ICAEM 2017 Abstract Book

The 4th International Conference on Advanced Education and Management
[ICAEM 2017]
http://www.icaem2017.org/

December 16-17, 2017
Qingdao, China

Co-organized by:
DEStech Publications
Advanced Information Science Research Center
ICAEM 2017 Abstract Book (Advanced Education and Management)

ICAEM-paper4105
A Cognitive Resolution to Non-Stereotypical Definite Indirect Anaphora
Hui-Fang ZUO

Abstract. It is intended to explore the distribution of non-stereotypical definite indirect anaphora in news reports, and its cognitive resolution mechanism. The proposed resolution mechanism, formed by integrating the Accessibility theory and the Frame model, assumes that the interpretation of the definite indirect anaphora is the integration of the anaphor into a decisive frame, which is part and parcel of the frames activated by the antecedent trigger and the anaphor. While the anaphor is quite recognizable due to its fixed form of definite articles plus the nominal, the antecedent trigger is much more complicated to be identified. Therefore, a knowledge of the general tendency of the occurrence of the antecedent trigger is helpful to delimit the searching scope. The linguistic clues which function as a guide to the antecedent trigger information can be categorized into 4 types: the headline or the news lead, textual description, frame-heralding markers and punctuation marks. It is hoped that an alternative of understanding the non-stereotypical definite indirect anaphora from the cognitive perspective will be provided.

ICAEM-paper4106
The Effects of Metacognitive Strategy Training for College Language Low Achievers
Li-Hua TANG

Abstract. The study is carried out in China West Normal University. The author and 105 students from two classes participate in the study. A newly constructed training model was applied from the integration of Oxford’s (1990) eight-step model with Cohen’s 1997 Strategies-based Instruction (SBI). The study lasts 3 months. During the study, students from experiment class are presented with what are metacognitive strategies and the chance to practice while the students from control class receive traditional instructions. The results indicate that the metacognitive strategy training can enhance students’ metacognitive awareness and writing performance.

ICAEM-paper4107
Investigation and Analysis on the Use of WeChat Public Platform of the “985 Project” University Library
Dong-Ling CHEN

Abstract. University library undertakes the mission of spreading knowledge and serving readers. WeChat is widely used in college students and university library can better fulfill its mission by WeChat public platform. In this paper, investigation and statistics survey have been conducted, which are about the use of the WeChat public platform of "985 Project” university library. After analyzing the big data and finding out the existing problems, this paper makes suggestions for its improvement from three aspects: popularity, standardization and timeliness of platform.

ICAEM-paper4108
Four Dimensional Exploration of National Flag Culture in Colleges and Universities
Xiang-Geng ZENG

Abstract. The national flag culture contains the scientific connotation and noble symbol significance, which is the full expression of national spirit and national integrity that can arouse people's patriotic enthusiasm and strengthen its cultural consciousness of the people. By using the four dimensional approaches such as carrying forward the national spirit and culture of the flag, enriching the flag’s material culture, perfecting the flag system culture and
animating the national flag’s behavior culture, college workers can comprehensively promote
the national flag culture into college campus, strengthen college students’ national
consciousness and national emotion in theory and practice. They play a leading role in the
development of colleges and universities as well as personnel training so as to achieve the
purpose of national flag culture into college campus.

ICAEM-paper4109
Language Anxiety in Foreign Language Learning--A Study of Vocational College
Students’ LA in Oral English Class
Xian-Jing SHI
Abstract. Among a wide spectrum of affect-related factors, language anxiety is a very
important factor influencing foreign language learning. In oral English class, many language
learners experience language anxiety, which will in turn hamper their potential for foreign
language learning. The author of the present paper examines language anxiety, exploring
whether language teachers can be the source of some students’ language anxiety or otherwise
the alleviant of their language anxiety. Strategies for alleviating students’ language anxiety
are offered.

ICAEM-paper4110
The Study and Practice of the Teaching System Reform of the College Physics
Experiment
Zhong-Ying YUAN
Abstract. This paper sets up a new teaching system of college physics experiment, advances
gradually in multi-level order, cultivates students’ experimental skills, and improves hands-on
practical abilities. Through basic experiment, comprehensive experiment, design and research
experiment and the implementation of open experiment teaching, the students are trained to
possess the innovation spirit of exploring, studying and learning.

ICAEM-paper4111
Prediction of the National Total Retail Sales of Consumer Goods Based on ARIMA
Model
Ya-Ping JIANG
Abstract. This article selects the data of Chinese Total Retail Sales of Consumer Goods from
1952 to 2016 and then established ARIMA (2,1,2) model after the comparative test. It is found
that the relative error between actual numbers and predictive numbers from 2011 to 2016 is
smaller than 3%. Therefore, it is feasible to use the ARIMA (2,1,2) model to predict the
short-term data of Chinese Total Retail Sales of Consumer Goods. The predict is that
consumer markets will increase by more than 10% with little volatility.

ICAEM-paper4112
Research on the Practical Teaching System for Cultivation of Creative Ability
Xu CHENG, Yu-Shi ZHANG
Abstract. In view of the new problems in the process of teaching reform, this paper puts
forward the guiding principles of theoretical teaching and practical teaching with the
characteristics of curriculum, teaching mode and talent cultivation as the starting point, and
constructs the reform of teaching system. As student-centered, project-driven, and optimize
teaching management mechanism, can construct creative ability that is cooperation between
enterprises and enterprises, which provide available solution for teaching reform.

ICAEM-paper4113
Two Motivations and Learning Autonomy in Non-English Majors
Yan JIANG

Abstract. Taking learning motivation as an important factor which has a great influence on non-English majors’ autonomy, this paper focuses on comparing the effects of instrumental and integrative motivation on students’ learning autonomy. With the quantitative questionnaire and qualitative investigation, 112 students are chosen to be the subject of this paper. Results are following: although two motivations are highly correlated with autonomy, instrumental motivation is more closed correlated with autonomy than integrative motivations in four aspects of students’ autonomy: self-monitoring, self-regulation, goal setting and plan making.

ICAEM-paper4114
Pathways of Medical Students’ Humanities Cultivation in Hui Nationality Area in China
Cui-Ping YAO, Juan GAO, Huan-Min GAO

Abstract. As one of the world’s three major religions, Islam has many taboos, such as animal taboos, which have certain influences on the medical practice in Ningxia Hui ethnic region of China. In order to service better in this region, this study was to train medical students’ communicative skills and abilities on humanities in ethnic area. Retrieval results showed 775 single drugs or prescriptions possible taboos in China Pharmacopoeia. 372 items contained parts of pig; 167 items with dog; 31 with donkey; 39 with donkey; 109 with cat; 20 with crab, and 37 with snake. Also Islamic custom taboos were studied. As the results, the medical students of Northwest University for Nationalities were familiar with Hui nationality taboos, avoided taboos to improve the communicative skills on humanities in Hui nationality areas in the northwest China, finally established a medical practical path feathered Hui in the ethnic areas in China.

ICAEM-paper4115
Exploration of the Guarantee System for Postgraduate Science and Technology Innovation Education in China’s Colleges and Universities
Jin TAO

Abstract. With the implementation of China's innovation-driven strategy, the demand of local colleges and universities to serve the regional economy and social development increases continuously. This is in sharp contrast with the current lack of postgraduate’s innovation awareness and innovation ability in local colleges and universities. The task of postgraduate innovation education in local colleges and universities is arduous. This paper absorbs the positive experience of postgraduate innovation education both at home and abroad, connecting with the working practice in Zhejiang University of Technology, on this basis try to explore the construction of guarantee system for postgraduate science and technology innovation education in local colleges and universities. It is suggested that the guarantee system consists of three aspects, organization guarantee, resources guarantee and motivation guarantee. Through the establishment of postgraduate science and technology innovation guiding committee and fund, the construction of academic training curriculum and academic strength integration, the enforcement of incentive measures and open collaborative talents training, to improve the level of postgraduate science and technology innovation education.

ICAEM-paper4116
New Perspectives of Note-Taking Training in Consecutive Interpreting
Sheng YU

Abstract. This paper attempts to expatiate upon some commonly known and accepted concepts and practices that are not targeted, and sometimes not feasible, 70%-30% allocation of efforts, for example. Since senior interpreters take notes in a way so different from novices or those without better-than-the-average retention, I argue that notes are indispensable for
consecutive interpreters and herein offer some new perspectives of the specifics of note-taking, and propose a few practical approaches to note-taking training.

ICAEM-paper4117
Ways of International Exchange of College Students and Teachers in the Period of the Republic of China
Shao-Jie GAN
Abstract. The international exchange of students and teachers is the most intuitive way of internationalized development of universities and also an important form of internationalization of higher education. The paper uses the method of historical research and examines the ways of the international exchange of college students and teachers during the two decades from the foundation of Nanjing National Government in 1912 to the complete outbreak of Anti-Japanese War in 1937. It shows that the important forms of the internationalization of Republic universities include the overseas educational investigation of university presidents, teachers’ studying abroad, foreign experts’ lectures in China. The efforts and explorations of educational internationalization in the period of the Republic of China can provide reference and example for the construction of “Double First-rate” universities

ICAEM-paper4118
Research on the Innovation of University Student Status Management
Tian LIU
Abstract. In order to enhance the status management level, to change the management model of student status actively, we should base on the transaction service, strengthen the internal incentive constraint and excavate the intrinsic motivation; realize the changement of new model from "service oriented" to "service as a supplement, to change the incentive and constraint based", and then realize the change from passive service to the initiative. Under service, the incentive and constraint mechanism coexist, "service" regards the basic business as the center and pays attention to fulfill management responsibilities. "Constraint" is to eliminate early warning of risk control as the core, focus the on risk management of academic security. "Incentive" focuses on the motivation, strengthen the construction of fine style of study. Model Under the circumstances, the quality of student data can be guaranteed, academic safety and education and teaching order can be improved, and a good atmosphere for academic atmosphere can be formed.

