

, 2010

目 次

(总第33期)

第4期

■ 高职教育研究

- 科学制定规划 引领学校发展 杨柳(1)
浙江省示范高职院校特色定位与发展经验研究(上篇) 吴建设(6)
高职文秘专业校企合作机制研究 钮婧(11)
高职校内生产性实训基地建设和运作机制探索
——以高职工商管理类专业为例 盛华(14)

■ 高校管理研究

- 高校中层干部必须履行好四大职能 虞文清(18)
论高校民主管理体系的建构 张能胜(21)
探析国际金融危机形势下的高校创业教育 李思明,何小青(25)
高校二级学院校园文化品牌建设探析
——以湖州师范学院医学院为例 沈国丰(28)

■ 高校德育研究

- 对当代大学生消费道德教育的思考 程广丽(31)
大学生生态道德教育问题探究 严月萍(34)

■ 经济学研究

- 论科学激励与奖励艺术 张树俊(37)
心理契约理论浅析 刘良灿,张同建(40)
千家驹早年的“中国农村经济论” 蔡志新(44)
论我国财政监督的必要性 陈渊鑫(48)

■ 文学研究

- 20世纪90年代诗歌写作的独到把握
——评王昌忠的《扩散的综合性——1990年代诗歌写作研究》 刘树元(52)
《孔子》之艺术人生 孙巧云(54)
陆游在绍兴镜湖地区的生活与创作 杨昇(57)
《马路天使》：“前”新现实主义影像记录 钱洪波(60)

■ 新闻传播学研究

- 中国制造，世界合作？
——“中国制造”形象广告批评 吴辉(63)
论新自由主义对我国传媒改革的影响 张苏敏,郑春勇(67)

■ 湖州地方经济文化研究

- 唐一庵年谱新编 邹建锋(71)
论新时期三十年湖州文学的发展历程 徐可(75)
湖州市知识产权战略研究 姜义平(79)
湖州市城乡社会保障体系建设的调查研究(2008-2009) 崔春(83)
和谐社会视阈下的社区工作者队伍建设研究
——以湖州市吴兴区为例 王柱国(87)
《湖州职业技术学院学报》(第8卷)2010年目录分类索引 学报编辑部(92)

编辑委员会

- 主任：胡世明
副主任：丁继安
委员：(按姓氏笔画排序)
丁国强 马萍 张有峰
张建智 李海平 吴海燕
金雁 郑宁国

主编：丁继安
副主编：金雁(常务) 丁国强

本期执行编辑：沈晓艳
本期英文校译：顾月秋

期刊基本参数：CN33-1314/Z*2003*q*16*94*zh*P* ¥7.00*1000*25*2010-12

Journal of Huzhou Vocational and Technological College

(Quarterly)

Volume 8: Number 4, December 2010

Contents

Planning Scientifically & Leading to the Development of the School	YANG Liu (1)
A Study of the Characteristic Orientation and the Development Experience of Zhejiang Demonstration Vocational Colleges (the first half)	Research Group of the Project (6)
On Higher Vocational Secretary Major in School - enterprise Cooperation Mechanism	NIU Qi (11)
A Probe into the Mode of Productive Training Base in the Specialty of Business Administration in Vocational Colleges	SHENG Hua (14)
On Four Essential Functions for College Middle - level Leaders	YU Wen-qing (18)
On the Construction of Democratic Management System in Colleges and Universities	ZHANG Neng-sheng (21)
The Exploration of the Approach for the Colleges to the Enterprise Education Under the International Financial Crises	LI Si-ming , HE Xiao-qing (25)
Exploration on the Construction of the Campus Culture Brands	SHEN Guo-feng (28)
A Study of Moral Education on the Current Consumption of College Students	CHENG Guang-li (31)
A Study of the Education of Ecological Morality Among College Students	YAN Yue-ping (34)
On Stimulating Scientifically and Rewarding Artistically	ZHANG Shu-jun (37)
The Review on Psychological Contract Theory	LIU Liang-can , Zhang Tong-jian (40)
On Qian Jiaju's Theory of Chinese Rural Economy in His Early Life	CAI Zhi-xin (44)
On the Necessity of China's Fiscal Supervision	CHEN Yuan-xin (48)
The Unique Advantage on the Poetry Writing in the 1990's	LIU Shu-yuan (52)
A Study of the Art of Life of <i>kongzi</i>	SUN Qiao-yun (54)
The Life and Poem Writing of Lu You in Jinghu Lake District in Shaoxing	YANG Sheng (57)
<i>Road Angel</i> : Pre - new Realism Image Recording	QIAN Hong-bo (60)
Made in China, Made with the World?	WU Hui (63)
The Impact of Neo - liberalism on China's Media Reform	ZHANG Su-min , ZHENG Chun-yong (67)
On Chronological Life of Tang Yi'an to Be Reorganized	ZOU Jian-feng (71)
On Huzhou Literature Development Process in the Recent Three Decades	XU Ke (75)
A Study of the Strategies of Intellectual Property in Huzhou	JIANG Yi-ping (79)
A Study of the Construction of Social Security System for Huzhou Urban and Rural Residents (2008-2009)	CUI Chun (83)
On the Construction of Community Workers Team from the Perspective of Harmonious Society	WANG Zhu-guo (87)

English advisor of this issue:GU Yue-qiu