

data, by jointly sharing the industrial innovation model and advanced artificial intelligence technology, reshaping the industrial division of labor, reengineering the industrial structure, and transforming the industrial development mode. This paper mainly investigates and analyzes it from the three aspects: policy support, steady development and big data application.

Study design: Six large, medium-sized and small logistics enterprises were selected as the research subjects to investigate and analyze the effects of cognitive impairment on consumer psychology. The questionnaires were issued to 60 senior executives from the six companies, requiring them to be completed at one time, and each person completed them for about 15 to 20 mins. A total of 60 were issued and 60 were recovered with valid copies of 57.

Methods: The effect of cognitive impairment in Excel statistical consumer psychology on China's smart logistics supply chain.

Results: The Ministry of Transport, the Ministry of Commerce, the Ministry of Industry and Information Technology and other relevant departments have deployed to promote the Internet + efficient logistics related work from their respective functional fields, create a good policy environment for promoting the development of smart logistics, and improve the service quality of consumers. With the rapid development of mobile Internet, a large number of logistics facilities are connected to the Internet through sensors, and the logistics connection shows a rapid growth trend. Logistics connection is driven by information interconnection and facilities interconnection. Logistics online has created and laid the premise and foundation for the development of intelligent logistics, which can accelerate the speed of logistics transportation. Online logistics produces a large number of business data, which turns logistics big data from concept to reality. The data-driven business model promotes the intelligent transformation of the industry and greatly improves the production efficiency.

The results of this survey, the influence values of specific factors were quantified by 0-4,0 indicating irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, 4 means sufficient influence, and the specific statistical tables are shown in Table 1.

Table 1. Effect of the cognitive impairment of consumer psychology on China's smart logistics supply chain

Factor	Policy support	Forge ahead	Big data application
Small enterprise	3	4	4
Medium-lot producer	3	3	3
Large-lot producer	4	3	3

Conclusions: At present, China is in a critical period of a new round of scientific and technological revolution and industrial transformation. Wisdom logistics through connection upgrade, data upgrade, mode upgrade, experience upgrade, intelligent upgrade, green upgrade comprehensive booster supply chain upgrade, using consumer psychology research analysis to promote China wisdom logistics supply chain effect, profound influence on social production and circulation mode, promote industrial structure adjustment and kinetic energy conversion, promote the supply side structural reform, create new opportunities for the development of the logistics industry.

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THE CAUSES AND COUNTERMEASURES OF ANXIETY OF ADVOCATES OF SCIENTIFIC RESEARCH FUND REFORM IN SCIENTIFIC AND TECHNOLOGICAL INNOVATION IN COLLEGES AND UNIVERSITIES

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Background: The reform advocates of scientific research funds are the organizers and implementers of scientific and technological innovation in colleges and universities, and the best provider of high-quality scientific and technological innovation services in colleges and universities. They directly deal with 80%-90% of various problems in scientific and technological innovation in colleges and universities, and their high-intensity and high-pressure occupations make them often in a state of high concentration in their work, which is easy to produce a series of psychological problems. Anxiety is caused by psychological conflict or frustration. It is a reflection of complex emotions, manifested in fear, anxiety, anxiety and some physiological reactions. Mild anxiety is normal for everyone. Moderate anxiety creates a sense of pressure

and forces people to work hard. Excessive anxiety will interfere with people's normal activities and easily lead to more serious psychological disorders or diseases.

Objective: Advocating and encouraging scientific researchers to bring scientific research achievements to the market is not only the only way of scientific research reform, but also an important way to independently generate income and make up for the funding gap. However, the advocates of scientific research funding reform generally have professional psychological problems, and the great professional pressure is deeply reflected in these advocates. Improper work stress not only damages the individual, but also destroys the health of the organization. The impact of occupational stress and mental health on society has attracted more and more attention. Therefore, it is necessary to analyze the causes and Countermeasures of the anxiety of the advocates of scientific research fund reform in the scientific and technological innovation of colleges and universities.

Subjects and methods: 200 advocates for the reform of scientific research funds in scientific and technological innovation in colleges and universities are selected, and a questionnaire is distributed to them. The trained investigators adopt unified guidelines, and on the basis of clarifying the investigation intention, the subjects fill in the questionnaire in the form of self-evaluation within the specified time, and the questionnaire is checked and recovered. The contents of the questionnaire include gender, age, working years, professional title, education level, marital status, living conditions, economic pressure, career promotion pressure, life pressure, relationship with immediate relatives, relationship with other relatives, relationship with neighbors, relationship with colleagues, relationship with friends, performance of family obligations, public attitude towards their own career, personality type Weekly entertainment and leisure time, weekly exercise time, coping style, etc.

Study design: The self-rating Anxiety Scale (SAS) is distributed to them at the same time. It is composed of 20 items and scored according to level 1-4. The cumulative score of each item is the total score. SAS score ≥ 50 indicates that there is anxiety.

Methods: Establish Excel database. After the data are entered and checked by professionals, the experimental data are analyzed by statistical software SPSS 16.0. The measurement data are expressed as mean \pm standard deviation ($X \pm s$), analysis of variance is adopted, and LSD-*t* test is adopted for pairwise comparison. The counting data are expressed by rate and X^2 test is used. Using multiple linear regression, this paper analyzes the causes of anxiety of advocates of scientific research fund reform in scientific and technological innovation in Colleges and universities. The difference was statistically significant with $P < 0.05$.

Results: According to the survey results, the anxiety scores are shown in Table 1.