ICAEM-paper4119
Research on the Training of Young Teachers in Kindergarten
Ting LIU
Abstract. In recent years, there have been new problems in the kindergarten education. The populations of the kindergarten teachers are gradually aging, so most kindergartens introduce new young teachers every year. The proportion of young teachers has gradually increased, and the improvement of the teaching level and skills of young teachers is an important issue for kindergarten administrators. This article mainly expounds the kindergarten's training way for young teachers from the aspects of enhancing emotional communication, strengthening business support, providing opportunities for development and improving the incentive mechanism to promote the growth of young teachers, so as to realize harmonious development of the kindergarten.

ICAEM-paper4120
The Influence of the Ecological Governance Concept of the Communist Party of China on the Continuing Education of Colleges and Universities
Tian LIU

Abstract. The construction of ecological civilization is the inevitable development of history. It regards the people and the natural harmonious development as the basic characteristics. With the rapid development of industrial civilization, the construction of ecological civilization is more and more national attention. China, led by Chinese Communist Party as the ruling system, is a large population country. Ecological governance is the new development of the concept of governance, but also the ruling party to Chinese specific conditions after judgment decisions, more precipitation and Reflection on industrial civilization development. Therefore, it is imperative to study the influence of the ecological governance concept of the Communist Party of China on the continuing education of colleges and Universities.

ICAEM-paper4121

Empirical Research on Professional Growth Value of Critical Events to Student Teachers
Yang CAO, Fei CHEN

Abstract. Critical events of the educational practice are functional events experienced by student teachers during the internship to have a great influence on their educational concepts and educational behaviors.[1] For the professional growth of student teachers, critical events play a profound and important role, specifically in optimizing professional reflection, strengthening professional cooperation, enriching professional knowledge, enhancing practical ability, and riching professional emotions, etc.. It is an effective attempt and favorable way to analyze the critical events during the internship period to improve the professional growth level of student teachers, and it is also a new path in the field of pre-service teacher education research.

ICAEM-paper4122

Brand Marketing Strategy of WeChat Public Number--Take the “Logic Thinking” for Example
Shao-Zhi CHEN, Kai-Xin LU

Abstract. WeChat Public Number, as a communication model of the new media, produces the new marketing models. In recent years, the WeChat Public Number has become popular, but its successful marketing has been really uneasy. In this paper, the “logic thinking”, a successfully case is taken for example and some methods such as literature search and case analysis, etc. are adopted to start from the brand images, unique contents and communication objects to analyze the “logic thinking” public number and build the brand marketing strategy.

ICAEM-paper4123

Research on Extracurricular Science and Technology Activity Model of Junior College Student Based on "Peer Counseling"
Kai MA, Lu-Meng WANG, Wen-Hui FAN

Abstract. With the social development of the demand for innovative talents, colleges and universities and college students are also increasing the degree of attention on the extracurricular scientific and technological innovation activities, but junior students don’t understand the policy well and their professional foundation is weak. Consequently, how to strengthen the junior college students extracurricular scientific and technological innovation ability is a new research direction. This paper analyzes different modes of science and technology activities by comparison to explore the mode of extracurricular scientific and technological activities which are conducive to guiding the junior students in the bottleneck of innovation ability cultivation. Through the investigation and contrast of the basic situation of extracurricular scientific and technological activities of college students, this paper explores
the development of college students 'extracurricular scientific and technological innovation based on the peer counseling.

ICAEM-paper4124
A Comparative Analysis of Academic Transfer of Sino-US Vocational Education
Hui XU
Abstract. Beginning with the functions of academic transfer in American vocational education, this paper reviews concerned researches both in America and China. Taking Austin Community College and Shanghai Technician School as examples, this paper analyzes how U.S. academic transfer differs from Chinese academic transfer. The finding is that China’s academic transfer is relatively less flexible in the transfer pattern, the university to transfer, the time and the specialty suitable for transfer. Finally, some suggestions are put forward to build a pathway allowing flexible movement between vocational and academic education.

ICAEM-paper4125
Job Burnout among Young Teachers from Private Higher Education Institutions in Shanghai and the Corresponding Intervention
Lian-Rong SUN
Abstract. Based on the results of the burnout questionnaire surveyed among 146 young teachers from private higher education institutions in Shanghai, this study presented an investigation of the actual situation of job burnout and explored the general influential factors of job burnout. In addition, self-development counseling was used as an intervention method for 46 selected participants who displayed warning signs of burnout. The results showed that: (1) The job burnout rate of young male teachers was significantly higher than that of female teachers, and the severity grew with seniority of the teaching position. (2) An individual’s personality traits had significant predictive power over job burnout. (3) Self-development counseling was found to be an effective strategy to reduce the rate of teachers’ job burnout and improved emotional regulation abilities.

ICAEM-paper4126
The Construction of the Mobile Interactive Translation Teaching Model
Huan YU
Abstract. The traditional translation teaching model has been unable to adapt to the needs of the new era and the use of new technologies is urgently needed. With the rapid development of smart phones and 4G communication network, the WeChat intercourse platform has quickly become an important channel for people to socialize and get information in the past two years. In many areas in universities, the new technology of WeChat is also widely used and accepted. After analyzing the disadvantages of the traditional translation teaching model and the trend of translation teaching reform, the author tends to list the role of the main features of WeChat in translation teaching. The purpose is to integrate various functions of WeChat to construct a WeChat-based mobile interactive model in translation teaching in order to get rid of the time and space constraints in the traditional teaching model and improve the effectiveness of translation teaching.

ICAEM-paper4127
The (Wo)man Emancipation in May Fourth Era
Le-Yan PAN
Abstract. This paper aims to disclose the point that the advocacy of woman emancipation in the May Fourth era is articulated with that of individual emancipation. I will borrow Yang’s idea of “(wo)man emancipation” to analyze Hu Shih’s The Greatest Event in Life and Lu
Xun’s *Mourning the Dead*, to illustrate the point that the feminist narrative is omitted in the grand narrative of May Fourth Movement. Instead, it is treated as a subjected discourse in order to serve for the larger discourses of “individual versus family”, “new versus old”, and “modern versus tradition”. Even Lu Xun’s concern for the status of new women is articulated with the crisis of consciousness intellectuals suffer. It is pathetic that the real woman is silenced in the process of history, the history manipulated by males, which has been the dilemma of women in man-centered literary discourse the whole time.

ICAEM-paper4128
**The Study of Social Responsibility Evaluation Method and Rubric Design of College Students**
Jing ZHAI, Qiu LI
**Abstract.** In recent years, the sense of social responsibility of college students has been widely concerned by the society. How to effectively evaluate the training result of the sense of social responsibility of college students is a problem faced by many colleges and universities. Based on the concept of college students’ social responsibility, this paper puts forward the evaluation principle and rubric design according to the evaluation method of social responsibility of college students.

ICAEM-paper4129
**The Enlightenment of Positive Psychology to Personality Education in China**
Wen-Ying XU
**Abstract.** Positive psychology is a new trend of psychology development which interests in positive aspects of human being and adopts more positive attitude, experimental methods and measurement methods to research on human being. It has caused an increasing effect in many areas and also has enlightenment to China’s personality education which is more important and urgent to be carried on nowadays. So this research concerns positive psychology with introducing its research object, its researches and then put forward the enlightenment to China’s personality education. The purpose is to provide reference for personality education research.

ICAEM-paper4130
**Reflection on Phaedo by Plato**
Ya-Heng YANG
**Abstract.** “Phaedo”, one of the Plato’s dialogues, narrates the day of Socrates’ sentence, composed by the discussions he had with his disciples upon justice and immortality and the process of drinking poison to his last minute. Socrates is the first one in history who chose faith above life. In the western culture, there is no other work can compare with “Phaedo” in regard of its great influence. The trial on Socrates and the description for his last moment remains the foundation of the western ethics.

ICAEM-paper4131
**The Realizations of Interpersonal Function in English News Reports**
Xiao-Qin GUAN
**Abstract.** In the framework of Halliday’s theory on mood and modality, this paper focuses on the different realizations of the interpersonal function in English news reports, through which we can help those who want to learn English through reading English news to understand them better.
Research on the Impacts of Microfilms on College Students’ Ideological Values
Zhi-Hai YE, Dong LI
Abstract. As the seventh biggest classification of arts in the world, visual arts has not only stronger cultural appeal which embodies in the impacts on people’s values, but also stronger audio-visual appeal comparing with art and music. Under the background of rigid cultural changes and ideological values’ changes, it is necessary to do research on the following theses including: the ideological impacts of the multiple values in microfilms on present-day college students and the possibility of conducting the education of ideological politics and disseminating outstanding traditional culture to guide college students to accept the excellent mainstream culture through microfilms.

