

be understood? Therefore, we need to combine the specific content and apply relevant equivalent expressions to make the translation more reasonable.

3. English translation of scenic spots not only needs to be accurate, accessible, but also elegant. English translation of scenic spots is not only the expression of content, but also the inheritance of ideas. How to endow simple translation with certain cultural connotation needs to integrate the cultural connotation with traditional cultural knowledge by means of four-character lattice and rhetoric. In the process of translation, it not only adjusts the order according to the Western expression habits, but also expresses the information vividly. With the development of Chinese, some contents can be translated according to Chinese Pinyin, such as “Kungfu” and “Doufu”, but not all Chinese can be translated directly. Therefore, we should analyze specific problems in detail, and on the basis of reasonable expression, carry out increase or decrease, four-character lattice replacement and free translation, so as to make the translation more elegant.

Conclusions: In short, no matter what method is used to translate the name of scenic spots, the translator must be familiar with the cultural connotation of scenic spots under the understanding of cultural background, so as to avoid spelling errors or conceptual errors in translation. At the same time, as a tourism translator, we must always be guided by tourists, take the dissemination of Chinese culture as our own responsibility, and take tourism as an opportunity to let the world know more about China and China’s colorful national culture.

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INTERVENTION ANALYSIS OF GLOBAL VALUE CHAIN RECONSTRUCTION ON CONSUMERS’ PSYCHOLOGICAL ANXIETY UNDER THE BACKGROUND OF COVID-19

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Background: Novel coronavirus pneumonia outbreak, spread and spread worldwide will accelerate the process of global value chain reconstruction, that is, in the short term, the production, consumption, trade and policy will impact the division of the global value chain, and then there will be a certain degree of contraction. But in the medium to long term, it will continue to extend in the horizontal and vertical dimensions, and will be accompanied by profound structural adjustment. China has China’s China novel coronavirus pneumonia, which is facing challenges in foreign investment, foreign trade and going global. This affects the value chain division of labor. However, considering the time lag of outbreaks and China’s lead in controlling domestic epidemic, China has a further retention of industrial chains even in the short run of the value chain. Opportunities to take root in the value chain and consolidate the position of division of labor. In the medium and long term, the epidemic forced the structural adjustment brought by innovative development, which will also help to win new competitive advantages in the new round of in-depth evolution of the value chain. To meet challenges, seize opportunities, give full play to China’s role and role in the reconstruction of the global value chain, and promote the construction and optimization of the global value chain, China needs to take the concept of a community with a shared future for mankind as the guide, respond to the impact of the epidemic with greater openness, take effective short-term response measures and make favorable long-term development plans. In real life, the motivation behind people’s consumption behavior is often very complex, especially when society is in a period of major changes, it often sets off an upsurge of nostalgic consumption. When society is in a period of major changes, violent turbulence and rapid innovation, people often have a sense of confusion, insecurity and uncertainty due to the need to adapt to new changes, which leads to the formation of anxiety. In previous studies, no scholars have studied the formation mechanism of nostalgic consumption based on the deep-seated psychological mechanism of consumer anxiety.

Objective: Novel coronavirus pneumonia epidemic spread and spread will undoubtedly affect the flow of funds, technology flow, personnel flow, product flow and industrial flow between countries and regions. To a more extent, the overall level will block the cross-border flows of products and elements to a certain extent, thus affecting the normal operation of the established global value chain division system. Among them, from the practical needs of epidemic prevention and control, especially from the perspective of transnational cooperation, it is not ruled out that it may give birth to some emerging industries and emerging trade formats, so as to promote the development and evolution of the division of labor in the global value

chain to a certain extent. However, on the whole, the negative impact caused by the blocking effect caused by the epidemic is bound to be dominant. In real life, the motivation behind people's consumption behavior is often very complex, especially when the society is in a period of major changes, it will often set off a consumption boom. Therefore, in the process of social changes, consumers often have anxiety. To study the influence of global value chain reconstitution on consumer psychological anxiety intervention in the context of COVID-19 can provide some reference and reference for the psychological intervention of consumers in the context of social change.

Subjects and methods: Under the background of COVID-19, 50 consumers were interviewed. The interview time was set to 50-90 min to understand the anxiety state of the respondents. At the same time, explain the theory of global value chain reconstruction for consumers who are determined to have anxiety, so that consumers can make it clear that enterprises can obtain the right to sustainable survival under global value chain reconstruction, and consumers do not need to feel excessive anxiety and tension. Explain from shallow to deep, 1-2 times a week, 50-90 min each time. Interview again 2 months later to understand the impact of global value chain reconstruction on consumers' psychological anxiety.

Results: Before and after the 2-month explanation, the anxiety of the respondents is shown in Table 1.

Table 1. Statistical results / proportion%

	No anxiety	Occasional anxiety	Constant anxiety
Before experiment	0.8	63.6	35.8
After the experiment	28.9	58.4	12.7

Usually, anxiety is a normal and adaptive negative emotional state, which often brings people unpleasant or even painful psychological experience, which leads people to take corresponding strategies or actions to send signals to the surrounding people for help, adapt to the external environment of social changes and alleviate their own anxiety. Understanding the generation of anxiety can play a positive guiding role for psychologists to reasonably regulate national psychology and control or reduce people's social anxiety.

Under social changes, people's consumption behavior mainly comes from their internal psychological needs. The stronger the demand for this behavior, the more people will try their best to alleviate or eliminate it, and this purpose will be achieved through corresponding consumption behavior. In the process of transforming psychological needs into nostalgic consumption behavior, external incentives such as smell, sound and music are often needed to induce. At present, when exploring the incentives, many scholars focus on consumers' own needs, but pay little attention to external factors, such as the marketing means of enterprises. The formation mechanism of consumers' nostalgic consumption behavior should be the result of the interaction between consumers' individual factors and enterprises' external factors. Therefore, the correlation between its influencing factors needs to be further discussed.

Conclusions: People's anxiety often corresponds to their preventive response. It is a defense mechanism that can help people avoid threats. This defense mechanism goes through the processes of autonomous physiological activation, selective attention, unconscious perceptual processing and expectation evaluation, and this process is continuous and uninterrupted. Consumer anxiety is a complex of people's socialized complex emotions. When consumers try to eliminate their psychological fear, they are prone to failure, danger, threat and other situations. If these situations exist for a long time, they will lead to consumers' inability to cope. At this time, consumers will have an uncontrollable burden, which will lead to consumers' inner anxiety. At the same time, pain, fear, anger Feelings such as shame, guilt and interest will follow, and will vary from person to person and from situation to situation.

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RESEARCH AND PRACTICE OF ENGLISH LEARNING STRATEGIES FOR CROSS-BORDER E-COMMERCE MAJORS IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: In the process of carrying out cross-border E-commerce professional English teaching, higher vocational schools should pay attention to cultivating the comprehensive quality of their students and improving the relevant professional abilities of students majoring in cross-border E-commerce.