

主管：河北省教育厅

主办：邢台职业技术学院

邢台职业技术学院学报

2011 2

总第 91 期
(双月刊)

目次

教学改革与实践

面向学习质量的高职教学过程评价模式研究	刘彩琴, 于万海 (1)
漫谈高职数学课的教学改革与能力培养	张凤琪, 张建勇, 宋敏娜 (3)
基于项目导向的单片机课程理实一体教学研究	都鑫, 曹振军 (6)
《板材冲压成形技术》课程改革的探索	王傲冰, 赵玉清, 于锁清 (9)
角色扮演教学方法在《汽车商务谈判》课程中的应用	李美丽, 陈超 (12)
基于图示理论的大学英语听力课课堂教学模式	卢魁, 张荣芳, 马烁 (14)
关于高职英语作业形式改革的行动研究	窦菊花 (17)
从学习环境谈高职非英语专业英语学习动机	文贵燕 (20)
高职英语教学职业化探究	刘仪 (23)
探讨当今高职高专英语教学现状及改革对策	加鹏飞 (26)
高职语文人文素质教学研究	高虹 (28)
基于职业发展历程的高职会计实训模式探索	申春峰, 高岩, 史英泽 (31)
从会计专业学生职业能力培养谈高职会计教学改革	田方 (34)
汽车技术服务与营销专业实训教学模式的探索	刘学明, 梁春兰, 张丹颖 (37)
高职教育课程改革历程与出路	齐武福, 李倩 (39)
高职教育研究与管理	
以人为本进行影视表演专业的职业道德教育	陈志良, 刘虹秀 (42)

邢台职业技术学院学报
编辑委员会

主任
刘丛

副主任
刘先进 刘彩琴 崔社军
张星河 王佩国 王宝贵

委员
(以姓氏笔划为序)
马 骅 尹万建 许 光
邢于仓 刘庆华 李贤彬
张双会 张江林 张国基
张国勋 谷群广 范树林
夏万爽 鲍东杰 褚建立
解海滨

主 编
刘彩琴

副主编
刘庆华 鲍东杰

本期责任编辑
燕 艳

英文编辑
李迎雪

封面设计
张战胜

高职院校大学生职业道德教育现状及对策……………李 宁 (45)

试论高职单招学生的学习问题与对策——以邢台职业技术学院市
场营销专业为例……………郑 鹏, 黄小林 (47)

外籍教师英语口语教学质量评估体系构建…魏 伟, 刘 兴 (49)

邢台市职业院校学生心理健康问卷统计分析……………
……………李红强, 夏万爽, 张 丹 (52)

工学结合模式下高职学生德育途径探析……………
……………徐建平, 黄朝川, 谢东辉 (56)

大学生公德教育探究……………曾 姝, 韩义民 (60)

在高职教育中实施柔性教育……………秦常贵 (62)

基于综合评价的高校贫困生认定研究……………李朝军, 曹国宏 (64)

学业不良高职生社会支持与自尊状况调查分析……………
……………黄 涛, 陈立民, 于小五 (68)

中外合作办学的学生表现特征及管理策略……………
……………赵红妍, 张 磊 (71)

高职院校校园文化建设存在的问题及解决对策……………吴海霞 (74)

浅谈高校校报宣传育人的双重作用……………
……………王少勇, 刘藏者, 郝红霞 (77)

政治经济与管理

城市化进程中失地农民的权益保障……………
…河北省邓小平理论与“三个代表”重要思想研究中心 (79)

基于客户需求导向的基础地理信息服务……………曹晓明 (82)

浅析制约我国税务师事务所发展的因素……………任浩明 (84)

文化与艺术

赵孟頫诗歌的地位和影响……………王素美 (86)

中日称赞言语行为构成对比分析……………万艳红 (89)

中国现代军服的基本功能及设计要点……………齐爱民, 李 勇 (92)

浅析唐代“女着男装”流行的成因……………周福芹 (95)

哈萨克刺绣工艺变迁初探……………安秋旭 (97)

现代家具设计中色彩表情研究……………王 军 (100)

城市生态型居住区景观营造探析……………欧亚丽, 刘雅丽 (103)