ICAEM-paper4133
The Memory about the Jewish Name in Thomas Hürlimanns Trilogy
Jun-Xia CAO
Abstract. As Assmann’s theory proves, the Literature plays an important role for the collective memories. It changes the discourse structure of society, by means of letting marginal, repressed or forgotten voice be read, heard and then finally have the chance to be reflected. This article aims to analyze the “family trilogy” of Hürlimann, one of the most significant Swiss authors, in order to figure out the collective and literary memories associated with Jews in Switzerland and its impact on the construction of the their identity.

ICAEM-paper4134
An Empirical Analysis of the Relationship between Shanghai’s Economic Growth and Fiscal Expenditure
Ya-Ping JIANG
Abstract. There are three viewpoints towards the relationship between fiscal expenditure and economic growth. The first type is that fiscal expenditure improves the economic growth, the second is that fiscal expenditure holds up the economic growth. While the last type of viewpoint is that fiscal expenditure makes no difference on the economic growth. The paper will do the empirical study on the relationship between fiscal expenditure and economic growth of Shanghai by VAR model. The result shows that fiscal expenditure is not the Granger Cause of economic growth. While under the 1% significance level, the economic growth is regarded to be the Granger Cause of fiscal expenditure. It means that the increase of Shanghai fiscal expenditure decreases consumer expenditure and investment, which makes fiscal expenditure have no effect on the output. To avoid the crowding-out effect, the government needs to get the optimum fiscal expenditure and consider to limit the financing activity of private departments so that private investment will not be crowded out.

ICAEM-paper4135
Help Students Take Notes in Different Stages of Learning
Zhen LIU, Yu-Ling LIU, Sai-Nan ZHANG, Xue HAN, Ren-Hai PENG
Abstract. It is necessary for every student to require an efficient note-taking skill for future study and review, however, not everyone has the note-taking skill and make full use of it. The present study attempted to develop a note-taking program, aiming to help college students to take notes. In this program, teachers and students had made corresponding preparation on notes in different stages of teaching: before class, after class, in class, and out of class. Consequently, this systematic procedure improves the accuracy of students’ lecture notes. In addition, there is a positive feedback in an anonymous survey about this note-taking method.

ICAEM-paper4136
A Historical Review of the Strategic Development of Military Sports Clubs in the Early
**Period of New China**
Sen CONG

**Abstract.** This paper firstly analyzes the domestic and foreign situation of the new China, then it further elaborates the reasons for the formation of the strategy of the military sports clubs in new China. After discussing the purpose, task and evaluation of the strategy of the development of the military clubs in the New China period, it finally summarizes the enlightenment of development strategy of the new Chinese military clubs.

ICAEM-paper4137

**Research on the Construction of Software Integrated Design Course**
Jin-Lian DU, Xue-Yun JIN and Dan WANG

**Abstract.** Software integrated design course is one of the most important courses to cultivate students' professional ability and excellent engineering quality. Since it collects the knowledge of data structure and algorithm, object oriented programming, database principle, software engineering, software quality testing and other courses as a whole, how to organize the teaching activity effectively to achieve the prescribed teaching objective is a big challenge. In this paper, a project-based teaching and learning idea is proposed based on the in-depth analysis of the training goal of this course, and the concrete construction ideas and implementation process around the teaching content, teaching organization and evaluation mechanism is expounded in detail.

ICAEM-paper4138

**On the Role of College Educators in their Service and Regulation**
Feng-Chun PIAO

**Abstract.** Rapid economic development of China has been, especially from the 1990s of last century, accompanied by the advocacy of people-oriented policies. Consequently, the idea of humanistic care draws more and more attention from the people in Chinese society. This trend has been reflected in our colleges and universities with more emphasis on the improvement of services to the students, which, if without proper handling, may result in the unfavorable situation of loosening in the regulation of the students’ behaviors. Social environment and features of college students within consideration, college educators nowadays should put more efforts in seeking the ideal balancing point between “service” and “regulation” in their educational practices, so as to establish an upward academic atmosphere as well as a healthy campus culture.

ICAEM-paper4139

**Discussion on Promotion of the Teaching Mode of Studio System in the Local University**
Li-Li YANG, Xiao-Fan ZENG

**Abstract.** With the deepening of education reform in China, many colleges and universities begin to think about what kind of education mode is more suitable for different specialties, and constantly learn and explore the innovative teaching mechanism. In this paper, based on some of the existing successful experience in teaching mode, further combining with the characteristics of art design major, the author try to put forward the studio teaching mode for the art and design majority.

ICAEM-paper4140

**Analysis of SWOT Model of the Donglu Wine Industry in the Helan Mountain Ningxia**
Ning CAO

**Abstract.** The eastern foothills of the Helan Mountains are one of the most famous appellations in China. Through the SWOT strategic analysis of the Ningxia Helan Mountain wine industry, combining with the development of its wine industry characteristics, find out
the Ningxia Helan Mountain foothill wine industry strengths, weaknesses, opportunities, threats, and proposes the corresponding solution.

ICAEM-paper4141
Research on the Cultivation Mode of Postgraduates of International Trade
Nan YAN
Abstract. With the development of the "educational and research" joint training mode of postgraduate education, this paper explores the establishment of the postgraduate training model of international trade specialty based on the problems of the postgraduate training mode of international trade in international colleges and universities, and put forward some suggestions, aimed at the comprehensive integration of resources, the formation of benign interaction, to promote the international trade liberal arts graduate training model reform for China's social and economic development of international trade to develop high-level innovative application talents.

ICAEM-paper4142
Review of Teacher Efficacy Research
Xun BU
Abstract. This review investigates the teacher efficacy research during the past two decades. Results from the review show that despite huge increase in teacher efficacy research and variety in methodology, few studies of teacher efficacy are conducted in a Chinese educational setting; also, there are lack of empirical studies investigating how teacher efficacy is related to other constructs, such as teachers’ professional development and teacher stress. Recommendations for future teacher efficacy research are also provided.

ICAEM-paper4143
Communicative Functions of Deliberate Misinterpretation from the Pragmatic Perspective
Yi-Na WU
Abstract. Based on the data collected from the conversations in three American TV plays, this paper analyzes the linguistic phenomenon of deliberate misinterpretation in English daily conversations in terms of its communicative functions. Deliberate misinterpretation is a pragmatic strategy chosen by Speaker Two(S2) impelled by certain communicative needs and the strategy will perform certain communicative functions. This study discusses the specific communicative functions DMI performs in interaction. Three categories of communicative functions are analyzed: improving interpersonal relationship, manipulating information, and creating special communicative effects. This is the first study carried out specifically on the linguistic phenomenon of DMI in English daily conversations in terms of its communicative functions. Light may be shed on English teaching and learning, TV talk shows, courtroom languages and debates.

ICAEM-paper4144
The Multidimensional Analysis of College Students’ Consumption Data
Hua-Jiang LIAO, Ning HUANG
Abstract. This paper focuses on the analysis of the campus card consumption data and constructs the campus card decision support system based on data warehouse, OLAP and data mining techniques. Key steps to establish this system is presented, includes preprocess of data, building of data warehouse, construction of OLAP model and implements of system. Especially, describes the structure of the facts and the dimension tables in detail.

ICAEM-paper4145
An In-Depth Interpretation of the Requirements of New Curriculum Standard for Senior High School English
Shao-Jun DUAN

Abstract. New Curriculum Standard for Senior High School English puts forward five requirements for senior high school English teaching and learning, namely, cultivating the comprehensive literacy and promote the overall development, enriching the teaching content and achieve integrated development, innovating the teaching methods to form learning autonomy, exploiting the value of textbook and develop various resources, and using multifarious evaluations and pay attention to the learning process. This paper aims to offer an in-depth Interpretation of these requirements so as to help senior high English teachers to teach their class more successfully, and help students to learn their English course more efficiently as well.

ICAEM-paper4146
Application of CLIL in Teaching Young Learners about Life Cycle in English
Shao-Jun DUAN, Ju-Hua LIU

Abstract. By employing the 4C’s framework in CLIL, This paper aims to set up an example or a pattern of how to integrate the approach CLIL into teaching young learners, esp. primary pupils about the theme of Life Cycle in English. While doing this task, designers need to take seven aspects into consideration: needs of the target group, level of the target group, aims or objectives of materials, teaching and learning activities, instrument for assessment, scaffolding tips, and resources.

ICAEM-paper4147
The Current Situation and Countermeasures of English Teaching in Senior High Schools under the Background of New Curriculum Reform
Shao-Jun DUAN

Abstract. After a brief review of the current situation of English teaching in senior high schools under the Background of New Curriculum Reform, this article finds that various problems exist in senior high school English teaching, and the gap between the teachers’ seemingly acceptance of the new idea of new curriculum and their practical teaching exercises is distinct. The main reasons of these problems are teachers’ outdated conditional knowledge and practical knowledge, and the contradiction between the teaching requirements of the new curriculum and the summative assessment of the National University Entrance Examination. Therefore, promoting teachers’ professional development, perfecting the assessment mechanism and changing the traditional education mode are crucial, which are the main solutions to solve these problems.

