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Coping with the Challenge of Globalization
《应付全球化的挑战》

Abstracts
论文摘要

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Humanistic Concern and Academic Commitment: Construction of Village History of Xiongan New Area

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Abstract: The establishment of the Xiongan New Area is a major historic and strategic choice that is made by the Central Committee of the Communist Party of China with Comrade Xi Jinping as the core. As a millennium plan and a project with national significance, it is another new area of national significance. The construction of the new district is also a process of profound changes of local people's livelihood, especially in the traditional rural social formation, social space, governance mode and living style. Through the perspective of micro family, this survey, on the one hand, is to record the present situation of local people's livelihood, including folk custom culture, handicraft skills, oral memory of history and so on; on the other hand, is also to make expectation of future research, which will measure the extent of social change through individual values, behavioral and psychological changes. Based on the model of Xiongan New Area, the future results will summarize the characteristics of development and laws, and contribute a new theory to the development of contemporary Chinese Society.

The Development of the Traditional Cantonese Folk Song Combines with the Popular Music

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Abstract: Since the primitive times, Chinese working people wanted to express their emotion when they were working, having fun, falling in love and so on. They selected to sing freely and loudly to express. Based on the intonation of dialects (when they sang), Chinese people produced a spate of folk songs that have been widely popular in their region. And they learnt songs by ears without stave. Canton is a southern province in China. Generally speaking, there are four kinds of dialects in Canton, which are called Cantonese, Kejia dialect, Chaozhou dialect and Lee dialect. According to the statistical information, Cantonese is owned the largest using number in Canton. In this presentation, I will focus on Cantonese folk. Based on the differences of the environment, working condition group tradition and language, Cantonese folk songs were mainly distinguished with four kinds: Labor songs, Mountain songs, Saltwater songs and the mini songs. All these traditional Cantonese folk songs are not only one part of China's treasures, but also the world's. Although they are ancient, they have new looks in present time. The most primary development is that, the Cantonese folk songs combine with a variety of elements from popular music. Such as Rap, Hip-hop, R&B and so on. With the help of acoustic instrument and distinctive rhythm, the adaption of the Cantonese folk songs became more and more easily

accepted by public. In the presentation, I will give several examples of the development of the traditional Cantonese folk song which combine with the popular music, and discuss of the news.

Key words: development, traditional Cantonese folk song, popular music

Legal History inside Poetry: The life and Career of Qing Judges in Baochongzhai Poetry

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Abstract: Poetry is a unique kind of historical sources that can better mirror human “thoughts” than conventional sources. Binliang (1771-1847) was a Manchu official who lived through the reigns of Jiaqing (1796-1820) and Daoguang (1820-1850). Throughout his life, he had authored more than 8,000 poems that had been edited and published in the title of Baochongzhai Poetry by his brother. Because Binliang had served as both a supervisory official and a vice minister in the Board of Punishment for a long time and his poetry was more akin to diary that contained quite a few poems pertaining to communications with his colleagues, his poetry could be an excellent source for studying the careers, personal pursuits, and daily lives of Qing judges. In addition, the poetry will help us understand the function of the Qing criminal justice. This paper intends to argue that in the Qing, with the exception of legal experts, most officials tended to pay little attention to law due to the overwhelming importance of civil service examination. In their spare times, aside from their primary interests in writing poems and drinking wines, officials in the Board of Punishment would also be intrigued by calligraphy, stone and metal carving, collection, gathering, and travel. Therefore, their knowledge on law could not be overestimated. The assertions of some scholars that Qing legal experts had high professional capabilities and enjoyed a promising life of reading statutes are merely a romantic imagination.

A Political Economics Analysis of “the Belt and Road” initiative

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Abstract: This paper uses theories and methods of political economics to study on the economic nature and role of “the Belt and Road” initiative, and based on this, this paper puts forward the whole idea of doing research on “the Belt and Road” by using political economics theories. Firstly, this paper analyzes international and domestic backgrounds of proposing “the Belt and Road” from the perspective of macroeconomics. Secondly, this paper constructs several different levels of theoretical models, and explains the economic logic, inner cooperation mechanism and economic nature of “the Belt and Road” initiative by analyzing these models. Finally, this paper

summarizes some important aspects that the practice of “the Belt and Road” promotes the development of political economics theories.

Key words: “the Belt and Road”, theoretical model, political economics

Time Bent: History in the Novels by Pre-Cultural Revolution Zhiqing Authors

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Abstract: Although small in number, novels by pre-Cultural Revolution zhiqing (rusted urban youth) authors nevertheless contain some very important historical information not only about zhiqing themselves, or even the Sending-Down Campaign (Shangshan xiexiang), but the experience of the Chinese nation in the Maoist era. This paper is intended to examine the stories in five novels by pre-CR zhiqing authors and explore the impact of the Maoist Utopia on Chinese society as portrayed in these novels.

Fashion, State, and Social Change: Chinese and Mexican Silk in Early Modern Manila Trade

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Abstract: Starting in the seventeenth century, silk textiles from China were carried not only to Europe but also eastward to Japan and Mexico. Examining the regulation, trade, and consumption of silk textiles in China and Mexico, this study draws connections between global fashions and state-society relationships in different parts of the world. Striking similarities and an intricate connectedness may be seen between the silk industries of China and Mexico. In both locations, the growing silk trade inspired and cultivated new desires, which challenged the traditional world in many ways, affecting the maintenance of social hierarchies, diplomatic regulations, and also economic structures.

The maritime silk trade was heavily reliant on the silk industry in southeastern China, where the “mulberry trees and fish pond” model emerged rapidly and became prevalent. Despite severe state restrictions, private Chinese merchants played intermediary roles in the export of silk while challenging official attempts at regulation. This trading of silk across borders was not the only thing that challenged the law code; merchants wearing silk garments was an even more destabilizing, though subtler challenge. Chinese merchants considered it fashionable to wear brightly colored and luxurious silk textiles, but this was continually criticized by literati as a violation of sumptuary laws. Similarly, across the Pacific the use of Asian silk for clothing

astonished Mexican elites, who also regarded this as a challenge to indigenous silk production. As Chinese silks flooded the Mexican market, Spaniards attempted but eventually failed to restrict silk deliveries from the Manila galleons to protect their local textile industry. This trade and consumption pattern persisted from the dawn of the globalized world to modern times.

On Culture Construction of Xiongan New Area

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Abstract: China announced, in April 1, 2017, it would establish the Xiongan New Area in Hebei province, as part of measures to advance the coordinated development of the Beijing-Tianjin-Hebei region. This is another new area of national significance after the Shenzhen Special Economic Zone and the Shanghai Pudong New Area, according to a circular issued by the Communist Party of China (CPC) Central Committee and the State Council. The move is a "major historic and strategic choice made by the CPC Central Committee with Comrade Xi Jinping as the core," said the circular, which described the decision as "a strategy crucial for a millennium to come." The Xiongan New Area covers the counties of Xiongxian, Rongcheng and Anxin, and is home to Baiyangdian, northern China's largest freshwater wetland. According to the investigation and research on site, this paper sums up the national strategic background, current situation and future prospect of Xiongan New Area.

