

universities, this paper puts forward improvement strategies, trains teaching staff to have correct cognitive psychology, so as to maintain a positive attitude and maintain sufficient confidence in teaching and students. Overcome teachers' psychological obstacles. Establish a comprehensive performance management and salary and welfare system to improve the work enthusiasm of teaching staff. The results of the questionnaire show that the research objects have a higher recognition of improving the human resource management model in colleges and universities. It shows that improving the mode of human resource management in colleges and universities can improve the level of human resource management in colleges and universities, and provide a certain reference basis for the reform of human resource management in other enterprises.

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## PHILOSOPHICAL THINKING ON THE “LOCALIZATION” PERSPECTIVE OF PSYCHOLOGICAL HETEROGENEITY IN CROSS-CULTURAL TRANSLATION

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**Background:** Culture is the historical precipitation of material and spirit formed and developed in the long process of communication between human with nature. It is also the most stable and safe thinking cognitive structure necessary for human existence and it is the criterion of communication among the members of the society. Culture enables people to receive a particular view of the world and outlook on life in their subconscious. It is precisely because of the characteristic system of language symbols formed in different cultural systems, and the differences in ideology of the nation produced by this make the East and the West have different ways of thinking. From a language point of view, the language system produced by different cultural systems has its own unique linguistic, language and phonological characteristics. From the perspective of culture, the difference of history and material living environment will inevitably bring different associations and metaphoric meanings to the spiritual paradigm and aesthetic standards of the group and the language symbols used. From the perspective of cognitive theory, different cultural backgrounds will cast different cognitive forms, thinking patterns and aesthetic tastes. This is due to the difference in thinking mode caused by cultural differences, which inevitably leads to the difficulties and obstacles of the equivalent restatement in the relative meaning of cross-cultural communication.

**Subjects and methods:** Starting from the dimension of people's thinking differences caused by different cultural differences between the East and the West, this paper discusses the main causes of obstacles in cross-cultural translation from a philosophical perspective, and finally puts forward the principles of “localization” of heterogeneous culture in cross-cultural translation. It is hoped that the discussion in this paper will have some reference value for Chinese translators to carry out cross-cultural translation practice under the background of globalization.

**Results:** The heterogeneity of culture is the state. The difference between the nation and the times is the basis and prerequisite of the existence of translation, and it is also an important challenge facing translation in the cross-cultural background. The first scholar to search for heterogeneous culture translation is Eugene Nida. His “dynamic equivalence” theory first pointed out that the characteristics of cultural heterogeneity are the difference of cultural system based on language. This difference determines the different values and meanings of human groups that hold different languages. Lawrence Venuti, the representative figures of contemporary deconstructionism, emphasizes that the heterogeneous culture makes the intercultural exchange and adaptation to each other to get a new life. The purpose of translation is not to pursue the complete elimination of the differences between language and culture in the translation, but to express the difference as far as possible in the process of translation. The Chinese scholar Fu Lei, Qian Zhong Shu put forward the inner spirit and external shape of the “translation myth” which is based on the theory. Translation can not only search for equivalents from literally, but from the purpose of culture and thought in two languages. “Treating the original text, we should consider the author's national cultural background as a guide; carefully consider the psychological and social effects of the translation to the readers.”

Poetic concise combination and formal logical idea filling. Poetic sentence patterns of Chinese ancient poetry under Chinese system and the representation of logical form in English are also specific expressions of their cultural and philosophical cognition forms in language. A sentence without a subject conforms to poetic linguistic and linguistic nature of Chinese. However, English attaches great importance to grammatical forms. Chinese does not have a formal mechanism like English, and its expression of grammatical meaning is realized through the poetic combination of words. This requires translation subject

in translation from Chinese into English should pay attention to the language structure and logical, they must meet the English thinking logic code, and form the logical representation of logical relations, so that we can conform to the logical thinking mode of English syntax. Therefore, the subject of translation must be familiar with the linguistic and linguistic nature differences between the two cultures fertile soil.

**Conclusions:** The individuation of national culture is an intrinsic motivation for a nation to be able to improve and develop in the world culture. And multiculturalism is the driving force of world culture to depend on each other, promote each other and learn from each other. A culture and language with a long history culture can be continued and developed if it has a stable use group. The stubbornness and individuality of a particular culture will not be eliminated by the globalization of culture. The translation of “foreignization” also needs to seek the acceptance and recognition of the original culture, to conform to the thinking mode of the original culture, the cognitive aesthetic psychology and its pragmatic and pragmatic language, the practice of cross-cultural translation has enabled the “localization” of heterogeneous culture to be well demonstrated.

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## THE PSYCHOLOGICAL DUAL EFFECT SYSTEM OF REASONABLE DIET AND PHYSICAL EXERCISE HAS AN IMPACT ON WEIGHT LOSS

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**Background:** In recent years, Chinese residents’ living standards have greatly improved, and people’s demands on “eating” have also become more and more high. Teenager during physical growth period, requirement on dietary is very strict, dietary pattern will directly affect teenage physical health. Li Lin-Feng in his thesis, he researched on Changsha city University student dietary pattern, and pointed out that by far university students’ dietary pattern has not been so reasonable, from which three meals collocation were relative single university students’ demands on cereal, vegetables and other food were little that directly affected their physical healthy levels.

**Study design:** The paper summarizes formers’ research results, through data collecting and numerical model establishment, it constructs reasonable diet and physical exercise double-effect system, finally gets obesity group three meals’ collocation heat energy and nutrient intake criterion, as well as each age group obesity group physical exercise intensity criterion.

**Subjects and methods:** The paper constructs reasonable diet and physical exercise double-effect system through data collecting and numerical model establishment.

**Principle Analysis:** For contemporary people, losing weight has become a most hot noun. In current stage, main ways in losing weight are Bella-contour, drinking slimming tea, eating diet pill, acupuncture weight loss, hunger and exercise therapy. Throughout these methods, no method is very effective and without side effect, so the paper presents reasonable diet and physical exercise double-effect system so as to achieve the purpose of losing weight.

**Obesity group physical exercise intensity:** Physical exercise is a kind of good habits, however by far due to affected by work stress; many people don’t have time to participate in physical exercise. It is another inducement for obesity generation. Table 1 is statistical of obesity group physical exercise habits:

**Table 1.** Obesity group physical exercise habits statistical table

	Male (%)	Female (%)
Frequently take exercise	35.71	37.80
Sometimes take exercise	62.20	56.39
Never take exercise	43.61	64.29

This shows obesity group physical exercise times are not so high, especially for female, person number proportion that never take exercise is obvious higher than that of male. It is also the main cause that number of females is more than male in current stage obesity group.

**Results:** It utilizes numerical analysis, establishes mathematical model, finally designs a set of