

“father”, etc.

(2) The application of episodic memory in English vocabulary teaching. This episodic memory method of English vocabulary is derived from the research on the development of sunny memory in cognitive psychology. Generally speaking, people’s memory process of external information can be divided into three stages. First, people receive external information, we call it feeling, then they have 10 to 20 seconds of memory when they receive information. Because their memory time is relatively short, we call it short-term memory, and finally people process it through the brain so that it will not be forgotten for a long time, we call it long-term memory. When teaching new English vocabulary, teachers can guide learners to connect with the vocabulary they have learned and remembered before to help them remember. When learners receive new words, they mobilize the existing relevant information in the brain and combine the known information with the new information. In this way, the information in short-term memory can be transformed into long-term memory. Therefore, this situational memory method plays a great role in English vocabulary teaching and learning.

(3) The application of forgetting rule in English vocabulary teaching. After learning new knowledge, if we can’t repeat the memory in time and strengthen the learning of knowledge, then some of the heart knowledge entering short-term memory will be forgotten, which is difficult to enter long-term memory, and the final teaching effect can’t reach the ideal state. According to the principle that people forget knowledge at different speeds reflected in the forgetting curve, students should be guided to review and memorize words in time in English vocabulary teaching, which can make heart words appear in the brain constantly, deepen the impression, and form relevant neural connections in the brain, to improve the efficiency of memorizing words.

Conclusions: In short, it is of great significance to guide the practice of College English vocabulary teaching from the cognitive theory of foreign language acquisition and the contemporary cognitive learning view, which opens a door to a more scientific and effective way of English teaching.

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RESEARCH ON EDUCATIONAL MANAGEMENT MEASURES OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF MENTAL HEALTH

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Background: The open management system of colleges and universities determines the socialization and diversification of students’ thoughts and behaviors. As an important means to scientifically ensure the orderly and effective development of college education and teaching, college student management must pay close attention to school rules and regulations and students’ ideological quality education, standardize students’ words and deeds with strict rules and regulations, and deepen students’ ideological connotation with scientific educational thought. Thought is the guide of behavior, and advanced thought is based on healthy psychology, which can effectively ensure that the ideological depth and behavior of college students are highly in line with the style of contemporary college students. Therefore, strengthening college students’ mental health education is an important task of colleges and universities. Although colleges and universities have set up professional psychological education courses, However, for students’ psychological conditions in their study and life, counselors also need to carry out systematic and standardized management, find problems in time through students’ fine words, deeds and abnormal behavior, and take effective measures to scientifically dredge and regulate students’ psychological problems, prevent and eliminate psychological diseases, and timely intervene and treat emergency psychological crises, college counselors need to standardize students’ words and deeds, scientifically guide students’ thinking, and always pay attention to students’ mental health, which is also the core link of college student management, college counselors need to constantly strengthen the learning of their professional knowledge and skills of mental health, effectively grasp the dynamic process of college students’ psychology, actively build good psychological adjustment measures, prevent and eliminate college students’ illegal and criminal behaviors caused by psychological problems, and create a healthy psychological environment, so as to effectively ensure the scientific application of college students’ knowledge and skills, Since college students enter school, counselors need to pay attention to students’ mental health from the following aspects.

Objective: In recent years, college students’ illegal and criminal behaviors caused by mental health problems occur frequently, some even high IQ crimes. Their serious circumstances not only damage the

image of contemporary college students, but also have a very bad impact on the society. Therefore, in addition to shouldering the responsibility of education and teaching, colleges and universities should also pay attention to and pay attention to students' mental health problems, We need to scientifically build the management mechanism of college students, timely grasp the dynamic changes of college students' psychology, improve and improve the early warning system of students' psychological crisis, build a networked psychological consultation platform, timely find, dredge and adjust college students' psychological problems, scientifically ensure the healthy psychological state of college students, strengthen college students' Ideological and political literacy, and promote high-quality effective output of highly skilled talents.

Subjects and methods: 1. Cultivate a correct attitude towards life. Under the impact of informatization, the way college students understand and understand the society has changed greatly. Affected by various information on the network, they will misunderstand how to correctly understand their own life and what kind of attitude and way to face their future life. For example, the thoughts of burnout, laziness and money worship prevailing in colleges and universities will have an impact on their attitude towards life. From the perspective of mental health, mental health education can enable students to maintain good mental health, to resist those bad cognition, and form their own cognition and correct lifestyle.

2. Promote the good operation of campus order. Although in recent years, both government documents, speeches and personal thoughts have advocated personal freedom and all-round development. For college students, they are more active in thought and have the courage to break the current situation, but this freedom is based on abiding by the established social order, that is, personal development needs to exist in a certain system. If beyond this scope, it is not the scope of personal "free" development. By carrying out mental health education, the school can enable students to clarify their rights and the rules they need to abide by, and better play their positive role within the scope of their activities, so as to better promote the development of the campus and the good operation of the campus order.

3. The urgent need to solve practical problems. College students have to face many practical problems in real life. Postgraduate entrance examination, employment, interpersonal communication, family life and emotional relations will bring great psychological pressure to college students. Under the perennial high-pressure state, college students are prone to burnout, drop out, suicide and other problems, and many of these problems are caused by psychological problems. It can be seen that it is urgent for colleges and universities to carry out mental health education for college students.

