## **Table of Contents**

Research on the International Communication Path of Chinese Traditional Culture in the New Media Era	1
Yu Mei	
FU Zan's Gaming Odyssey: Decoding China's Computer Literacy through Joysticks	2
Ren Binglin	
Path Analysis of Integrating Ideological and Political Elements into PE in Higher Vocational Colleges	14
Diedie Zhang	
Structuralistic Analysis of the Poems "The Lamb" and "The Tyger" by William Blake in Perspective of Binary Opposition	19
Sun Wei, Li Zhuo	
Research on Pathways for Enhancing the Innovation Capacity and Integrating Industry-Academia-Research-Use in Local Universities	29
Zhang Guoding, Huang Yanmei	
Intelligent Product Design Method Based on User Experience	35
Shuhan Zhang	
An Empirical Study on the Enhancement of College Students' Career Self Efficacy through Employment Guidance Courses	40
Zhang Suqian, Yang Lijun, Peng Yan, Zhao Qianyi	
Innovative Development of College Physical Education under the Background of Developing Students' Core Literacy	45
Tianli Xu	
Strategies for the Overseas Dissemination of China's Stories through the Vehicle of Intangible Cultural Heritage	50
Lin Ling	
China's Traditional Culture Inheritance and Innovation Path under the Japanese Teaching Carrier: Focusing on the Cultural Presentation of Foreign Language Textbooks	55
Wang Dan	

Research on Teaching and Learning Practical Strategy of the Course "Subject Teaching Research and Design" from the Perspective of Teacher Education Professional Certification	60
Chuanli Wang	
Discussion on the Teaching Countermeasures of Folk Dance Performance under the Influence of Traditional Culture	65
Jie Wang	
Grammatical Structure Analysis and Translation Strategies of English Complex Sentences	70
Qinghong Chen	
Innovation in Financial Management of Professional Education under the Background of Industry-academic Integration	75
Chen Jing, Ma Jing, Sha Qijuan	
Exploration into the Practical Disputes and Legal Application Difficulties of Defining the Standards for Common Average Interests under Insurance Terms	81
Du Jiang	
The Participation Mode and Benefit Analysis of Industrial College in the Construction of Industry-academic Integration Practice Center	87
Yali Gong	
The role of Big Ruan in Chinese national chamber music—Take "Water Lotus" and "Green Plum Cooking Wine" as examples	93
You Wu, Wei Gao	
Strategies for Improving the Comfort of Product Design Based on Ergonomics	98
Yuan Xia	400
Research on the influence of the integration of robot and intelligent manufacturing on the industrial upgrading of manufacturing industry based on engineering practice	103
Zhang Peng, Fu Lei	100
Interaction Design Methods and User Experience Optimization in Industrial Design  Zhuo Yali, Liu Lan	109
The relationship between parental psychological control and social avoidance: the mediating role of parent-child relationship	114
Beiying Liu	
From Outlanders to Compatriots: The Role of Media Discourse in Shaping the National Identity of Naturalized Athletes	121

Siyuan Chen, Xingyu Pan

The challenge and adjustment strategy of network infringement to the traditional liability principle of civil law	128
Honghao Zhang	
Relationships among Characters in Pride and Prejudice from Social Exchange Theory Perspective	132
Chengyan Zhang	
An Empirical Study on the Cultivation of Students' Aesthetic Ability through University Aesthetic Education	139
Qian Yujie	
Research on the Construction and Practical Cases of Teaching Innovation Teams from the Perspective of Ideological and Political Education in Courses	145
Zhang Yue	
Innovative Applications and Challenges of Artificial Intelligence in Digital Marketing	151
Zhang Yue	
Research on the Application and Impact of Artificial Intelligence in Logistics and Supply Chain Management	158
Niu Haibin	
The Intersection of Architecture and Culture: the Spread and Development of Buddhism in Yonghe Temple	165
Chengjun Jiang	
<b>Evaluation of the Development Effect of Rural Tourism Cultural Resources in Yunnan Province under the Background of Scenic Village Integration</b>	171
Hu Yufei	
Rethinking Regulatory Frameworks for Food Safety in China	178
Chanjuan Zhang	
<b>Exploring the Innovation and Practice of Enterprise Finance Shared Service Model in the Background of Digital Economy</b>	184
Ying Chen, Chenxing Yang	
Innovation and Effect Analysis of Practical Teaching Mode of Vocational Undergraduate Based on Project-driven	193
Lingyun Li, Xingyu Xu	
Research Progress on Management of Chronic Diseases in the Elderly from the Perspective of Humanities and Social Sciences: A Multidimensional Examination and Prospects	198

Yue Wang

Mo Zhao