finding showed that co-resident grandparents made great influence on their grandchildren’s academic performance.

ICAEM-paper3215
Discuss about the Characteristics and Value of Kodaly's Music Teaching
Ji CHEN
Abstract. Kodaly’s Music teaching method is a Hungarian composer Zoltan Kodaly in in-depth study of world music teaching method based on the combination of Hungarian national conditions and customs and the characteristics of folk music, formed their unique music education idea and the education system. This article through the introduction and analysis of the twentieth Century Hungarian music educator Kodaly's music education concept, reveals its importance in music education.

ICAEM-paper3216
Goal Setting Theory and Its Application in Middle School Music Teaching
Ji CHEN
Abstract. The theory of goal setting is one of the theories of motivational psychology, which is characterized by its emphasis on the various kinds of goals of human activities, and ultimately improve the efficiency of human activities. The goal setting method using in middle school music classroom learning can improve the students’ music learning motivation level, improve the students' music learning interest, from the internal and external aspects to cultivate students' good learning motivation, improve the level of students' learning motivation, so as to improve the students' self-confidence, persistence, concentrate, and so on good psychological quality.

ICAEM-paper3217
Teaching Strategy of Medical Biochemistry
Jun-Hong DONG

**Abstract.** In order to solve the difficulties in teaching, by optimizing the teaching strategies to break through this problem. Selection of four classes students, two classes is the test classes, other classes is traditional lecture teaching model, compare their effectiveness. The results show that the experimental group test scores higher than the control group (P<0.05), which shows the optimal teaching strategy can significantly improve the ability of learning interest and comprehensive analysis of the problem of the students. So the optimization of effective teaching strategies.

ICAEM-paper3218
Reform of the Training Program on Bisheng Excellent Engineer Education of Printing Engineering
Yong-Gang YANG, Li-Zhen YANG and Jiong LIANG

**Abstract.** In this paper, some reform ways and practice processes were introduced in detail, which involved cultivating jointly excellent talents, revising training program of excellence class, reforming the ways of teaching and examining, strengthening the international communication and training, improving the quality assurance systems for practical teaching. At the same time, it gave a brief summary on the recent four years works for Bisheng excellence class. The future plans were also drawn up at last.

ICAEM-paper3219
Application of Formative Assessment in Teaching of Cell Biology for Medical International Student
Xiao-Ying LIU, Zhi-Fang PAN, Zhi-Qin GAO, Wen-Jing YU and Shun-Mei LIU

**Abstract.** To study the effect of formative assessment in teaching of cell biology for medical international students, we take the class of 2014 international students in Weifang medical university as the research object, and set the traditional summative assessment for the control group and formative assessment as reform group. Through the final exam results analysis and questionnaire, we compared the teaching effect of the two groups. Results show that the average score of reform group is higher, and the high performance was more. Through questionnaire statistics found that 68.6% students think that formative assessment can arouse the enthusiasm of students, and 58.8% students think that formative assessment can improve the learning efficiency of students. Furthermore, 78.4% students think that formative assessment can improve the ability of analyzing and resolving problems. Therefore, the formative assessment can improve the effect of teaching, and it is more suitable for international students.

ICAEM-paper3220
Study on College Students Education under the Cloud Mobile Learning Behavior and Service
Xin-Quan WU, Bin HUANG and Jiao-Feng WANG

**Abstract.** With the development of the global mobile Internet advocate digital form, students in the mobile terminal to achieve professional Internet browsing and data transmission has become a reality. This paper through the theoretical framework and
characteristics of mobile learning are summarized, and further raises the construction background of education cloud service system. Starting from the objective perspective, we analyze the significance of the existence of Education Center under the cloud services and mobile learning. We think there is lack of education cloud, mobile learning behavior of college students need to stimulate, therefore the analysis of how to enhance and improve the behavior and service of mobile learning for college students in education under the cloud.

ICAEM-paper3221
Research and Design of Online System Based on Subjective Questions Automatic Scoring
Yang-Xia SHU
Abstract. The examinations of college public courses are great challenges for teachers who are responsible for large numbers of college students. With the traditional examination model, teachers need to set questions, set types, invigilate, correct, record scores and add up the score. The complex and various work costs them a lot of energy and spending. Online examination system is a system based on web technology that expands the flexibility of the examination and ensures the safety of the answers. However, at present, the questions in the online examination system are too single and they also need to be graded by teachers manually. Hence, this paper aims to develop an automatic scoring system for online subjective questions in the basic courses tests.

ICAEM-paper3222
The Study on Selection of Regression Model in the Mass Appraisal of Residential Property
Jin-Ping ZHANG
Abstract. Linear regression model, double-log regression model, log-linear regression model and linear-log regression model have their own advantages and disadvantages. In practice, according to the actual situation of residential property, the differences of evaluation purpose and sampled data, we should properly select regression model in order to improve the efficiency of residential property mass appraisal.

ICAEM-paper3224
Empirical Research on Causes of High School Students with English-Learning Difficulties
Yang CAO
Abstract. Nowadays, a significant idea of the new round curriculum reform in China is to promote the quality-oriented education in an all-round way. Especially, education should pay attention to the individual value, embody the principal status, and cultivate innovation and practice ability of students. For a long time, Chinese educators have focused on the education of students with English-learning difficulties in Chinese high schools. However, to the students with English-learning difficulties who are considered vulnerable groups in education, how should our education deal
with them? How to solve the problem? What are the factors that groups of students with English-learning difficulties are formed? This study has selected some English scores of students at different grade levels as samples, which are from the high school entrance examination and final examinations of two terms in senior grade one and the first term in senior grade two, investigating and analyzing the causes and influencers in order to help propose transforming strategies at the same time.

ICAEM-paper3225
The Effectiveness of Focus on Form on Learning English
Zhen ZHANG
Abstract. The teaching method “focus on form” has become a hot topic in recent years. There are lots of related researches abroad, but in China most researches are about the introduction to the theories. This empirical study is to check the effectiveness of focus on form on learning English simple past tense in primary school. The data analyzed by Spass 14.0 show that focus on form is feasible in Chinese EFL context, which conclude pedagogical implications for the practice of this approach in China and shed light on the future studies.

ICAEM-paper3226
On the Management of Ideological and Moral Education of Middle School Students
Gang LIU, Qing LIU
Abstract. Middle school period is the key developmental period of human life and moral character. It is an urgent and arduous task for our educators to guide students to establish view of life and concept of world, and improve the personality development and achieve “truth, goodness and beauty” philosophy. This article starts from the analysis of current situation of Ideological and moral construction, explores the ways and methods of moral education of human education and management tools to promote the ideological and moral construction.

