

mistranslation, logical confusion, ambiguity, contradiction and other problems in the translation.

**Subjects and methods:** This paper analyzes the effect of intellectual property protection of domestic brands from the perspective of logical thinking obstacles. The investigation is mainly carried out from the following aspects: First, analyze the logical relationship between patent translation words. Second, avoid logical errors in the translation. Third, identify the implicit logical relationship in the text.

**Study design:** 100 audiences were randomly selected and investigated by questionnaire. A total of 100 questionnaires were distributed, 94 were recovered and 89 were valid.

**Methods:** Using Excel to analyze the effect of intellectual property protection of domestic brands from the perspective of logical thinking barriers.

**Results:** According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

**Table 1.** Effect of intellectual property protection of domestic brands from the perspective of logical thinking barriers

Factor	Logical relationship	Logical error	Implicit logical relation
Audience	4	4	4

According to the analysis of the survey results, the logical thinking barrier not only affects the translator's analysis of the logical relationship between words, resulting in logical errors in the translation, but also cannot identify the implicit logical relationship in the text, so it cannot timely adjust the translation strategies and affect the overall quality of the translation.

**Conclusions:** The results show that logical thinking plays a guiding role in patent translation. With the help of logical thinking, the translator can deepen the understanding of the original text, improve the preciseness and logical coherence of the translation, and then improve the passing rate of patent application. It is hoped to provide reference for colleagues engaged in patent translation practice and research.

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## STUDY ON THE CROSS STRATEGY OF IDEOLOGICAL AND POLITICAL EDUCATION AND PSYCHOLOGY IN COLLEGES AND UNIVERSITIES

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**Background:** Ideological and political education is a special professional subject with Chinese characteristics, which is the front position of ideological and moral education and political theory education for college students. Since the reform and opening up, our colleges and universities have set up this course, comprehensive colleges and normal colleges and universities will be ideological and political education as a special subject, other colleges and universities will regard it as a part of the public course, a required course. Ideological and political education plays an irreplaceable role in improving the moral quality and political theory level of college students. The Ideological and political education in colleges and universities has become an effective stage to carry forward the traditional virtues of the Chinese nation, to help college students set up a correct outlook on life, values, world outlook and to publicize the policies and regulations of the party and the state. It is on this stage that the core socialist values can be recognized, recognized and abided by among college students, that the outstanding moral character accumulated by the Chinese nation for thousands of years can be publicized and accepted among the country and the future backbone of the nation, and that the political civilization and political thought of socialism with Chinese characteristics can be popularized and supported among the outstanding youth. Ideological and political education has its own law of development. As a subject or a professional course, ideological and political education receives the essence of other subjects and courses in the process of development. The main problem that ideological and political education solves is the regularity of people's thought and thinking, and the regularity of people's thinking consciousness. In the final analysis, it is also the problem of people's psychology and thinking. The process of people's thought activity is the process of people's mental activity, and all people's activities are controlled by psychology. This intersection with the psychology with a short history of development in our country. This intersection makes it necessary for ideological and political education to combine with psychology. Ideological and political education uses the psychology theory to solve its own development. At the same time, it also increases the methods and skills to solve complex problems. For example, it blindly

teaches students not to throw rubbish randomly, and it does not analyze the reasons of their throwing rubbish randomly from the students' psychology. Furthermore, it prescribes the right medicine to guide them to correctly understand and voluntarily accept the rubbish psychologically so as to correct bad habits.

**Objective:** The psychology of ideological and political education is the inherent development need of the teaching of ideological and political education, and the related theories of psychology are the theoretical basis of the education of ideological and political education.

**Subjects and methods:** Based on the communication between ideological and political education and psychology teaching strategies, this paper finds that the development of psychology of ideological and political education needs a process, and there are still some problems. On the one hand, there is a lack of full-time employees in colleges and universities, and schools do not pay enough attention to the introduction and training of talents in this regard, and the staffing and the number of students does not match. on the other hand, the level of staff needs to be improved, most of the employees are not graduates of this major, many of them are from other majors, there is a gap in knowledge accumulation and theoretical level compared with the graduates of this major, and the school's training investment in this area is insufficient. then, the level of psychological education services is not high and low efficiency, and students rarely seek help from psychological education staff when they encounter psychological problems. At present, the technology and tools used in psychological education in colleges and universities are deficient, especially in psychological measurement. Scientific scales and advanced measuring tools and scientific means are not widely used as in developed countries. Psychological consultation is in poor condition and lacks necessary technical facilities. At present, the psychology of ideological and political education is faced with low efficiency and wide application scope, but the effect is not good. The development of the psychology of ideological and political education is not adaptable to the social development situation. Based on the above questions, this paper puts forward some suggestions and conducts a questionnaire survey after the reform.

**Study design:** A total of 100 college students and 50 teachers were randomly selected. Age, major and gender. A total of 150 questionnaires were distributed, 146 were recovered and 140 valid questionnaires available.

**Methods:** Use of excel to statistics the influence of ideological and political education and psychology.

**Results:** According to the survey results, the analysis is analyzed from the following three aspects: First, whether the establishment of ideological and political psychological education service platform has a positive impact. Second, whether the acceleration of the training of full-time practitioners has a positive impact. Third, whether strengthening discipline teaching innovation has a positive impact.

The results of the test, quantified the influence value of specific factors with 1-3, 1 indicates the irrelevant, 2 means the impact is general, and 3 indicates the greater impact. In order to reduce the large subjective error in the assessment, 150 investigators took the evaluation value and obtained the average. The specific statistical table is shown in Table 1.

**Table 1.** Influence of cross strategy of ideological and political education and psychology

Group	Improve the system	Personnel training	Strengthen innovation
Teacher	3	3	3
University student	3	3	2

**Conclusions:** Ideological and political education psychology as an emerging discipline, its development and improvement is a long-term process, with the rapid development of national economic science and technology, increasing social demand for ideological and political psychological education, under the government, through the joint efforts of ideological and political education psychologists, ideological and political education psychology scientific, systematic, standardized goals will be achieved as soon as possible.

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## RESEARCH ON TRADITIONAL CULTURE COMMUNICATION STRATEGY PROMOTED BY MOBILE SHORT VIDEO BASED ON COMMUNICATION PSYCHOLOGY--TAKE THE SHORT VIDEO AT STATION B FOR EXAMPLE

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