Table 1. Statistical results of anxiety scores

Score	Total anxiety score ≥ 50	Total anxiety score < 50
Proportion of people / %	21.3	78.7

Anxiety was divided into groups according to different levels of influencing factors, and the scores of each influencing factor were analyzed. The results showed that education level, living conditions, economic pressure, career promotion pressure, life pressure, relationship with immediate relatives, relationship with other relatives, performance of family obligations, weekly entertainment and leisure time and coping style, There was significant difference in anxiety scores ($P < 0.05$), but there was no significant difference in the grade scores of other factors ($P > 0.05$) There were significant differences in education level, living situation, economic pressure, career promotion pressure, life pressure, relationship with immediate relatives, relationship with other relatives, performance of family obligations, weekly entertainment and leisure time, coping style and anxiety scores ($P < 0.05$).

The author believes that with the development of high-level science and technology, the reform of scientific research funds has also been strongly advocated. People have higher and higher requirements for scientific and technological innovation in colleges and universities. The workload of the advocates of scientific research funds reform is also increasing. They not only bear great work pressure, but also bear the pressure from life, scientific research and promotion

Logistic regression analysis showed that the higher the working years and the greater the life pressure were the risk factors of anxiety ($P < 0.05$) The author believes that the higher the working years and education level, the higher the public's expectation and self-demand level for advocates. This phenomenon can easily lead to inner conflict and anxiety. At the same time, it is also related to the high pressure of work and life and poor maintenance of their own health This study also shows that first marriage, better relationship with immediate relatives and better relationship with friends are the protective factors of anxiety ($P < 0.05$). It can be seen that good marriage, harmonious family atmosphere and good social support system can effectively alleviate the pressure in work and life, improve individual physical and mental health,

improve individual stress coping ability and reduce the occurrence of anxiety.

Conclusions: To sum up, there are some mental health problems for the advocates of scientific research funds reform in scientific and technological innovation in colleges and universities, which cannot be ignored. Active intervention measures should be taken, extensive social support should be given, and positive coping style training should be strengthened. At the same time, the advocates of scientific research funds reform in scientific and technological innovation in colleges and universities should also learn to adjust themselves and actively participate in sports and entertainment activities and build good interpersonal relationships. Positive coping styles and good interpersonal relationships can alleviate the impact of setbacks and are conducive to mental and physical health. While negative coping styles and poor social relations are not conducive to alleviating mental tension and are harmful to the maintenance of mental and physical health, and even have a more significant impact. It can be seen that in addition to society, we should give advocacy to the reform of scientific research funds in scientific and technological innovation in colleges and universities in addition to paying more attention, personnel should also strengthen self-adjustment, so as to reduce the occurrence of anxiety.

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RESEARCH ON INTERNATIONAL COMMUNICATION AND ENGLISH TRANSLATION OF HAINAN INTANGIBLE CULTURAL HERITAGE UNDER THE BACKGROUND OF PSYCHOLOGY

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Background: The intangible cultural heritage of Hainan Province has a variety of contents, including traditional drama, such as Lingao puppet opera. Traditional dance, such as Li firewood dance. Traditional skills, such as Li's primitive pottery making skills, fire taking skills and Li's tree bark cloth making skills. Traditional music, such as Danzhou tune and Yazhou folk song. Folk customs, such as Li's "March 3" festival, the route of the South China Sea channel, etc. Intangible cultural heritage is an important part of Hainan's traditional culture, the sustenance of Hainan people's culture and the carrier of emotion. It carries rich information such as local history, culture, economy and folk customs. Therefore, the protection and inheritance of intangible cultural heritage is of great significance to continue Hainan's traditional culture and enhance the cultural soft power of Hainan International Tourism Island.

Objective: As a tourist island, Hainan Island itself has a large number of overseas tourists. As a bridge connecting Chinese and foreign development, intangible cultural heritage publicity translation should take this opportunity to "go out" to let more overseas tourists understand the profound connotation of Hainan intangible cultural heritage culture. Taking the tie dyeing, weaving and embroidery skills of Li Nationality in the Li Miao cultural tourism area of betel nut Valley in Hainan Province as an example, this paper analyzes its publicity translation strategies from the perspective of Skopos theory.

Subjects and methods: (1) Additional translation. As the name suggests, adding translation is to appropriately add or supplement some words or sentences in translation. It is generally used in translation, which contains special cultural phenomena. In order to make readers clearer and understand at a glance. In the original text, "Luoyue people are the ancestors of Baiyue ethnic group in ancient China, also known as Li people. They were the first people to settle in Hainan Island. Their immigration to Hainan can be traced back to the Shang Dynasty (1600-1646 BC)". If the "Luoyue people" is directly translated into the Luo Yue people, Overseas tourists may not know what kind of group the ancient gregarious tribes in China were, so some explanations should be added appropriately, such as a clan of the ancient Chinese Baiyue ethnic group. In addition, "Shang Dynasty" is directly translated into Shang Dynasty. Foreign tourists will also be confused about the Shang Dynasty and do not know the specific time. Therefore, the specific time for translating the Shang Dynasty should be increased: 1600 bc-1646 BC. In this way, readers will understand the ancient groups, understand the specific time, and be more faithful to the meaning of the original text. Therefore, this sentence can be translated as: "the Luo Yue people, a clan of the ancient Chinese Baiyue ethnic group, also known as the forefathers of the Li people, were the earliest settlers on Hainan Island, and their migration to Hainan dates back to as early as the Shang Dynasty (1600 bc-1646 BC)."

(2) Subtractive translation. The structure of English is different from that of Chinese, which we must pay attention to when translating. Chinese pays attention to neat antithesis, while English pays attention to the pursuit of language sense and logic in the article. If you blindly pile up repetition, you will lose beauty and