

ABSTRACT

Discipline Features and the Prosperity of Philosophy and the Social Sciences in China YANG Chun-long

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Abstract: Philosophy and the social sciences, which take human activities and social changes as the main objects of study, are not only the instrument for the human to know and change the world, but also the value system and spiritual home for human survival and development. Philosophy and the social sciences have the characteristic of subjectivity, uncertainty, and non-verifiability. The important factor for the prosperity of philosophy and social sciences is to implement "double hundred" policy, and to create democratic and open atmosphere. The leading cadres and management workers need to master abundant knowledge about social sciences, which is the necessary precondition for the prosperity of philosophy and social sciences and guiding the management. Only if we can understand and respect the discipline features of philosophy and social sciences, can we realize its important position and do the work well in its prosperity and guiding management.

Key words: Philosophy and the Social Sciences in China; Discipline Feature; Prosperity

Why Did Marx Put Forward the Idea of *Aufhebung der Arbeit* ?

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Abstract: There are two different understandings about *Aufhebung der Arbeit* which was proposed by Marx. According to one opinion, *Aufhebung der Arbeit* is not to eliminate the labor as material production, but to exterminate the alienated labor or exploitative labor. According to another opinion, *Aufhebung der Arbeit* refers to the human dropping out of the field of material production finally. Both of them have their own textual evidences and face some theoretical difficulties. *Aufhebung der Arbeit* proposed by Marx has its specific connotation. On the one hand, *Aufhebung der Arbeit* means to eliminate the labor with the basis of specific social and historical form and old social system. On the other hand, human's liberation and development depends on the degree of *Aufhebung der Arbeit*.

Key words: Marx; *Aufhebung der Arbeit*; the All-round and Free Development

Handling the Five Development Concepts from the Strategic Height

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Abstract: The five development concepts are the guidance to achieve Two Centenary Goals, which are the new achievements of the theoretical system of socialism with Chinese characteristics, and needed to be taught seriously by ideological and political theory courses in colleges. The class about Mao Zedong Thought and introduction to the Theoretical System of Socialism with Chinese Characteristics can be taught by theoretical teaching, classroom discussion, the problem-based teaching, case study method, integrating theory with practice, logical analysis method, and theoretical induction method. We need to handle the foundation of the proposing of the five development concepts from the historical height with scientific understandings of the stage characteristics of China's development. We need to grasp the goals of the five development concepts from the height of the times of realizing Chinese nation's great rejuvenation. We need to grasp the paths of the implementation of the five development concepts from the height of the practice of building a comprehensive well-off society. Besides these, we need to grasp the historical status of the five development concepts from the theoretical height of the new achievements of the theoretical system of socialism with Chinese characteristics.

Key words: Development Concept; History; the Time; Practice; Theory

Raising the Awareness of Keeping up with the Examples like Zhou Enlai

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Abstract: Why we need to raise the awareness of keeping up with the examples? What aspects can we do to raise the awareness of keeping up with the examples? How to raise the awareness of keeping up with the examples effectively? Zhou Enlai's thoughts and its practices give us a good answer. In Zhou Enlai's thoughts,

it is used to strengthen party spirit, defend party unity, and play an exemplary role by raising the awareness of keeping up with the examples. Raising the awareness of keeping up with the examples means to keep up to the party's objective goals, to the party's guiding ideology, and to the party's central leading. Raising the awareness of keeping up with the examples effectively means to strengthen self-discipline, to advocate the leaders to set examples, and to focus on the construction of regulation system.

Key words: Zhou Enlai; the Awareness of Keeping up with the Examples; the Party Spirit

Textual Research on Poetesses in Hu Jie Family

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Abstract: Reviewing and searching of Ancient female poets is one of the most important work in academic research. There have been three poetesses in Hu Jie family who lived in Xixi of Hangzhou in Qing dynasty. The spread situation of their works later varied and exactly represented three types from a literature perspective. Their life experiences were not very clear, even having mistakes in kinds of records. So it needs to be discussed and corrected.

Keywords: Qing poem; Poetess; Hu Jie Family; Weng Huan; Hu Shi; Hu Hui

The Academic Mainstream in Qing Dynasty and the Grand Canal Culture

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Abstract: The rising and evolution of the academic mainstream in Qing dynasty was always closely linked with the canal culture. The specific cultural function of Beijing – Hangzhou Grand Canal was to get Beijing which was the political and cultural centre of China, Shangdong which was the important birthplace of traditional culture, and cities south of the Changjiang River which were rich in economy and culture into a line. The superior transfer function promoted academic communication and cultural development between cities along the Grand Canal.

Key words: Academics in Qing Dynasty; the Grand Canal Culture; Five Schools

On the Value of Translatological Terminology

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Abstract: Translatological terminology constitutes the basic language of translation studies and the cornerstone of theoretical knowledge and the development of translation studies as a discipline. Translatological terminology is also an epitome of translatological theories, as it can represent the contents and features of translation studies through their definition, formation, characteristics and classification, which makes translation studies essentially different from the other disciplines. In terms of its disciplinary functions, translatological terminology has the roles of description, prescription and management. Therefore, the translatological terminology should be further strengthened, which is not only conducive to the construction of scientific terminological system of translation studies, but also to the strengthening of translation studies as an independent discipline, promoting the healthy development of translation studies.

Key words: Translation Studies; Terminology; Discipline; Value

Improving Academic and Writing Style by upholding the principle of sincerity by virtue of rhetoric

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Abstract: It is the essence of Chinese culture to "uphold the principle of sincerity by virtue of rhetoric". The principle of sincerity is the ground rule of Chinese rhetoric and the rejuvenation of the Chinese nation depends partly on this principle. It should be kept in mind that the practice of insincere rhetoric is not conducive to the development of rhetoric. Rhetoricians should adhere to the principle of integrity and should make more contribution to the improvement of academic and writing style.

Key words: Rhetoric; the Principle of Sincerity; An Introduction to Rhetoric; the Theory of "Four Worlds"

New Form of Publishing in the Mobile Internet Ear

— = with the Example of Media Official Accounts On WeChat

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Abstract: The media official account on WeChat is the new form of magazine publishing in mobile internet ear, which has characteristics and advantages of initiative and interaction belong to E – magazines, and privacy belongs to traditional magazines. We can find that it is one developing route for the publishing to develop new production and market by the combination of the advantages of traditional publishing and digital publishing.

Key words: WeChat; Media Official Account; Subscribe and Send; Micro – magazine

Five Development Trends of "Internet plus Publishing" in Digital Times

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Abstract: With the development of information and internet, thinking patterns of "internet plus" gain more and more popularity which has a significant effect on traditional publishing. At present, "internet plus publishing" presents five developing directions. Firstly, internet plus traditional publishing forms a new trend of economic competition on the publishing. Secondly, internet plus technology develops a new field of the application of electric publishing company. Thirdly, internet plus readers can get the new dividend of intellectual capital. Fourthly, internet plus finance bring power to publishing sales on net. Fifthly, internet plus anything can realize the fusion of cross – boundary publishing.

Key words: Internet plus Publishing; Developing Trend; Direction