ICAEM-paper4148
The Essence and Future of Massive Open Online Courses
Ai-Qun YU

Abstract. As a new thing that is springing up in recent years, massive open online courses (MOOC) have become popular in students of universities and colleges. Since learners can reach high quality courses from famous lecturers of top universities over the world, MOOC has become a kind of supplementary provision to the traditional education. The introduction of MOOC does not mean the replacement of teacher's role. Instead, teachers have more time and energy to communicate with students, helping students to shape the hearts and promote the mature of human nature. Systems for credit recognition and teaching evaluation should be established, which would help teachers and administrators to improve teaching programs and teaching quality.
ICAEM-paper4150
Green University: A New Perspective on Construction of Heterogeneous Competence of Application-Oriented Universities
Xiao-LING HUANG
Abstract. Ecological ethics and moral education is an important content of current moral education in college and universities which assume the role of education for sustainable development. The construction of green university is to integrate the concept of sustainable development into university construction, to cultivate students' green consciousness and consciousness and green ability into the school training plan, shaping the green talent through development green education, incorporating new concepts in university education, enriching and vivid the content of higher education provides new patterns and methods for talent training.

ICAEM-paper4151
Deep Effectiveness Analysis of the Ideological and Political Education in Colleges and Universities from Cultural Education
Dong-Mei ZHENG, Peng-Fei XU
Abstract. This paper aims to explore a combing mechanism of cultural education and ideological and political education, and to make a clear ideological and political education function for cultural education. In the process of ideological and political education, we can combine cultural education and ideological and political education organically to strengthen education Mechanism, to create a campus culture and education environment, to improve the effectiveness of the practice of educating people, and further to form the atmosphere of ideological and political education and cultural education in universities and colleges.

ICAEM-paper4153
Compliments and Compliment Responses in Thanking among Chinese Buddhists
Ya-Yu CAI
Abstract. In order to help the whole world people recognize the social values and cultural differences when doing business with Chinese, this paper seeks to explore one of the politeness phenomena, compliments and compliment responses, in thanking among Chinese Buddhists. The participants were 60 citizens in Quanzhou city of Fujian province, aged from 40-60. The primary data was collected by Discourse Compliment Test and classified according to Holmes’ three-way classification. The findings show that deflecting is the most favored response type with shifting praise to Buddha, which could reflect the great impact of Buddhism values on people’s life in the southeast coast of China. Further researches on this area could be explored in more cities.

ICAEM-paper4155
College-English Poetry Teaching with the Perspective of Reception Aesthetics
Peng-Feng ZHANG
Abstract. College-English poetry teaching is one of the important parts of English teaching in Chinese colleges from which Chinese students benefit in language learning, different cultural knowledge, the ability of cross-culture communication as well as their aesthetical consciousness. The theory of reception aesthetics focuses on the role of readers during the process of reading and its main notions like the horizon of expectations, gaps and blanks and aesthetic distance play a vital theoretical role in the innovation of college-English poetry teaching in college class. The application of the theory in poetry teaching alters the traditional role of teacher, student and textbook in class. It also improves Chinese college students’ English learning and enhances the quality of English poetry teaching in china’s college
classes.
ICAEM-paper4157

The Relationship between Emotional Labor and Mental Health of College Teachers: the Mediate Effect of Emotional Exhaustion
Qing HU, Chun-Ai WANG, Xiao-Zhao YANG

Abstract. This study explores the relationship between emotional labor and mental health and the mediate effect of emotional exhaustion. Emotional Labor Scale, Mental Health Scale and Emotional Exhaustion Scale for teachers are used to investigate a survey of 710 college teachers in Shandong province. The results show that college teacher is a profession required high level of emotional labor, the most frequently used strategy is automatic acting and then the deep acting. Surface acting positively correlates with emotional exhaustion and has negatively effect on the mental health. Deep acting and automatic acting negatively correlate with emotional exhaustion and have positive effect on mental health respectively. Emotional exhaustion mediates the relationship between emotional labor and mental health. Emotional exhaustion fully mediates the relationship between surface acting and mental health and the relationship between automatic acting and mental health. Emotional exhaustion partially mediates the relationship between deep acting and mental health.

ICAEM-paper4158

On Fundamental Values of Buddhism
Lian-Dong WANG, Yu-Huan LI

Abstract. This paper explains three fundamental concepts of equality, life and charity, aiming to discuss the reason that Buddhism was prosperous perennially and its influence on modern society. It is a gradual and continual fusion of Indian Buddhism and Chinese native culture and the former greatly influenced on values of the later during about 2000 years since Buddhism was introduced to China. What Buddhism advocates, such as ideology of equality, respect for lives and bearing with charity, is still useful for us. It is crucial and necessary to give a clear explanation on above concepts so as to study Chinese traditional values.

ICAEM-paper4159

The Status of Public Foundation Courses in Higher Education
Bao-Jun TAN

Abstract. Public foundation courses play an important role in higher education. In recent years, some colleges and universities, especially higher vocational colleges, have ignored and even canceled many public foundation courses, which will greatly affect the quality of the talent training in higher education. This is a problem that needs to be urgently solved, for which some suggestions are put forward in this article.

ICAEM-paper4160

The Characteristics of Heroes Portrait in Water Margin
Ran WEI, Hui YU, Zhe-Jia TANG

Abstract. Relative to the heroism of orthodox “saving” work in Romance of the Three Kingdoms, the heroes portrait in Water Margin is deeper affected by townsfolk’s ideas, tends to self-centered and maximize to pursue the interest of the spirit and material, even has a new phenomenon that in order to achieve self-worth by any means. The heroes portrait in Water Margin has Presents the new characteristics which goes against the traditional concept of hero.

ICAEM-paper4161

Brief Discussion of Cultivation and Advancement of Soft Power in Disciplinary and Specialty Construction of China Universities
Wen-Feng LI, Man-Ru CHEN, Yu-Cong ZHAO, De-Qiang SUN, Gui-Fen GONG and Zhi-Qiang LI

Abstract. The soft power of disciplines/specialties means that the discipline/specialty organizations are characterized by the non-materialized and functioning ability in a flexible manner. It is basically recognized that the soft power is composed of discipline/specialty culture and organizational institutions. The factors-driven module of discipline/specialty construction in China in the last several decades unilaterally paid close attention to the discipline/specialty hard power indexes and ignored the cultivation of discipline/specialty soft power, thus not resulting in the radical advancement of knowledge production capacity of discipline/specialty organizations. To build first-class disciplines/specialties is to emphatically hoist discipline/specialty organizational level and foster discipline/specialty soft power to offer the inside motivation for the comprehensive reform of disciplines/specialties.

ICAEM-paper4167

The Literary Speech Act in Double Contexts
Hao WU, Zhi-Yi YIN

Abstract. Austin's Speech Act Theory gives a lot of inspirations to literary discourse research, but he also denies the force of literary discourse at the same time. Many literary theorists such as J. Hillis Miller, Van Dijk, Jonathan Culler, Richard Ohmann, have deeply analyzed characteristics of literary speech act. Literary speech act manifests not only in the dialogues between the characters in literary works, but also in the author's expressions to the reader through literary creation.

ICAEM-paper4168

Study on Construction and Operation of National Demonstration Center for Experimental Aqua-Ecology and Aquaculture Education (Tianjin Agriculture University)
Hai-Long XU, Li LI, Guo-Xia ZHU, Dong-Qing BAI, and Hong-Yue SHI

Abstract. The national demonstration center for experimental education is an important teaching base to organize high-level experimental teaching for colleges and universities and to train practical ability and innovative spirit for students. The national demonstration center for experimental aqua-ecology and aquaculture education (Tianjin Agricultural University) is one of the national demonstration centers for experimental aquatic education approved firstly at 2009. We take a series measures, i.e. optimizing the experiment course, updating the content of experiment teaching and increasing experimental hours, to construct the experimental teaching resources. And implementing the director responsibility system, setting up teaching guidance committee and establishing annual report system are employed to perfect management system. And we change our guiding ideology, build an information platform based on the internet and develop various forms to strengthen running open for national demonstration center for experimental aqua-ecology and aquaculture education (Tianjin Agricultural University). After a series of reforms and developments, national demonstration center for experimental aqua-ecology and aquaculture education (Tianjin Agricultural University) plays an important role in improving personality and practice ability, cultivating scientific thinking method, exploring spirit and innovation consciousness for students, and played an exemplary role in promoting the training level of the talents for aquaculture around the country.

ICAEM-paper4169

Research of the Magnetic Filed in Optical Pump Magnetic Resonance Experiment
Cai-Qiang WANG, Shui-Lian CHI, Zi-Xin GAO, Kui-Tan WU

Abstract. In the experiment of optical pumping magnetic resonance, the calculation of
horizontal and vertical magnetic fields is related to the accuracy of the final results, therefore, the construction of correct calculation method of horizontal and vertical magnetic field is very importance for the experiment. First, the article analyses the relation between magnetic field of the Helmholtz coil and current. Then, based on the widely used optical pumping magnetic resonance experiment instrument, the paper analyzed the differences of the winding method of coil for horizontal and vertical magnetic field (parallel and series), and got correct calculation methods and the corresponding formula of the horizontal and vertical magnetic field for different cases. Finally, the results are proved by the experiment of optical pumping magnetic resonance. The research can not only improve the accuracy of the optical pumping magnetic resonance experiment, but also enhance the scientific research and innovation ability of the students.

