

Proceedings of 3rd Annual International Conference on Social Science and Contemporary Humanity Development

ISBN (on-line): 978-94-6252-401-9

ISBN (print): none

ISSN: part of the series ASSEHR, ISSN 2352-5398, volume 90.

Advances in Social Science, Education and Humanities Research

Selected, peer reviewed papers from the 3rd Annual International
Conference on Social Science and Contemporary Humanity Development
(SSCHD2017)

September 8-10, 2017, Guangzhou, Guangdong, China



Publishing Information

Free Access

In order to increase the visibility of its conference and of the papers of its participants, sschd-17 has chosen to sponsor the on-line publication of the conference papers. Therefore, all conference papers can be read and downloaded for free, no subscription or other payment is required.

Copyright

Atlantis Press adheres to the principles of Creative Commons, meaning that we do not claim copyright of the work we publish. We only ask people using one of our publications to respect the integrity of the work and to refer to the original location, title and author(s)

Below follows the bibliographic information for this publication:

Title: Proceedings of the 3d Annual International Conference on Social Science and Contemporary Humanity Development

Editors: Dr. Hong Zhen Lin, Wuhan University of Science and Technology, Wuhan, China

ISBN (on-line): 978-94-6252-401-9

ISBN (print): none

ISSN: part of the series ASSEHR, ISSN 2352-5398, volume 90.

Full text available online at

<http://www.atlantis-press.com/php/pub.php?publication=sschd-17>

Preface

The 3rd Annual International Conference on Social Science and Contemporary Humanity Development [SSCHD2017] has been successfully held in Guangzhou, Guangdong, China during September 8-10, 2017. The SSCHD aims to provide a platform for researchers, academicians and industrial professionals from different fields and cultures to exchange views on their research results and development activities, with a specific focus on Social Science, Management, Economics and Education. This conference has played a significant role in promoting communications and academic exchanges among all the delegates, with great help for future global cooperation in businesses or researches.

The SSCHD2017 received over more than 300 submissions. The papers included in this volume were selected by a rigorous process of double peer review. First, all papers accepted for presentations were selected by a peer review system whereby the selected papers were revised based on reviewer's comments. Second, following the conference, an additional review of selected papers was conducted, resulting in further revisions that finally led to the papers included in this volume. The program of SSCHD2017 consisted of keynote presentation, invited sessions and technical workshops. We hope your experience is a fruitful and long lasting one. With your support and participation, the conference will continue its success for a long time.

To conclude, we would like to express our sincere and profound gratitude to all members of this conference committee and to everyone who has made this event a success. We wish you all a productive gathering and let us look forward to a smooth and momentous conference

Hong-Zhen LIN

Committee

Editor

Dr. Hong Zhen Lin, Wuhan University of Science and Technology, Wuhan, China

Technical Program Committee

Dr. Alireza Miremadi, Graduate School of Management and Economics Sharif University of Technology-International Campus, Kish Island, Iran

Prof., Daoshan Ma, Tianjin Polytechnic University, Tianjin, China

Dr., Lily Lin, China University of Technology, Taiwan, China

Dr., Ming Sun, Foshan University, Guangzhou, China

Dr., Xian bo Zhao, Central Queensland University, Sydney, Australia

Dr., Jun zhen Liu, Nankai University, Tianjin, China

Prof., Yan mei Song, Zhongyuan University of Technology, Zhengzhou, China

Dr., Hui Yang, Beijing University of Posts and Telecommunications, Beijing, China

Dr., Yi min Zhang, Dalian Neusoft University of Information, Dalian, China

Prof., Shuo Zhao, Northwestern Polytechnical University, Xi'an, China

Dr., Zhiwen Zhu, Huaiyin Institute of Technology, Huaiyin, China

Prof., Arnulfo Luévanos Rojas, Autonomous University of Coahuila, Coahuila, México

Dr., Mohd. Hudzari Bin Haji Razal, Universiti Sultan Zainal Abidin, Terengganu, Malaysia

Prof., Xu Chen, University of Electronic Science and Technology of China, Chengdu, China

Prof., Pingping Liu, Beijing Wuzi University, Beijing, China

Dr., Juan Erasmo, Gómez, University of Manchester, Manchester, UK

Dr., Manal A. El-Fiki, Cairo University, Cairo, Egypt

Dr., Ibrahim Farahat Mohamed El Bayoumy, Public Health Ports & Borders Health Division, Egypt

Dr., Adriana Galderisi, University of Campania Luigi Vanvitelli, Italy

Dr., Irina a. Mironenko, St. Petersburg State University, St. Petersburg, Russia

Dr., Victoria Larisa IVASCU, Politehnica University of Timisoara, Romania

Dr., Md. Shahriar Parvez, City University, Bangladesh

Dr., Maria Micaela Gonçalves Pinto Dinis Esteves, School of Technology and Management, Polytechnic Institute of Leiria, Portugal

