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ON THE LOGICAL THINKING OBSTACLES IN THE TRANSLATION OF INTANGIBLE CULTURAL HERITAGE PUBLICITY

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Background: There are some logical thinking obstacles and deficiencies in the publicity translation of intangible cultural heritage. China has a long history. Through 5000 years of cultural precipitation, it has gathered the efforts and wisdom of many ancestors. The cultural differences between China and the West are reflected in many aspects such as history, culture and development. In terms of word modification, English is difficult to express the artistic conception of Chinese words, and the description of some words in Chinese cannot even find the corresponding English expression. The thinking angles and related characteristics of the two cultures are different, which has caused no small logical thinking obstacles to the publicity translation of intangible cultural heritage. Due to the extreme impression of foreign people from the late Qing Dynasty to the Republic of China, the foreign impression of China is deeply influenced by old ideas, which also has an impact on the publicity translation of intangible cultural heritage. At present, the translation method of publicity has not been recognized by the western people, and relevant adjustments need to be made, otherwise the western people cannot well understand the translation content of publicity, which is contrary to the original intention of publicity translation.

In addition, the malicious propaganda of some foreign countries has tarnished China's image, resulting in a general misunderstanding of China's impression by the western people. This needs to be treated seriously by translators. If there are some errors, it may aggravate this misunderstanding and greatly reduce the effect of publicity translation of intangible cultural heritage. Although there are many personnel engaged in the publicity translation of intangible cultural heritage, their professional quality needs to be improved. Many Chinese writing techniques, rhetorical usages and some related historical knowledge need to be carefully pondered, otherwise the subtlety of words and sentences cannot be translated without a little attention. Therefore, foreign publicity translators need to be very proficient in Chinese culture and meet the requirements of personal professionalism. In translation, we should fully express the meaning of Chinese characters, and do not copy mechanically and distort the original meaning. The translator needs to have a solid foundation in writing, be able to skillfully use various translation skills, and enable the western people to experience the charm of Chinese culture and the beauty of words from the translated words. In addition to the above reasons, the publicity translation of intangible cultural heritage is also limited by the late start of translation. Because the translation time is not long, there are not many preserved materials, and there are fewer references for reference. In this regard, there are reasons for insufficient attention to the publicity translation of intangible cultural heritage, and most of the attention is focused on literary books. There is no special system to support the publicity translation of intangible cultural heritage.

Objective: By strengthening the government's management and providing policy and human and material support, translators can get more references and speed up the process of translation, so as to promote the good development of intangible cultural heritage publicity translation. Strengthen the cultivation of translators' professional quality and improve their literary self-cultivation. Through many translation practices, they can more clearly grasp the differences between Chinese and Western cultures, exercise and improve their comprehensive quality, and enable them to better deal with the publicity translation of intangible cultural heritage. In this process, the Chinese and Western cultures are de roughed and refined, so as to get better translation works. The cultivation of professional talents of publicity translation also depends on special translation institutions. Therefore, we should speed up the establishment of professional translation institutions and provide more talents for publicity translation to make up for the previous shortcomings.

Subjects and methods: 530 English majors from 7 universities were selected by stratified random sampling. These students came from different majors and countries. 530 questionnaires were distributed to them. The number of recovered and effective questionnaires were 512 and 507 respectively, and the recovery rate and effective rate were 96.60% and 95.66% respectively. The questionnaire is compiled according to the publicity translation works of intangible cultural heritage. The data collected in the questionnaire are processed and analyzed by SPSS software. The relevant scoring standard is grade 1-5. The higher the score, the higher the degree of correlation. According to the data of the questionnaire, this paper studies the improvement effect of intangible cultural heritage publicity translation.

Results: Through the analysis of the survey results, the proportion of Chinese and American postgraduates who evaluate the publicity translation of intangible cultural heritage to varying degrees is

shown in Table 1.

In Table 1, although most postgraduates majoring in English have affirmed the intangible cultural heritage translation works, there are still areas for improvement.

Conclusions: After the implementation and improvement of relevant measures, the process of intangible cultural heritage translation has taken a big step forward, and the quality of translated works has been significantly improved. We need to continue our efforts to translate higher quality works.

Table 1. Proportion of Chinese and American postgraduates majoring in English evaluating intangible cultural heritage publicity translation works to varying degrees

Graduate students majoring in English	Very good	Better	Commonly	Not good
China (%)	39.41	55.64	3.92	1.03
America (%)	57.18	38.97	3.01	0.84

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CONSTRUCTION OF CONFORMITY PSYCHOLOGY INTEGRATION OPERATION SYSTEM OF TOURISM INDUSTRY AND CULTURAL INDUSTRY IN THE NEW ERA

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Background: With the advent of the information age, industrial boundaries are constantly shrinking or gradually disappearing under the technical support of digital integration. Global industrial integration has become a major opportunity for historic changes in industrial structure. For the cultural industry and tourism industry, industrial integration is undoubtedly a new industrial revolution that is taking place and survival of the fittest. Based on the mutual integration of cultural industry and tourism industry, the cultural tourism industry is likely to bring unprecedented huge business opportunities to China's cultural industry and tourism industry. Although tourism industry and cultural industry are not independent industrial categories, they both belong to the category of service industry.

Study Design: At present, China's economy has entered a new normal, and its economic development is characterized by rapid development and emphasis on quality. Based on the theory of industry division, industry integration, the tourism industry, cultural industry, industry convergence concepts on the basis of the analysis, with the help of the theoretical research results of scholars at home and abroad, discusses the development of tourism and cultural industry integration feasibility, necessity, and the internal mechanism and external force in the development of fusion. At the same time, this paper analyzes the practice of tourism and cultural industry integration in recent years, uses concrete examples and figures to show that cultural tourism integration shows a momentum of vigorous development, and points out the existing problems and deficiencies, and puts forward countermeasures and suggestions.

Subjects and methods: The objective index system consist of the index describing the tourism city itself and the index describing the development level of tourism industry and cultural industry. According to the analysis above, this study in the statistical yearbook of cities, the tourism industry and cultural industry indicators described, together with the article in the new period of the fusion of the tourism industry and cultural industry on how to construct the index system of operation system.

Results: This paper mainly uses the evaluation index system to obtain the changes in the level of the integrated operation system of tourism industry and cultural industry in a city in recent three years.

Conclusions: Tourism industry and cultural industry have natural coupling, they are bound to integrate development under the joint action of internal power and external thrust, and the integration degree will be deeper and deeper. The state strongly supports the integrated development of tourism and cultural industries, and the enthusiasm of all localities is very high. The integrated development of tourism and cultural industries is in a rare period of opportunity for great achievements. In this paper, based on the background of China's economy into the new normal, based on the theory of industrial division of labor, the industrial integration and so on, related to the development of tourism and cultural industry integration theory has carried on the preliminary summary.

Table 2. Objective statistical indicators of a city in recent three years