Constructing a Communist Judiciary: The Legal Reform in the Early People's Republic of China, 1951-53

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Abstract: In August 1952, the Chinese Communist Party (CCP) launched a sweeping legal reform to purge former judges working in the Republic of China and to replace them with politically more reliable judges such as CCP cadres, revolutionary students, and progressive workers and farmers. The legal reform not only deviated farther from the nationalist legal system and, to a lesser extent, from the Soviet legal system but also had tremendous impacts on the PRC legal system under Mao Zedong (1893-1976). Most of the existing studies on this legal reform have been done by Chinese scholars and only a handful of them, mostly tangential, come from western researchers. While we should give some credit to Chinese scholars in examining the historical backdrop, main contents, and somewhat negative consequences of the legal reform, most of their studies utilize similar sources and arrive at almost identical conclusions. None of them have their arguments substantiated by legal case such as civil or criminal cases before and

after the legal reform. Nor do they pay attention to either the interconnected relations between previous communist legal practices prior to the PRC and the legal reform or the practical and serious threats to the newborn communist polity.

This proposed paper will be a part of a larger project on the making of a communist judiciary from the birth of the CCP to the eve of the Cultural Revolution. In this paper, I plan to first discuss the legal practices in the Jiangxi and Shanganning base areas and the extent to which both periods set a precedence for the 1952 legal reform; then I shall briefly provide a background for the legal reform that includes, inter alia, the Korean War that exacerbated the existence of the CCP, the plot of Chiang Kai-shek to sabotage the communist China, the questionable loyalty of former nationalist judges due to their strictly professional verdicts; third, I shall examine the legal reform and its main policies especially those alleged charges against so-called “old [republican] judges;” fourth, I shall entertain the positive sides of the legal reform such as the establishment of the “circuit courts (xunhui fating)” to convenience farmers in remote regions and the casual styles adopted by “people’s judges.” The final part of the paper will be centered on the long-lasting impact of this legal reform in the next two decades. I want to argue that the legal reform in the early PRC was, as the CCP did in the Jiangxi base period (1927-1934), not so much a reform of its judiciary as a response to the intensely hostile internal and external threats to its very survival.

Confucius and His Believes in “Renren Junzi”

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Abstract: “仁” is at the center of Confucius’ belief and teaching. This paper discusses the notion of “仁” from the perspective of Dao and its transformation into the character of “君子” .

Identity and teaching: Examining two professors’ literacy identity to understand their instructional practice in the United States and China

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Abstract: The authors of this study are two literacy professors at two universities, one in the United States and the other in China. Both professors are Chinese national, but they differ in ways that one is teaching literacy in the United States and one in China. The purpose of this study is to examine how their literacy identities are shaped and how these identities influence

instructional practices. Research supports examining the identities of teachers and teacher educators through stories can serve to provide an understanding of oneself as both teachers and learners (Compton-Lilly, 2013; Drake, Spillane, Hufferd-Ackles, 2001; McKinney & Giorgis, 2009). In this study, they draw on the work of Gee (2006) in defining identity as a socially and culturally constructed and socially situated sense of self, and they use their stories to better investigate this “sense of self” as they examine meaningful instructional practice.

Self-study was the predominant approach used in this research, as it is considered as a powerful way to promote reflective teaching and foster changes of the teaching pedagogy (Hu & Smith, 2011). Using this approach, the authors, who share similar cultural background but differ in the teaching environment, hope to better understand their literacy identities and how their experiences influence their instructional decisions.

Data analysis suggested four emerging themes. First of all, the authors’ personal literacy identities are shaped by their early literacy experiences at home and in school, the roles they play in life, and the mainstream sociocultural atmosphere. Secondly, cross-cultural experience helps improve their cultural awareness and global perspective in teaching. Thirdly, the educational values promoted in the US include access to texts, options for students, and critical thinking skills. And finally, the educational values promoted in China include meeting the standards, civilization in literacy education, acceptance and morality in literacy.

Comparing the American and Chinese Legal Cultures

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Abstract: The Chinese legal culture and the American legal culture are often on the opposite ends of the ideological spectrum, because of the differences of history in the two countries. The American legal system was built on such ideals as “man is created equal” and its primary function was to restrain the state’s power. This is because the early settlers came to the American continent from Europe, not because of poverty or wars, but primarily because of their differences with the state sponsored Church of England regarding the interpretation of the Bible.

The Chinese legal system was built not on some kind of ideals, but on the pragmatic consideration of the leaders to preserve the state that was supposed to protect its people from other states. Although law had existed as early as immediately after the writing was invented in China, the first comprehensive legal system was not established until Qin during the Warring Period (475-221BC). During this period of chaos, states were constantly at war with each other and people were killed in the millions. Confucianism was not widely accepted by political leaders at that time, because its advocacy of morality and ethics seemed out of touch with the harsh reality. In addition, it was pointless then to talk about individual rights, because without the protection of the state, nobody was safe. Therefore, the primary purpose of law was a pragmatic one, i.e., to strengthen the state so that the state can protect its people effectively.

The Modern Significance of Wang Yangming 's Theory of Mind

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Abstract: 王阳明是明代新儒学（Neo-Confucianism）心学大师，儒家思想近代前期发展的高峰。他的心学思想为近代中国开辟了新的思想视野和路径，影响了近现代中国改革派的领袖人物。心学也成为推动封建日本向现代社会转化的明治维新运动的重要思想。组成心学的三个重要部分：心即理，致良知，知行合一，可以创造性地转化为主体性道德，基础，和标准。

Grasping Iron: Xi Jinping's Determination in his Anti-corruption Campaign

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Abstract: Faced with a grave situation of ever-spreading corruption, the 18th CPC Central Committee headed by Xi Jinping launched a sweeping and highly publicized anti-corruption campaign in 2013. It has become the most sustained and intensive drive against corruption since the start of the reform era. In a series of anti-corruption speeches he has delivered during the campaign, President Xi Jinping repeatedly emphasizes that the raging corruption, if not curbed, will lead to the collapse of the Party and the downfall of the state, that just as a heavy dose of medicine needs to be prescribed for treating a serious disease, stringent laws need to be applied to address disorder, that all the corrupt Party and government officials must be fully investigated and severely punished, that anti-corruption effort should be persevered just like leaving marks when treading on stones or grasping iron, that both symptoms and root causes of corruption should be addressed and both punishment and prevention should be ensured, and that a sound system of inspection and supervision must be developed and implemented so that officials will not be able nor willing to be corrupt in the future. The campaign has proved enormously popular. This paper uses Kenneth Burke's dramatism theory in general, and the scene-act ratio and the agency-purpose ratio of his method of pentadic analysis in specific, to analyze Xi Jinping's anti-corruption rhetoric in the campaign.

The Inheritance and Development of Zhuang Opera in the Perspective of Aesthetic Theory

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Abstract: As the National Intangible Cultural Heritage and the typical culture of Guangxi, Zhuang Opera should learn from the achievements of world civilization, observe the Principle of Aesthetics, and Combine the Arts of Zhuang Opera with advanced Western Art theory in the process of Inheritance and Development. Specifically, on the purpose of stimulating the recipients' participation interests and self-motivation, and eventually to promote the development of Zhuang Opera, we should take some elements such as aesthetic expectation of the recipients into consideration and promote Zhuang Opera to realize the function of Aesthetic invitation and Purification.

A Strategic Study On Zhuang Opera's Cross-Cultural Communication And Interaction

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Abstract: 在中国与东盟文化交融中，壮剧作为中国非物质文化遗产之一的区域文化，具有跨文化的艺术形式以及独特的审美价值，应充分利用其自身所处的区位优势和艺术特点，作为跨文化交流的桥梁，通过跨境演出、加强收集整理改编、探索翻译转化策略、利用现代传媒交流互动等方式，强化其在跨文化交流和互动中之传播、传承与发展的潜能。

On the Writing Style of Mo Yan's Red Sorghum

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Abstract: The discussion on literary style has a long tradition which could be traced back to ancient Greece and Rome. Scholars in modern time like Auerbach and Leech made great contributions to the study of literary style by illustrating the significant effects of styles on literary writing and criticism with their compelling arguments and ample examples.