Dr., Bonifacio Llamazares, Valladolid University, Spain

Table of Content for SSCHD2017

Topic 1. Sociology and Political Science

Analysis of the Relationship between Culture, Economy and Politics	1
Fu-Jiang SUN	
Analysis on Present Situation and Countermeasures of Pension Service Industry in Beijing-Tianjin-Hebei	6
Mei-Qi FENG, Yong-Gang ZHANG, Yan-Hong YANG, Cui-You YAO	
Study on the Impact of Pension Institutions Needs and Measures--Case in Hangzhou.....	16
Tian-Zhou REN, Dai FU, and Yuan LIN	
Study on the Application of Data Visualization in Public Administration	21
Qian-Hui JIA, Chen LI and De Long GAO	
Study on Countermeasures from the Perspective of Imbalance between Supply and Demand of China's Institutional Pension.....	27
Xiao-Ning ZHU, Mei-Feng YOU	

Topic 2. Cultural Studies and Humanities

Research on Problems and Countermeasures of Doctor-Patient Communication from the Perspective of Interpersonal Communication.....	34
Chen LI, Li WANG	
Reinvented Maidenhead in Commercialized Marriage: A Cultural Perspective on the Custom of the Country	41
Wan-Zhu OuYang	
The Tragic Love of an Aristocratic Lady-----On Personality Distortion of Miss Emily	48
Zhi DENG	
On the Variant Character and the Determination of the Relationship between Variant Character.....	51
Jian-Yu LIU	

Research on the Feasibility and Methods of Increasing Judiciary Credibility with the New Media in China	55
Min CHEN, Dao-Yong TU	
A Study on English Language Economics of Electronic Commerce	59
Ming-Yun CHI	
Research on the Relationship between Regional Culture and Street Furniture Design.....	62
Yu QIAN	
Inheritance and Innovation of Chinese Traditional Culture in Modern Design.....	67
Guo CHEN	
Functional Equivalence in Kinship Terms Translation --A Case of Shapiro's Outlaws of the Marsh	72
Fen GAO	
A Study of the Daoism's Concept of Dao	77
Qing MING	
Study on the Women's Splicing Design	82
Ze-Yang PENG	
A Comparative Study of the Individual Philanthropic Cultures between China and America	87
Qin-Pei FAN	
Relationship between Cloud Pattern and Female during the Ming and Qing Dynasties	90
Wen-Jiao LI, Hui TAO	
A Study of Chinese-English Menu Translation in Light of Skopos Theory	95
Xiao-Qing SUN, Jia-Lu SUN	
Chinese Culture Value Identity and Patriotism Spirit	97
Li LIU, Shuang SAI	
On Translation Equivalence from the Perspective of Cultural Gaps.....	103
Lei DAI	

Interpreting the Motif of the Son from America from the Historical Perspective	108
Xin HUANG	
Analysis on Literary Narrative Force of Male Images Aiming to Female Tragedy in Madame Bovary	113
Man ZHAI	
Tennessee Williams' Ecological Awareness in His Plays.....	116
Guo-Ping AN	
The Historic Orientation of the Development of Media Technology of Social Development of Mankind in Modern Times.....	121
Yan-Ran DING	
Religious Belief, Disaster Awareness, and Disaster Response: Findings and Implication for Disaster Risk Reduction	126
Lei SUN, Yan DENG, Wen-Hua QI	
Impact of World Heritage Declaration on Guangzhou Residents' Sense of Place.....	130
Wen JIAN	
Behind Contrastive Identity Prioritizations: A Moral Reconciliation between Confucian and Utilitarian Ethics.....	136
Xi-Yan LYU	
An Exploration of Self-love, Self-annihilation, and Faith in Pascal's Pensées.....	143
Jia-Ying YU	
Shijing, Pingdian and Cognitive Poetics	150
He LIN, Jing DU	
Evaluation the Television Dramas Ranking Using the Bayes' Theorem	155
Bo-Yang LU, Ji Li, Yin-Zhu CHEN and Hang XU	
The Impact of Ethical Leadership on Work-to-Family Enrichment	158
Lin QIU	
On the Modern Value of Tourism Poetry in Tang Dynasty from the Perspective of Tourism Science	164
Li-Xia ZHAO	

