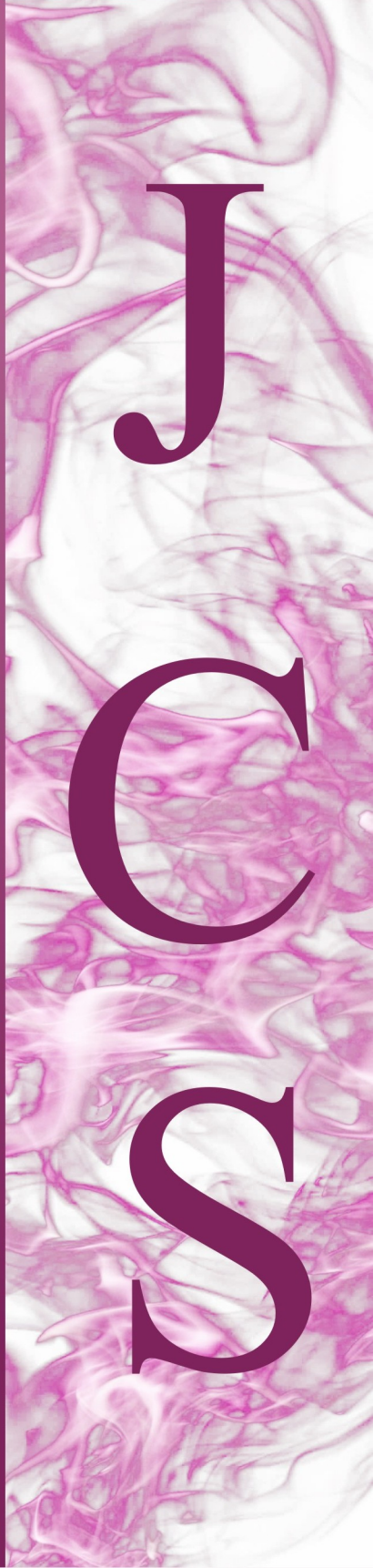


ISSN:1747-5384

JOURNAL  
*of* CAMBRIDGE  
STUDIES

*Vol. 4 NO. 1*

*March 2009*



*Journal of*  
**Cambridge**  
**Studies**

---

March 2009

Volume 4 , Number 1

**CHIEF EDITOR**

Fengqiu Wang

**ASSOCIATE EDITORS**

Jianxin Ding

Bo Lee

Wenjie Zhan

Hongying Zheng

**ASSISTANT EDITORS**

Na Chang

Qianqian Liu

**ART / STYLE EDITOR**

Ye Zhang

## FOUNDING EDITOR

Tongwen Xu

## EDITORIAL BOARD

Chongqing Kang *Tsinghua University*  
Zhenzhao Nie *HuaZhong Normal University*  
Tongwen Xu *Linyi Normal University*  
Shujie Yao *University of Nottingham*  
Boping Yuan *University of Cambridge*

Dun Liu *Chinese Academy of Science*  
Yongjiang Shi *University of Cambridge*  
Xinjian Xu *Si Chuan University*  
Xiaofeng Yu *Zhejiang University*  
Hejie Zhang *Zhejiang University of Technology*

## JOURNAL OF CAMBRIDGE STUDIES

Journal of Cambridge Studies is published quarterly in March, June, September and December by the Association of Cambridge Studies in association with Linyi Normal University. The journal is officially registered with British Library (ISSN: 1747-5384) and assumes no responsibility for statements expressed by authors. Subscription rates for institutions are print: £ 80 / year and £ 30 / issue. Subscription orders and inquiries about advertising, list rental and discounts on bulk orders should be addressed to: Email: [sub@acs-cam.org.uk](mailto:sub@acs-cam.org.uk)

Visit us on the web at <http://journal.acs-cam.org.uk>

© 2005-2009 Association of Cambridge Studies

### **Advice to Contributors:**

All manuscripts should conform to the guidelines given at the journal's website. Manuscripts should be at most 8,000 words, and informational endnotes should be kept to a strict minimum. The journal only accepts electronics submissions and the preferable formats are Microsoft Word or Adobe PDF. Please send your manuscript to [mansub@acs-cam.org.uk](mailto:mansub@acs-cam.org.uk) with "manuscript submission" in the subject line. An editorial decision for the Journal will be reached between one month to two months after manuscript is received. In unusual cases, it can take more time. Please direct any of your inquiry to [meditors@acs-cam.org.uk](mailto:meditors@acs-cam.org.uk)

The Journal doesn't normally provide free copies to contributors. If authors would like to request a hardcopy of the issue containing their articles, standard fee will apply. Additional copies will subject to extra fees. Please refer to our website for detailed fee policy.

Journal of Cambridge Studies

(Quarterly)

Vol.4 No.1 Mar 2009

ISSN: 1747-5384 (print)

ISSN: 1747-5392 (on-line)

<http://journal.acs-cam.org.uk>

Published by the Association of Cambridge Studies

Printed by Cambridge University Press

Annual Subscription: £ 80

© 2005-2009 Association of Cambridge Studies

Journal of  
Cambridge  
Studies

Table of Contents

---

March 2009

Volume 4 , Number 1

*University Politics and Management*

On Professor's Academic Power in Universities	1
Why Do Change Management Strategies Fail? -- Illustrations with case studies	6
A Tentative Study of Sino-Australia Co-Operative Programme Teaching Management Pattern and Implementation Plans	16
Analysis of the Applicability of BSC in the Performance Management of the China Government	23

*Language and Culture*

Chinglish: an Emerging New Variety of English Language?	28
Collocations: Experiential Grammar and Conventionalization of Travel Advertising	35
Semantic Attributes and Lexicogrammatical Patterns:Genre Analysis of the Event Sections of Grimm's Fairy Tales	50
The Application of Blog in English Writing	64

*Teaching Methodology*

A Review of Research on EFL/ESL Pre-Service Teachers' Beliefs and Practices	73
Learning from Experience and Teaching by Example: Reflecting Upon Personal Learning Experience to Inform Teaching Practice	82