This paper reports the stylistic study of the writing style of Red Sorghum, one of the representative works of Mo Yan, the first Chinese recipient of the Nobel Prize in Literature by employing the literary stylistic theory by Geoffrey Leech of Great Britain. It is analyzed from four aspects: the lexical categories, the syntactic categories, the figure of speech and the cohesion and context. The result indicates that Mo Yan is the author who gave much attention in this work to lexical and syntactic categories, the use of figure of speech, but less attention to the cohesion and context.

The innovative aspect of this study can be seen from the following three aspects. First, on the basis of literature review, there is little research on the style of Mo Yan's fiction writing and therefore this study can make certain contribution to the academic field of Mo Yan study. Second, this study combines literary methods like close reading and intertextuality with linguistic methods like literary stylistics and corpus linguistics to produce more convincing quantitative-data-based results. The combination of research methods can be regarded as an innovative approach. Third, the whole model of this study, if fruitful, can serve as an example for additional research on other modern Chinese writers' styles like Chen Zhongshi's style in his White Deer Plain or Jia Pingwa's style in his The Ruined City, which might lead to a new direction of the analysis of Chinese modern fiction.

Research on the Development of Laser Industry in China

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Abstract: 激光技术起源于 20 世纪 60 年代初期，是 20 世纪与原子能、半导体、计算机齐名的四项重大发明之一。至今，与激光相关的产品和服务已经遍布全球，形成了丰富和庞大的激光产业。它已经渗透到各行各业，形成了较为完备的产业链分布。产业链上游主要包括光学材料及元器件，中游主要为各种激光器及其配套设备，下游则以激光应用产品、消费产品、仪器设备为主。

本文初步研究 2016 年度中国激光产业发展的状况。面向激光产业的产业链和技术链，构建从宏观到中观的情报揭示体系，并围绕政策、区域、技术、产品、市场、企业等产业跟踪要素，基于事实数据，采用文献计量、数据挖掘等方法客观反映激光产业的发展现状，同时结合专家智慧解读产业发展趋势。

Laser (Light Amplification by Stimulated Emission of Radiation, abbreviated as LASER) refers to the process of collimating, monochrome, coherent directional beams by means of stimulated emission amplification and necessary feedback resonance of narrowband frequency radiation. Laser technology originated in the early 1960s, is one of the four major inventions which includes atomic energy, semiconductor, computer in 20th century.

Nowadays the laser-related products and services have been around the world, forming a rich and huge laser industry. It has almost penetrated into all areas, forming a more complete distribution of the industrial chain. Upstream of the industrial chain mainly includes optical materials and components, the midstream includes a variety of lasers and ancillary equipment, the downstream gives priority to the laser application products, consumer products, and equipment.

This paper, focusing on the industrial chain and technology chain of the laser industry, has established the information disclosure system from the macro to the middle view. On the basis of factual data, the paper adopts bibliometrics, data mining and other methods, around the policy, regional, technology, products, markets, enterprises and other industry tracking elements, to objectively reflect the development of the laser industry status and to interpret the industrial development trend combining with expertise.

This paper, adopting the research systems, research data, and research results from Annual Report on Chinese Laser Industry which is made by Wuhan Library, Chinese Academy of Sciences with the expert team, and jointly issued by Chinese Laser Press, the Chinese Optical Society Laser Processing Professional Committee, display partial research results of the report.

Chinese and Western Elements in Contemporary Chinese Composer Zhou Long's works for solo piano

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Abstract: This lecture recital will focus on Pianogongs, a pioneering composition for solo piano and two Chinese opera gongs (6" & 11") by Dr. Zhou Long, one of the most distinguished contemporary Chinese-American composers. As a successful Pulitzer-Prize-winning composer, Zhou Long serves as a cultural ambassador bridging the gap between China and the West. Composed in 2007, Pianogongs breaks new ground in the fusion of Western compositional techniques and formal construction with traditional Chinese musical practice. By adding two

Chinese opera gongs to the piano, derived from their traditional roles in the Beijing Opera, Zhou Long has opened a new vision for the future of piano performance. Zhou Long's piano compositions display excellent craftsmanship. This presentation is based on a personal interview with the composer and my dissertation, Chinese and Western Elements in Contemporary Chinese Composer Zhou Long's works for solo piano. I will perform parts of the composition on related topics and discuss the composer's overall compositional style, musical philosophy, and his influence on contemporary Chinese music and contemporary music in general.

Educated at the Central Conservatory of Music in China and Columbia University in the United States, Dr. Zhou Long is known for his distinctive musical language, which synthesizes elements from the East and the West. Zhou's music combines contemporary Western compositional techniques with the sonorities and aesthetic concepts of traditional Chinese music. These traditional elements include traditional Chinese instruments, Beijing opera, and elements of folk music and dance rhythms practiced by various Chinese ethnic groups. His piano works expand the contemporary piano idiom by mixing musical elements from the East and West, thereby augmenting the limited spectrum of a piano repertoire that is dominated by Western music culture.

Improving College Students Performances in Mathematics Gatekeeper Courses with Confucius Philosophies-----A Case Study

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Abstract: In this paper, we present the results of a 4-year case study on students' performances in mathematics gatekeeper courses. The results show that the students' performances were improved dramatically when the Confucius philosophies were applied to the program. The procedures of applying Confucius philosophies are presented in this paper.

A COMPARATIVE STUDY OF FOUR VIOLIN TEXTBOOKS

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Abstract: 小提琴基础教材是教学内容的载体,反映了不同编者及其时代的教学观念;是维持小提琴教学活动的基本要素之一。不同的教材体现出不同的教学目的,直接影响到教学进度与教学质量。因而,对国内常用的小提琴教材进行深入细致的分析,去其糟粕、取其精华,对小提琴教学内容的科学化与系统化研究具有重要的理论意义。本文以21世纪初,国内常用小提琴教材《铃木小提琴教材》、《学琴之路》、《霍曼小提琴基础教程》

及《新编初学小提琴 100 天》的基础部分内容为研究对象，从教材的针对性、科学性和实用性进行定性比较，系统地归纳各教材的编写特点，客观地指出其优势与不足，为我国小提琴基础教材的编写者提供理论参照。最后，结合对现代小提琴教学的基本特点，笔者提出了对小提琴基础教材选择和使用的几点建议，望对今后小提琴教学实践起到借鉴作用。

A BREAKTHROUGH IN VIOLIN SKILLS IN DIFFERENT PERIODS

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Abstract: 小提琴演奏是一项双手协调配合的表演艺术，其中左手主要承担按弦、换把、换指、揉弦等任务。左手技巧的良好训练有利于整个演奏技术的提高，在小提琴各阶段的学习与发展中至关重要。本文结合时代背景以及代表人物，对各种小提琴左手技巧出现的源流及发展进行了简要梳理，概括从 17 世纪到 20 世纪的小提琴左手技巧的发展历程，并对各历史时期小提琴左手技巧的重大突破进行总结，从而加深对小提琴演奏技巧发展轨迹的认识。

Violin is a hands coordination of the performing arts, which left hand is mainly responsible for Switch string、Changing position、Transferred fingering、Vibrato and other tasks. The good training of the left-handed skills is benefit in improve the technique of performance, it's crucial in the violin at all stages of learning and development. This paper contains five chapters:1)The state of performance before seventeenth Century.2)The techniques of position and scale in baroque.3) The classical period change, glide, fingering and vibrato technology.4) Social change during the romantic period and the breakthrough of Paganini's left hand technique and 5)The gradual improvement of violin left hand technique in twentieth Century.