Main Contents

Research of Teaching Process Appraisal Mode Facing to Student Learning Quality of Higher Vocational Education.....	LIU Cai-qin (et.al) (1)
Higher Mathematics Teaching Reform and Capacity-building	ZHANG Feng-qi (et.al) (3)
Research of “Integration of Practice and Theory” Instruction Based on the Program Orientation for SCM Curriculum	DU Xin (et.al) (6)
“Sheet Metal Forming Technology ” Curriculum Reform.....	WANG Ao-bing (et.al) (9)
Application of the Role Play Teaching Method on the Curriculum of “Negotiation of Auto Business”.....	LI Mei-li (et.al) (12)
A Teaching Model for College English Listening Comprehension Based on Schema Theories	LU Kui (et.al) (14)
Action Research on Assignment Reform in Higher Vocational College	DOU Ju-hua (17)
A Study of Inspiring English Learning Motivation of Non-English Majors in Vocational College——From the Perspective of Study Environment	WEN Gui-yan (20)
A Study of Higher Vocational English Teaching Professionalization	LIU Yi (23)
On the Current Vocational College English Teaching and Reform	JIA Peng-fei (26)
Research on Vocational Chinese Humanistic Quality Teaching.....	GAO Hong (28)
Exploration of the Practical Accounting Training Based on the Analysis to the Professional Development.....	SHEN Chun-feng (31)
Higher Vocational College Accountant Teaching Reform from Professional Ability Cultivation	TIAN Fang (34)
Exploration of the Practical Training Model for the Specialty of Automotive Technical Service and Marketing.....	LIU Xue-ming (et.al) (37)
Higher Vocational Education Curriculum Reform Process and the Outlet.....	QI Wu-fu (et.al) (39)
Film and Television Acting Major Students’ Professional Ethics Construction on the Guidance of People-orientation	CHEN Zhi-liang (et.al) (42)
Analysis and Countermeasure Study to Professional Ethics Education for Polytechnic College Students.....	LI Ning (45)
Learning Problems and Countermeasure of Autonomous Enrollment Students in Higher Vocational Education——Case for Marketing Major of Xingtai Polytechnic College.....	

.....	ZHENG Peng (et.al)	(47)
Construction of Quality Evaluation System of Oral English Taught by Foreign Teachers.....		
.....	WEI Wei (et.al)	(49)
Analysis and Questionnaire of the Vocational School Students' Psychological Health in Xingtai		
.....	LI Hong-qiang (et.al)	(52)
Process Guidance to the Students' Moral Education in Higher Vocational Colleges Based on		
Combining Work with Study.....	XU Jian-ping (et.al)	(56)
College Students' Social Morality Education.....	ZENG Shu (et.al)	(60)
Implementing Flexible Education in Higher Vocational Education.....	QIN Chang-gui	(62)
Study on Identification of Poor College Students from a Comprehensive Evaluation		
Perspective.....	LI Chao-jun (et.al)	(64)
Study on Social Support and Self-esteem of Higher Vocational College Students with Learning		
Disability.....	HUANG Tao (et.al)	(68)
Chinese and Foreign Cooperation Program Students' Performance Characteristics and the		
Corresponding Management Strategies.....	ZHAO Hong-yan (et.al)	(71)
Problems and Countermeasures on Campus Culture in the Higher Vocational and Technical		
Colleges.....	WU Hai-xia	(74)
Duel Function of College Newspaper in Educating People and Propaganda.....		
.....	WANG Shao-yong (et.al)	(77)
Protection of Landless Peasants' Rights in the Urbanized Process.....		
Deng Xiaoping Theory and "Three Represents" Important Thought Research Center of Hebei		(79)
Fundamental Geographic Information Service Based on the Customer Demand Orientation		
.....	CAO Xiao-ming	(82)
Analysis of the Restriction Factors in Tax Accountant Firm Development.....		
.....	REN Hao-ming	(84)
Status and Influence of Zhao Mengfu's Poetry.....	WANG Su-mei	(86)
A Comparative Study of Chinese and Japanese Compliments.....	WAN Yan-hong	(89)
China's Modern Army Uniform Basic Functions and Design.....	QI Ai-min (et.al)	(92)
Analyzing the Main Reasons of "Women with Men Clothing" in the Tang Dynasty.....		
.....	ZHOU Fu-qin	(95)
Simple Analysis of the Craft Change of Kazakh Embroidery.....	AN Qiu-xu	(97)
Research on Color Expression in Modern Furniture Design.....	WANG Jun	(100)
Urban Residential Landscape Ecological Analysis.....	OU Ya-li (et.al)	(103)

(英文翻译 李迎雪)