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.

* * * * *

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

Kundan Zheng[1,2]

[1]Haikou University of Economics, Haikou 571127, China
[2]School of Hospitality, Tourism & Events, Taylor's University, Subang Jaya 47500, Malaysia

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

background knowledge and adapt to the cultural customs of the target language as much as possible. Communication media: the communication media of the original text and translation are generally scenic spot billboards, stone tablets, tourism memorials, videos, etc., the translation should strive to be concise and clear. The introduction of red tourist attractions is different from the introduction of general tourist attractions. It has its own characteristics: (1) The introduction of red tourist attractions mainly involves real information such as revolutionary historical events, characters, time and location, which requires that the translation be faithful and accurate to the original text, and the translation cannot delete and simplify the original information. (2) Red tourism scenery is highly narrative, and there are generally no gorgeous words. Plain language. (3) The introduction of red tourism involves historical and political events and related humanistic knowledge. Therefore, translators must have a deep understanding of relevant history and culture.

Results: 1. Pay attention to the unity of simplicity and clarity. The audience of the English translation text is foreign tourists. The English translation text should conform to the thinking habits of foreign tourists. Literal translation can be selected in the translation method. On the basis of being faithful to the original information, try to use concise expression to make it clear to tourists at a glance. There is no need to add unnecessary words to make the text extravagant, which will make the translation obscure and difficult to understand. Of course, the translator should choose whether to interpret or deal with the facts completely unknown to foreign tourists or the expression of special culture in the scenic spot, so that tourists can really understand the original text. For example, when translating the sentence "Xu Beihong took pictures with teachers and students when he was the president of Beiping Art College in 1946", considering that most foreign tourists do not know that Beiping was the former name of Beijing, we can add a supplementary explanation such as "Beijing used to be called Beiping before 1949", which is conducive to the understanding of foreign tourists.

2. Follow the habit of English expression. Passive forms are frequently used in English. The translator can turn some of the Chinese texts into passive ones, which is in line with the thinking mode and expression habits of foreign tourists and makes the English translation catchy for tourists to understand clearly. Taking "this is a picture of Xu Beihong when he was 17 years old. At that time, he served as a picture teacher in three schools: Hometown women's normal school, Pengcheng high school and Siqi women's primary school" as an example, the translator translated "served as a picture teacher in... Three schools" into "he was married as the painting teacher...". In this way, active and passive translation is more easily accepted by foreign tourists. In addition, "instructions for visitors" is very important to restrict tourists' behavior, which should be divided into an important part of scenic spot text translation. English is a language that emphasizes euphemism. We should try our best to avoid being too tough in translation. For example, "take care of exhibits, please." can be directly translated into "take care of exhibits, please."

3. Consistency and reprocessing. The external promotion of red tourism culture aims to tell foreign tourists red stories, restore the real history, and reflect the spirit of bravery and patriotism of Chinese people. The content of English translation should be faithful to the original text, translated with accurate and specific words, ensure the integrity of the necessary information of the text, intuitively convey the information that the original text wants to convey, and enable foreign tourists to truly understand the historical stories and the culture contained in the red scenic spot. However, the English translation does not need to contain all the information of the original text, and the information that is not valuable to foreign tourists does not need to be displayed in the English translation. The translator should choose to delete unnecessary content and choose the subtraction translation method according to the actual situation, otherwise it is just superfluous.

Conclusions: Tourism resources are a kind of foreign resources. The purpose of its translation is to let tourists all over the world understand the essence of Chinese culture. The translation of red tourism scenery should highlight its information function and calling function, try to avoid the mistakes of language function, vigorously publicize red culture and attract more tourists to embark on China's red journey.

* * * * *

EXPLORATION ON THE INTEGRATION OF PSYCHOLOGICAL THEORY IN THE CULTIVATION OF TALENTS MAJORING IN TRADITIONAL CHINESE MEDICINE

Shu Wang, Yanmin Guo & Juan Wang