

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

appear not concise enough. Then you need to delete translation and reduce translation in translation to remove some unnecessary words in Chinese. For example, the words “comprehensive, systematic, careful and complete” in “comprehensive and systematic investigation, careful selection, sorting and complete preservation of Li traditional cultural heritage in Li River Basin in 2003” can be deleted as appropriate. Investigated, selected, sorted and preserved the traditional cultural heritage of the Li nationality.

(3) Transformation. Transforming translation strategy is also a common strategy in the process of translation. Transformational translation is a translation method that requires us to transform the existing meaning of the original text into similar content that can be more empathized and easier to understand by foreign readers in the process of translation. Such as the translation method of “Huang Daopo” in foreign publicity translation. In the original material, “more than 700 years ago, Huang Daopo, who has been handed down from generation to generation, traveled all over the world and learned cotton textile skills from the Li Nationality in Yazhou, Hainan”. So how to reflect the famous of Huang Daopo and how to let foreign tourists know about Huang Daopo? We can translate Huang Daopo (1245-1330), a noted lady in a fold legend in English materials, who makes brilliant contributions to the development of Chinese traditional handcraft cotton textile production.

**Results:** (1) Use the Internet and mobile social media. In the 21st century with the rapid development of the Internet, we should make full use of the advantages of the Internet and mobile social media to improve the public’s attention to intangible cultural heritage and expand the popularity of intangible cultural heritage culture. For example, use the short video platform to shoot publicity micro films, so that more people can imperceptibly understand the intangible cultural heritage culture. In addition, a special Chinese foreign comparison section is set up on the intangible cultural heritage website of Hainan Province, and convenient access to this website is provided in tourist attractions.

(2) Combine school education with intangible cultural heritage inheritance. Firstly, relying on the foreign language major in colleges and universities, we should cultivate special translation talents, add learning subjects related to intangible cultural heritage inheritance, and cultivate the professional quality of future intangible cultural heritage translators. At the same time, the existing translators of intangible cultural heritage should actively devote themselves to the work of intangible cultural heritage and carry forward the spirit of studying and practicing. Universities can also regularly invite existing intangible cultural heritage translators to hold relevant lectures to share experiences and exchange experiences.

(3) The government plays a leading role. Culture is a force to promote development. The government should pay full attention to its function of developing cultural undertakings, guide the whole society to pay attention to the development of intangible cultural heritage through formulating various guidelines and policies, literature and art, radio, film and television, press and publication, and provide financial support for the research of relevant projects to ensure the smooth progress of the work.

(4) Improve the awareness of cross-cultural communication. In the translation of intangible cultural heritage publicity, we should first establish the awareness of equality and respect. Every culture, regardless of its advantages and disadvantages, enjoys equal status. We should not worship or discriminate against other cultures because of economic gap. As a bridge connecting the development of China and foreign countries, the translation method of intangible cultural heritage publicity translation needs to be flexible, which requires intangible cultural heritage translators to actively contact the cultures of other countries, compare the differences, and translate texts that can fully express the profound connotation of China’s intangible cultural heritage culture and do not conflict with the cultures of overseas countries.

**Conclusions:** To sum up, from the perspective of Skopos theory, the study of publicity translation strategies of Hainan intangible cultural heritage should follow the three principles of Skopos translation. In the process of translation, appropriate translation strategies should be selected to add, subtract and transform the original text. Strengthen Hainan’s cultural self-confidence and improve Hainan’s cultural soft power, so as to enable foreign friends to more fully and comprehensively understand the cultural connotation of Hainan’s intangible cultural heritage, help the establishment of a good cultural image of Hainan Province, and make it a beautiful famous film in Hainan Province.

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## THE CULTIVATION OF “TRIPLE IDENTITY” PSYCHOLOGY OF COLLEGE STUDENTS’ PATRIOTISM EDUCATION IN THE NEW ERA