

目 录

江西外语外贸 职业学院学报

编委会名单

编委会主任:饶贵生

副主任:孔华 邹建华

编委会委员:(按姓氏笔划)

邓 湧 刘权辉

刘玉清 江 峰

李志群 朱萍华

江景平 邹建华

宋俊骥 张美忠

陈 亮 单作民

周文斌 饶贵生

徐 睿 彭林君

谢媛媛 鲁建明

阙细春 熊南永

主 编:邹建华

副 主 编:宋俊骥

责任编辑:周文斌

英文译审:彭 奕

2014 年第 3 期

总第三十期

出版日期

2014 年 9 月

特色立校 质量强校 管理兴校

——热烈庆祝江西外语外贸职业学院 50 周年华诞
电子商务学院简介

50 周年校庆专栏

创业者之歌	饶贵生	温志超(1)
走过五十年		张美忠(4)
站在你崛起的肩膀上		黄 茜(5)
五十华诞历风雨 桃李芬芳铸辉煌		李 雯(7)

英语系简介

学术·前沿

“生活即教育”的历史流变及启示		宋俊骥(9)
高职英语教师在学生自主学习中的角色转变		魏志荣(15)
试论模因理论与专业术语翻译		赖丽萍(18)
从生态翻译学新视角看网络流行语英译		周 璐(21)

会计系简介

工程管理系简介

职教·管理

基于多媒体技术的高职《英美概况》课程教学探究		夏 泳(25)
羽毛球爱好者高远球基本技术的教学方法		刘小芳(28)
谈学困生自我效能感的培养		彭迎春(31)
论高职院校体育课程双语教学的现状及发展趋势		何 力(34)
EFL 课堂英语教师教学用语(母语)对英语教学的影响的反思		徐 婧(37)
浅谈体育教学中安全教学的探究与思考		刘 艳(42)
浅析高职《英美概况》课程教学		朱秋菽(45)
《中小学英语教学法与课堂实训》课程教学改革探讨		钟 丽(48)

工商管理系简介

旅游系简介

法学·经济

绿色贸易壁垒对我国出口贸易的影响及对策研究		解新华(51)
基于模糊层次分析法的企业财务风险识别		廖淑霞(55)
浅析民间借贷利息的法律保护		徐春阳(60)
浅谈建筑施工安全管理		章锦艳(63)
论企业文化与高职院校内生产性实训基地文化建设的融合		周文斌(67)

国际商务系简介

文史·思政

创新语文课堂教学设计与策略		江景平(71)
浅议高职德育与心理健康教育和谐互动		余四华(75)
论小说《八月之光》中的哥特特征		曹思思(78)
网络店铺名称的语言特征分析		陈丽丽(82)
浅析汉译英中的词类转换		李步真(86)
小说《嘉莉妹妹》中自然主义解读		李若川(90)
论高校普通话课程中口语教学的创新		徐 莉(94)
浅议日语精读课堂教学中口语表达能力的培养		于爱波(97)
挑战与重构:网络视角下的和谐师生关系		喻刚勇(101)

艺术设计系简介

热点·网络

浅谈对“90 后”员工的激励		陈诗颖(105)
高职院校数字化教学资源库建设研究		曾小亮(108)
网络教育与大学英语教学		陈银杏(112)
多元化教学手段在高职商务专业中的应用		桑 榘(115)
微课程支持下的翻转课堂教学模式设计		杨子燕(119)
高职商务英语翻译的岗位需求状况调查及教学定位研究		谢媛媛(123)
4G 网络通信简述		徐海龙(128)

应用东语系(西语系)简介

CONTENTS

The Brief Introduction of E-Commercial College

The 50th Anniversary Column

The Song of Starters	Rao Guisheng	Wen Zhichao(1)
Across 50 Years		Zhang Meizhong(4)
Stand on Your Rising Shoulders		Huang Qian(5)
50 Years' Wind and Rain, Brilliant Peaches and Plums Fragrance		Li Wen(7)

The Brief Introduction of English Department

Academic Research · Frontier

The Change and Enlightenment of “Life is Education”		Song Junji(9)
The Shifts in the Role of College Teachers in Students' Self-study		Wei Zhirong(15)
Translation of Technical Term Based on Memetics		Lai Liping(18)
An Eco-translatological Approach to English Translation on Chinese Network Language		Zhou Lu(21)

The Brief Introduction of Accounting Department

The Brief Introduction of Engineering Management Department

Vocational Education · Management

Course Teaching of Survey of Britain and America Based on Multimedia Technology		Xia Yong(25)
Teaching Method of Basic Badminton Enthusiasts Lofty Ball Technology		Liu Xiaofang(28)
On the Self-efficacy Cultivation of Students with Learning Difficulties		Peng Yingchun(31)
Present Situation & Development Trend of Bilingual Teaching in Physical Education Curriculum in Higher Vocational Colleges		He Li(34)

A Review of Literature Regarding the Use of L1 in Teacher Talk in Teaching English at Lower-Intermediate/Intermediate Level in China's EFL classroom

Xu Jing(37)		
Research and Thinking on Physical Teaching Safety		Liu Yan(42)
Vocational “Survey of Britain & America” Course Teaching		Zhu Qiudi(45)
Methodology and Practice Training in Primary and Secondary Schools		Zhong Li(48)

The Brief Introduction of Business Administration Department

The Brief Introduction of Tourism Department

Law · Economy

Influence of the Green Trade Barriers on China's Export Trade & Countermeasures		Xie Xinhua(51)
Enterprise Financial Risk Identification Based on Fuzzy Analytic Hierarchy Process		Liao Shuxia(55)
Legal Protection of Folk Loan Interest		Xu Chunyang(60)
On construction safety management		Zhang Jinyan(63)
Integration of Enterprise Culture & Campus Productive Training Base Culture Construction in Higher Vocational Colleges		Zhou Wenbin(67)

The Brief Introduction of International Business Department

Literature & History · Ideology & Politics

Design and Strategy of Innovation on Chinese Classroom Teaching		Jiang Jingping(71)
Harmonious Pace of Moral Education and Mental Health Education in Higher Vocational Colleges		Yu Sihua(75)
The Gothic Characteristics in Light in August		Cao Sisi(78)
Analysis of Language Features of Network Shop Names		Chen Lili(82)
Study of Conversion in Chinese-English Translation		Li Buzhen(86)
Naturalistic interpretation of the novel “Sister Carrie”		Li Ruochuan(90)
Innovation of Spoken Mandarin Course Teaching in Colleges		Xu Li(94)
Cultivation of Students' Oral Ability in Japanese Intensive Reading Course		Yu Aibo(97)
Challenge & Reconstruction: A Harmonious Relationship between Teachers and Students in Network Perspective		Yu Gangyong(101)

The Brief Introduction of Art & Design Department

Hot Spot · Internet

On the Incentive of “Post-90s'” Employees		Chen Shiyong(105)
Study on the Construction of Digital Teaching Resources in Higher Vocational Colleges		Zeng Xiaoliang(108)
Online Education and College English Teaching		Chen Yinxing(112)
Application of Multi-Teaching Methods in Business Major of Higher Vocational Education		Sang Seng(115)
Design of Overturn Classroom Teaching Mode under the Support of Micro Course		Yang Ziyang(119)
Research on Market Needs and Teaching Orientation of Business Translation in Higher Vocational Education		Xie Yuanyuan(123)
Discussion on 4G network Communication		Xu Hailong(128)

The Brief Introduction of Asian Language Application Department (Western Language Application Department)