ICAEM-paper4170
Progress in Polymer: Curriculum Construction and Innovative Practice
Hai-Bao ZHANG, Chong HOU, li-Zhen YANG, and Bo-Wen LIU
Abstract. Based on the specialty orientation of Polymer Materials and Engineering in Beijing Institute of Graphic Communication (BIGC), this paper proposed the specific purpose, significance and basic principle on the course construction of Progress in Polymer. The basic content of curriculum construction mainly contains the lecture material construction, classroom teaching, practice and examination forms. The overall goal of this course is to train students with an international perspective and suitable to the economic and social development demands.

ICAEM-paper4171
Reflections on the Reform of Journalistic Practice Teaching under the Background of Media Convergence
Hong-Yan XU, Yi JIN
Abstract. Under the background of media convergence, the needs of audience have undergone tremendous changes, which led to a series of changes in the industry. In the Internet era, practical teaching system of journalism major must conform to the trend of media convergence practice, instructors should pay attention to training students’ Internet thinking and reforming the mode of practice teaching model, curriculum system and strengthening the construction of practice base for journalism major.

ICAEM-paper4172
On Evaluation System of Innovative Education of Colleges
Bing CHEN, Xue DONG, and Xiao-Peng GUO
Abstract. This paper has put forward the evaluation principles of the innovation education of colleges, based on the clarification of the concept and characteristics of the evaluation of the innovative higher education, and the analysis of the established principles of the innovative evaluation system and the selection of the evaluation indexes and methods, which provided the basis and experience for evaluating the achievements of innovative education in colleges.

ICAEM-paper4173
The Impact of Green Finance on Haze Management
Wei-Na LI, Yi-Teng HU and Li-Wen LI
Abstract. The traditional financial development model is difficult to alleviate the increasingly prominent problem of haze in China, so it’s of great urgent to develop green finance to promote haze management. On the basis of combing the previous studies, this paper explores the internal mechanism of the impact of green finance on haze management, and puts forward the effective path of green finance to promote haze management, which aims to provide
ICAEM-paper4174

The Influence of Task-Based Language Teaching Approach on Foreign Language Anxiety and Achievements among Vocational College Students
Xin WANG

Abstract. This paper takes non-English majors of vocational college as research individuals, investigating and analyzing their foreign language anxiety and English learning achievement, then adopting task-based teaching approach and 3P (presentation-practice-production) teaching method in the contrast. Results show that the task-based teaching approach is helpful to reduce students' foreign language learning anxiety, and enhance their English learning achievement. Therefore, it is a valuable teaching method to be popularized in colleges.

ICAEM-paper4175

Prevention and Management of Bio-Piracy of Genetic Resources from the Perspective of Intellectual Property
Jing HU

Abstract. The paper collected cases of bio-piracy in agricultural and medical fields by literature search and database query. Through the analysis of bio-piracy, we propose an intellectual property management system against bio-piracy of genetic resources based on legal and managerial loopholes in China’s genetic resources protection. Both government administration and enterprises’ strategy in intellectual property management should be enhanced to legally share the benefits of genetic resources and to protect biodiversity.

ICAEM-paper4176

Study on the Application Advantages of Network Video Courseware in Mathematics Course
Nan WANG

Abstract. With the rapid development of computer, new media and new network environment, network video courseware has broken up the traditional teaching ideas and changed the former teaching ideology. They mix together the film and TV technology, network technology, theory and practice of educating and teaching. They also create new theories and thoughts to meet the needs of teaching and conform to the development of the times.

ICAEM-paper4178

Practice of Engineering Skill Training by Design Thinking Team Works in Laser Serious Courses
Shu-Ling HU, Hui-Lan LIU

Abstract. According to the industry four times and ABET requirements, the practice of engineering skill training by design thinking team works in laser serious courses is introduced. Our practice experience of team work in laser serious courses has three parts: the preparation shows the student centered at first, includes learning styles test, to establish good cooperation and rules of courses. In the practice duration of the teachers include design thinking, multiple teaching activities, flipped classroom and reports and the students’ includes project chosen, review, peers chosen three sections, the benefits are listed and over 400 students are benefited. In our opinion, the combination of team work and design thinking benefits the students to improve their skills – both technical skills and non-technical skills greatly.

ICAEM-paper4179

The SWOT Analysis of Liaoning Old Industrial Base Integrating into “The Belt and Road Initiative”Strategy
Chao SUN, Hua LI, Chang-Cui XU
Abstract. This article applies SWOT method and analyzes Liaoning’s integration into “the belt and road initiative”Strategy, from five aspects including features of geographical location, transportation infrastructure, the base of industrial economy, policy environment, and hinder land as well as market, putting forward the advantages, disadvantages, opportunities, and challenges. Furthermore, according to the conclusion from the SWOT model analysis, from different perspectives, by reviewing Liaoning’s integration into “the belt and road initiative” construction, the author proposes development distribution of Liaoning’s integration into “the belt and road initiative” strategy.

ICAEM-paper4180
Methodological Thinking on Disciplinary Research Fields of Theories of Sports Training from the Philosophical Perspective
Bin LONG
Abstract. Based on the philosophical perspective, a methodological research on disciplinary research fields of Theories of Sports Training is carried out, which puts forward the primary issues, the key issues, the vertical developing issues and core issues that should be taken into considerations in the methodology of disciplinary researches of theories of sports training, reveals that the innovation in theories of sports training needs more philosophical and methodological guidance.

ICAEM-paper4181
On the Construction of Follow-up College English Curriculum in TCM Colleges and Universities
Juan WANG, Si-Le LI
Abstract. In order to further improve students’ English application abilities, the establishment of follow-up college English courses is urgent for TCM universities. The follow-up college English curriculum should aim on improving students’ specialized English level as well as cultivating their humanistic quality. The authors suggested multi-module and multi-level courses should be considered in the construction of this system. With its scientific nature, individualized course management, specialized teaching materials, the construction of follow-up college English curriculum will not only integrate the students’ specialized English skill with cultural literacy but also provide a direction for the development of English teachers in TCM colleges and universities.

ICAEM-paper4182
Study on Packaging Engineering Major Evaluation Indicators in Beijing Institute of Grahpic Communication
Li-Zheng ZHANG, Jian-Dong LU, Yabo FU, Quan-Xiao LIU
Abstract. Recognition to evaluation indicators forms the linchpin for the study or preparation of major evaluation. This dissertation has compared current major evaluation indicator systems in various colleges to extract key elements, carried out concrete analysis towards the specific evaluation practice of packaging engineering major, and provided reference and suggestion on the approaches to facilitate major development with appropriate evaluation system and conduct day-to-day routines like teaching and researching activities in a well-targeted manner.

ICAEM-paper4183
AR Technology and Library Innovative Service
Jing-Jing LI, Xi-Min LI, Na LIN, Jun-Feng QU
Abstract. Virtual Reality technology is introduced in field of library. The advantage of Virtual Reality technology is enumerated as navigation function of library, multimedia
interaction, recommendation of literature information and supporting personalized service. Finally, feasibility of AR technology in library is analyzed, and the influence of AR technology to the library is summarized.

ICAEM-paper4184
A Study on the Application of CAT in English Writing from the Perspective of Social Constructivism
Jing-Jing FU
Abstract. English writing is widely regarded as an integral part of English learning. Well developed, it can nurture communicative ability and raise learning awareness among students. High-level writing proficiency reflects students’ comprehensive competence to express their ideas on specific topics. It may also boost students’ confidence and enthusiasm. In traditional teaching method, teachers are the only readers and evaluator of students’ writing. Students can only get limited comments. Inadequate feedback deprives students of opportunities for correcting defects in their works.

ICAEM-paper4185
Research on Campus Energy Consumption Monitoring System Based on IPV6
Jian-Ping ZHANG, Jie ZHOU, Qiu-Min LUYO, Guang-Bin FAN
Abstract. The development of society and the progress of science and technology are based on the consumption of energy. As an important part of society, colleges and universities use and consume energy greatly. Compared with the higher level of informatization in colleges and universities, the energy management mode is relatively traditional. This paper is based on the current situation and characteristics of the energy consumption of the campus, analyzes data acquisition and transmission modes of the energy consumption of the campus, researches the system structure of the campus energy consumption monitoring system, effectively promote the energy-saving emission reduction and green campus construction.

ICAEM-paper4186
Research on the Trend of Intelligence Port Development
Ming-Qi ZHANG
Abstract. Investigation on construction and running of intelligence port in recent years, the paper aims to study the current status of the intelligence port infrastructure and the development trend of it. Meanwhile, it is beneficial to the China intelligence port construction.

ICAEM-paper4187
Heterogeneity in Bao-yu from a Deconstructive Perspective
Lan HE
Abstract. From the perspective of deconstructionism, by employing Miller’s repetition theory, we find a different way to understand heterogeneity in Bao-yu, the protagonist of A Dream of Red Mansions. The repetitive relationship between Bao-yu and the Stone, and the repetitive relationship between Bao-yu and Divine Luminescent Stone-in-Waiting, together bring into shape and highlight heterogeneity in Bao-yu.