Development Status and Prospects of Soft Decoration Industry

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Abstract: 软装是关于整体环境、空间美学、陈设艺术、生活功能、材质风格、意境体验、个性偏好，甚至风水文化等多种复杂元素的创造性融合，也是在商业空间环境与居住空间环境中所有可移动的元素统称。随着人们对生活品质追求的提高，以及房地产行业精装房的普及，软装成为近年来的热门产业，在家居业产值中呈不断增长趋势，据有关数据显示，去年我国用于软装饰品的消费超过 300 多亿，并且每年还在以 15% 的速度递增。随着国内城市化的进程发展，新的楼盘层出不穷，人均居住面积的增加，“轻装修，重装

饰”居家理念的普及，软装行业前景广阔，伴随国内新一轮工业改革进程，产品的创新设计、品质与环保、产品定制这股热潮必将成为软装行业发展的新趋势。

Publishing Your Research with Academic Outlets

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Abstract: I propose a thematic panel on “Publishing Your Research with Academic Outlets” in which I will invite Dr. ZHU, Guobin, Director of City University of Hong Kong Press to join me in talking specifically about how to publish with academic journals and presses. Dr. Zhu will also introduce a book series on China Studies to be viewed from multiple perspectives of social sciences by City University of Hong Kong Press. The layout for the panel goes as follows:

Thematic Session on “Publishing Your Research with Academic Outlets”

Speakers:

- (1) Jieli Li, Editor-in-Chief, American Review of China Studies, Ohio University.
- (2) Guobin Zhu, Director of City University of Hong Kong Press, City University of Hong Kong

The Interaction of Chinese Netizens’ Opinions on Capital Punishment: Rationality or Irrationality?

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Abstract: Data utilized in this study are part of a larger project to explore and examine Chinese netizens’ opinions on the death penalty. Empirical studies of Chinese public opinions on capital punishment are very rare. Almost all of the past studies suffered from questionable survey designs and/or non-representative/non-random sampling (e.g., student samples). In this study, to examine the breadth and the depth of public opinions on capital punishment, we turn to Chinese netizens’ opinions online. Though our netizen sample has its own limitations, it is innovative and encompasses the broadest group of representations compared to the past studies. Specifically, we focus on netizens’ interactions in this study and tackle on the issue of (ir)rationality. We will examine several issues including (1) content and format of netizens’ interactions, (2) use of foul language, (3) how to judge rationality of netizens’ comments, and (4) proposed solutions to make netizens’ interactions more civilized and rational. This study is the first attempt to examine

Chinese netizens' opinions in a capital case in detail and to uncover potential complexities and nuances of such opinions.

The ebb tide of "Contemporary Art" in Chinese painting circles

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Abstract: 改革开放后的八十年代，以西方“现代主义”艺术为主要特色的“前卫艺术”，在中国画坛担当了反思过去僵化的现实主义艺术，作艺术革命的重要角色。但在“89”之后，此前的“现代艺术”家热衷于“走向世界”，且受到西方商业导向的影响，渐渐在向西方的模仿与趋同的趋向，丧失了八十年代激进的革命的性质。进入二十一世纪后，在西方“保护人”，实质一批金融炒家的炒作下，此前的现代艺术开始以“当代艺术”的名份以暴利天价的形态出现，在国内掀起一股“当代艺术”的狂潮。但2008年后，在国际金融危机及中国经济强盛双重影响下，国际炒家退场，中国“当代艺术”为政府接盘，“当代艺术”开始变质与衰退。在今天政府倡导民族优秀传统文化之时，西化特色的“当代艺术”更陷入尴尬的境地与全面退潮之中。

China's Public Relations in 2017

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Abstract: 中国从七十年代开始，对外（特别是对美国）关系遵循“韬光养晦”的原则，不出头，不惹事，为中国赢得了四十年的和平发展时期。一心一意搞建设的结果是今天的中国经济总量已经跃居世界第二，国家建设有了长足的进展。可是，就在良好的上升势头最需要维护的关头，中国出现了文化躁动现象。各种美国/西方阴谋论充斥媒体，激情的呐喊声此起彼落。一部昭示“犯我中华者，虽远必诛”的电影风靡全国，创造出最高票房收入。韬光养晦踪迹不见。本文将文化躁动现象为例，剖析数个中国网站的文字风格，解读其背后的含义，提出对外讲叙中国故事的注意事项。

Humanism in Confucianism, Daoism, and Buddhism

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Abstract: Humanism is a general term incorporating any philosophy that places human beings as its focal point, rather than the traditional focus of religious institutions or god(s). Humanism has been the chief attribute of Chinese philosophy since the “Classical Age” or Axial Age (800-200 BC). The role of humans and their place in society has always been the main focus of Chinese thinkers. During the last two millennia and longer, Chinese tradition gradually developed three major schools -- Confucianism, Daoism, and Buddhism. Among the three traditions, there is consonance as well as dissonance. The opposition between humanistic Confucianism, naturalist Taoism, and otherworldly Buddhism is, at first sight, almost irreconcilable. But any complete distinction inevitably distorts the picture. The doctrine of humanism is evident in all aspects of Chinese life and has prevailed in China for many centuries. This paper seeks to analyze that humanism is characteristic of all three traditional systems – Confucianism, Daoism, and Buddhism.

Generative mechanism of the cultural confidence under the globalization context

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Abstract: The general secretary Xi Jinping stresses that the cultural confidence is the most basic, most extensive and profound self-confidence. Being confident in our socialist road with Chinese characteristics, in our theory and in our system, is in fact to persist in our cultural confidence. Currently, the cultivation and promotion of the cultural confidence mainly relies on specifying the basis and source of the cultural confidence, finding out the new trend of the cultural development in the modern era as well as the cultural development mode of the spiritual and cultural life demands for the people. The cultural confidence of the socialist culture with Chinese characteristics mainly comes from the inheritance and innovation of the excellent Chinese traditional culture, its influence on external culture as well as the innovative and creative vitality of the culture, which is based on the cultural development. However, there still exists with many problems at present, such as insufficiency in inheritance and innovation of the traditional culture, backward mode in going-out of the culture and weakness in innovative and creative vitality of the culture. Under the background of the new development trend and the demands of the time, it is fundamental to correctly master the law of the cultural development and transform and innovate the cultural development mode thus to promote the cultural confidence.

Managing US-China Relations in the Age of Competition

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Abstract: In the era of globalization, China and the United States have dynamic cooperation in security, governance, trade, finance, climate, and many other fields. At the same time, there are growing economic competition and geostrategic tensions. Cooperation and competition (coopetition) are essential features of current US-China relations. This paper examines the causes, processes, and consequences of coopetition between China and the United States. We critically analyze both Chinese and American perspectives on the common interests and key differences between the two sides. We focus on both internal dynamics inside each country and the changing world order. If elements of cooperation outweigh competition, common interests of the two countries will be better served. This is not only beneficial to both countries but also for building a secure and sustainable new world order. President Xi Jinping and President Donald Trump face the challenges of managing US-China relations in the age of coopetition. Cooperation in functional areas such as trade, finance, and cybersecurity might have spillover effect to enhance overall bilateral relations. If the two sides cannot properly manage their key differences, however, Sino-US relations might experience twists and turns that might endanger not only the broad bilateral interests but also regional and global peace and stability.

Social Media and China's Civil Society Construction

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Abstract: A preliminary investigation into roles of social media, especially WeChat (China's Facebook), in China's construction of civil society and a discussion of how Chinese culture and political institutions come into the play.

