

ANALYZING THE TRANSLATION STRATEGIES OF CULTURE-LOADED WORDS FROM THE PERSPECTIVE OF IDEOLOGY

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Background: Culture-loaded words have multiple forms of expression, and different cultural orientations have created different translation styles, but they have seized the right to speak of national culture from the ideological level in order to improve the identity of national culture through the most standardized translation. Analyzing the translation strategies of culture-loaded words from the ideological field is easier to further understand the profound connotations carried by language and cultural translation, improve the aesthetic consciousness and creative discourse right of translators, and establish a sense of national identity in the process of literary translation.

Subjects and methods: Based on the correlativity between culture-loaded words and ideology, this paper combines the translation strategies of different types of culture-loaded words with the field of ideology to find the common ground between the source language and the target language, further improve the translator's translation level, and give deeper connotation to the national spirit of culture-loaded words.

Results: In the field of cultural research, through the aesthetic construction of literary works, it establishes a deep connection with the deeper cultural connotation and ideology of the works, thereby tapping the aesthetic uniqueness of literary and artistic creation, and highly establishing a sense of national identity. This is an important starting point of cultural studies and its core problem. Culture-loaded words are the cultural connotations naturally generated under the unique language system, which can show the unique cultural characteristics of a region and a nation, as well as highlight the religious pursuit and class identity of a country. From this point of view, culture-loaded words not only play a general aesthetic role, but also embody a strong social education function, which endows literary works with the necessary concept of power through some revealed text contents. In recent years, with the deepening of the research on culture-loaded words translation, the relationship between ideology and translation function has also attracted a lot of attention. In the process of cultural transformation, translation scholars can broaden the linguistic connotation of culture-loaded words with the help of ideological research of texts, and make efforts to improve the translation value of culture-loaded words from different dimensions such as religious belief, political power, aesthetic commonality and ecological inheritance.

Conclusions: The increasing advancement of globalization provides more realistic paths for cross-cultural communication of culture-loaded words, which is crucial to inheriting Chinese civilization and enhancing the international influence of Chinese culture. In the process of translation, Chinese culture-loaded words should not only abide by the ideology of Chinese local culture, but also ensure that the cultural aesthetic style of the target language can be highlighted, so as to firmly grasp the translation power of culture-loaded words under the shape of differentiated content and achieve the strong export of Chinese culture. The translation strategy of literary works is actually the product of the export of ideology. The political orientation, religious belief and cultural value involved in the translation process are all recreated through the conversion of text symbols, which is an important part of the high integration of literature and thought. Lefever's ideology theory provides a new perspective for the translation of culture-loaded words, it not only breaks away from the theoretical shackles of traditional translation concepts, but also focuses on analyzing and translating texts through the cultural background of globalization, emphasizes the commonality between culture and political, religious economy and promotes the ecological spread of culture-loaded words to a large extent.

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EXPLORATION OF GREEN BUILDING DESIGN IN URBAN AND RURAL PLANNING PRACTICE FROM PSYCHOLOGICAL PERSPECTIVE

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Background: In the process of people's lives, analysis of people's psychological problems. If we can create a good humanistic living environment, people's living conditions will be improved. At the same time

in a good environment can also improve the quality of life and work quality. At present, in the worsening environment of market economy, people's life pressure is increasing, psychological problems occur frequently, therefore, the humanistic environment is an important part of urban and rural planning. At present, in the process of project construction, the actual choice and layout are determined by the convenience of project construction or the cost of land. This method has a serious impact on the overall planning of urban and rural areas in the process of practice, and cannot meet the design objectives of green buildings. In addition, there is the impact of materials, some urban and rural buildings are the use of inferior materials, which is the psychological and social impact of the environment is very high. Based on this, the application of green building design method is one of the main measures to improve inferior materials, which is the way to ensure reasonable site selection and rational use of building materials. In the process of practice, it is mainly in accordance with the relevant green ecological concept, in the design process, the use of good building materials, style, ideas for design, so as to ensure that the building conditions and the surrounding environment can have a close relationship, so that the original environment will not be affected by the building to maintain the original green ecology.

Objective: Urban and rural planning refers to the planning and design carried out by the relevant departments through overall planning. In practice, it makes rational use of natural resources to optimize people's lives, so as to improve residents' living quality and promote residents' physical and mental health. In the urban and rural development, the work of urban and rural planning is very important, and can effectively promote urban and rural modernization.

Subjects and methods: Psychology is a science that studies human psychological phenomena and their mental functions and behavioral activities under the influence of human psychology, taking into account prominent theoretical and applied (practical) characteristics. In urban and rural architectural planning and design, the application of psychology, harmonious green development management is a very important content of architectural planning and design, and it is also the main way to ensure the harmony between architecture and nature. In the process of practice, combining with the analysis of people's psychology and promoting people's physical and mental health, the concept of green building can effectively accelerate the urban and rural planning more in line with social development, and play a great role in promoting the coordination of architectural economy, improving the environment and social benefits. Therefore, it is of great significance to study the application of green building design in urban and rural planning from the perspective of psychology. This paper studies the green building design in the practice of urban and rural planning, including the application of green building in site selection, green building layout, green building in ecological balance. Analysis of residents' psychology, today's residents not only pay attention to the integrity of the building, safety and beauty, but also concerned about green, more concerned about building maintenance. Therefore, based on the above points, this paper investigates and analyzes the impact of green building design in urban and rural planning practice under the psychological perspective. Random selection of 200 people as the survey, age unlimited, gender unlimited, occupation unlimited. Questionnaire survey was conducted, and the questionnaire was required to be completed once and for all, with a time limit of 15-20min. A total of 200 questionnaires were distributed and 186 questionnaires were retrieved, with a recovery rate of 93%. There were 181 valid questionnaires with 90.5% effective rate. Among them, there were 2 overtime questionnaires and 1 consistent questionnaire. Two questionnaires with less than 50% of the questions were invalid. Make statistics on all data using Excel. Analyze the influence of green building design in urban and rural planning practice from the psychological perspective.

