

activities are more frequent, and the demand for English translation is increasing day by day. In practical English translation, the translator should follow the pluralistic criteria of English translation, fully consider the cultural differences, and translate reasonably, so as to provide a good guarantee for business activities. Based on the analysis and study of the pluralistic standards of English translation in the field of humanistic psychology, this paper fully understands the characteristics of different types of business texts, and then determines different translation principles and strategies according to the functional types, stylistic features and language styles of each text, so as to take appropriate and effective translation methods to better realize the expected functions of the translated text, analyze the pluralistic standards of English translation, and investigate college students' views and suggestions on the pluralistic application of humanistic psychology in English translation standards, so as to effectively improve the level of English translation.

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## COLLEGE COMPUTER TEACHING STRATEGIES FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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**Background:** Positive psychology is a psychological concept pioneered by the American psychologist Martin Seligman et al., and has led to a wave of research into positive psychology. Positive psychology is based on humanistic psychology, which mainly studies the latent positive qualities of human beings and the effective methods of stimulation. By stimulating the positive factors of individuals, we can release the vitality of individuals and make them obtain happiness. Positive psychology, as its name implies, is the study of psychology from a positive point of view. Applying this idea to the reform of computer teaching in colleges and universities can not only provide impetus for the reform, but also fully mobilize the enthusiasm of students for computer learning and promote the effective development of students' comprehensive quality while satisfying the quality of computer teaching in colleges and universities. Positive psychology emphasizes the excavation of students' inner potential, stimulates students' initiative in learning, and has important guiding significance for improving the computer teaching situation. Therefore, in the actual teaching process, the computer teachers should realize the drawbacks of the current computer teaching process, and actively promote effective teaching reform strategies. Based on the perspective of positive psychology, this paper studies the strategies of computer teaching reform in colleges and universities. Positive psychological studies have shown that people with positive attitudes have better social morals and better social adaptability than the general population. With the adjustment of national economic structure, the acceleration of industrial upgrading and the implementation of innovation-driven development strategy, the reform in the field of teaching in colleges and universities has gradually entered the "deep water zone". It is essential to establish a stable and efficient contingent of teachers to meet the needs of reform and development, to stimulate teachers' positive mentality and to enhance teachers' professional psychological quality. It is of great practical significance to explore the influencing factors of teachers' teaching efficacy and put forward some strategies for improving teaching quality in colleges and universities.

In recent years, the state has paid more and more attention to the reform of higher vocational education, and has given detailed guidance to the reform and development of higher education. Positive psychology is to study the students' psychological factors in the process of computer learning from the angle of educational psychology, and to improve the efficiency and effect of computer learning by looking for the methods to stimulate the positive factors. At present, the research results of positive psychology have been attached importance to the reform of computer teaching in colleges and universities, and some research results have been applied to actual teaching activities. However, from the actual implementation of the teaching reform, it is difficult to make substantive changes in a short time because of the deep-rooted traditional teaching ideas and methods. Therefore, it is necessary to study a set of better strategies to apply positive psychology to the computer teaching in colleges and universities, and popularize it.

**Objective:** Computer teaching plays an important role in college teaching. Therefore, in the process of carrying out computer teaching reform, teachers should design more scientific and reasonable teaching mode for college students according to their physical and mental development characteristics and computer basic ability, so as to let students really fall in love with computers from the bottom of their hearts and improve their computer scores.

**Subjects and methods:** From the perspective of positive psychology, it arouses the interest of college

students in computer learning, gives full play to the main role of students in learning, and makes students really love computer learning, and finally improves their computer scores. Through the way of sending out questionnaires, statistical analysis of positive psychology perspective of the role and significance of college computer teaching strategies.

**Study design:** Select 500 college students to investigate. Randomly selected 10 universities, each grade randomly selected 25 students, a total of 20 classes of students to conduct a questionnaire survey, a total of 500, 476 recovered, the number of effective 465. Among them, 11 questionnaires are considered invalid if not completed.

**Methods of statistical analysis:** The influence of computer teaching strategy research in colleges and universities from the perspective of excel statistical positive psychology.

**Results:** Positive psychology plays an important role in computer teaching in colleges and universities. Through the analysis of Positive psychology, it promotes students' interest in learning computer and promotes students' practical application ability, thus laying a foundation for cultivating high quality computer talents.

The survey results show that the influence of specific factors of four grades 0-3, 0 means nothing, 1 means that the role of light, 2 means that the role of obvious, 3 means that the role of significant, in order to reduce the evaluation of subjective errors caused by individuals. The results were rounded by 500 undergraduates, and the statistical table was shown in Table 1.

**Table 1.** The influence of computer teaching strategies in colleges and universities from the perspective of positive psychology

Factor	Volition	Exertion property	Exertion property
Freshman student	4	3	3
Sophomore student	4	3	4
A junior student	3	4	3
Senior year student	3	4	4

**Conclusions:** The research results of positive psychology bring many enlightenments to computer teaching in colleges and universities. Under the guidance of the theory, improving the problems in computer teaching in colleges and universities and deepening the implementation of quality education can effectively improve the computer teaching in colleges and universities, stimulate students' initiative in learning, enable students to experience the sense of happiness and achievement in the process of learning, and then form a virtuous circle, so as to improve students' computer performance.

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## ONLINE TEACHING MODE OF COLLEGE PHYSICAL EDUCATION THEORY BASED ON COGNITIVE PSYCHOLOGY

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**Background:** Cognitive psychology, a trend of thought and research that arose in the West in the mid-1950s. In a broad sense, it refers to the study of human higher mental processes, such as attention, perception, representation, memory, creativity, problem-solving, speech and thinking. The narrow sense is the contemporary psychology of information processing. That is, using information processing perspective to study cognitive process. Its historical background can be traced back to the ancient Greek era two thousand years ago. Some outstanding philosophers and thinkers such as Plato, Aristotle and so on at that time have made the ponder to the memory and the thought this kind of cognition process. Besides the influence of philosophy, we can also examine it from the development of psychology itself and the influence of the interpenetration with some neighboring disciplines. The research of cognitive psychology is usually supported by many evidences, such as experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation, and this kind of multi-dimensional research is more and more popular. By studying the brain, itself, cognitive psychologists want to reveal the nature of cognitive processes, rather than just speculate about them. The most commonly used is to study the cognitive impairment of patients with cognitive differences with normal people to prove the existence of cognitive processing and specific patterns.

Cognitive psychology studies the law of information receiving and processing, which is of great value to