A panoramic review of Educational Globalization: opportunities and challenges in change

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Abstract: 很多学者认为，教育全球化属于教育在发展中受到的各种全球化进程的影响，比如多元文化主义、经济增长的相关理论和人力资本的相关理论，同时新信息交流技术、跨国教育企业和各种与教育有关的国际组织在教育全球化的进程中起到了举足轻重的推动作用，世界很多国家和地区的教育理念和实践都深受教育全球化的影响。作为一个客观的历史进程，教育全球化与当今社会的政治、文化、经济等多项要素有关，其具有内涵丰富、阶段多、层次多等特点。而相对于教育全球化，传统教育本身具有高度地方化、特殊化的特点，其在各自的地区形成了不同的思考方式和高度的地方认同程度，在教育全球化

不断在世界各个角落渗透和发展的同时，教育也随之成为了一个冲突较多、愈加复杂的领域。

目前，教育全球化在日益扩大的全球化系统中变得越来越重要，并且肩负着不可推卸的历史责任和使命。而由于教育全球化的复杂性，其表现出挑战与机遇并存、利弊参半等特征，面对教育全球化的趋势，各个国家和地区不仅要冷静地进行分析思考，更要做到积极应对，对教育全球化的趋势和现象进行分辨识别、剥离审视和深入分析，明确其中存在的各种陷阱和危险，以便于在应对教育全球化的过程中具备健全、科学的理论支撑。

关键词：教育；教育全球化；全球化进程

Globalization and Higher Education in Contemporary China: Challenges, problems, and suggestions in Sino-Foreign Cooperative Higher Education institutions

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Abstract: With the rapid development of globalization of higher education in the world, along with China's immense enthusiasm to reform its higher education institutions and willingness to embrace the excellent educational resource around the world, Sino-foreign cooperative higher education institutions have experienced a tremendous growth since China first promulgated Regulations of the People's Republic of China on Sino foreign cooperation in Running Schools on March 1, 2003. Take Guangdong Province as an example: nine Sino-foreign cooperation in running schools including Hong Kong, Macao, and Taiwan, have not only been approved by China's ministry of education, but also passed central government review. Additional twenty-eight Sino foreign joint programs and higher education institutions in Guangdong including Hong Kong, Macao, and Taiwan have also been approved by the Chinese Ministry of Education. By the end of 2016, out of 9 Sino-Foreign cooperative higher education institutions as independent legal entities in China, four have settled down in Guangdong. However, difficulties and problems have existed in this new higher education model due to different cultures education philosophy and institutional background. In this paper the author mainly addresses major difficulties, problems, and challenges, along with some suggestions.

Chinese Language Teaching, Culture Sharing and Confucius Institutes in USA: Opportunities and Challenges

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Abstract: Chinese language teaching and culture sharing in the United States, generally speaking, are becoming more and more popular and productive. The Confucius Institutes have had a decade of history. According to the Confucius Institutes Annual Development Report (2016), by the end of 2016, there are 513 Confucius Institutes across 140 countries in the world, 110 Confucius Institutes in the United States. Chinese Language Teaching, Culture Sharing and Confucius Institutes in USA are having tremendous opportunities, meantime, they are facing abundant challenges. This presentation is to review those opportunities, discuss the challenges and explore the strategic ways for a sustained development.

The U.S. Global Value Chain (GVC) Participation And Its Impact On Manufacture Employment

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Abstract: An important trend in globalization is that production has been increasingly fragmented across borders. Trade in intermediate inputs for further processing and re-exporting expand faster than the traditional trade in final goods for direct consumption. UNCTAD's 2013 World Investment Report estimates about 60% of global trade consists of trade in intermediate goods and services. A country's industry is increasingly involved in so-called global value chains (GVC), where its production, along with other countries' industries, constitutes only one stage of the total production process. The ILO estimates that 60 million people worldwide work in 3,500 processing zones, located in 130 countries. The development of GVCs has serious implications for understanding international trade and its impact on domestic economy, as e.g. U.S. trade deficit with China would show a 30–40% drop if measured in value added terms from the traditional calculation.

The current study will investigate the degree the U.S. manufacturing industries are involved in the global value chains; focusing on its impact on the U.S. employment. Two GVC participation indices are used. A forward linkage index describes the domestic value added generated from a country-sector's GVC activities through downstream foreign firms as share of that country-sector's total value added; a backward linkage index measures the percentage of a country-sector's total production of final goods and services that represent the value added that is involved in GVC activities through upstream foreign firms. A net impact on the U.S. employment is assessed when the two indices are combined.

The panel data used to estimate a fixed effect model is based on the World Input and Output dataset and its Socio-Economic Accounts from 1995 to 2011, which cover 40 countries, including 27 EU members and 13 other major economies for 35 industries.

A Study on Reinhold Niebuhr's Idea of Human Nature

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Abstract: Reinhold Niebuhr's greatest contribution to modern Christian theology is in his effort to relate Christian theological ideas closely with modern social problems in order to endow Christian theological ideas with practical relevance. The core of Niebuhr's thought can be concluded as Christian Realism, the two cornerstones of which are his thought of human nature and his view of history. To some extent, his view of history is interpreted on the basis of his thought of human nature, in which Niebuhr makes a precise interpretation of human existential situation, human nature and destiny. This paper is aimed at making a theoretical study of Niebuhr's thought of human nature and finding out its practical significance.

Chen Yonggui Revisited: Intriguing Figure, Diverse Identities, and Maoist Regimentation

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Abstract: This paper examines Chen Yonggui, one of the legendary figures of Maoist China, and his multiple identities. By using R. Keith Schoppa's theory, the article probes Chen's self-acquired identity as an illiterate peasant, his evolving identity as a conformist communist, and his bestowed identity viewed from a variety of different perspectives. With his multiple identities being exposed, we can gain a deep understanding of Maoist regimentation and Mao's special relationship with the grassroots society. The idea advanced here argues that those identities reveal a colorful prism to show the three unique sides of an individual life and to present objective assessment of the role of a historical figure in the shaping of modern China. Those identities could be paralleling, interactive, and complimentary, but they also might be divergent, contradictory, and conflicting. Nonetheless, they co-exist to shape Chen Yonggui's extraordinary life, his political career, and his enduring yet controversial legacy.

The Page Law of 1875 Its Impact on Chinese American Women and Families in Denver

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Abstract: The gender-based exclusion law of the Page Act in 1875 was an early attempt of the federal government to screen out Chinese immigrants, especially women to deprive the Chinese to the United States from forming family and lineage. The law was named after its sponsor, Representative Horace F. Page who introduced it to "end the danger of cheap Chinese labor and

immoral Chinese women.” Having classified the Chinese and other Asian immigrants as "undesirable" migrants to the United States, the Act legally prohibited the entering of any individual from Asian countries that was coming to America to work as “cheap laborers” and those women who were believed to be engaged in prostitution. The ban on female Asian immigrants was heavily enforced and proved to be effective to bar all Asian women trying to immigrate, especially Chinese. Historical record demonstrated a sharp drop of the female population dropped from 6.4 percent in 1870 to 4.6 percent in 1880 because of the heavily enforced law.

This paper explores the ideology and the enforcement of the law while focusing the early Chinese in Denver fought against it. The Page Law of 1875 laid the foundation for the Chinese Exclusion Laws of 1882. These laws were the first significant federal restrictive immigration legislatures barring a specific group of Chinese immigration from coming to the United States based on their race, nationality, culture and class. These laws served as legal architectures for the future American immigration policy. The racialization of the Chinese as excludable aliens extended to other Asian immigrant groups as well as ethnic groups from other continents such as Eastern and Southern Europe and the Mexicans from Central America in recent history.