ICAEM-paper3227
The Construction of “12345” College Students Mental Health Education Model
Xue DONG
Abstract. Contemporary college students’ psychological problems have brought serious challenges to college psychological health education work. The passage, after some theoretical studies combined with the working practice, summarizes the construction of the college psychological health education work: to construct a psycho-health education approach of one target, two control levels, three working groups, four systems, and five ideas of “12345” mental health education mode, which can provide the theoretical guidance for college students’ psychological health education work, and give full play to the leading role of the education mode.

ICAEM-paper3228
On Strengthening the Effectiveness of Moral Education in Medical Colleges in the “Internet Plus” Era
Ya-Fang LI, Ping WANG

Abstract. Medicine is a discipline that combines science, thoughts and practices; medical students are desired to be equipped with moral and technical skills. Medical colleges and universities, as the base and cradle for training excellent medical professionals, play an important role in moral education. This article explores the ways to enhance the effectiveness of moral education in Medical Colleges and to cultivate well-rounded medical and health personnel, particularly in the “internet plus” era.

ICAEM-paper3229
Application of the WebQuest Teaching Mode in A Computer Network Course
Li-Hui ZHANG, Zhi-Yong LI, Zhi-Fang LU, Fei LI

Abstract. This paper introduces WebQuest teaching mode in courses of computer network. The author outlines and discusses the implementation conditions, requirements and effects of the WebQuest teaching mode, from such aspect as design exploratory problems, principle of theme screening, resource supply, Enhance teachers’ guidance, evaluation and etc. The study aims to testify the feasibility and effectiveness of WebQuest teaching in computer network courses. The control class (Class 1) and the experimental class(Class 2), Two classes of 91 students participated in this study, Class 2 using the WebQuest teaching mode for their study. After about 10 weeks, Students' final unified examination scores were collected and analyzed at the end of the semester. The finding results are pretty positive which showed that "WebQuest teaching mode" could improve students' learning effectiveness and contribute to cultivating students’ practical problem-solving ability, which truly reflects the student-centred education philosophy.

ICAEM-paper3230
Integrated Educating and Practicing of Programming Design Ability Based on CDIO
Yong-Li WANG, Ren-Hong DIAO, Zhong-Zi LI

Abstract. The ability of programming is a needed skill for students who are majoring in computer science, or students who are not majoring in it. It is very important for the learning of the following courses and the culture of the skill. How to cultivate students' programming ability and interest and sustainable development is very important and necessary

ICAEM-paper3231
Study on Assemble Language Programming Teaching Reform
Jing XU, Tao YANG, Li JIN, Teng MIAO, Qing-Ji LI

Abstract. Assemble language programming is a course with combination of software and hardware. Theory is as important as practice in this course. Assemble language is a low-level language which is hardware oriented. This course is more difficult to master compared with high-level language for it is uninteresting. This paper analyzes the position of the course in computer teaching system, the effect of the course and
the existing problems of the course. Some reform measures to the problems existed in the course are suggested in the paper.

ICAEM-paper3232
The Problems and Countermeasures of the Graduate Education in the Common Colleges and Universities
Shun-Mei LIU, Bo LIAN, Wen-Jing YU, Juan MA and Zhi-Qin GAO
Abstract. With the expansion of the size of graduate education, how to ensure and improve the quality of graduate education has become an important topic in higher education in our country. This paper analyzed the existing main problems of the graduate education in the common colleges and universities and put forward some constructive countermeasures according to the practical situations of the common colleges and universities.

ICAEM-paper3233
Study on the Management Mode of Student Community in Private Colleges -- Taking Jiangxi Institute of Fashion Technology as An Example
Jian-Rong Zhang
Abstract. At present, students in private colleges generally have more much spare time, self-discipline of most students is poorer, students cannot consciously arrange spare time, and they read cursorily about the ideological and political education in their spare time. Therefore, it is imperative to carry out in the management mode of student community in private colleges, which can better solve the management problem of students’ spare time in private colleges and can better guide students to become useful people. Private colleges should formulate specific management mode, method and system of student community according to the actual circumstance of its development and internal and external conditions. But in any case, the ideological and political education of student community can only be strengthened rather than being slackened.

ICAEM-paper3234
The Research of Flipped Class Model Based on Project Driven -- Teaching Reform Practice of “Compiler Principle”
Jing XU, Tao YANG, Tong-Yu XU, Yun-Cheng ZHOU, Han-Bing DENG, Teng MIAO
Abstract. “Compiler Principle” is an important branch of Computer Science in colleges and universities, which is a combination of theory and practice. This paper analyzes the teaching status of compiler principle, through the understanding of flipped class model, based on the project driven to carry out the teaching research of compiler principle. Through practice, better mobilize the enthusiasm of the students learning, teaching effect has been significantly improved.

ICAEM-paper3235
A Strategic Analysis of Emirates Airline
Yi-Wen ZHANG

Abstract. This paper provides a detailed view of Emirates’ strategic choice provides alternative strategies such as expanding business in the Americas, linking tourism with cargo, acquiring low cost carriers, and recruiting more UAE Nationals. Implementation provides the groundwork for carrying out the strategic choices.

ICAEM-paper3236
Reform and Practice of Experimental Teaching of Laboratory Animal Science
Wei-Guo Feng and Zhi-Fang Pan

Abstract. Laboratory animal science is a subject with strong application, and the position of experimental teaching is very important. According to the teaching practice in recent years, we analyzed the present experiment teaching situation of laboratory animal science, summarized experiment teaching reform and practice of laboratory animal science, and put forward corresponding countermeasures to the existing problems, in order to improve the teaching quality.

ICAEM-paper3237
Research on Holistic Optimization of Curriculum System of Communication Engineering Based on Credit System Reform
Zhong-Min LI, and Min MA

Abstract. The reform of credit system is an important measure to promote the teaching reform in colleges and universities in China. It is a key link how to carry out curriculum setting in the credit system reform in colleges and universities. Therefore, we must break the original training mode, optimize the current curriculum system and work out the innovation curriculum system based on the credit system. In this paper, we implement the educational idea of “student-oriented”, combined with the aviation characteristics of our school, to carry out the holistic optimization of the curriculum system of communication engineering, and develop a "platform + module" innovation curriculum system based on credit system with aviation characteristics, which promotes the construction of diversification training mode in accordance with students’ aptitude.

ICAEM-paper3238
Curriculum and Specialty Construction of Biotechnology Education at Medical Colleges and Universities
Guo-Hui WANG, Cong-Cong WANG, Qing-Cai LIU, Dong YU, Wen-Jing YU, Zhi-Qin GAO and Yong-Fang XIE

Abstract. Biotechnology specialty is a multidisciplinary and experimental specialty. With the development of modern science and technology and the transformation of traditional disciplines, interdisciplinary development is the main trend of science in the world now. The multidisciplinary crossing has become the power to promote the development of discipline. The development of multidisciplinary crossing specialty and interdisciplinary biotechnology education has increasingly become the urgent request of institutions of medical colleges and universities. The biotechnology
education need to renew educational ideas, integration of resources, improve the management mechanism and solve the problems of the disciplines development and the theory and experiment curriculum construction and teacher team construction.

