



- 环境邻避运动的治理困境与优化路径探析
- 民族地区县域公共文化产品供需研究
- “一带一路”背景下高职英语教学融入中国文化的策略研究
- 校社联动提升社会工作专业实践能力的成效分析
- 外国留学生心理健康现状及教育机制研究

No.2

双月刊
2018年第2期
总第144期



北京城市学院学报

Journal of Beijing City University

目 录

• 城市建设与发展 •

- 环境邻避运动的治理困境与优化路径探析 戴彦艳,冯子润 (1)
- 居住小区场地特征使用分析研究——以曙光花园小区为例 马欣,王睿智 (8)
- 民族地区县域公共文化产品供需研究——以内蒙古自治区鄂尔多斯市伊金霍洛旗为例
..... 李莹 (15)
- 符号学视角下广州建设会展名城的品牌战略与路径选择 李薇 (21)

• 高校教育教学改革 •

- 以校企合作促进《进出口贸易实务》应用型课程改革——以福建农林大学金山学院为例
..... 魏雪莲 (26)
- 创新创业背景下高职院校商务英语专业实践教学研究 黄成夫,杨凡 (30)
- 基于北京产业结构调整的发酵工程教学改革研究 刘艳丽 (35)
- “一带一路”背景下高职英语教学融入中国文化的策略研究 吕岩 (39)
- 全程理念下公共事业管理专业毕业论文的质量保障——基于南京理工大学紫金学院的实践探索
..... 刘红祥 (43)
- 辽宁省民办高校发展研究 崔丽英 (48)

• 理论研究与实践 •

- 校社联动提升社会工作专业实践能力的成效分析——以北京市实培计划“校社同行”项目为例
..... 张菊枝,王嘉欣 (55)
- 基于目的论的跨境电子商务在线产品推介的翻译 柴畅 (61)
- 援外培训项目口译任务的困难与对策 崔翠 (67)
- 精准扶贫背景下贫困农村地区人才资源开发的困境与路径 何芳 (72)
- 我国冷链物流标准建设情况分析 王身相,邱东怡,李灯艺 (77)
- 价值共创视角下互联网原生品牌企业企业文化建设研究——以三只松鼠为例 段文忠 (82)
- 《马克思主义基本原理概论》混合式教学的探索与实践 呼艳芳 (87)
- 动画场景设计中天空的研究 朱敬 (92)

• 人才建设与培养 •

- 外国留学生心理健康现状及教育机制研究 梁乘 (96)
- 高校环境设计专业应用型创新人才培养途径的探索 刘乐,杨冰清,偶春 (100)

CONTENTS

An Analysis of the Governance Dilemma and Optimizing Path of Environmental Adjacent Molement	DAI Yan – yan, FENG Zi – yin
A Study on the Usage and Characterization of Residential Quarter Features-A Case Study of Shuguang Garden Residential Community	MA Xin, WANG Ruizhi
A Study on the Supply and Demand of Public Cultural Products in the Counties of Minority Areas —A Case Study on Yijinhuluo County in Ordos City of Inner Mongolia	LI Ying
The Brand Strategy and Path Choice of Guangzhou Construction and Exhibition Center from the Perspective of Semiotics	LI Wei
Applied Curriculum Reform of “International Trade Practice” Based on School-enterprise Cooperation —Taking JinshanCollege of Fujian Agriculture and Forestry University as an Example	WEI Xuelian
Practical Teaching Researchon Business English Specialty in Higher Vocational Colleges Under Entrepreneurial Innovation Background	CHENG Fuhuang, FAN Yang
Study on the Teaching Reform of Fermentation Engineering Based on the Adjustment of Industrial Structure in Beijing	LIU Yanli
Research on Strategy of Penetration of Chinese Culture in Higher Vocational English Teaching in the Perspective of the Belt and Road	LV Yan
A Study on the Quality Assurance of Graduation Thesis for Public Administration in the Whole Process —Based on the Practice of Zijin College Nanjing University of Science and Technology	LIU Hongxiang
Research on the Development of Private University in Liaoning Province	CUI Liying
Analysis on the Effect of Enhancing the Practical Ability of Social Work Through the Cooperation Between Universities and Communities	ZHANG Juzhi, WANG Jiabin
The C-E Translation of Online Product Recommendation Under the Guidance of Skopos	CHAI Chang
Difficulties and Countermeasures of Interpreting Task in China-Aid Training Projects	CUI Cui
The Plight and Path of Talent Resource Exploitation in Poor Rural Areas in the Context of Targeted Poverty Alleviation	HE Fang
Analysis on the Construction of Cold Chain Logistics Standard in China	WANG Shenxiang, QIU Dongyi, LI Dengyi
A Study on the Construction of Original Internet Brand Enterprise Culture Under the Background of Value Creation	DUAN Wenzhong
Exploration and Practice of Mixed Teaching of An Introduction to the Fundamentals of Marxism	HU Yanfang
Study on the Sky in the Animation Scene Design	ZHU Jing
The Study on Research onInternational Students’ Psychological Health and Education Mechanism	LIANG Cheng
Exploration on the Ways of Cultivating Applied Innovative Talents in Environmental Design Specialty in Colleges and Universities	LIU Yue, YANG Bingqing, OU Chun