Results: In order to reduce the large error caused by personal subjectivity in the evaluation, the results of the survey are rounded off by the method of rounding off the results obtained by 200 people in order to reduce the large error caused by the individual subjectivity.

Table 1. Influence of green building design on urban and rural planning from psychological perspective

Content	Integrity	Safety	Aesthetic quality	Green environmental protection
Popular appraisal	3	4	4	4

Conclusions: In a word, the application of green design based on psychology in urban and rural planning can not only improve the environmental and scientific quality of urban and rural planning, but also meet people's psychological needs and basic requirements of urban and rural planning. As far as the current urban and rural planning is concerned, it has not been fully applied in practice. Therefore, in the urban and rural planning work, the relevant staff to start from the psychological residents. And in accordance with the relevant design requirements, do a good job in the design of innovation, optimization, to meet the requirements of green design, and to study and deliberate, so as to ensure that green building design can be applied in urban and rural planning.

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THE RELATIVITY ANALYSIS OF SOCIAL PSYCHIATRY THEORY AND MARXIST CRITICAL IDEA

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Background: Social psychiatry theories are mainly biological (mainly hereditary), psychological (various psychological theories such as psychoanalysis, behavior, cognition, personality, etc.), and social (environmental, cultural, etc.) theories. The combination of social psychiatry theory and Marx's main doctrine is the Marxist view of human nature. Marxist view of human nature is the scientific method and basic viewpoint of Marxist founders to understand the human world. It originates from Marx and Engels' criticism of capitalist society and summary and reflection on the practical experience of the real world. Marxist view of human nature systematically analyzes the cornerstone, motive, approach and ultimate goal of human existence and development, and makes an overall analysis of historical and realistic people, which is the fundamental basis for us to explain all phenomena in the human world. Based on practice, Marxist view of human nature criticizes the abnormal development and alienation of human beings and sets up the value goal of free and all-round development of human beings. It is of great theoretical and practical significance to restate Marxist view of human nature. In order to achieve the goal of building a harmonious socialist society in contemporary China, especially to ensure the stable and sustainable development of the ability of social harmony, we can and should take the Marxist view of human nature as one of the important guiding ideology of building a harmonious society, and put it into the practical process of molding harmonious personality, that is, to realize the application of Marxist view of human nature to ensure the sustainable development of the socialist harmonious society in China.

Objective: For the capitalist era, Marx's "time diagnosis" is the basis of his inner problem consciousness. In a sense, we are still in the historical era pointed out by Marx, and the development of contemporary Chinese academic theory has not deviated from the theoretical effect of Marx's criticism of modernity. As the basic perspective of contemporary interpretation of Marxist philosophy, the criticism of modernity has the general characteristics. The establishment of this basic theoretical perspective will help to overcome the limitations of the traditional interpretation system and discipline system, and deepen our understanding of the inherent logic and historical development of Marxist philosophy.

Subjects and methods: Generally speaking, the concept of criticism has become a basic theoretical paradigm and spiritual principle through Kant's philosophy. On the one hand, for Kant, the modern age, as the age of enlightenment, means to reject the legitimacy and rationality of all things without rational examination. The spirit of rational criticism is the basic connotation of the spirit of enlightenment. Criticism means the reflection of reason. Only through the reflection of reason can we establish the rationality and legitimacy of things. This basic idea established the fundamental form principle and the spirit makings for the enlightenment. On the other hand, this critical spirit does not mean that reason has become the absolute basis, on the contrary, reason itself should accept its own criticism and reflection. Only by self-examining and grasping the conditions and scope of its own use, can reason avoid arrogation of its own use, which means that reason is really mature. The basic task and significance of Kant's critical philosophy is to clarify the premise and delimit the boundary for the rational criticism. The critical spirit, elevated to the philosophical level, is not a general denial, rejection or query, but a method to grasp the internal basis and limits of things.

Study design: Horkheimer claims that criticism makes unremitting efforts to trace back to the source, distinguish phenomenon from essence, and inspect the basis of things. It is in this sense that Kant's critical philosophy gets rid of dogmatism and abstract skepticism, and plays a very unique role in shaping the modern critical spirit, which can be said to be the sign of enlightenment rationality getting rid of absolutism. The correlation between social psychiatry theory and Marxist critical theory was analyzed by questionnaire. Randomly selected 500 people to conduct a questionnaire survey, a total of 500 questionnaires, back 485 questionnaires, 476 effective questionnaires. The content of the questionnaire is mainly from the spiritual, cognitive and cultural aspects of the theory of social psychiatry.

Methods: All data is processed using the PASW 18.0 package and Excel 2007.

Results: The results of this survey are determined by means of 1 to 4 grades, quantitative influence values of specific factors, 1 indicating irrelevant, 2 indicating general influence, 3 indicating obvious influence, and 4 indicating full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation values of 500 people are adopted and the average number is