ICAEM-paper3239
On Campus Violence and Its Legal Regulation
Peng-Fei ZHANG
Abstract. The campus violence broke out frequently, has a serious impact on individuals, families, society and the interests of the state. Nowadays, prevention of the campus violence for teenagers who are under age is also limited to the education administrative measures, the measures for the prevention of campus violence deterrence is limited, campus violence perpetrators’ punishment is not enough to offset the damage. In order to prevent the occurrence of campus violence and create a harmonious, peaceful and orderly learning and working environment, we seriously study the regulation problem of campus violence and analyze the campus violence cases having occurred, found out the problems of legal regulation, and put forward the method of legal regulation to solve the problem of campus violence by means of punishment and education.

ICAEM-paper3240
Teaching and Practice for Polymer Material Molding and Processing
Quan-Xiao LIU, Guo-Rong CAO and Jia-Zi SHI
Abstract. The teaching and practice for polymer material forming and processing improves the theory teaching and practice teaching highly. The extracurricular investigation is the supplement and promotion greatly to the theory teaching and practice teaching. The students’ participation in scientific research cultivates the students’ professional skills and professional quality. The teaching results show that students are satisfied with the teaching process and gain the knowledge and skills. And the students are of the overall quality suit for engaged in forming and processing industry.

ICAEM-paper3242
A Contrastive Analysis of –ing and –ndo for L2 Learning
Jie ZHENG, Rui-Feng LUO
Abstract. With the deep cooperation between China and Spanish speaking countries, Spanish, the third widely spoken language in the world, is badly needed. Now many students are learning Spanish but they cannot handle the use of the gerund leading to their failure to acquire this target language. The thesis is focused on the Spanish gerund, which has no representation of features such as persons, number and tense. This paper elaborately analyzes the various functions of the gerund and also explains the characteristics of the gerund phrases. Our mother tongue, Chinese, has sparse morphological devices, which leads to the difficulties in studying the gerund. Drawing on linguistic Contrastive Analysis, this thesis is focused on the comparison between English and Spanish. The English –ing is explained in detail in the thesis and
the concept of English gerund and present participle is distinguished. There are many similarities between English and Spanish. So after knowing the English –ing, the students can ask for help from English.

ICAEM-paper3243
Research on the Application of Post-Method Approach to English Reading
Bao-Di CHEN, Jie-Rong WU
Abstract. As is known, English reading not only occupies all kinds of tests, but it is also an essential way for students to acquire knowledge, to accumulate vocabulary, to familiarize syntactical structure, to obtain new information and to develop students’ critical thinking ability. Therefore, English reading teaching has been gaining increasing attention in foreign language teaching. With the reference of Kumaravadivelu’s post-method theory, this paper adapts post-method approach to college English reading teaching creatively, and establishes a post-method reading framework, aiming to improve teaching efficiency, stimulate students’ reading motivation and cultivate their critical thinking skills.

ICAEM-paper3244
Design and Implementation of Theme-Type School-Based Research Based on Teaching Highlight Collection and Distribution
Zi-Qing GAO, Jin-Ping ZHANG, Sheng-Long ZHAO
Abstract. Teaching highlights are valuable teaching resources. Their normalization realized through design and implementation of theme-type school-based research activities based on teaching highlight collection and distribution and timely collection and dissemination of teaching highlight resources can not only help broaden teachers’ vision and improve their professional capacity but also benefit more teachers, thereby forming a virtuous cycle.

ICAEM-paper3245
Problems and Countermeasures of Electronic Commerce Development in the Suburbs of Beijing
Ya-Ming ZHENG, Chang-Shou LUO, Cheng-Zhong CAO, Qing-Feng WEI and Zhi-Mei LI
Abstract. With the popularity of the Internet and the improvement of the rural infrastructure, electronic commerce in rural areas shows a fast development tendency and has a bright future. However, it also faces a lot of problems and obstacles in further development. This paper has summarized the problems based on the research data and brought some forward countermeasures of electronic commerce development in the suburbs of Beijing.

ICAEM-paper3246
Video Capture and Editing in the New Media Environment
Wei-Bo HUANG, Mei-Feng ZHANG and Zeng-Hui YANG
**Abstract.** With the development of the Internet, video has become an integration of all kinds of information transforming from traditional ways of video capture and editing. It will be recognized again under the background of new media, and its producing methods will break the tradition. This paper is based on characteristics of video production under the new media background. We discuss that the changes of production and transmission of video capture and editing methods in the future. New media film and TV works can continue to standing with vital force through improving their quality.

ICAEM-paper3247

Statistical Evaluation of Electronically Supported Learning and Teaching System for Listening Improvement

Wan LI

**Abstract.** In the last decade, the era of internet, e-learning continued to grow at the tremendous rate, which brought drastic changes in education practice. The paper aimed at investigating the effect of e-learning based study on listening improvement. In this study, two parallel classes of 120 non-English majors were arranged into an experimental and a control group, participating in the same listening course at the first semester. From the second semester, the experimental group accepted the training systematically on e-learning. Results of this study indicated e-learning produced significant effects in areas investigated i.e. the experimental group outperformed the control group on listening achievements.

ICAEM-paper3248

Traditional Chinese Opera Renaissance and Aesthetic Cultivation in the Major of Art Design

Zi-Juan MO

**Abstract.** Traditional Chinese opera is one of the gems of Chinese cultural art which Chinese people are proud of for centuries. Traditional Chinese opera once was the main form of recreation of the mass and one of the main ways of spiritual ballast. However, in the ever-accelerating pace of life, pressure in work and study is increasing. Thus, modern people prefer more relaxing and convenient forms of recreation, rather than traditional Chinese opera. The rich background and artistic conception, the slow and prolonged tune of Chinese opera are rarely paid attention and enjoyed by modern people. Chinese opera ignored for a long time enter into the vision of the public at a time when the government is making efforts to support and pay close attention to intangible cultural heritage project. An enormous quantity of types of Chinese opera and opera houses start their road of renaissance of Chinese opera culture. Cultivation and guidance of aesthetic consciousness and direction have always been the main targets throughout current art education in colleges and universities at home and abroad, especially the education system of the major of art design. Modern colleges and universities should strong senses of the mission of inheritance and responsibility for Chinese opera art with distinctive Chinese traditional culture characteristics.
Exchange Rate Intervention by Central Bank: Based on the Influence of the Hong Kong Offshore RMB Exchange Rate
Jia-Jia YAN, Yi-Hong SU, Wen-Ting XIN and Jin-Le LIN

Abstract. We calculate exchange intervention index to reflect the open market operation of central bank, introduce the Hong Kong's offshore RMB exchange rate (CNH) to establish Central bank reaction function and further analyze the influence that CNH has on the exchange intervention activities of China's Central Bank. We discover that the influence is not quite evident due to the insufficient development of financial market. Thus, we study the relationship between offshore Deutsche Mark rate and the exchange intervention of Deutsche Bundesbank on the basis that Mark has been completed the whole development of international currency offshore market.