Results: 1. Carry out mental health education in various forms. In order to solve the psychological problems of college students, colleges and universities should take various forms to carry out mental health education. First, the curriculum of mental health education needs to attract students with richer and more changeable contents, and the topics of interest to students can be used as a guide in the classroom, so that students can understand the relevant knowledge of psychology in a more friendly atmosphere and make full use of this knowledge for self-test, so as to deepen the understanding of their mental health. Second, when providing psychological counseling, we should pay attention to protecting students' privacy. For example, if the door does not open outward, make curtains to cover it. Third, schools should strengthen the publicity of mental health education, let students understand the serious consequences of psychological problems, and let students more actively seek help from psychological counselors. Fourth, in the process of college psychological education, colleges and universities should pay attention to combining with the psychological state and psychological characteristics of contemporary students, and provide education and services in a way that students can easily accept, rather than in that cold management way.

2. Improve college students' sense of belonging to the school. University administrators should realize mental health education to improve students' sense of belonging to the school, so as to promote their change from passive management to active management. First of all, we should maintain the emotion with students, establish a two-way behavior model, understand students' psychological state, understand the causes of their psychological problems, and help students overcome their bad psychological state. Colleges and universities can try to establish a management chain with multiple clues such as students, dormitories, counselors and psychologists. When managers can communicate with students with a more friendly attitude, any subject can play a linkage role. When students have psychological problems, there will always be a participant who will notice, which can improve college students' sense of belonging to the school. Secondly, colleges and universities should start with the actual situation of students. For example, when some students feel anxious because of the postgraduate entrance examination, the school should set up special lectures at the peak of the postgraduate entrance examination, timely dredge the students' bad mentality, make them face the examination more easily, and form a benign interaction between the two sides. Thirdly, some students have low self-esteem when facing other students because of their poor family conditions. At this time, colleges and universities should instill in them the idea that the starting point of life cannot determine the end of life, let them see their own advantages and see their competitive side, so as to improve their self-confidence, reduce psychological problems caused by inferiority, and improve college students' sense

of belonging to the school.

3. Mental health education should promote the management of college students to be people-oriented. Using mental health education to promote the management of college students is the starting point and final destination of college management. However, colleges and universities are the place to teach and educate people, and the place to establish and improve students' world outlook and values. Therefore, when teachers and managers carry out mental health education, they should not only see the importance of mental health education for management, but also realize that both mental health education and university management are to better serve the growth of students. Therefore, in the process of work, teachers and managers should always maintain the people-oriented concept, earnestly teach students as their own children, shape their psychological world with truth, goodness and beauty, and guide their life and learning with maturity and rationality. At the same time, when students have psychological problems, they must find out the reasons behind them. If mental health education only provides cold help for management, then such mental health education is essentially wrong. Therefore, all managers and teachers need to be aware of this, run through the people-oriented ideology in their work, promote mental health education, and promote the implementation and improvement of college student management.

Conclusions: To sum up, college student management needs comprehensive cooperation from inside to outside. While implementing the system to standardize students' words and deeds, we should strengthen mental health education, improve students' ideological and political literacy, and enable them to consciously abide by rules and disciplines. Starting from the "heart", we should fully integrate the tough student management mechanism into the humanized flexible management concept, and fully reflect the essence of student management, effectively realize the ultimate goal of student management and guarantee education and teaching.

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A STUDY ON ENGLISH TRANSLATION PROBLEMS AND TRANSLATION METHODS OF CHINESE "RED CULTURE" SCENIC SPOTS UNDER THE BACKGROUND OF PSYCHOLOGY

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Background: With the continuous development of China's tourism, red tourism has become a hot spot. This year marks the 72nd anniversary of the founding of the people's Republic of China. Red tourist attractions have become the common choice of more and more people. According to the survey, tens of thousands of domestic units and foreign tourists made a special trip to Jinggangshan for Party member training this year. Red tourism resources include not only the oral introduction of the tour guide, but also the text information involved in the scenic introduction. Whether the translation of red tourism resources is appropriate or not only affects whether peripheral tourists can better understand China's red spirit, but also can find out more applicable translation strategies and improvements through the study of the translation of original English materials, so as to further improve the existing translation.

Objective: Skopos theory is a theory that applies Skopos concept to translation. Its core concept is that the most important factor in the translation process is the purpose of the overall translation behavior. In addition to skopos, Vermeer also used the relevant word's "goal", "purpose", "intention" and "function". In the framework of Vermeer's skopos theory, one of the most important factors determining the purpose of translation is the audience - the receiver referred to in the translation. They have their own cultural background knowledge, expectations for the translation and communication needs. Every translation point to a certain hand. Therefore, translation is really "a text produced for a certain purpose and target audience in the target language situation".

Subjects and methods: Requirements of Translation: since the Chinese text of red tourist attractions is mainly aimed at tourists who understand Chinese at home and abroad, the original text pays more attention to the "emotional function" of language and solidifies the position of red culture in people's hearts. The readers of the translation are foreign tourists, so the translation must pay attention to the "information function" of the language, and improve the image of red scenic spots through the dissemination of practical information of humanistic knowledge, so as to attract more foreign tourists. Intended readers of the Translation: the readers of the translation are foreign tourists visiting China. Their cognitive level lacks knowledge about Chinese humanities, which requires translators to appropriately supplement relevant