



ISSN 1004-8626

CN 11-3136/TS

北京印刷学院 学报

Journal of Beijing Institute of Graphic Communication

第 26 卷
Vol. 26

12 2018



万方数据

目次

纪念马克思诞辰两百周年专栏

马克思主义在中国传播与出版印刷界的贡献

——纪念马克思诞辰二百周年和《共产党宣言》发表一百七十周年 张殿清(1)

马克思主义新闻出版思想及其当代价值 韩丽雯,张养志(4)

马克思《〈黑格尔法哲学批判〉导言》宗教观探析 陆洋(9)

论马克思主义思想政治立场教育 彭自成(13)

马克思主义青年观及其当代发展 王新营(20)

书信语境下的马克思主义思想

——读《马克思恩格斯文集(第十卷)》书信选编 王荣槐(24)

出版传播

论出版企业品牌符号的社会化传播 姜帆(28)

我国版权法制建设40年回顾 何静,包韫慧(33)

基于协同过滤算法的图书出版选题系统的设计与实现 边玉宁,李业丽,孙彦雄(38)

浅谈编辑成才的四个维度 郝静(42)

我国体育赛事“互联网”转播权的法律保护 武丽平(44)

数字化产品与互联网生态对版权法的影响

——以复制权为视角 秦慧媛(47)

文化艺术

影像转型:电影数字技术的当代处境 王怀(50)

试析宋明理学对孟子“求放心”观点之传承与发挥 张婷婷(54)

网页导航的眼动分析与设计思考 王愉,高上晴(57)

漳州窑——克拉克瓷器的暗八仙纹饰研究 高俊松(60)

我国舞蹈作品著作权保护探究 权欣(64)

经济管理

人性化管理模式在信息行业的应用研究

——以谷歌为例 黄凯迪,周会会(68)

供给侧结构性改革视角下中国绿色金融体系的构建研究 陈翠,邱晋(73)

域外应对垃圾分类问题的法律制度探析 蒲天(77)

内蒙古地方政府绩效评价案例研究 乔璐,张敏(81)

电气信息

基于小波神经网络的超宽带测距优化方法研究 牟大中,王明飞,曹鹏,董智红,于丽芳(85)

高压输电线路杆塔地质灾害在线监测技术研究 郇银槐,张皓,陈天牧,陈昀,朱茜琳(90)

基于jQuery Mobile的移动订餐系统的设计与实现 薛亚田,舒后(93)

高教研究

高校出版人才培养的多维创新

——以北京印刷学院为例 李德升,陈丹,张聪聪(96)

高校科研平台建设与管理机制探索 施家元(100)

新媒体语境下视频创作课程教学改革探析 张为(103)

Java程序设计课程教学改革的探讨 刘犇(106)

高校学前教育专业声乐教学模式与教学标准研究

——以安徽省为例 张黎黎(109)

文化自信与传播视角下汉语国际教育诗歌教学研究 杨辉,胥娜娜(114)

“至正交钞”辨析 段文韬,周文华,刘铮峰(119)

Main Contents

Bicentennial of Marx's Birth

An Analysis of Marx's Religious View about Contribution to the Critique of Hegel's Philosophy of Right Introduction LU Yang(9)

On Marxist Ideological and Political Position Education PENG Zicheng(13)

Marxism's View on Youth and Its Contemporary Development WANG Xinying(20)

Philosophical Changes in the Context of Letter
—Take the Anthology of Marx and Engels (X) as An Example WANG Ronghuai(24)

Publishing & Communication

On the Socialized Communication of the Brand Symbol of Publishing Enterprises JIANG Fan(28)

The Review of Copyright Legal System Construction in China in the Past 40 Years HE Jing , BAO Yunhui(33)

Design and Implementation of Book Publishing Topic Selection System Based on Collaborative Filtering Algorithm BIAN Yuning, LI Yeli, SUN Yanxiong(38)

Legal Protection to the "Internet" Broadcasting Right of Chinese Sports Events WU Liping(44)

The Impact of Digital Products and Internet Ecology on Copyright Law
—From the Perspective of the Right of Reproduction QIN Huiyuan(47)

Culture & Arts

Image Transformation: Contemporary Situation of Digital Technology in Cinema WANG Huai(50)

Tentative Analysis on the Inheritance and Promotion of Mencius' Idea of "Feel Relieved" in Neo-Confucianism ZHANG Tingting(54)

Web Navigation Eye-tracking Analyzation and Design Thinking WANG Yu, GAO Shangqing(57)

Research on Copyright Protection of Dance Works in China QUAN Xin(64)

Economic & Management

Research on the Application of Humanized Management Mode in Information Industry
—Taking Google as An Example HUANG Kaidi ZHOU Huihui(68)

Study on the Construction of China's Green Financial System from the Perspective of Supply-side Structural Reform CHEN Cui, QIU Jin(73)

Analysis on the Legal System of Handling Garbage Classification Problems Overseas PU Tian(77)

A Case Study on Performance Evaluation of Local Government in Inner Mongolia QIAO Lu ,ZHANG Min(81)

Electric information

Study of UWB Ranging Optimization Method Based on Wavelet Neural Network MU Dazhong, WANG Mingfei, CAO Peng, DONG Zhihong, Yu Lifang(85)

Research on On-line Monitoring of Geological Disaster of High Voltage Transmission Line Tower QUE Yinhuai, ZHANG Hao, CHEN Tianmu, CHEN Yun, ZHU Xilin(90)

A Design and Implementation of Mobile Ordering System Based on jQuery Mobile XUE Yatian ,SHU Hou(93)

Higher Education Research

Multi-Dimensional Innovation in The Cultivation of Publishing Talents in Colleges and Universities
—Taking Beijing Institute of Graphic Communication as An Example LI Desheng, CHEN Dan, ZHANG Congcong(96)

Construction and Management Mechanism of Scientific Research Platform in Colleges and Universities SHI Jiayuan(100)

An Analysis on Curriculum Teaching Reform of Video Production Based on New Media Environment ZHANG Wei(103)

The Teaching Reforms of The Java Programming Language Course LIU Ben(106)

Research of Vocal Music Teaching Mode And Teaching Standard of Preschool Education Major
—Take Anhui Province as An Example ZHANG Lili(109)

Research of Traditional Poetry Teaching for International Chinese Education in the Sight of Culture
Confidence and Dissemination Yang Hui, Xu Nana(114)

The Discrimination of Zhizhengjiaochao DUAN Wentao, ZHOU Wenhua, LIU Zhengfeng(119)

北京印刷学院学报编辑委员会

主 任:罗学科
副 主 任:蒲嘉陵 许文才 王关义
委 员:王仪明 王彦祥 田忠利 刘秀伟 刘 益 严 晨 李业丽 李路海 李晋尧
李治堂 邱君芳 张养志 张舍茹 陈 丹 周 忠 杨丽珍 房宏婷 金 杨
曹国荣 曹 鹏 黄孝章 程光耀 解 凯 魏先福 魏 超(按姓氏笔画排列)

主 编:蒲嘉陵
副 主 编:周 宇
责任编辑:周 宇 周 卓 王和平 李新新
美术编辑:王 斐