Course Construction and Practice of Computing Methods in Engineering Colleges
Yu-Cai DONG, Tian-Yuan JIANG, Min LIN, Liang-Hai YI and Ge-Hua FAN

Abstract. The course construction of Computing Methods meets the new curriculum requirements, implements the “problem-driven” teaching idea, and takes the teaching mode of “case teaching as the main line, experiment as guide and integration of knowledge teaching into ability development”. The course construction group put forward a new teaching concept of “modernized teaching ideas and concepts, scientific and diversified teaching methods”, conducted research and reform over the teaching system, contents, methods and measures and those of the experiment teaching, which is characterized by close association with reality and computer software, and achieved many breakthroughs in this field.

The Impact of Mobile Learning on ESL Listening Comprehension
Yuan ZHANG

Abstract. The use of mobile technology in learning English has been increasing in China over the past few years. However, there have been only a small number of studies on the topic of mobile-assisted listening comprehension. The present study aimed to explore whether the use of mobile technology could better enhance students’ listening ability and motivation towards mobile-assisted language learning. A group of university students (n=120) were randomly assigned to two groups: the experimental group (n=60), who worked on extensive listening practice on mobile phone, and the control group (n=60), who practiced listening via traditional ways. The results of the study indicated that the experimental group outperformed the control group on their listening comprehension. Also, learners’ motivation to mobile-assisted learning was enhanced.
Abstract. The course construction of Computing Methods meets the new curriculum requirements, implements the “problem-driven” teaching idea, and takes the teaching mode of “case teaching as the main line, experiment as guide and integration of knowledge teaching into ability development”. The course construction group put forward a new teaching concept of “modernized teaching ideas and concepts, scientific and diversified teaching methods”, conducted research and reform over the teaching system, contents, methods and measures and those of the experiment teaching, which is characterized by close association with reality and computer software, and achieved many breakthroughs in this field.

ICAEM-paper3254
The Times Call for Holistic Education
Hui-Lian HU
Abstract. As a rose has its thorns, modernization also has two sides. On the one hand, it improves people's living standards, but on the other hand caused a crisis of meaning of people. In education, the modernization of the impact is profound. Modern education has made unprecedented progress, but it loses its aims and brings about bias in systems and content. Therefore, the philosopher of Taiwan's new-scholasticism Guang Luo pointed out that this is a need for education reform era, education should return to the holistic education.

ICAEM-paper3256
Suggestions for the Government about Integrating Education and Industry -- As the Example of Creative Industry of Tianjin
Zhi-Hua SONG
Abstract. In today’s world, Economic competition mainly in the manufacturing sector, while the manufacturing sector is extremely short of elites in China. To solve this issue, higher education explores the mode of talent training and makes reform of it actively. Integrate industry and education to train highly skilled professionals has become a consensus. This research is based on the achievement and problems about promoting integration of industry and education in creative industry in Tianjin. It puts forward some suggestions to the government about promoting integration of industry and education. Suggestions have 4 aspects including policies and legislation, overall planning, funding guide and cultural connotation. They could produce an effective mechanism of integrating education and industry for the government.

ICAEM-paper3257
Design of Test Paper Automatic Generation Based on C#
Dong-Sheng ZHOU, Fei PAN, Jia-Ming GAO and Mao-Ye XU
Abstract. This paper mainly introduces a system about automatic test paper generation and duplicate checking based on the C# and SQL server 2008. The discuss how to use C# to operate Microsoft word 2010, including character formatting, domain controller, duplicate checking of word documents etc. Through the combination of C#, SQL Server 2008 and Word 2010, C# operates SQL server and
read the data from it, outputs the data to the Word documents and formats the text. The software reduces labor capacity, the teacher only input the examination data and don’t consider the text format. Using the VBA programming, realizes the duplicate checking of over two Word documents, provides the repetitive rate. If the rate is over the setting rate, then the software can give the alert.

ICAEM-paper3258
Effective Teaching Strategy Analysis- Aimed at College Freshmen
Sun-Lei YANG, Zi-Xuan ZHOU, Xiong-Fei LIU
Abstract. Teaching strategy is a hot issue in the teaching psychology research and also an important method to improve the teaching quality. Based on the analysis of college freshmen characteristics, this study takes the example of the course “Fundamental Accounting” to summary three effective teaching strategies aimed at college freshmen. These strategies address three areas: providing a real learning situation; directing an independent learning; implementing inquiry learning for students.

ICAEM-paper3259
A Study on Excellent Talk Show Hosts’ Verbal Language for College English Teachers to Improve Class Atmosphere
Zhen-Zhen GU, Qin LIU, and Ai-Hui WANG
Abstract. Classroom atmosphere plays an important role in second language learning. Although there are many factors that can affect the classroom atmosphere, such as students’ learning motivation, and etc., college English teachers also play an important role, especially teachers’ verbal language (teacher talk) in class, which is still the main way for teachers and students to interact with each other in class. Based on the great success of excellent TV talk shows in the atmosphere and similarities between English class and TV talk shows, in this paper, it is explored by specifying on the good qualities of TV talk show hosts’ words which are worthwhile for college English teachers to learn from. On the basis of this, some suggestions as to refine college English teachers’ words to improve class atmosphere were put forward, thus improving classroom qualities and foreign language acquisition.

ICAEM-paper3260
Grammatical Metaphor in NHCE and Its Teaching Strategies
Ai-Hui WANG, Wei-Xuan SHI and Zhen-Zhen GU
Abstract. Reading English passages, as essential input source, plays a critical role in students’ English learning. New Horizon College English (NHCE) texts serve the main resources to improve reading ability for college students. As common feature of adult discourse, metaphorical expression exists widely in these texts. Grammatical Metaphor (GM) proposed by Halliday refers to incongruent expressions from its original form. The wide existence of GM in adults’ written English is one reason to cause difficulties in reading comprehension. Therefore, it is plausible to make a systematic and detailed research concerning the complexity caused by GM during
NHCE Book 4 English reading process, and some recognizing strategies of GM and teachers strategies to consciously cultivate college students’ awareness of GM will be proposed.

ICAEM-paper3261
Teaching Practice of Micro Course of Medical Cell Biology Based on MOOC and SPOC
Wen-Jing YU, Lian BO, Chun-Ling ZHAO, Zhi-Qin GAO and Hong-Xia LI
Abstract. This study discusses the advantage and disadvantage of the online courses applied on the medical cell biology, analyzes the necessity and significance of teaching practice of Micro Course based on MOOC (Massive Open Online Courses) and SPOC (Small Private Online Course). Combined the technology of Micro-courses, MOOC and SPOC, the new teaching method can improve the students’ learning efficiency and learning interest. For teachers, it is the most important three things that choose the appropriate knowledge, design and make the micro videos and improve the ability of teaching organization.