The early Chinese immigrant families in Denver went through a complex yet fascinating experience of preservation, change, adaptation, and survival. Like other Chinese communities and families elsewhere in the United States, the Chinese families in Denver have been affected by the immense power of both federal and local political, legal, social and economic forces. The Chinese have been residing in Denver since the middle of the 19th century. Although never been a big ethnic group migrated to the United States, Chinese immigrants and their families had been a major target of national immigration policies and economic upheavals that resulted in the creation of a subculture of a unique family system. Extending basic functions of a traditional family system disturbed by the enforcement of immigration policies that barred the entry of Chinese women into the United States, a “plausible family” structure based on transnational ties and substantial coordination developed. The new family network worked to maintain the social and economic stability and it functioned to encourage the continuation of the Chinese community in Denver.

Unfinished Stories: Chongqing after Bo Xilai

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Abstract: What happened in 2012 in the city Chongqing shocked China and the whole world. One top leader of the CCP, Bo Xilai, fell in disgrace and ended up in jail with corruption charges. His wife was sentenced for long term jail time for the murder of an English businessman. His loyal-turned-to-rebellious police chief sought for protection from the American but failed. The whole series of arrests and trials that followed in the next few years would see a

large number of communist officials ended up in jail, proving many earlier so-called rumors about the scandals of communist leadership to be true. Recently, another top official of the party, appointed by the new Xi Administration to be Bo Xilai's successor as the party boss in Chongqing ("rumored" to be the next party chief after Xi) also went down with new trials pending. What happened to this "cursed" position in Chongqing? Is the anti-corruption campaign pushed by the party a success? Or it is used simply to remove Xi's political opponents within the party? The recent online disclosure of more scandals by a rebellious businessman has caught people's attention despite of being dismissed by many as rumors again. The paper will try to do some analysis on the issue and hope more discussions can come out as a result.

Property Tax & Educational Reforms in China

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Abstract: Over the recent years, property tax has been a hot topic throughout the entire country of China. Yet, no one has ever connected to local control of PK-12 schools. Very few scholars and researchers have made a connection between property tax and anti-corruption. Property tax should not another new tax, adding burden to hard working class or young people who just got started with their careers and try to raise their families. Instead, property tax should be executed carefully on the basis of lowering current taxes, such as the transaction tax (as high as 4% in many cities in China). This action research paper examines current practices in USA, offering detailed analysis of property tax usage, and specific steps towards localization of education control. By linking property tax and local control of education, the researcher intends to promote academic freedom, to push for meaningful educational reforms. By lowering the initial taxes of property transaction (a minimum of 6 kinds of taxes), the research project argues that it will improve the housing situation dramatically, and make housing affordable to many young people; Lowering the initial taxes also addresses another very serious social problem in China: Youngsters over-rely on their parents and grandparents. This paper also looks into property assessment issue and promotes transparency of government operations.

Several Characteristics of China's Northwestern Frontier before Tenth Century

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Abstract: The frontier region of northwestern China before 10th century experienced the process of deployment, stability and evolution, forming a more integrated development stage and unfolding various shapes and main characteristics of frontier development. The agriculture

society in southern Xinjiang and nomad society in Northern Xinjiang were the basic forms, and also became a basal foundation for the agriculture dynasty of central plains to contend with nomad ethnic groups. Under the common action of main body (dynasty of central plains), object (the western regions) and side part (northern nomad ethnic group), the political geography of northeastern China kept changing and various ruling systems coexisted and frontier problems as well as ethnic questions ran through the whole course.

从容城服装企业看“Made In China”路在何方

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Abstract: 中国是世界服装加工大国，加工贸易在国民经济中具有战略地位。但服装加工长期处于时尚产业价值链中低端环节，在发展过程中暴露出缺乏自主设计，劳动力成本上升和国际竞争加剧等问题。中国服装加工产业正站在转型升级的十字路口。本文对容城服装加工企业进行了实地调查，对容城县服装加工产业的有关资料进行了梳理，并对当地服装企业管理者进行了深度访谈，阐明了容城服装加工产业的诞生和成长过程，阐述了中国服装加工产业的特点和现状，从当前面临的问题入手，分析了其产业集群的特点和薄弱环节，研究了该地区未来的发展路径，对如何借鉴典型国家和地区的发展模式实现我国服装加工转型升级进行了较深入的探讨和研究。研究结果认为，容城服装加工产业宜从产业技术优势向品牌优势提升，从低成本的劳动密集型产业向创新型的产业转化，以适应雄安新区发展的需要。

Teach Chinese Cultures via Martial Arts in a Global Setting

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Abstract: Most American students learn about Chinese cultures through food and martial art movies. As a performing art and popular sport, Chinese martial arts (Wushu) has been a part of American pop cultures and continue to form new cultural identities in the process of globalization. Those new cultural identities include:

Cultural agent/carrier: From its birth, Chinese martial arts were based on principles of Chinese philosophies. Buddhism, Daoism, and Confucianism are rooted in the development of Chinese martial arts. Martial arts is one of the major cultural agents through which the western world got to know and became interested in Chinese cultures and values. Martial movies facilitated this process.

Sport for self-improvement and health: Once serving for military purpose only, the Chinese martial arts found its place in today's world as a sport for self-defense, discipline, and physical health. Especially Taiji quan (Tai Chi), a physical demonstration of Daoist theories, has gained its reputation in western world for health benefits. Chinese medicine and physical therapy were also spread to the world via Chinese martial arts.

Performing and visual art: Bruce Lee's martial art movies introduced Chinese martial arts with martial values and philosophies to the world and promoted martial art movies as a unique genre in the film industry. Combined with cultural significance, Chinese martial arts has become a common theme or element in today's American cinema. The success of Hollywood movies such as Kungfu Panda, Star Wars, Charlie's Angels, Karate Kids, Matrix, indicates the Chinese martial arts has earned its position in American pop culture. For the reasons above, Chinese martial arts is of cultural significance and appealing to young audiences, thus a better tool for students to improve their cultural capacity and global citizenship.

且听行吟——在京蒙古族独立音乐人的身份表达与混合特征

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Abstract: 全球化的轰烈进程与跨境人口的急速流动正催促着不同民族与不同文化间的交流、碰撞乃至冲突在更为深远亦更为广泛的界面上纷繁展现。今日中国，不同少数民族族群及个人日趋频繁地远离故乡，进入充斥着符号消费的各大都市，栖身于不同于以往的异域环境，体验着全新的实践、冲击与想象。

资本与资源的分配与竞争一直是跨文化群体首要理解的现实，而对规则的适应需要时间，在此过程中流散族群试图平衡自身的焦虑与希望，不断妥协又不断强调，因而其民族身份亦表现出与之相应的复杂而混合的特征。

本研究试图理解蒙古族独立音乐人散居于北京的生活，使用田野观察和非结构的深度访谈方法，以期描述与阐释蒙古族艺人在跨文化传播中的身份表达问题。

The Impact of Western Music Culture to the Modern Chinese Chaozhou Pipa

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Abstract: Chaozhou pipa is a kind of Chinese traditional folk instruments from the cultural of Chaoshan area, China. As the influence of western culture, Chaozhou pipa is also impacted from

western music culture, which makes the contemporary Chaozhou pipa reformed——not only the instrument shape, but also the performance style.

