

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.

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

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Background: Since China's accession to the world trade organization, the medical defense system has been reformed in China, accompanied by the continuous attention of the Chinese people to medical care. At the beginning of 2002, the State Administration of traditional Chinese medicine and the Ministry of Health issued the regulations on drug management in medical institutions, which put forward a medical management model that takes standardized and rational drug use as the management core and patients as the core, to improve the quality of medical care. Pharmaceutical psychology is also a new subject. It is based on psychology and pharmacology, that is, properly connecting psychology and pharmacy, and then stimulated by other information except the drug itself, to make its effect like or better than that of practical drugs. In foreign countries, it is called plmrnmceulieal psychology. Because there will be some specific problems in the actual application of drugs, to solve these problems, pharmaceutical experts with research psychology background tried to connect pharmacology and psychology. Therefore, pharmaceutical psychology was created in 1979. However, with the continuous development of science and technology and the continuous reform of medical and health system, pharmaceutical psychology has gradually become an independent discipline. Its importance is becoming more and more prominent in medical care. It has become two separate disciplines: psych pharmacy and psych pharmacodynamics.

Objective: In the work of pharmaceutical health care, the basic theory of pharmaceutical psychology has been applied to the field of pharmaceutical care, making drugs achieve more ideal results. This paper focuses on the definitions of psych pharmacodynamics, psych pharmacy and pharmaceutical psychology, and discusses the application of psych pharmacodynamics and psych pharmacy in medical care.

Subjects and methods: 1. Definition of psych pharmacodynamics. This concept only appeared in clinical medicine in the last eight years. What I call psychological medicine is that when the same drug is used, the difference of psychological induction also makes the pharmacological effects different Psychology is also a comprehensive emerging discipline related to pharmacology. Its purpose is to stimulate the potential ability of patients to resist diseases through better psychological induction by pharmaceutical care personnel. Make it get the best drug treatment effect.

2. Efficacy of psych pharmacodynamics. Psychological factors are the first thing we should pay attention to, because the internal reason for the effect of psychological pharmacodynamics is the patient, and then with the help of the inducement of leading dynamic reasons such as doctors, pharmacists, and nurses, to give the best play to the clinical effect of drugs. A series of practice shows that the simplest expression of psychological pharmacodynamics is "placebo effect". However, because patients have different personalities, they will also show different reactions to the same drugs. However, according to the usual situation, most optimistic and enthusiastic patients will have a relatively large psychological response after using the "placebo". The difference is that those pessimistic, impatient, and negative patients will have an insignificant response after using the placebo. Therefore, on the one hand, we should try our best to mobilize and adjust the psychology of patients and encourage them to treat the disease with a positive, enthusiastic, and optimistic attitude. On the other hand, pharmaceutical care staff should also provide professional help to help them have a correct attitude towards diseases. Rebuild their confidence that they will defeat the disease and finally get the best treatment.

3. Application scope of psych pharmacodynamics. Psych pharmacodynamics can play a guiding role in the treatment of the following aspects: (1) The treatment plan should be told to the patients in detail. Coupled with the role of psych pharmacodynamics, a better treatment effect can be obtained. This method is suitable for the families of patients who seek medical treatment actively and patients who seek medical treatment passively. (2) For those patients who have no sensation and hysteria, suggestive therapy is suitable. This method is often used in the clinical practice of psychiatry. (3) Patients who often talk to patients and get their trust in medical staff should seize the favorable opportunity to communicate with patients and their families in time, which is of great help to further know the cause of the patient's illness.

Results: 1. Definition of psychopharmacology. Like psych pharmacodynamics, psych pharmacy is also a new discipline, also known as psych medication. From a small level, psych pharmacy is a discipline that studies how psychiatric patients use drugs. This discipline includes the types and dosage of drugs in the treatment process, and so on. However, the research objects of psych pharmacy on a large level are more extensive.