ICAEM-paper3262
Differences between Chinese and American Culture
Si-Meng ZHANG, Ben-Feng YU
Abstract. Global-sized communication has created a world in which we increasingly interact with people from different cultures. With the expectation of enhancing the cultural exchange between China and the US, people know that every country has its own cultural spirit, this paper mainly talk about the differences between China and the United States, I only list a few aspects to show the differences, and every aspect is not in-depth discussion.

ICAEM-paper3263
Research on Integration of College English Teaching and ESP Teaching
Shu-Rong GUO
Abstract. There is no unified arrangement and management in College English teaching and ESP teaching. The serious gap between them has resulted in the fact that students' English proficiency development in workplace lags behind. Thus in order to meet the needs of hotel industry development and improve students' English competence in workplace environment and their career competition, our project team has performed a series of reform, integrating College English teaching and ESP teaching in Voda Hotel Class 2015, and has obtained initial results.

ICAEM-paper3264
Research on the Relationship between Training and Knowledge Worker Retention
Meng-Jun CHEN
Abstract. Knowledge workers are invaluable assets in the organization in the knowledge economy era today. Both training and employee retention are the two critical parts in human resource management. The report analyzes why training might
influence knowledge worker retention based on human capital theory and psychological contract theory. Followed with the empirical evidence on the link between training and retention, the report finishes with conclusions and future research directions.

ICAEM-paper3265
Remote Sharing Platform Based on Embedded Experiment in Experimental Teaching Reform
Qian GAO, Pei-Qing NIU and Zhi-Tao DAI
Abstract. This article introduces a remote sharing platform based on embedded experiment, which discusses deeply about the significance of auxiliary teaching tool for the embedded experiment, and the effect of applying it to practical teaching activities. This platform introduces sharing mechanism and automatic appraisal mechanism innovatively. It not only breaks the restrictions of time and space in practical education, improves utilization of experiment equipment, but also relieves pressure of teachers. In addition, through some pilot practice, this platform has acquired acceptance from both teachers and students, which further demonstrates the great practical use of this platform in experimental teaching, points out the direction of embedded teaching reform, and provides guidance for the development of other experiment teaching.

ICAEM-paper3267
An Empirical Study of College English Vocabulary Instruction Based on Prototype Category Theory
Ying GAO, Wei-Xuan SHI, and Zhen-Zhen GU
Abstract. As one of fundamental theory of cognitive linguistics, the prototype category theory exerts an important influence on vocabulary acquisition and instruction. In light of this, in this paper a vocabulary instruction experiment was launched for 100 non-English majors to testify the effect of the application of the prototype category theory to college English vocabulary teaching. The results indicate that English vocabulary instruction based on the prototype category theory is effective in promoting students’ vocabulary acquisition and arousing their interest in English learning.

ICAEM-paper3268
Differences in the Refusal Strategy of Shopping on Activities in English and Chinese: An OT Perspective
Fan PAN, Hui LI
Abstract. This research presents a general account of the theoretical skeleton of the Optimality Theory (OT). On such basis, it attempts to provide an OT account of the difference of the refusal strategies of shopping on activities in Chinese to approach those in English by the contractive analysis of the research statistics.
ICAEM-paper3269
Investigation and Cultivation of Learning Ability to C language Courses for Non-computer Professional College Students
Kun-Hao TANG, Qing-Yun LUO, Rong HU, Cheng-Qiu DAI
Abstract. By search for the learning ability to C language course for non-computer majors, analyzing the shortcomings of current teaching in C language course, more scientific and effective plan would be improved to develop students' interest in learning, to strengthen the consciousness of students, finally to improve the teaching purposes.

ICAEM-paper3270
The Teaching of Shanghainese in Shanghai Kindergartens
Yan-Yan LI
Abstract. The Shanghainese language is currently in danger of becoming extinct. The Shanghai government officially issued a paper on the teaching of Shanghainese in Shanghai kindergartens in May, 2013 as a way of maintaining and developing Shanghainese. As a result, 20 public kindergartens were selected to start the teaching of Shanghainese on a trial basis in September. 2014. The purpose of this study is to document the implementation, understanding and perceptions regarding the teaching of Shanghainese in Shanghai kindergartens by making a multi-case study. By applying Krashen’s acquisition and learning hypothesis and input hypothesis, the teaching of Shanghainese is implemented with an attempt to create an acquisition-rich learning environment for children to acquire Shanghainese with sufficient comprehensible input. However, there is much more that needs to be done in creating an acquisition-rich learning environment and for there to be a sufficient and quality comprehensible input in helping children learn Shanghainese.

ICAEM-paper3271
Develop “Medical Image Processing” Experimental Teaching Platform with Chinese Characteristics
Kang ZHANG, Guo-Long ZHANG, He-Ling ZHANG
Abstract. Combined with its own characteristics and advantages, Chinese medicine colleges develop medical image processing experimental teaching platform with Chinese characteristics. Tongue inspection is the main content for traditional Chinese medical science, so the tongue image processing as experimental content. The experimental platform enables automatic image segmentation, automatic identification of the tongue nature and the fur, automatic classification of tongue color and tongue fat or thin. By experimental platform to enable students master the theoretical knowledge and algorithms, while raising awareness and interest in traditional Chinese medicine.

ICAEM-paper3273
Curriculum Group Design and Application for Control Engineering Discipline Based on Outcome-Based Education
Bin Liu, Wei-Hua HUANG, Zheng ZHANG

Abstract. With the direction of the study outcomes and job requirements for postgraduate students, outcome-based education is implemented in the curriculum group design and application for control engineering discipline in Wuhan University of Science and Technology, which is based on the demand analysis of master of full-time professional degree. Combined with the demand of society and enterprises, the system structure of the curriculum group pays more emphasis on the practical ability of student, and it is driven by the students’ final study outcome. The curriculum group for control engineering discipline has three blocks: basic curriculums, core curriculums and expanding curriculums and the educational quality is evaluated by the variety of student outcomes.

ICAEM-paper3274
Study of Memetics in the Teaching of ESL Writing
Lei SUN

Abstract. Memetics is a new theory for interpreting cultural evolution. A meme is a unit of cultural transmission, like gene, is also subject to the selection “the survival of the fittest”, which is copied through the imitation among vectors, only the strong memes can be survived. This infectivity of memes provides a close connection between memes and the process of second language learner’s acquisition.

