

in Table 1.

Table 1. Influence of educational psychology in the professional interactive development model of English teachers in universities

Factor	Solve teaching problems	Theory is combined with practical application
Grades	4	3

Conclusions: Team members must strictly follow the prescribed steps in the process of interaction, discuss step by step, identify the person responsible for each process guidance if necessary, and improve the recording principles to track decisions, behaviors, and evaluations to ensure that each interaction has a concrete effect. The implementation of the new model must be based on mutual trust and assistance. Harmonious interpersonal relationship is the foundation. Teachers should eliminate barriers and make efforts to improve their teaching ability, research ability and students' academic level with a professional attitude.

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FUNCTIONAL TRANSLATION THEORY BASED ON EDUCATIONAL PSYCHOLOGY AND ITS TRANSLATION PRINCIPLES AND METHODS

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Background: With the development of the times, economic and cultural exchanges between countries are becoming more and more frequent, and the exchanges between Chinese nationals and foreign residents are becoming closer and closer. Therefore, the translation industry has also made great progress, with more opportunities and higher treatment for translators. In addition, the translation of foreign literary works is an important way for China to absorb foreign culture. Translating and exporting Chinese literary works is also an important way for China to export culture. In the 1970s, functional translation theory was put forward and had an important impact on the translation circle. Functional translation theory is based on Skopos theory, which makes people recognize translation, that is, the translation process is a purposeful behavior. Translators need to translate on the premise of considering the needs of readers and customers, pay attention to diversified translation, and then improve the quality of translation.

Functional translation theory plays an important role in foreign language teaching, which can significantly improve students' translation level and improve foreign language learning efficiency. However, when students are still in the primary stage, functional translation theory can well compare the similarities and differences in the structure and grammar of the two languages, and has no strength to improve students' cognition of the basic characteristics of foreign languages and quickly cultivate and improve their reading and translation skills. However, the accuracy of functional translation theory depends on the translator's mother tongue translation means, which does not play the role of the translator's mother tongue in the transfer of foreign literature. In addition, functional translation theory also relies on the translator's grammatical habits and emphasizes the comparison between mother tongue and foreign language. Therefore, the translation content based on functional translation theory is seriously divorced from the teaching of text reading, which is not conducive to students' language training. The study combines educational psychology with functional translation theory, hoping to make up for the defects of functional translation theory and improve students' performance.

Objective: Functional translation theory is widely used in the teaching of foreign language beginners and plays an important role. However, functional translation theory is seriously divorced from text reading teaching, which affects students' language training. Therefore, the study combines educational psychology with functional translation theory, hoping to make up for the defects of functional translation theory and improve students' achievement.

Subjects and methods: 300 foreign language majors were selected from 6 universities by stratified cluster sampling, including 196 boys and 104 girls. Evaluate the teaching effect of foreign language teaching methods according to students' test results.

Research design: According to students' majors, students were divided into three groups: English group, Russian group and German group, with 100 people in each group. Using the random number method, each large group was divided into two groups, namely the study group and the control group, with 50 people in each group. The research group adopts the teaching method of the combination of educational psychology and functional translation theory. The control group adopts the teaching method based on functional

translation theory. After six months of teaching, the teaching effect of foreign language teaching method is evaluated according to the students' test results.

Methods: The students' academic achievements were counted and analyzed by software SPSS 17.0.

Results: After teaching, the foreign language scores of the study group and the control group of the three groups were significantly improved ($P < 0.05$), but the foreign language scores of the control group were significantly lower than those of the study group ($P < 0.05$), as shown in Table 1. It shows that the teaching method of the combination of educational psychology and functional translation theory is more effective.

Table 1. Results of students in English Group

Timing	English achievement		<i>t</i>	<i>P</i>
	Research Group	Control group		
Before teaching	65.3±14.2	66.1±15.8	0.147	0.852
After teaching	86.7±10.4	75.7±14.9	8.051	0.009
<i>t</i>	9.475	4.352	-	-
<i>P</i>	0.001	0.043	-	-

Conclusions: Educational psychology can effectively make up for the defects of functional translation theory in teaching. The teaching method combined with functional translation theory can effectively improve students' foreign language achievement and translation level, and contribute to China's cultural exchange.

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RESEARCH ON COPING STRATEGIES OF CONSUMER BEHAVIOR BARRIERS IN MARKETING

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Background: With the development of science and technology and economy and the arrival of the era of economic globalization, China's market economy is developing rapidly, and the marketing of major enterprises is becoming more and more frequent. Marketing refers to the process and system in which enterprises create or transmit and communicate value to consumers for their own profits, so as to create economic value for customers, consumers, partners and the whole society. Specifically, it refers to the process in which the relevant staff carry out business activities and sales activities for the market. For enterprises, marketing is the basis and goal of marketing activities. In the last century, economists and financiers pointed out that the essence of marketing is to trigger marketing in the market environment through a series of effects, so as to guide consumers to make purchase decisions. Marketing is the most important part of an enterprise, including brand marketing, hunger marketing and other marketing means. Through marketing, enterprises can improve the brand awareness of their own products, form a good reputation, attract more consumers to buy their own products and increase the turnover. With sufficient funds, enterprises can improve the production quality and service quality of their products, improve the effect of word-of-mouth and marketing, and form a virtuous circle. Therefore, marketing activities are very important for the survival and development of enterprises.

Consumer behavior disorder refers to the factors that affect consumers to make purchase decisions. In previous studies, consumer behavior barriers are generally divided into six types, namely money cost barriers, image cost barriers, action cost barriers, learning cost barriers, health cost barriers and decision-making cost barriers. Among them, money cost barrier means that consumers have limited funds and are unable to buy products. The obstacle of image cost is that the image of the product is inconsistent with the expectations of consumers. The action cost is the action obstacle in the process of purchasing products, such as distance, operation complexity, etc. Learning cost barrier means that some products can only be used normally after consumers learn, which takes a lot of time. Health cost hindrance means that the product makes consumers worry about health, which affects the sales of the product. Decision cost barrier refers to consumers' trust in products. Consumers here not only refer to individuals, but also include consumers' family and friends' trust in products. Consumer behavior disorder is the biggest problem in the process of marketing. Discussing and studying the coping strategies of consumer behavior disorder in