ICAEM-paper4190
Innovation Ability Oriented to Explore Innovation Entrepreneurship Education and Professional Education Practice in Local Colleges
Hong XU
Abstract. The aim of local colleges is to train advanced applied talents in all walks of life. Innovation ability oriented to explore innovation entrepreneurship education. Professional
education practice in local colleges can form cooperative education community through deep cooperation with industry enterprises, which will make the combination of the school personnel training goal and the demand of industry be realized, and integrate resources and training environments effectively as well. The community is a platform to carry cooperative education project, rather than simple cooperative education projects. It will become firmer due to the stability of the industry enterprise, and form coordinated development due to the development of industry enterprises.

ICAEM-paper4191
**Practical Explorations of Preschool Teachers’ Cognition and Application of Mythology in Art Education**
Yi-Xiao WANG

**Abstract.** Based on in-depth interviews with active preschool teachers, this paper aims at studying the cognition of preschool teachers on preschool art education and the application of ancient Chinese mythology in art courses. The teachers were encouraged to verbally express their opinions on the application of mythology in preschool art education and share their experience and insight.

ICAEM-paper4193
**The Impact of CBI on College English Autonomous Learning Ability**
Jing-Wen ZHANG, Qun-Sheng KE

**Abstract.** The concept of content-based instruction (CBI) refers to the combination of teaching foreign language and subject knowledge. This study makes a comparative analysis on a questionnaire conducted among 60 non-English majors, concentrating on the relationship between CBI approach and English learning ability. The findings show that English teaching under the CBI approach has positive impact on students’ autonomous learning ability, in which students’ autonomous learning psychology and behavior become more active, and self-management learning ability has improved. CBI class needs cooperation of teachers and students. The pedagogical implications we get from this study are diversifying forms of class organization, updating teaching concepts, and constructing independent learning settings actively. This kind of idea is good for students’ school learning and life-long learning.

ICAEM-paper4196
**The Resurrection and Construction of Logic Education in the Reformation of Chinese Education**
Zhong-Quan SUN

**Abstract.** Logic education plays an significant role in the reformation of Chinese education. But in 1986, logic education teaching was asked to be deleted in Chinese teaching program and never be mentioned again, with an easier Chinese teaching demand. That means teachers have to pay more attention to logic education while teaching to change this condition. For that, this article analyzes the deficiency of logical education in the present Chinese education and the measures of how to make logic education fit in Chinese education as it has applicant significance.

ICAEM-paper4197
**Discussion on Method to Carry out Multicultural Music Education in the Musical Education of Universities**
Shao-Wei FU

**Abstract.** Since 21st century, economic development has formed the trend of globalization, and the progress of cultural integration and infiltration of each country and nation is also faster and
faster. Furthermore, multiculturalism is increasingly being developed into different cultures, including music. As a new education mode, multicultural music education is regarded as the international advanced education mode, which has also become a major trend in international music education. However, for now, the music education form is still very single in our country, so it is imperative to carry out multicultural music education. This thesis firstly describes the overview of multicultural music education, and then analyzes the importance to carry out multicultural music education; finally, it explains the method to carry out multicultural music education in the music education of universities comprehensively.

ICAEM-paper4199
Application of Anchored Instruction in Higher Vocational ESP Course
Jing CHEN
Abstract. In order to improve students’ English application ability, the anchored instruction method is applied to ESP course in higher vocational colleges. Taking the ESP course of International Shipping Agency as an example to create a real problem situation. Students are encouraged to learn actively, solve problems collaboratively, and evaluate and reflect on their learning, in the hope of making contribution to the reform of English teaching in higher vocational colleges.

ICAEM-paper4200
The Contemporary Significance and Development Strategies of Traditional Drama Education Entering Campus
Bo YANG, Xiao-Jun SHI
Abstract. Chinese traditional drama is facing the danger of disappearing because of the loss of audience. Now, in order to maintain traditional cultural heritage, the government is introducing drama education into the campus. But in the process of actual implementation, we must pay attention to new media for publicity, disseminate the knowledge through lectures, and should also choose the scripts which are more suitable for the aesthetic habits of contemporary young students. Besides, traditional education should be combined with quality education so as to maintain the heritage and development of Chinese traditional culture.

ICAEM-paper4201
Exploration and Practice Based on Undergraduate Training Mode of Packaging Engineering
Ji-Gang WANG, Quan-Xiao LIU, Guo-Rong CAO and Xin-Ting WANG
Abstract. The training mode of undergraduate for packaging engineering is explored and practiced usefully in Beijing Institute of Graphic Communication (BIGC). Packaging engineering has developed practical training program and teaching mode for packaging engineering has been developed, and the training mode of "double training plan" and innovative business has been practiced and achieved. Undergraduate has grasped the theoretical knowledge firmly, owns the professional and practical skills of analytical problems and resolution problems, and enhance comprehensive quality of working in printing and packaging industry.

ICAEM-paper4202
Research on Construction of Innovation and Entrepreneurship Education System of Packaging Engineering
Quan-Xiao LIU, Guo-Rrong CAO, Ji-Gang WANG and Xin-Ting WANG
Abstract. The construction of innovation and entrepreneurship education system of packaging engineering is a systematic project. After analyzing the problems and current situation of innovation and entrepreneurship education in Beijing institute of graphic
communication (BIGC), it is put forward that the construction of innovation and entrepreneurship education system of packaging engineering in BIGC include atmosphere building, training of teacher, combination of subject and specialty, combination of regional advantages, combination of specialty characteristics, combination of professional education and quality education, combination of curriculum construction and curriculum system, platform construction and other aspects in this paper. The object should train innovative and entrepreneurial packaging talents.

ICAEM-paper4203
Thinking and Implementation of Construction Plan of Packaging Engineering
Quan-Xiao LIU, Guo-Rong CAO, Ji-Gang WANG and Xin-Ting WANG
Abstract. Based on the analysis of the development basis and achievement of packaging engineering in Beijing Institute of Graphic Communication (BIGC), the guiding ideology and goals are defined, the construction plan of packaging engineering in BIGC is put forward. Through the construction of packaging engineering, its characteristics and feature of "the combination of packaging technology and intelligent technology" and "the combination of packaging system design and art design" will be outstanding further, become the leader in the whole china and even in the world.

ICAEM-paper4204
The Present Situation and Prospect of Marine Engineering Equipment Manufacturing in China
Yi-Hang SONG, Min-Jie KANG and Xiao-Dan ZHANG
Abstract. Marine engineering equipment manufacturing is one of the most important industries in marine economy, which is listed as the marine strategic emerging industry. After the self-reliance development stage and the introduction of international standards and foreign technology, it is facing challenges to dedicate itself to international market competition. This article reviewed the development of marine engineering equipment manufacturing industry in China, analyzed the international competition situation and discussed the prospects. It is concluded that, marine engineering equipment manufacturing industry of China was undergoing transformation and upgrading stage with the trend towards deep water, large scale and automation in the world, strategies and actions were carried out from the top plan to the company level collaboration, it would make a fast increasing in the near future with the increasing international and domestic needs of deep sea exploit.

ICAEM-paper4205
University Transfer: A New Curricular Function in Secondary Vocational Schools in China
Hui XU
Abstract. Responding to the statement that it is for university transfer that some Chinese students travel to further their studies in American community colleges, this paper argues that actually university transfer has already been under experiment in most secondary vocational schools of China. Taking Shanghai Technician School as an example, this paper introduces the academic transfer under experiment in China. Finally, a few transfer policy recommendations are put forward to give more students more opportunities to transfer to more universities.

ICAEM-paper4206
The Present Situation and Prospects of Seawater Desalination Industry in China
Sai-Long ZHAO, Min-Jie KANG and Shan-Shan JIN
Abstract. Seawater desalination industry is one of the key supported major industries of marine economy in China. There is a great potential international and domestic market of
ICAEM-paper4208
A Study on Holism in Chinese Traditional Culture
Meng-Meng TIAN
Abstract. Holism is derived from Chinese ancient patriarchal system and has a close relationship with China's unique geographical environment and production mode. Holism is an opposite of individualism, emphasizing the national standard, family-based thinking. While individualism emphasizes freedom, personality, liberation and rights. On one hand, holism includes the idea of patriotism and advocates harmony and unity. On the other hand, holism pursues utilitarian, power and tyranny and suppresses the personality. Therefore, holism has its positive factors, but also has its negative factors. This article makes a brief discussion on the connotation of holism, the reasons of its formation and its development and influence in history.

ICAEM-paper4209
Research on Combination Method of Film and Television Music and University Music Teaching
Shao-Wei FU
Abstract. During the modern social development, the aesthetic experience and pleasure brought by musical works are obvious to all, and popular among the public. University music teaching has contributed to the cultivation of students' sentiment and music appreciation ability. The combination of modern film and television music and university music teaching has enriched and improved the music class in university, making the university music teaching developed to multiple directions. This thesis mainly researches the combination method of film and television music and university music teaching, hope it can provide reference for researchers.