ICAEM-paper3275
Adopting Blended Learning to Teaching EAP in Chinese Higher Education: Challenges and Solutions
Yu-Yan DU, Zong-Rong WANG and Pi-Yi DU

Abstract. Teaching EAP in Chinese colleges and universities is being appealed for by many scholars. It is an obvious trend that teaching EAP will dominate the English teaching at tertiary level. Adopting blended learning to Chinese higher education promotes the teaching effectiveness; meanwhile certain challenges are emerging. This paper focuses on addressing the issues in the following aspects: students’ learning competence, content of and options for the online delivery considering the features of EAP course in Chinese colleges and universities, and availability and reliability of infrastructure. This paper also provides suggested solutions to improve the situation.

ICAEM-paper3276
Paternalistic Leadership and Subordinates’ Turnover Intention: The Mediating Role of Emotional Exhaustion
Jin-Feng LV, Peng FAN

Abstract. In the face of fierce competition, recruiting and retaining valuable employees is one of the most important means to improve organizational effectiveness. In Chinese hospital context, doctors and nurses increasingly move frequently, which makes hospitals incur time, financial losses. On the one hand, in order to improve organizational effectiveness, low turnover rate becomes requisite. One the other hand, as an indigenous construct, Paternalistic leadership has gained
significant momentum in scholarship and practice. In this article, we examine the relationship between PL and subordinates’ turnover intention, including direct and indirect relationships.

ICAEM-paper3277
Construction and Practice of Materials Forming and Processing
Quan-Xiao LIU, Guo-Rong CAO, Ling CHENG and Jia-Zi SHI
Abstract. Material forming and processing course is a master's degree course and a required course for materials processing engineering. The construction and practice of materials forming and processing from teaching outline, teaching content, teaching methods and innovative practice has achieved good results.

ICAEM-paper3278
Teaching Research on Packaging Management and Evaluation Methods
Li-Zheng ZHANG, Jian-Dong LU, Guo-Rong CAO
Abstract. In the process of teaching, Packaging has relationships with economics, designing, materials and management methods. The contents of most packaging courses were focused on particular technology, for example, how to choosing materials, designing the box structure, decorating layout. In packaging management course, the students were asked to take the packaging technology, manufacturing knowledge and environmental influence together. The comprehensive evaluation methods were used to choose the final packaging solution. The design analysis, quality control, production management and life cycle assessment were presented in the course. In a limited time, it was difficult to acquire knowledge in different fields. In this paper, the teaching content of the course were confirmed. Case-teaching method and subject discussion method were used in teaching process. The teaching quality and effects were improved extremely.

ICAEM-paper3279
Teaching Reform and Practice of the Curriculum of Mechanism Design Based on Innovation Ability Training
Liang-Wen WANG, Feng ZHAO, Wen-Liao DU, Guo-Fu LUO, Fan-Nian MENG, Hong-Wei LI
Abstract. We proceed to teaching reform practice in the course of mechanism design. The course is prepared for the undergraduates. The aim of the reform is to lead students to apply the studied knowledge, and to cultivate the innovation ability and innovation spirit for the students. This work includes textbook research, integration of curriculum content, supplementary materials of updated content, guiding students to read scientific papers, and designing of comprehensive experiment, all of which are based on the innovation ability training for the reform work of the mechanism design. In the aspect of intensifying knowledge application ability and cultivating innovation ability, the reform has developed the situations of the positive interaction between teachers and students. By this way, teaching and studying can be developed adequately.
ICAEM-paper3280
Taiwan Peasant Associations and Their Credit Business Characteristics Analysis
Yi WU

Abstract. The peasant associations in Taiwan established at the period of Japan’s colonial age, the internal organizational structure has branded with Japan’s peasant associations. Since Taiwan was liberated in 1945, after few times of reorganization and support by the nationalist party government, the peasant associations in Taiwan has become a public corporation for “Farmer’s ownership, Farmer’s governance rights, and Farmer’s benefits”, the dominated by credit business of rural finance plays an important factor in promoting the agricultural and rural modernization in the island.

ICAEM-paper3281
The New Theory of Heroism in Water Margin
Ran WEI

Abstract. The Water Margin and the Romance of the Three Kingdoms were once engraved together into Yingxiongpu in the Ming dynasty. Compared with the orthodox heroism of "salvation of the world" expressed in Romance of the Three Kingdoms, the heroism in Water Margin embodies the distinct characteristics of the times, more affected by townsfolk's ideas, tending to take self-value as its core and pursuing maximized spiritual and material interest, which presents the new characteristics that go against the traditional concept of hero.

ICAEM-paper3282
Exploration of the Practical Teaching Reform on MSP430 Development Platform
Hao MA, Hao LIU and Jing-Xin GAO

Abstract. Practice for different grades of teaching applications, targeted, multi-level students to conduct innovative training will learn the knowledge, capacity-building and teamwork Tuan organic combine to enhance the overall quality of electronic information engineering students, to cultivate students' creative ability to provide a way.

ICAEM-paper3283
Initially Research on Internet plus Investors’ Educational Pattern
Ping CHEN

Abstract. Under the circumstance of internet-based financing and thriving of investment as well as soaring expansion of fortunes management, it is a pressing issue to intensify the education for investment. The advantages of Internet plus can solve the series of problems caused by traditional education concerning investment such as limited audience, simplified forms, feeble relevance or lack of participation etc., furthermore they can strengthen supervision for online education and educators as well as discard disadvantages brought about by Internet plus. The following article is presenting some ideas which can enlighten the existing investment education.
ICAEM-paper3284
Exploration and Practice on the Teaching of Electronic System Design Based on Integration of Technology and Fashion
Hao LIU, Tian-Yu XUE, Qing-Chang MENG and Hao MA
Abstract. With the advantages of the integration of the arts and technology of BIFT, this paper discussed the method of application-oriented talents in Arts and Engineering. Based on reform of teaching about electronic system design, the new knowledge and new technology of interdiscipline was introduced in the teaching practice. The curriculum reform has manifested the concept of Arts and Science, and put more emphasis on the organic integration of theory teaching and practice teaching. Combined with the academic competition and various extracurricular activities in science and technology, the reform of course realized the mutual complement between the inside and outside of the class practice teaching and cultivation principles of "high efficiency, continue to strengthen, step by step" in teaching processes was embodied. Through the above methods, our students had some abilities in Engineering design and practical, fashion and art design and team management and cooperation, etc. Thus their employment competitiveness and self-employment’s ability was enhanced.

ICAEM-paper3285
On the Application of Visual Communication Design in the Plane Composition
Juan LIAO
Abstract. Plane composition is an important curriculum in modern art design. The curriculum which had already been applied in all kinds of design and art field cultivates design thought and creation ability. Plane composition is an arrangement and combination according to the visual effects of beauty and the mechanics principle on the basis of visual factors of square surface, which is the production of reason and sensibility. Plane composition creates figures and researches the arrangement method between figures and figures.

ICAEM-paper3286
One Design of an Online Game Based Teaching System Integrated with the Traditional Teaching Resources
Peng ZHANG, Zheng LIU
Abstract. Online resource sharing application is already comparatively common in colleges and universities, it assists in teacher teaching and students' self-learning exercises. But, because theory knowledge is difficult to display, tradition teaching resources aren't suitable for the "Analog Electronics" course. This paper puts forward a design of the online game based teaching system which can be integrated into the traditional teaching resources.