From perspectives of instruments, musicians and conceptions of Chaozhou Pipa, this paper provides a description of its morphological features and discuss an investigation on its musicians and the characteristics of performance, as well as an analysis of ethnography and culture. It draws the following conclusions:

Based on the investigation of its shape, temperament and performance, present Chaozhou Pipa is a modified instrument under the influence of traditional and western culture. Comparing with traditional Chaozhou Pipa, the morden Chaozhou Pipa has a lager shape and a broader range with an improvement in better quality of its production. Its temperament presents a trend from seven-tone temperament to twelve-tone equal temperament. Based on the traditional performance, it integrates the modern academic lute playing techniques to increase its overall performing speed and musical tension, which enhances its appreciation in concerts. It also keeps features with an appropriate phonological processing and flexible chorusing in its performance, which is one of the fundamental characteristics of Chaozhou Pipa as a regional instrument.

Changes in Chinese urban family structure during four-decade social transition

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Abstract: This chapter examines changes in Chinese urban family structure through the frameworks of modernization theory, human ecology, family structural functionalism, and family life course, critically analyzing social, economic, and cultural forces that have impacted the structure of the urban family since the beginning of social and economic reform in China in 1978. Census data and survey data are analyzed to document the patterns of change. Specific attention is paid to family structure and social context with regard to family policy, living arrangements, children, and family life course. Chinese family studies have yielded significant insights into how social changes have brought transformations in the family. Modernization theory, human ecology, family structural functionalism, and family life course are integrated in understanding recent changes in Chinese urban families.

Impact of globalization on the social insurance of china

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Abstract: The impact of economic globalization on social insurance level can be explained by two major hypothesis, which are compensation hypothesis and efficiency hypothesis. Compensation believes that globalization will reduce social insurance level while efficiency hypothesis holds a contending perspective that social insurance level will go up. This study will address the effects of economic globalization on Chinese cross-provincial social insurance differences by using two measurement dimensions, the ratio social security and welfare expenditure to GDP and the ratio of social insurance spending to GDP.

Analysis on Differences of Family Education between China and the U.S.A

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Abstract: Talents become more and more important because of increasingly associated competition and cooperation of different economy and culture in the world. Every country attaches more attention to the strategy of rejuvenating the county through talents as well as science and education in order to improve their competitive power and comprehensive national strength. Thus education becomes really important under this circumstance. In the childhood of children, family becomes the first school in their lifetime in which parents are also the first teachers for the children. Parents usually take on all educational responsibility of children before their children start school, thus family education plays an important role in the society. Family education is that parents make educational effect on their children's growth and advancement during the interaction process of family, and is also the vital part of the whole educational enterprise. At present there are many types of family education in the world and each of them shows distinctive features and is closely responsive to its culture. A lot of misunderstandings exist in family education of China, which seriously impacts on the benign development of Chinese children. This paper try to compare some differences of family education in diverse aspects between China and American, analyze the reason of differences of family education caused by the two countries, and put forward some reasonable and feasible suggestions for family education of China. At last, Chinese people hope that we will find a relatively scientific and good family education method with the base of the comparison of the two countries' education differences.

Key words: family education; China and American; difference

The Beauty from the Interaction Between Chinese and Western Culture-The Influence of American Broadway Musicals on China Today

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Abstract: With its unique musical art form, American Broadway musicals have been so loved and enjoyed by multiple generations all over the world in the past nearly 100 years. Musical is a

form of theatrical performance that combines songs, spoken dialogue, acting, and dance, making it more aptly suited to the needs of people today, which bears witness to a shift in aesthetic taste.

Since its introduction into China in the 1980s, American Broadway musicals have won the heart of many Chinese people in a short period of more than 30 years due to its simple and direct form of artistic expression. It has inspired the Chinese music industry to produce and stage more musicals, thus giving the birth to Chinese original musicals and the establishment of musical as an independent discipline in China's music institutions.

The year of 2011 is a prolific year for Chinese musicals. This year also witnessed the starting of Chinese musicals' development towards industrialization. Therefore, some newspapers in the industry even named the year of 2011 "The First Year of Chinese Musical." Dongguan, a mid-sized city of Guangdong Province in the south of China, has produced 14 original musicals and hosted 5 musical festivals in the last decade. Besides, the state have also set up some large-scale funds to support the creation of original musicals. The Beacon: Xian Xinghai, a Famous Musician, produced by Guangdong Southern Song and Dance Ensemble, is one of the masterpieces.

As a kind of foreign culture, American Broadway musicals have come to hold a place in Chinese music market, and promoted the development of Chinese original musicals and related industries. This is the inevitable result of globalization of culture and information. With the interaction between Chinese and Western culture, great changes have taken place in Chinese people's aesthetic standards, which has prompted Chinese music practitioners to break away from traditional artistic expressions and to explore a road to localization of musicals that balances the preservation of tradition and the integration with the conformity to international practices.

African Immigration in China

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Abstract: We try to test the theory of international migration, especially the cumulative causation theory, by testing the causal mechanisms of international migration of African foreigners in China. This study shows that the cumulative causation is an important dynamic in migration, the effect has been enhanced increasingly.

Snow Blindness in Chinese History, Protection and Cognitive Change

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Abstract: Snow blindness is associated with human survival and distances, harsh natural environments, such as snow desert plateau glacier indispensable eye symptoms, with understanding of this disease gradually deepened, and the implementation of protective measures, can reflect the difficult path of human knowledge accumulation. Due to political and economic center of gravity is generally lower than those in ancient China plateau dangerous areas, however, as the foreign exchange and trade, exploration and other activities in knowledge, many travelers have more or less snow blindness experience, explore the precious experience of continuous records, will help us to the ancients continuity and protective measures of changes in snow blindness concepts of understanding and protection to them the invention of the snow blindness (tail or horsehair) with deep respect.

Strategic communication in the global age: Social media and public relations

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Abstract: Developments in digital technology and social media have posed opportunities and challenges for those who practice and research strategic communication. This paper explores questions related to media production, advertising, marketing, and public relations in the digital era. In doing so, we will examine significant changes in strategic communication approaches brought by globalization.

This paper combines theoretical and practical approaches in strategic communication, especially in a global environment. We will provide and analyze real-world examples and case studies to evaluate the use of new media and social media in strategic communication in a global age.

This paper will discuss a real-world social media case study, Walker4NC, a political campaign for Mark Walker who is running for U.S. Congress from the state of North Carolina. This campaign is a true grassroots effort utilizing all new and social media platforms. This tactic has proven to resonate with voters and thus has been continued into the general election.

This paper will address how to develop and evaluate strategic communication in a new media and social media environment. New media may include online video, mobile devices and apps, interactive features on websites, etc. Social media may include Facebook, Twitter, blogs, and other new programs.

This paper will address effective ways for organizations to identify key audiences, create social media content, disseminate messages, and evaluate new media-based strategic communication initiatives. Some key questions include: What are the implications of new digital communication technologies? How do organizations build and manage relationships with their target audiences? How can media companies manage messages on multiple platforms? The key is to assess the effectiveness of a social media campaign in public relations practice.

“Da Waixuan (Big Foreign Propaganda): The Global Projection of China’s Soft Power”

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Abstract: With the rise of China as the world’s second largest economic power, the government has been trying to project its “soft power” to other parts of the world. This paper is a study of how Beijing uses different means of communication to spread “the voice of China” to the world audience, a strategy also known as Da Waixuan or Big Foreign Propaganda. At the first level, Western faces have been hired as anchors on the Chinese Central Television (CCTV) or act as journalists of “Western” news agencies. At the second level, Beijing has invested heavily in the state-controlled media so that they can set up branches in major Western countries and encouraged government agencies at different levels to open accounts on prominent social media websites such as Facebook and Twitter even though ordinary Chinese people do not have any access to them. The third level is the opening of Confucius Institutes in universities and Confucian classrooms in primary schools, secondary schools, and high schools abroad. Besides the mechanisms of these measures, the author will also analyze their effects and the challenges they have faced. By examining the different aspects of Beijing’s Da Waixuan initiative, this paper shows the complexities of China’s cultural exchanges with the Western world in the 21st century.