ICAEM-paper4210
Exploration on Innovative Path of Performance Appraisal Mode of Application-oriented Universities
Hao CUI
Abstract. As one of the urgent important subjects that are to be further explored and researched in the field of higher education at present, the research on the performance appraisal mode of the teachers in application-oriented universities is not only of extremely practical significance but also of great challenge. It has always been the research focus and hot issue in the field of the performance appraisal of teachers. By combining Maslow’s Hierarchy of Needs Theory and Herzberg’s Two-Factor Theory, this article makes clear the characteristics of the performance appraisal in application-oriented universities. In addition, based on such characteristics, the innovative path of the performance appraisal mode of application-oriented universities is probed so as to make contributions to the research on the performance appraisal mode of the teachers in application-oriented universities and provide an effective basis for the construction of the faculty of application-oriented universities.

ICAEM-paper4211
Differences of Family Education between China and the United States
De-Jun LI

Abstract. The role family education plays in cultivating children’s comprehensive ability is of great significance, therefore, parents and scholars both in China and the United States pay great attention to it. Due to the different cultural traditions, family education in China and the United States exhibits huge differences in educational concept, objective and method. By comparing the differences of family education between China and the United States, it is hoped to give some enlightenments on the healthy development of Chinese family education.

ICAEM-paper4212
Post-Acquisition Control in Cross-Border Acquisition of Chinese Enterprises base on the Institutional Theory
Qi YUE, Mei QUAN, Xing HUA

Abstract. This paper discussed the control strategy after cross-border acquisition of Chinese enterprises from the perspective of institutional theory. Isomorphic behavior of organization driven by external legitimacy influence the control strategy after cross-border acquisition of Chinese enterprises; while path dependent behavior driven by internal legitimacy influence the control strategy after cross-border acquisition of Chinese enterprises; institutional distance under the action of legitimacy has a moderating effect on the relationship between control strategy and acquisition performance. On this basis, this paper proposes the model of relationship between control strategy and performance after cross border acquisition of Chinese enterprises.

ICAEM-paper4213
A Comparative Study of Breakfast Consumption among Inner Mongolia Medical Students in 2011 and 2013
Ze-Yu LU, Sheng-Yun DUAN, and Juan SUN

Abstract. The study aim was to explore changes in breakfast consumption between 2011 and 2013 at the Inner Mongolia Medical University, China. We conducted a census of the students who resided on campus at the Inner Mongolia Medical University in 2013. Current study was based on our previous study in 2011. We compare the breakfast prevalence among all students resided on campus in 2011 and 2013. The students who participated in both the 2011 and 2013 censuses were involved in self-matching and we researched the changes in the students' breakfast status in those 2 years. Overall breakfast consumption was at 70.4% in 2013, which is slightly lower than it was in 2011. The self-matching students had a decreased prevalence in 2013 compared to 2011. Considering the lower breakfast prevalence in the 2013, targeted policies and interventions should be developed for the student population in the Inner Mongolia area of China.

ICAEM-paper4214
Effects of Mobile Learning on Academic Performance and Learning Attitude in a College Classroom
Jin XUE, Xue ZHANG, and Heng LUO

Abstract. While mobile learning has become increasingly popular and has received growing research interest, there appears to be insufficient empirical evidence from rigorous experimental research that supports its effectiveness on learning. This study addressed this issue by conducting a randomized experiment to investigate the impact of mobile learning on students’ academic performance and learning attitude. The results revealed that mobile learning can produce similar learning results as traditional classroom instruction, but students had mixed attitude towards different aspects of mobile learning. The research findings
contribute to the scholarship of mobile learning and can inform the design and evaluation of mobile-based educational interventions.

ICAEM-paper4215

A Comparison of Patriotism between Chinese Dragon Boat Festival and American Memorial Day
Jian-Jun HAO

Abstract. The Dragon Boat Festival in China and the Memorial Day in America both promote patriotism, while differences still exist. Comparison is employed to examine the subtle differences between the two special days so as to better understand the connotations of them and facilitate cultural communication between China and America and gain insight into the spread of Chinese culture in the international arena.

ICAEM-paper4216

The Application and Thinking of Research-oriented Teaching in College Physics Experiment Teaching
Ya-Ni GAO, Shui-Lian CHI, Kui-Tan WU

Abstract. Research-oriented teaching is a new teaching mode, which is more conducive to cultivate students' innovative thinking and innovation ability. Based on the actual situation of college physics experiment course, this paper discusses the specific method of applying research-oriented teaching to physics experiment course.

ICAEM-paper4217

Big Data on Quality Monitoring and Management in Higher Education: A Case Analysis of One Certain University
Fu-Jun WANG, Fu-Li ZHAO and Min CHEN

Abstract. How to promote higher education development by means of modern and information technology is a major issue for government and universities. Big data application provides an effective method for this issue. This paper compares the difference between the student-teacher ratio of the university and the student-teacher ratio of one teaching units of this university, and the results show that problems can be discovered when educational data has been analyzed in depth. Furthermore, government and universities could use big data to allocate resources reasonably and scientifically.

ICAEM-paper4218

The Application of Jigsaw Teaching Mode in Medical Literature Retrieval
Wei WANG

Abstract. The purpose of this study is to apply the Jigsaw teaching mode into the medical literature retrieval and discuss the effect of the new teaching one. According to the Jigsaw learning mode, the students are divided into expert and Jigsaw groups. Through segment allocation, discussion in the expert groups and presentation in the Jigsaw groups, students have more initiative and learn more with this method. The result is that Jigsaw is an effective cooperative learning mode and the students' learning enthusiasm and autonomous learning ability can be well promoted in the medical literature retrieval.

ICAEM-paper4219

Cultivation on the Practice Ability for Excellent Engineer Innovative Talents under the Transformation and Upgrading of Printing Industry
Yong-Gang YANG, Ke YANG, Qiao-Zhuo GAO

Abstract. Since “13th Five-Year”, the printing industry has been restructuring and upgrading, and has showed well future development prospects, so it has still maintained a strong demand on the high-end technical personnel. This paper briefly analyzed the cultivation ways of
“excellent engineers” innovative talents, also introduced the achievements of the talents cultivation mode on the teaching reform, teaching resources construction and students ideological situation, students' ability of engineering practice, improving the quality assurance systems for practical teaching. Finally, it presented a future plan, which involved the design of 2018 training programs, the raise of the practice teaching, the improvement of the mechanism of selection and withdrawal for Bisheng excellence class, the preparation works for the evaluation and inspection on excellent engineer education.

ICAEM-paper4220

Text Context in the Field of Literature Research
Jiao DU

Abstract. Context is a term which used in literary research frequently. But we do not know the clear meaning of what the context is. The original meaning of the context is not only to conducive to the use of normative context, but also to understand the context of generalization. The initial form of context is "text context" in literary research. The text context enters into the realm of literary research from linguistics and is formed in the context theory of I.A.Richards and the new criticism. This paper comb the textual context theory in the field of literature research, summarize and reflect on the text of context theory.

ICAEM-paper4221

Assessment of Medical Education Informatization in China
Na WANG and Jin-Guo WANG

Abstract. On the base of the research of education informationization and the underlying database, an empirical data verification model is constructed. Modern management science, system theory, information science, statistics related theory and method of theoretical analysis and empirical analysis are integrated. The combination of vertical and horizontal comparison difference analysis, trend prediction and the method of the combination provide informatization level evaluation system research, analysis and prediction.

ICAEM-paper4222

Research on College Students' Bad Net Loan Situation Analysis and Countermeasures
Cheng-Li ZHAO, Zhi-Heng YU, Ying LIU and Shu-Xin GUO

Abstract. College students’ net loan consumption belongs to the normal social behavior permitted by law and there is no right or wrong. But ineffective guidance and lax control are easy to cause many problems. Recently, college students’ net loan risk events occur frequently, resulting in a huge adverse social impact. In this paper, the existing status of the consumption concept of college students and the demand for funds, net loan cognition and net loan platform is in-depth analysis and the measures of the net loan risk prevention are put forward from the aspects of the students themselves, family, school education and supervision department.

ICAEM-paper4223

The Publication Bias of the Chinese Real Estate Research: A Meta-Analysis
Tian-Hui JIANG, Yu SONG and Yao-Kai ZHANG

Abstract. This article applies a meta-analysis to investigate the results from hedonic housing model in China. This paper investigates the publication bias and authentic empirical effect among those researches. Partial correlation coefficients between building area and house price reveal a strong evidence of publication bias and a genuine positive effect, in which, the financial crisis in 2007 will increase the effects of building area on house price. And the linear model partially account for the publication bias.
ICAEM-paper4224
The Innovative Application of the “Experimental Economics” Teaching Mode in the International Financing Course
Ping CHEN
Abstract. With the beginning point of improving the teaching mode in financial professional teaching, by introducing the experimental economic mode in the international financial course teaching, the author preliminarily sketches the concept of the economic teaching model and verifies the classroom teaching efficiency of the mode.

ICAEM-paper4225
Improving Teaching Quality by Innovation on Teaching Operation Mechanism
Mei-Xia CHEN
Abstract. Through research on innovation of teaching operation mechanism, the paper has a detailed discussion on three aspects, namely, the precondition for innovating on teaching operation mechanism is strengthening institutional construction, the key to innovating on teaching operation mechanism is establishing innovation talent cultivation system and innovation and improvement of teaching management mechanism is the foundation for cultivating high-quality talents. Conclusions are drawn that the key to improving educational and teaching quality is to innovate on teaching operation mechanism; new concept of educational quality should be established to appropriately deal with the connections of teaching with learning, foundation with innovation, humanistic education with science education and general education with individualized education.