ICAEM-paper3287
Innovation and Practice of College Student Leadership Education - A Case Study of Harbin Institute of Technology
Yun-Xiang MA, Yin SUN, Kuan CHANG, Yue WU, He-Da HUANG

Abstract. Leadership education is considered as an important aspect of college students’ essential-qualities-oriented education. Starting from the analysis of the current research of essential-qualities-oriented education at home and abroad with the example of Harbin Institute of Technology, the author has drawn three typical pieces of experience: to strengthen the education of elites’ leadership and improve the building of leadership course; to introduce and cultivate pluralistic faculty and establish diversified training platforms; to launch leadership-training programs and build high-quality brands. Meanwhile, the author takes the student training camp - “making your future outstanding”- organized by the foundation education department for example and summarizes some innovative experience of how to cultivate students’ leadership.

ICAEM-paper3288
A Survey Analysis and Characteristics Study of Extracurricular Life Condition among College Students of Different Grades
Yin SUN, Yun-Xiang MA, Guan-Qi WANG, Jian-Hui XU, Kai-Yu XU

Abstract. In the spiritual life of contemporary college students, extracurricular life occupies a very important position. Extracurricular time is also an important time to carry out political and ideology education. This paper takes freshman, sophomore, junior and first-year graduate students from Harbin Institute of Technology, totally 480 people as the study subjects. They were given questionnaires about their learning, use of Internet, sports activities, club activities, part-time jobs, self-assessment, individual demands and some other information. Through this survey, I realized how students of different grades spend their extracurricular time, and then analyzed the different characteristics of different grades, which is expected to provide reference for related student education authorities.

ICAEM-paper3289
Research on Operability -- Based Color Planning of Anlu City in Hubei Province
Jie SHEN, Bo YANG and Jun GENG

Abstract. To complete the urban color planning of Anlu city, practical and feasible work schemes and technical paths have been formulated against specific projects, and analyses of natural color, cultural color, traditional architecture color, modern architecture color and regional development personal color have been conducted in succession. Based on the above, the urban collective chromatogram is obtained, the dominant color of Anlu city extracted, and overall strategy for color planning proposed. Then according to the three joints divided, corresponding color control guide rules are proposed for five-color area. In this way, not only relatively consistent urban color style can be established, but also individual pursuit of color for areas with different functions can be satisfied. At the end, several suggestions are put forward to ensure color planning implementation and management.
ICAEM-paper3290
Brief Discussion of Sustainable Development Mode of Innovation and Entrepreneurship Education in Universities
Qiong-Fang FENG
Abstract. During the process of upgrading the education and teaching quality in universities and social development, innovation and entrepreneurship education plays an important role. We must depend on the idea of sustainable development to carry out innovation and entrepreneurship in universities to deeply understand and appreciate the education development direction of “people first”. Just centering on the principle of teaching development, we must well solve the contradiction between social development and education itself, constantly improving innovation education and teaching, striving to realize sustainable development. I make a deep research and discussion of those problems.

ICAEM-paper3291
Viewing the Culture Difference between China and the West Based on Phrases and Idioms
Peng-Liang ZHAO, Wen-Qi DAI
Abstract. Phrases are the essence of one culture representing the subtracted culture. It is a window to see different cultures. Phrase is a group of fixed words with tightly connected meaning, harmonious pronunciation. It is a unique unit of vocabulary including idiom, proverb and usage. Through comparison of historical origin, religious culture, regional culture, mythology and humane ideas, we can see some difference of the thought between the East and the West.

ICAEM-paper3292
Study on Transformation Exploration Mechanism of Innovation and Entrepreneurship Education Achievements
Hua CAO
Abstract. Supposing “Innovation and Entrepreneurship” education achievement is one tree, it must be the seedling (sowed and cultivated by secondary colleges) transplanted to innovation college for irrigation and growth until becoming overshadowing towering trees catalyzed by entrepreneurship industrial park under the cooperation of school and government as well as enterprise that cooperates with school. The fundamental task of innovation and entrepreneurship education is to educate people, and entrepreneurship is just one measure. Therefore, entrepreneurship and innovation education achievement is one indicator for evaluating teaching level, but not the only standard.

ICAEM-paper3293
Exploration and Practice for the Management of University Chemistry Course
Bo-Wen LIU and Li-Zhen YANG
Abstract. On the basis of the specific conditions of Beijing Institute of Graphic Communication, the methods applied in the management of university chemistry
courses were detailedly described in this paper. Experiments are particularly important parts in the university chemistry class because they cannot only impart knowledge and skills, but also improve the comprehensive quality and abilities of students. Experiments in the university chemistry class have multiple forms, mainly including two aspects: verification experiments and exploration experiments. The verification experiments include student experiments and demonstration experiments. In order to cultivate students' scientific literacy, exploration experiments are using the "physical and chemical practice innovation base" as the platform, taking the students' scientific research of Beijing Institute of Graphic Communication as the starting point and then using the scientific research of the university students in Beijing as the driving force. In addition, the regular organization of the university students' chemistry competition is also an important aspect of the management and construction of chemistry course.

ICAEM-paper3294
Method of Effectively Penetrate Moral Education Thought to College Law Courses
Hai YIN

Abstract. Since the rule of law has become the basic strategy of our country, it not only emphasizes legal thinking of law-rulled party consolidation and Law-based governance, but also urged the community to ensure that the law must be strictly enforced. In this regard, in the law courses teaching in colleges and universities, in the implementation of legal knowledge among educated groups, while ensuring the learned have good moral character and necessary to always pay attention to set a good example. Therefore, in order to fully nurture ideological consciousness of University law courses learners, this paper emphasizes the necessity of effectively penetrate thinking of moral education to College Law courses, and make a deep discussion about attention improvement, theory penetration, practice mix and role models guidance, thus establishing a scientific path to effectively penetrate thinking of moral education in course of law in college.

ICAEM-paper3296
Mongolian Medicine Industrial Policy Based on Industrial Chain Extension
Jing-Dong LI

Abstract. Over the past decade, the national pharmaceutical industry has kept its momentum of rapid development under the support of the party and the national policy. However, some of the existing pharmaceutical policies have not yet been close to the actual of minority areas, especially the development of Mongolian medicine, it is difficult to promote its industrialization relying solely on single industrial policy and the enterprises’ own financial resources. Furthermore, the integration and extension of Mongolian medicine industry chain lacks the support of policy system. Therefore, to construct a complete system of Mongolian medicine industry development policy system, to establish scientific policy-making mechanism, to regulate Mongolian medicine production standards and monitoring system can help effectively integrate and extend the Mongolian medicine and pharmacy industry chain,
realizing the great-leap-forward development of economy in the ethnic minority regions.

