## **Table of Contents**

The interplay between the media as a form of social control and its potential to offer opportunities for resistance	1
Mingrui Li	
Methods of Terminology of e-C Transliteration and Patterns of Terminology in the 21st Century	6
Yan Shi, Chunrang Shi and Zhao Huifang	
Application of BIM Technology in the Phase of Project Tendering and Bidding	11
Chen Ying	
Countermeasures on the Further Avocation of Shaanxi Commercial Logistics Center of Belt and Road	15
Weixia Yang	
The Employment System Innovation in the College and Company Cooperation	24
Xiangran Du, Min Zhang, Zhijie Xing	
Diversified Ceramic Design Concepts Based on Formal Reconstruction	29
Rui Gui	
The Cause and Prevention of the Crime of Network Virtual Property in China	35
Juan Li	
Space of Sense, Streamline of Wisdom Theory and Practice of Digital Museum Research on the Application of Automobile Detection and Diagnosis Technology in Automobile Maintenance	40
You Xiang	
"Single Window" Practice of Fujian Free Trade Zone International Trade	46
Siwei Dai, Shiru Liao	
Research on the Countermeasure of Party Building in Colleges and Universities Using Internet to Improve the Level of Party Building Innovation	52
Xiaohui Fan, Zequn Liu	
Research on the Current Situation and Countermeasures of "Health First" Education Concept in Physical Education	57
Qiquan Hu	
The Necessary of Offering Sign Language Interpretation Programs in China	61
Ting Yang	
Exploration and Practice of College Air Volleyball Teaching Based on Orienteering	66
Zhigang Liu, Zhimin Xie	

Strategies for Improving Spoken English of Hotel Specialty in the Context of Hainan International Tourism Island Construction	71
Yuanyuan Zhang	
An Analysis of Cultural Vacancy in the Process of Cultural Translation of Traditional Chinese Medicine	76
Yang Yang	
Discussion on the Application of "Micro Course" in the Teaching of Computer Information in Colleges and Universities	80
Sheng Quanwei	
The Application of "Flipped Classroom" in College English Teaching	85
Wang Jingjin, Shen Yanxing, Hu Rui, Yang Yang	
An Analysis of Language Art in English and American Literature from the Perspective of Cross Culture	89
Hu Rui	
Interpretation of the Aesthetic Culture and Thoughts Embodied in Tao Te Ching	94
Liu Jing	
Agriculture Development in Western Region Based on Principal Component Analysis	<b>98</b>
Yan Zhang, Lu Feng	
The Regeneration of Traditional Culture in the Design of Public Environment	106
Li Li, Yanlong Liu	
Teaching Reform and Development of Marketing Major Aiming At Cultivating Application-Oriented Talents	112
Zhonghong Yin	
Analysis of Rural Ecotourism Development Based on Rural Revitalization Strategy	116
Wei Zhu, Yuhui Ding	
On the Guiding Power of Internet News Publicity and Public Opinion in Colleges and Universities	121
Yixian Jiang	
Humanistic Spirit and Scholarship Value of Ancient Chinese Scholars	127
Li Dongmei	
The Problems and Solutions in Pbl Teaching	131
Qiaofeng Liu, Wang Xin	
Teacher's Role in Using Movies as Instruments in English Classes for Junior College Students	134
Li Sun	

-11-

The Impact of New Provisions on Commutation and Parole on Prison Administration	140
Shuli Wang	
A Study on the Infiltration of Traditional Chinese Culture in College Chinese Teaching	147
Ping Zhou, Ju Nie	
A Study on the Application of Shadow Play in Kindergarten Teaching Games	152
Sihong Zhao	
The Fragile of Miss Brill's Fantasy A Formalistic Approach to Katherine Mansfield's Miss Brill	157
Li Na	
An Analysis of Oak in Far from the Madding Crowd from Ecocriticism	162
Juan Wang	
Empirical Study on Influencing Factors and Countermeasures of Artistic Expression of Sports Dance	166
Zhu Chen	
Study on the Cultivation of Students' Cross-Cultural Communicative Competence in Medical English Teaching from the Perspective of Narrative Medicine	172
Shuang Wang	
Research on Improving the Teaching Effect of College Physical Education with Wechat	176
Lin Wang and Liujie Yang	
The Contrast Analysis of the Current Situation of College Squash in Mainland China and Hong Kong, China	182
Junjie Wang	
Inheritance and development of traditional musical elements in he Zhanhao's guzheng works	187
YANG Qi	
Research on Female Entrepreneurship: Present Situation and Prospect	191
Fangyu Zhao	
Analysis on the Style and Particularity of Motion Graphic Used in Chinese Digital New Media	198
Changping Hu, Kim Jeung-Hwan	
Literature Review of Network Organization Power Research based on Citespace	202
Yingdong Ji, Pingping Shi	
A Study on the Interactive Effect between Quality of Life and Sports Leisure Mode	208
Fan Zhang	
Research on the Improvement of the Quality of Rural Women in Tianjin	213
Wenyu Wang, Lin Zhu, Zheng Wang	

A Normative Analysis of the Operation of Public Welfare Crowd Funding Platform Taking "Qingsongchou" as an Example	218
Shaofen Fang	
Empirical Test of National Attitude Impact on National Mutually Embedded Communities—Based on Analysis of 921 Copies of Survey Data	224
Shiliang Wang, Jiaji Wu	
Research on the Application of Animation Derivative Products in Children's Furniture Design	230
Li Yang, Jing Yang	
The Reform and Promotion of Stop-motion Animation in Film and Television Short Films	234
Xiao Rong	
Research on the Brand Image Shaping of Internet Firms	237
Qu Yan	
Research on the Influence Factors of Front-line Employee Service Recovery on Customer Satisfaction	241
Jiao Yabing	
Study on E-C translation of Brand names from the perspective of Skopos Theory	244
Zhang Shu	
Research on the Construction of Visual Aesthetic Elements in Graphic Designs	249
Siwei Yu	