ICAEM-paper4226
Life Is the Process of Wrestling Revelation of Life of Dangal
Zhi-Yi YIN
Abstract. Dangal is a film whose main line is the children's growth theme, showing a father’s mentality of his daughters’ education. The film creates the characters of a "strict father" and two tough daughters. The film presents the meaning of life more than staying in the wrestling as the level of competitive sports, therefore, this article will illustrate the meaning of life from three aspects: yielding, climbing and Jedi.

ICAEM-paper4227
Summary and Development of Textual Context Theory
Zhi-Yi YIN
Abstract. In linguistics, context has developed a dynamic context from a static language context (context) with the development of contextual theory in three fields: linguistics, new criticism and stylistics. I-A-Richards used the theory when context entered the field of literary studies, opening the situational context of the author and the reader of the text and the cognitive context of psychology reading level. The theory of new criticism also promotes language context. Three basic forms of textual context of linguistic context, situational context (including cultural context) and cognitive context have been formed. The study of stylistics has inherited linguistics and literature research, which has further enriched the study of contextual theory, especially in situational context. Although the development of cognitive context is weak, it has shown a parallel trend of development with situational context.

ICAEM-paper4228
Design on Personalized Teaching Platform Based on Virtual Desktop
Jiang-Hui LIU, Wei-Bo HUANG, Ling-Xi RUAN and Zhi-Feng CHEN
Abstract. In order to promote the deployment of individualized teaching environment, safe and reliable experimental environment is realized through the construction of the virtual
resource pool. It realizes the automatic application, recovery, monitoring and management of experimental resources. Design on personalized teaching platform based on virtual desktop, can effectively ensure the security of experimental environment and reduce the complexity and workload in operation and deployment of teaching environment. The experimental results show that the platform can meet the needs of teaching, experiment and practice well.

ICAEM-paper4229

A Research on the Path of University Students' Practice of Core Socialist Values
Zhong-Quan SUN

Abstract. University students are the future of the motherland and the hope of the nation. In the new era university students are required to take the lead in the practice of core socialist values. China's colleges and universities implement the education of core socialist values on students. The central task is to mobilize all social forces, the use of various educational methods, and ultimately to achieve the goal of the students’ positive identity and conscious practice on core socialist values.

ICAEM-paper4230

Implementation of the Innovative Concept of Sustainable Education in the Engineering Center of Avionic
Dan-He CHEN, Guo-Lai YANG, A.V. PROLETARSKY, K.A. NEUSYPIN

Abstract. The Engineering Center implements the Concept of Innovative Development of Higher Professional Education, which has the ability to advance the training of specialists with professional skills that will enable them to work in areas of knowledge and competencies, and they will only appear at the time of their release. In the paper directions of works within the engineering center with prospective directions of works are presented. Methods for implementing promising research and educational programs integrated into an innovative development package have been developed. The symbiosis of new developments and programs allows us to obtain a new quality of specialists and innovative technologies.

ICAEM-paper4232

How Corporate Social Responsibility Influence Enterprise Value: The Mediating Effect of Trust
Feng-Zhou WANG, Lin-Xiao LI

Abstract. The empirical results of the correlation between corporate social responsibility and firm value are diverse, which is originally due to the lack of deep research on their action mechanism. This paper thinks that corporate social performance can build stakeholders’ trust, analyzes that trust helps reduce the corporate transaction costs and puts forward that social responsibility affects enterprise value through the mediating effect of trust. Therefore, enterprises need to fulfill their social responsibility, so as to establish a trust relationship with different stakeholders, and ultimately enhance the value of the enterprise.

ICAEM-paper4233

Chinese Immigrant Teachers in American Institutions of Higher Education: Challenge, Adaptation, and Development
Juan XU, Bing YAN

Abstract. This paper explores Chinese immigrant teachers’ career challenge, adaptation and development in American institutions of higher education. The researcher used a qualitative approach to explore two respondents and found that language barrier, feeling of isolation, pressure of teaching, difficulty in doing research are the four major challenges that Chinese immigrant teachers have in their experiences. Besides, the researcher also found that personality matter in adaptation. Quiet person tends to adapt to the new culture easier.
Because of the challenges, both of the Chinese immigrant teachers have ordinary mind without any aggressive plans in career development. Both of the respondents didn’t feel any racial bias or prejudice in their field. But one of the respondent mentioned that people who get their degrees from American universities or European universities are more likely to be employed in American universities. Those who get their degrees from universities in Asia are difficult to be acknowledged by American universities.

ICAEM-paper4234
Reflections on Innovative Drug Price Management
Kai WEI
Abstract. China's innovative drugs to the market limited by the government-related policies, facing new drug pricing, medical insurance directory, centralized purchasing three checkpoints, of which Development and Reform Commission is responsible for the pricing of new drugs, the Ministry of Health and Social Security is responsible for the directory and Centralized purchasing which determine whether new drugs can enter the hospital for sale. These three checkpoints are the three mountains that press on the drug companies, restricting and compressing the existence of innovative drugs. This has led to low market returns and even the loss of pharmaceutical companies, which have severely hit the enthusiasm of Chinese enterprises in developing innovative drugs. This article analyzes the status of innovative drugs in the market and analyzes the barriers to market based on the impact of new drug pricing, health insurance catalogs and centralized purchasing on the price formation mechanism of innovative drugs. Then Reflecting and putting forward corresponding suggestions.

ICAEM-paper4235
Application of Big Data in Ideological and Political Education
Lin-Lin HOU and Jing LIN
Abstract. As a distinctive feature of the Internet era, big data has become a powerful “weapon” in the development of education informationization all over the world, which provides a good chance for the development of ideological and political education in the effect of health education, information resources and the range of spread and so on. The combination of ideological and political education and big data not only will make ideological and political education more holistic, diversified, dynamic and open, but also plays an important role in innovating the methods of education, enriching the educational contents and increasing the utilization rate of educational resources and other aspects.

ICAEM-paper4236
The Impact of Population Aging in China Based on Multiple Linear Regression Model
Yi TAO, Ying LIU, Rong-Zhuma LA, Ting LIANG and Tian-Xiang GAO
Abstract. China is coming into a population aging society in high speed. The arrival of population aging has created various and different demand for old-age. Analysis of impact factors of population aging is an important method to relieve the pressure of old-age and will has a great significance in the future. In this paper, we first analyze influence degree of factors from two direct factors, namely birth rate, mortality rate and four indirect factors, including economic development level, educational level, political factors and medical and health care, then the multiple linear regression model based on panel data during 2002-2014 is used to select the most important influential factors to guide the relevant departments. The results show that the model has higher prediction accuracy and can be used to predict the future trend of population aging in China.

ICAEM-paper4237
Study on the University Data Literacy Education under the E-Science Environment
Wei DU, Qiang LIU, Xiao-Ying MA
Abstract. Under the e-Science environment, the importance of scientific data has become increasingly prominent. The characteristics of e-Science determine that researchers must possess high data literacy. The need of e-Science environment for data literacy is discussed from the connotation and cause of data literacy, and how to carry out data literacy education under e-Science environment from the educational content and educational forms is also discussed.

ICAEM-paper4238
Learner Autonomy and Learning Anxiety in English Class
Lin-Na ZHANG
Abstract. The paper deeply makes research about the learner autonomy and learning anxiety and their relationship by comparison, problem-solution way, data analysis, and experimental way. Finally, the students’ autonomy will be strengthened and students’ learning desire will be motivated. That can cultivate students’ learning method and improve teacher’s teaching method.

ICAEM-paper4239
Study on the Strategy of University Teachers’ Development in the Context of MOOCs
Qiang LIU, Shi-Hui WANG, Guo-Ping LI
Abstract. MOOC has a great impact on the traditional Higher Education of China. Under such circumstances of MOOCs, university teachers should take this opportunity, explore new teaching method and shift their roles with MOOC as a platform in order to keep up with the teaching development. So, from the perspective of MOOC, this paper aims to analyze its influence on teachers’ role, establish new teachers’ role and put forward the strategies concerning university teachers’ professional development.

ICAEM-paper4241
Research on Information Literacy Education in Universities in the "Internet +" Era
Shi-Hui WANG, Wei DU and Zhao-Hui ZHOU
Abstract. In the "Internet +" era, the wide application of various new technologies and the change of information environment have put forward new requirements for information literacy education. The article interprets the definition and connotation of "Internet +" and information literacy, and on this basis analyzes the shortcomings of information literacy education in universities and the impact of "Internet +" on information literacy education. Proposes the strategy of information literacy education in universities based on "Internet +".

ICAEM-paper4243
Research of Scientific and Technological Cooperation between Heilongjiang Province and Russia Based on SCI Co-Authorship Analyses
Man LIU, Hong-Bo SHI, and Tian-Yi ZHANG
Abstract. Nowadays, the development of Sino-Russian cooperation in various fields, especially in the Heilongjiang border area cooperation, which is not only one of the key strategic in Heilongjiang province but also the Chinese and Russian governments and the international community have attached great importance to. By analyzing the status of co-authored papers in Heilongjiang Province and Russia, we find the deficiencies of scientific and technological cooperation of both sides and put forward corresponding countermeasures in the hope of further deepening bilateral cooperation in science and technology.