Values of Chinese Students in China and in the United States: A Comparative Study

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Abstract: Values are principles that guide people’s behavior. Values are formed by life experiences influenced by one’s family, school, culture, and society. Some values are universal and others are culturally distinct. This paper intends to examine if people change their values as they go through different stages of life, especially for students who grow up in China and come to American universities for education. Do they keep their values intact or do their values change? If their values change, in what areas do those changes occur and to what degree do they occur? This research studies the values held by Chinese students in China and Chinese students studying in the United States.

A survey method is used and hypotheses are tested. The hypotheses are as follows:

H1: Chinese students studying in China tend to hold Chinese values more highly than Chinese students studying in the United States.

H1A: Chinese students in China tend to hold filial piety and loyalty more highly than Chinese students studying in the United States.

H1B: Chinese students in China tend to hold patriotism more highly than Chinese students studying in the United States.

H2: Chinese students studying in the United States tend to hold both Chinese values and Western values. However their Chinese values are not held as highly as Chinese students in China and their Western values are not held as highly as students of Chinese origin.

H2A: Chinese students studying in the United States tend to hold diligence and discipline highly.

H2B: Chinese students studying in the United States tend to hold independence, individuality, freedom, equality, and democracy highly.

Results and analysis will be provided at the conference.

Cyber Security and Privacy in a Global Context

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Abstract: Connected digital devices is ubiquitous in our lives. The security of these devices has profound consequences to our globalized society. Security is the Achilles' heel of the Internet. In this proposed panel, we will provide an easy to understand primer to key security concepts so that the audience will be able to understand fundamental issues of Internet Security. Such issues include: What is security? Why it is impossible to build a totally security system? What are the commonly used strategies for attackers to break into computer systems? What are the common strategies used to secure our computer systems? We will then discuss how security impacts society in a globalization context. What are the tradeoffs between privacy and freedom? How security impact culture evolution? How the lack of security can destabilize political systems? We will use a case study involving ransomware as a concrete example. Ransomware is spreading and growing greater and faster, leaving victims' and their computers devastated. We will explain what is Ransomware, how it works and its evolution as well as the origin and core concept behind ransomware.

The Confucian Origins of Korean Christianity

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Abstract: This article argues that the debates about the growth of Christianity in Korea cannot be understood without paying attention to Neo-Confucianism as a category of analysis. Examining Confucianism's crucial role in Korean society, this study analyzes Confucianism's preoccupation with ethical ideals and moral perfection as a collective pursuit. Whether as cultural icons in the guise of the sage-king, as symbols of the harmonious ordering of the moral universe, when seen from the perspective of the Confucian cosmos, or as reinforcement of familial ideals and social rites, Korea's Confucianism was the ubiquitous discursive figure that exacted heavy burdens. This study explores how the Confucian demands for moral perfection facilitated the transmission of Christianity in Korea. From the individual commitment to its uncompromising pursuit, Confucianism provided fertile soil in which to sow seeds of Christian principles such as redemption from heaven and salvation from one's imperfections. The Confucian underpinnings and implications account for the spontaneous reactions of Koreans that were exhibited when they encountered Christianity since the eighteenth century.

Assessing the Visiting Scholar Program in Chinese Higher Education

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Abstract: Beijing Teachers' Training Center for Higher Education (BTTTCH) dispatched 95 university faculty members from 31 universities in Beijing in 2009 and 2010 to four foreign countries (the United States, Australia, Canada, and Japan) as visiting scholars. The purposes were to strengthen Beijing higher education faculty's research skills and international competitiveness; and foster the exchange and cooperation between Beijing municipal colleges and universities and foreign higher education institutions. An evaluation was conducted using multiple methods, including survey, review of reports, and interviews, to assess the program's operation, quality and impact. The evaluation methods, process, and results provide useful insights to institutions and countries who wish to launch similar professional development programs and maximize their quality, effectiveness, and impact.

重庆市高等职业院校大学生心理健康现状调查报告

ZHENG Mei
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Abstract: “人类进入了情绪负重年代”，人们的观念意识、情感态度复杂嬗变。在校大学生，存在不少的心理问题，高等职业院校大学生因其特殊的身份，心理问题更为突出。大学生作为一个特殊的社会群体，除了一般的心理问题，还有许多特殊的问题，如对新的学习环境、与任务的适应问题。对专业的选择与学习的适应问题，理想与现实的冲突问题，

人际关系的处理与学习、恋爱中的矛盾问题以及对未来职业的选择问题等等。如何使他们避免或消除由上述种种心理压力而造成的心理应激、心理危机或心理障碍，以积极的、正常的心理状态去适应社会环境，预防精神疾患和身心疾病的发生，加强对大学生的心理健康教育，必将成为各高职院校校迫切的需要。

Humanistic Dimension in Urban Planning

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Abstract: Humanistic spirit is soul of a city. This article discusses the content of humanistic dimension in urban planning. We argue that there are three dimensions of humanistic spirit in urban planning: First, when we planning urban, we should insist on human-oriented urban planning, focus on the people's need, pay attention to participation in planning, seek pursuance of values of people. Second, we should apply Macro-history views to guide the urban planning, pay attention to protect the history heritage, and rediscover and create local cultural resources. Third, We should integrate human nature into natural and social environment in urban planning.

Historical Metamorphosis of the Chinese Youths: From the Perspective of State and Society

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Abstract: Since their breaking out of the "cocoon" over one century ago, Chinese youths have undergone the metamorphosis from radical youths, revolutionary youths and rebellion youths to mundane youths. While social structure is constructed by the interaction of state and society, Chinese youths in the modern sense have always been sandwiched between the two ever since their birth. To some degree, the space for their growth has been shaped by the alternative rise and fall of state and society. During the 35 years of China's reform and opening up, an unprecedented tension has been witnessed because of the loss of the older generation in their dominance over the younger. Meanwhile, intergenerational dialogue and symbiosis are made possible, thanks to the emergence of reversed intergenerational cultural feeding.

The effects of status panic on Chinese luxury consumption purchase intention: based on social identity theory

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Abstract: China has boomed into world's most attractive emerging luxury market from economical society within so short a time, where unique consumption behavior motives are hidden for every Chinese luxury consumption behavior. This study attempts to explore the social psychological motivation of Chinese luxury consumption phenomenon characterized as "symbol addiction" and "luxurious before rich". Our assumption sets as in the context of social transformation, social mobility along with class and status change intensifies; consumption identity as the most direct approach to social identity, luxury products being of most symbolic value and significance now serve as media to help people acquire status identity and alleviate status panic. The main research includes three parts: 1) Develop status panic scale. 2) Explore the mechanism between status panic and luxury purchase intention through 36 experiments whose research objects are three most status confused groups, namely teenagers, white-collar workers, and new rich class. 3) Verify experiments' external utility through a large number of sample surveys nationwide and try to define luxury market segmentation from class boundary dimension and group mind dimension. This study is a multidisciplinary research among sociology, psychology, and marketing, is also a challenging but worthy attempt to explore China-based local marketing theory. This study aims to provide theoretical support of product development and brand promotion for enterprises who would love to build up Chinese luxury brand.