

全国高职院校优秀学报

浙江工商职业技术学院学报

学报

浙江工商职业技术学院

ZHEJIANG BUSINESS TECHNOLOGY INSTITUTE

第二期

2018

第十七卷
第二期

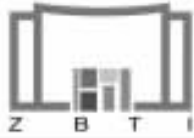
ISSN 1671-9565



9 771671 956187

二〇一八年六月

万方数据



浙江工商职业技术学院学报

目次

ZHEJIANG GONGSHANG
ZHIYE JISHU XUEYUAN
XUEBAO

(季刊)

第17卷第2期(总第65期)
2018年6月出版

浙江工商职业技术学院主办

编辑委员会

顾问:史秋衡 陈 行

主任:姚奇富

副主任:周志春 徐永春 张启富

执行副主任:熊惠平

编委:(按姓氏笔画)

王若明 王维平 张启富

陈 明 高 昆 周志春

娄军委 姚奇富 徐永春

徐健民 黄崇本 程方启

温江霖 楼晓东 熊惠平

主 编:姚奇富(兼)

编辑部主任:吕慈仙

国际标准刊号:ISSN 1671-9565

国内统一刊号:CN 33-1303/Z

地 址:浙江宁波机场路1988号

电 话:(0574)87422027

传 真:(0574)87422027

电子信箱:xbbj@zjbti.net.cn

印 刷:宁波宏涛数字印刷有限公司

发 行:浙江工商职业技术学院

学报编辑部

经济论坛 日本医疗保健旅游的发展及对我国的启示

董志文 王向宇 王 莹 1

互联网发展对农村居民消费观念的影响

姚 蕾 7

宁波上市公司企业社会责任评价研究

蔡 原 12

文史哲 历史语境中的群众路线解构和实践

周 琳 15

苏轼诗词“鸿”意象分析

王国庆 19

教育研究 高职院校创业文化的内涵及其核心价值观念探析

张启富 22

高职院校思想政治教育途径、载体创新研究

——以“师生党员一助三,支部党建进寝室”为例

丁春文 26

高职“四位一体”学科德育框架构建的研究

陈 凤 30

高职院校“社交礼仪”教学中课程思政的定位研究

刘桂萍 33

人工智能视域下当代大学生价值观的培育研究

刘 阳 37

基于专业认知提升的应用型高校招生宣传对策分析

李华敏 张雪晶 41

智能制造背景下高职院校的人才培养策略研究

——以宁波市高职院校为例

王怀奥 肖国华 徐智跃 45

基于翻转课堂的高职计算机动画制作教学模式改革研究

周 凯 49

地方高校会计专业大学生实践能力培养的探索与实践

郑 波 53

基于“大数据”的地方高校教学质量监控体系构建研究

张 茜 57

浅论婚庆策划与组织课程的实践教学模式

吴 莹 61

高职院校学生职业生涯规划与家庭背景关系研究

张 霞 64

简析归责原则视角下的高校体育伤害事故之责任认定

魏钧一 卢红丹 67

外语角 基于社会文化理论的高职行业英语课堂教学实践

胡海英 71

行业英语研究动态与展望

张 莉 77

论日语通识教育的课程建设

回智光 82

再谈神经机制研究视角下的翻译研究

赵杭飞 85

论大学英语阅读教学中学生心理图式的构建

傅晓炜 89

任务型教学理念引导下的初级汉语口语课教学改革

万淑芬 92

中西文化差异对茶艺英语翻译的影响

刘巧平 95

期刊基本参数:CN34-1303/Z*2002*q*16*96*zh*P*¥12.00*1000*25*2018-6

Content

The Development of the Healthcare Tourism in Japan and Its Enlightenment to China	DONG Zhi-wen WANG Xiang-yu WANG Ying	1
The Impact of Internet Development on Rural Residents' Consumption Concept	YAO Lei	7
The Social Responsibility Evaluation of the Listed Companies in Ningbo	CAI Yuan	12
Deconstruction and Practice on the Mass line in the Historical Context	ZHOU Lin	15
The Image Analysis of "Hong" in SU Shi's Poems	WANG Guo-qing	19
Connotation and Core Values of Entrepreneurial Culture in Higher Vocational Colleges	ZHANG Qi-fu	22
A Study of Ways and Carriers of Ideological and Political Education in Higher Vocational Colleges ——A Case Study of "Each Teacher or Student Party Member Assisting Three Average Students and the Party's Building Entering into the Dormitory"	DING Chun-wen	26
A Study of the Construction of a "Four-in-One" Moral Education Framework in Higher Vocational Colleges	CHEN Feng	30
A Study of the Orientation of the Ideological and Political Education Rooted in the Curriculum in the Teaching of "Social Etiquette" in Higher Vocational Colleges	LIU Gui-ping	33
A Study of the Cultivation of Contemporary College Students' Values from the Perspective of Artificial Intelligence	LIU Yang	37
Analysis on the Countermeasures of Enrollment Publicity in Application-Oriented Universities Based on Professional Cognition Promotion	LI Hua-min ZHANG Xue-jing	41
A Study of Talent Cultivation Strategy in Higher Vocational Colleges in the Background of Intelligent Manufacturing ——A Case Study of Higher Vocational Colleges in Ningbo	WANG Huai-ao XIAO Guo-hua XU Zhi-yue	45
A Study of the Teaching Model Reform of Computerized Animation Production in Higher Vocational Colleges Based on Flipped Classroom	ZHOU Kai	49
The Exploration and Practice of Cultivating Practical Ability of College Students Majoring in Accounting in Local Colleges and Universities	ZHENG Bo	53
Research on the Construction of Teaching Quality Monitoring System in Local Colleges and Universities Based on "Big Data"	ZHANG Han	57
On the Practical Teaching Mode of the Course of Wedding Planning and Organization	WU Xuan	61
A Study of the Relationship between Career Planning and Family Background of Vocational College Students	ZHANG Xia	64
A Brief Analysis of the Liability Determination of College Sports Injury Accidents from the Perspective of Imputation Principle	WEI Jun-yi LU Hong-dan	67
The EOP Teaching Practice in Higher Vocational English Class Based on Sociocultural Theory	HU Hai-ying	71
The Development and Prospects of EOP	ZHANG Li	77
On the Curriculum Construction of Liberal Education in the Course of Japanese	HUI Zhi-guang	82
Neural Mechanisms and Translation	ZHAO Hang-fei	85
The Construction of Students' Mental Schema in College English Reading Teaching	FU Xiao-wei	89
Teaching Reform in TCSL Basic-level Speaking Class Guided by Task-based Pedagogy	WAN Shu-fen	92
The Influence of the Cultural Differences between the East and the West on the English Used in the Tea Art	LIU Qiao-ping	95

(英文校译:王维平)