Topic 3. Law and Education

Application of Tuckman’s Model in the Community Folk Team Management in Community Education·····	169
Jie ZHEN	
A Research on Collaborative Innovation Platform for University Environmental Big Data·····	173
Li ZHOU	
Plights and Outlets of Improving Teachers Curriculum Leadership in Rural Areas in Western China ·····	179
Yan-Mei SONG	
Research on the Innovation of MBA Talents’ Training Mode -- Based on the Perspective of Double Helix Structure ·····	185
Xin SU, Hui ZHANG, Peng-Zhi KONG	
Research on the Construction of Overseas China Law Library under “the Belt and Road” Background·····	190
Wei LIU	
Research on Teaching Mode of Landscape Design Course Practice Based on Folk Regional Cultural Heritage ·····	195
Ying-Ying XIAO, Han DING	
The Pluralistic Integration of Concept, Layout, Pattern and Mechanism ——the Exploration and Practice of Economic and Management Degree Graduate Education·····	200
Jing-Wen MA, Zeng-Jun GU	
Empirical Study of Tracking down the Upper-Reaches &Lower-Reaches Suspects in the Drug-Related Cases in Shaanxi Province of the People’s Republic of China ·····	206
Min CHEN, Dao-Yong TU	
A Study on the Ecology of the College Listening-and-Speaking Classroom ·····	210
Ting CHEN	
Today's College Students' Mobile Internet Usage-- Based on the Analysis of the Investigation of College Students in Beijing·····	214
Wen-Yong LENG	

Humorous Teaching in College English Class.....	218
Lin KANG	
On the Integration of Confucian Culture and College Students’ Management.....	222
Jian Ming LIU	
Review on the Research Status of International Exchanges and Cooperation of Private Universities in China.....	227
Mei-Ling GUO and Shui-Ping HUANG	
Research on the Problems and Countermeasures of Practical Teaching in Independent Colleges	234
Ya-Song LIU, Jie GAO, Jing-Guang WEI	
A Discussion on the Privacy in Electronic Commerce	240
Xiang-Nan LI	
Cultivation of Aesthetic Feeling in Music Teaching Class of Primary and Middle Schools	245
Ying-Ying XIAN, Dong-Ni SUN	
A Study on the Current Status of Physical Activities Among Secondary School Graduation Classes by Taking 5 Secondary Schools in Wuhan Economic Development Zone as An Example	249
Jian-Long QIAN	
Application of Flipped Classroom in Grammar Teaching.....	254
Zuo LI, Hai-Ming WANG, Dong-Ge WANG and Xiao-Juan JIA	
Analysis of the Trend of Extended Service in Chinese University Libraries	261
An-Ding LIU	
The Position and Function of Social Organizations in the Construction of Harmonious Labor Relations	266
Hong-Zhen LIN	
Research on the Role of Social Organizations in Labor Dispute Mediation.....	271
De-Ming LEI, Hong-Zhen LIN	

Analysis and Research on Exercise Habits of College Students in Improving Students' Physical Fitness in Table Tennis Elective Course.....	275
Li-Xin LIANG, Shu-Ping XU, Jin-Suo REN	
Comprehensive Evaluation and Research of the Education APP Based on AHP.....	281
Wu-Yu WANG, Hai-Qi FENG	
A Comparative Study on the Framework of Animals Attacking People Report in China and America——Take the Mainstream Web Portal as an Example.....	290
Xun ZAN, Xin ZHU	
Group Counseling for College Students Mobile Phone Addiction.....	294
Lu-Ying NIU, Ling YAN	
An Analysis of Affecting the Teaching of Table Tennis Optional Course by the Factor of College Students' Physical Fitness Test Data	298
Shu-Ping XU, Li-Xin LIANG, Jin-Suo REN	
Study on Occupation Quality Education of Law Undergraduates.....	304
Rong-Xia ZHANG	
The Advantages and Barriers of Establishing Sino Russian Free Trade Area from the Perspective of “The Belt and Road” Initiative.....	309
Yi-Jun XIANG, Xue-Yao HAN	
An Analysis to Peng Zhen's Legal Education Thought.....	314
Jian-Fa HU	
An Action Research Study from Implementing Flipped Classroom Model in Professional English Teaching and Learning.....	319
Xiao-Li SUN	
Research on Legal Prevention System of Food Safety Risk in China.....	325
Ya-Ru LIU	
The Relationship between Syntactic Complexity and Writing Quality of Chinese EFL Learners	331
Jing YAN, Xiao-Yan XU	

Integration Research of Family Education and Moral Education for Youngsters.....	338
Jian-Hong LU	
Research on the Education Mode of Practical Communication Talents Cultivation Based on the Characteristics of Agricultural Universities Rural Culture Service.....	344
Bin LI, Su HUO, Meng-Xia ZHANG	
Ecotourism Resources Protection for Sustainability and Law Enforcement Problems in China.....	349
Chang-Qing PANG and Guo-Qin CHEN, Di PANG	
Analysis of the Application Value of Visual Communication in University Teaching Compared with Experience of Taiwan University Education	354
Bin LI, Su HUO	
Study Based on the Micro-Lecture Mode in College English Teaching	358
Hong-Lei WANG	
Using Schema Teaching Mode for Students' Cultural Capability through Learning Culture-Type English Courses in Class	363
Zi LIU, Qiong MA, and Xiao-Hong DONG	
The Effects of Cold Violence in Workplace and the Governance Mechanism	369
Yu-Ting LI	
Analysis of the Demand Characteristics of College Students' Innovative Entrepreneurship Education	376
Qin LI	
The Study of Classroom Teaching Method of Social Role Theory——It Is Based On Personal Tailor.....	382
Mei-Nan LV, Xin LI	
Research on Reducing Business Oral English Classroom Anxiety by Cooperative Learning	391
Ling-Jing SONG	