2. Scope of psych pharmacy. A. Combine the theoretical and practical knowledge of psychopathology and psychopharmacology with the results of the actual diagnosis of the patient to come up with a reasonable, comprehensive and effective treatment plan. B. In order to get better treatment results, mental patients and their families need to receive education on drug treatment in this regard. C. With the help of reading reports and articles on the treatment of psychiatric patients, we can provide necessary guidance on the health, supervision and control of patients, and actively and enthusiastically put forward better treatment plans.

Conclusions: Due to the increasingly fierce competition in today's society, people are more likely to suffer from mental diseases, such as mental disorders, mental diseases and so on. In recent years, the proportion of domestic servants has gradually increased. However, relying on the previous biomedical model obviously can't meet people's needs for health, so a new medical model was applied. This new medical model combines drugs, psychology and some other social factors, and obtains the laws of a series of processes of the occurrence, development and change of these diseases by tracking, analyzing and summarizing those diseases related to our health. This puts forward higher requirements for the staff in the post of psychopharmaceutical health care and treatment. While providing pharmaceutical care and treatment, they are required to further study and study the knowledge of the intersection of psychology and pharmacy, so as to make the love, patience and responsibility of pharmaceutical health care personnel best combine with the marriage 0 principle of patients, so as to improve the therapeutic effect of drugs, reduce adverse reactions of drugs, reduce the cost of treatment, and improve the quality of pharmaceutical care, Finally, complete the overall goal of improving medical quality.

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BREAKTHROUGH AND APPLICATION OF EDUCATIONAL PSYCHOLOGY IN THE DEVELOPMENT OF VOCATIONAL EDUCATION UNDER THE EPIDEMIC ENVIRONMENT

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Background: In 2020, the most serious infectious disease pandemic occurred in the world in the past hundred years. More than 200 countries and regions broke out the corona virus disease 2019 (COVID-19) epidemic in New Coronavirus. As of the time of issuance (November 24, 2020), there have been more than 58.71 million confirmed cases and more than 1.38 million deaths worldwide. Five newly confirmed cases in China were imported from abroad. Existing diagnosis There were 305 cases. There were 86469 confirmed cases and 4634 deaths. The spread of the epidemic is fast, the scope of infection is wide, and prevention and control are difficult. The Communist Party of China adheres to the people first and life first, and leads the people of the whole country to start the people's war, overall war and blocking war for epidemic prevention and control. It took only more than one month to contain the spread, two months to control the new local cases in single digits, three months to win the decisive victory in the defense war in Wuhan and Hubei, at the same time, it carried out the war of annihilation against the concentrated epidemic in some areas such as Beijing, Dalian and Xinjiang, and eight months to achieve major strategic achievements in the national anti-epidemic struggle, it has contributed to the global war epidemic.

Positive psychology is a psychological crisis in the United States at the end of the 20th century The Neo Confucianism Movement was initiated by American psychologist Seligman product. Extreme psychology is based on human self-management, self-orientation and adaptability. The whole of adaptability is the premise of theoretical hypothesis, which advocates that people should use positive attitude, interpretation of people's psychological phenomena and psychological problems, through stimulate and strengthen the individual's various practical and potential abilities to turn a real or potential ability into a habit in a positive way, form positive personality traits and inspire everyone. Potential positive qualities and positive forces to achieve a happy life, and it is emphasized that psychology should not only help people under "adversity" to seek happiness survival and development, but also to help people live a normal life to obtain high quality of life.

Objective: With the rapid development of China's science and technology and China's national education and education with the continuous progress of the system, at present, China's higher education puts forward higher requirements for Vocational Education under the existing education mode: on the one hand, take some new ideas for students' education methods. on the other hand, fully mobilize the enthusiasm of in-service managers for comprehensive and systematic management of the school. Try to make the decision-makers and managers in the modern vocational education management master the psychological activity law of students and teachers, realize scientific management, and truly realize the modernization and scientization of vocational education management. Therefore, the application of psychological theory in vocational education management has a certain practical significance. The dynamic system of a class collective is regulated by students' management, class collective objectives Class collective public opinion and class collective norms are composed of four parts. In the existing management of vocational colleges,