ICAEM-paper3297
Traditional Chinese Culture Blends in the Educational Path of Graphic Design Teaching
Da-Yong JIANG

Abstract. At present, in graphic design teaching, how to blend it in the traditional culture has become the key problem that educators need to focus on. This article, based on the graphic design teaching situation, analyzes the traditional Chinese culture blends in the educational path of graphic design teaching. The purpose of this article is to provide readers with an in-depth understanding of the role of traditional culture in graphic design teaching.

ICAEM-paper3298
Learning the Sequences Quality Control of Bioinformatics Analysis Method
Heng-Hua SHI, Xin XU and Wei-Yu LI

Abstract. With the application of next-generation sequencing technology, bioinformatics analysis method for sequences have developed rapidly. The quality control of the original segment obtained by sequencing has a direct impact on the subsequent data analysis. With FastQC as a tool for sequences quality control, we do a learning quality controls analysis experiment, and analyze all quality controls analysis steps including Per base sequence quality, Per sequence quality scores, Per base sequence content, Per sequence GC content, Per base N content, et al.

ICAEM-paper3299
Evolution and Development of Chinese Ethnic Minority Bilingual Education Research
Yuan-Yuan YANG

Abstract. Ethnic minority bilingual education research began in 1979. As a key branch, it has been one of the hot issues in the whole ethnic minority language research of China. The main content and hot topics experienced evolution of four different periods, the evolution and development is a good reflection of the whole ethnic minority language research skeleton. This paper describes the evolution process of ethnic minority bilingual education research, illustrates the influencing factors of hot topics in ethnic minority bilingual education research and analyzes the language view reflected by the evolution and development of hot issues based on high frequency key words in research papers.

ICAEM-paper3300
An Innovative Study on the Work Method of Promoting the League Building by the Party Building in Colleges and Universities in the New Period
Qing WEN
Abstract. “Promoting the League Building by the Party Building” has always been the fine tradition of our Party, as well as an effective measure that enables the common improvement of the League construction and the Party construction. Apart from that, the central and pivotal role headed by the Party Central Committee and the model demonstration role of the Organization of the Youth League could be played, and ultimately the cohesive power and political leadership is thus enhanced. Additionally, the work of the League Building in colleges and universities in the new era could be deepened, the work idea of “the Party building leads the League building and the League building promotes the League building” is established, so as to further promote the organizational construction of the League building work system and work procedures innovation, practically strengthen the work of the League building by the Party building in colleges and universities and pinpoint the significance of the Party construction in the development of the Communist Youth League.

ICAEM-paper3301
The Application of Metal Jewelry in the Bag Decoration
Chang-Juan CHEN
Abstract. Metal jewelry has always occupied an important position in the development of bag decoration, which is also the most direct manifestation of the decorative effect of bags. Through the proper collocation of metal jewelry, the unique “quality” and “connotation” of the bags themselves can be reflected completely.

ICAEM-paper3304
Study on Legal Risk Prevention Issue in University/College Scientific Research Cooperation
Qing-Bo XIAO
Abstract. Social science and technology progress increasingly at present. As the main force of scientific research, university/college researches and develops new-type technological achievements via contract with enterprise. Thus it can be seen that promoting university/college scientific research cooperation has important significance. However, it cannot be denied that lots of legal risk problems exist in cooperation. Therefore, this paper discusses the legal risks from the perspective of university/college scientific research cooperation, analyzes in detail from scientific research cooperation contract and achievements patent risks, hoping to promote university/college scientific research cooperation to be more standard and effective starting from preventions.

ICAEM-paper3305
Discussion on How to Continue the Urban Historical Context in the Urban Construction
Yi-Jun DAI
Abstract. With the rapid development of social economy and the continuous improvement of people's living standard, the protection and continuation of historical context have been involved in the urban construction. In this case, the urban
population increases constantly, and the cities develop towards the large scale, modernization and economization, encroaching on the protection and continuation of historical context, so many historic context with important historical value have also been disappearing. Therefore, we should attach importance to the inheritance and continuation of the historical context, and further enhance the urban construction.

ICAEM-paper3307
Integrated Pre-processing Technology for Underwater Image
Xi-Peng CU
Abstract. Because of various distractions for the underwater images which cannot directly be used, we utilize different image processing techniques to improve the quality. First, we transform the original image into gray ones. Second, we use geometric rectification for non-linear distractions caused by imaging system or shooting angle. Third, we use Gaussian filter to process random noise. Finally, we utilize image sharpening to enhance the contrast of blurred images.

ICAEM-paper3308
Brief Discussion on the Aesthetic Culture of Interior Soft Decoration
Sheng ZHANG, Chang-Juan CHEN
Abstract. With the development of the times and the continuous improvement of living standards, the problem of food and clothing is no longer the focus of people’s lives. The demands for cultural life and living environment that people attach great importance to are increasing. Therefore, soft interior decoration has undergone an unprecedented development. Soft decorative refers to the re-layout and planning of the housing through ornaments that is movable and can be changed of their location after the decoration of the housing, such as textiles used in the decoration, changes in color and style of the sofa cover, and the changes of various of crafts and indoor ornamental vegetation. Through the elaboration of the development history of the interior soft decoration, this article explains the influence of the Chinese traditional aesthetic culture and the western aesthetic culture on the interior decoration at different stages. Then we discusses the modern characteristics of the interior soft decoration in terms of the harmonious development of people and the environment, extending individuality, green and environmental protection and other aspects, which embodies the aesthetic significance of the interior soft decoration in the diversified social development, life style and other aspects.

ICAEM-paper3310
The Application of Soft Loading Collocation in Interior Design
Yu SUN
Abstract. Soft loading collocation is an artistic behavior that uses textile, lamps, ornaments, murals, iron, glass crafts etc. to distinguish and divide the space from the color and function. Soft loading collocation will achieve the basic needs of people on the space comfort and use, and also realize the different individual needs, reflecting the different tastes of life. For this, soft loading collocation should make use of
different style characteristic on the design, thus achieving ingenious combination and perfect collocation.

ICAEM-paper3312
Simple Analysis of Aesthetic Thoughts in the Style Design of Textile and Garment
Jin-Bo GU

Abstract. The style design of textile and garment, as the key link in the process of fashion design, should highlight the aesthetic feeling of style, and make up for the deficiency in the style design of textile and garment timely and effectively through the decoration of stripes, colors and other elements, further enhancing the artistic content in the style design of textile and garment. The style design of textile and garment is based on the aesthetic thought, pays attention to the effective integration of formal beauty, artistic beauty and static-dynamic beauty, and effectively reveals the intrinsic characteristics of style through the external carrier, enhancing the overall beauty of the wearer. Based on this, this paper studies the aesthetic thought in the style design of textile and garment, and analyzes one by one from the formal beauty, artistry and static-dynamic combination.