A Study of Effectiveness of Enhancing College Students' English Proficiency through English Salon——Taking AIB English Salon as an Example·····	397
Fen WANG, Kai-Yan FENG	
Research on the Objective of Entrepreneurship Legal Education in Universities of Science and Technology·····	403
Hong-Zhen LIN	
A Study on the Reform of Personal Income Tax in China ·····	408
Yu-Lian QIU, Zhi-Peng CONG	
Student Participation in the College Classroom: Based on the Perspective of Organizational Socialization ·····	414
Yu-Fei ZHAO	
College English Teacher's Accomplishments in the Information Age·····	420
Yan YUE	
Village Flexible Execution Logic of the Current Minimum Guarantee Policy—a case study of A Village in GanSu Province·····	424
Mei JIN, Bai-Hong LI and Jin-Feng HE	
The Research of Innovation Ability on Engineering Students in Second Classroom·····	432
Yue TANG, Guang-Yi LIN, Zhi-Hua LI, Zhong-Ke TIAN	
Hierarchical Teaching Method of Civil Engineering Materials in Applied Undergraduate Colleges·····	437
Yuan ZHANG	
The Influence of Legal Theory on the All-round Development of Contemporary College Students·····	442
Yan-Xia WANG	
The College Students' Innovative Entrepreneurial Education Based on Neural Networks Method in Internet Environment ·····	446
Dong-Yun LUO, Miao- Miao CAI, Fang YOU and Xiao-Qun ZHOU	
Exploration of Practical Teaching of Law in Colleges and Universities·····	450
Yong MA	

Topic 4. Management and Economics

Lessons and Enlightenment on the Business Failure of British M Department in Mainland China Market	455
Feng-Yao ZHOU, Rong LI, and Bin LI	
Study on Causes of Disappearance of Wax Printing Technique in the Central Plains Area during Song Dynasty	461
Bin LI, Hong-Guang YE, An-Ding LIU and Xiao-Jing FANG	
Research on Innovative Design of Tea Set in Internet Thinking Mode.....	466
Ya-Bin CHEN	
Arouse—Rebirth---Renovation Design of the Old Hanyang Special Automobile Factory	471
Ying YU	
A Study of the Foregrounded Features in English Advertising Texts.....	475
Shuang LIU	
Foreign Green ICT Development Practice and Its Implications in the Context of Information and Communication Technology.....	479
Hu LIU, Jin-Chan WEI, Jia-Ping ZHANG and Yu-Yao WANG	
The Application of Han Embroidery Art in Modern Fashion Design.....	487
Chen-Xu ZHONG, Hong-Guang YE	
Analysis of Color Aplication in Home Wear Design	491
Tao HUI, Dan-Na SHI	
Study on the Countermeasures of Improving Part-Time Employment in China.....	496
Hong-Zhen LIN, Yu WANG	
Dynamic Simulation Analysis of Greenhouse Gas Emission Reduction in Hebei Province.....	501
Guo-Feng ZHANG, Hui-Min Li, Xiao-YING Ma, Li-Xin SUN, Zhen-Ying Yu, Nan-Nan CAO	
Sensitivity Analysis and Optimization of FCM Initial Clustering Centers	506
Yong WANG, Jiao CHENG, Ling ZHANG, Qiu-Hua TANG	

Heterogeneous Expectations in an Estimated Medium-Scale DSGE Model	514
Wei ZHAO	
Research on the Evaluation System of Provider for the Third Party Logistics Based on Analytic Hierarchy Process	520
He-Hua LI, Huan CHEN	
Do Outside Options Reinforce or Weaken the Monopoly Power? —An Experiment Review.	528
Gui-Rong SHAO	
Family Characteristics, Regional Differences and Information Consumption —— Based on the Research of Hierarchical Linear Model	533
Long ZHANG, He-Xu LI	
Development Trend Analysis of China National Standardization Guidance Technical Documents—Based on the Study of China and ISO Standards System	541
Jia LI, Zheng-Hu PANG	
Factors on the Transformation of Scientific and Technological Achievements under IUR Cooperation	547
Hai-Yan FENG	
Analysis of the Game of the Content Subject in the Tri-Networks Integration	554
Ji-Hua XIE, Qian ZHANG	