

students, including socio-cultural adaptation and psychological adaptation. Care about the mental health problems of foreign students, so that they can also feel the warmth of the campus in a foreign country, and increase the cultural identity of Southeast Asian students.

Key words: southeast asian students - psychological adaptation model - cross cultural psychology

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TRANSLATION ANALYSIS OF COMMODITY MARKS IN THE FIELD OF INTERNATIONAL TRADE AND ECONOMY BASED ON CONSUMERS' PSYCHOLOGICAL NEEDS

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A trademark is the shell of a commodity. A unique and novel trademark can attract the attention of consumers and bring the finishing touch to the commodity. Accordingly, as a result of commodity internationalization, trademark translation has increasingly become a "hot" issue of practical significance. As a special competitive language symbol, trademark carries different functions from general language symbols. With the rapid development of commodity economy and the frequent exchanges of international trade, the naming and translation of trademarks as commodity signs have become more and more important and influential. Trademark translation is a cross-cultural communication activity. Successful trademark translation can better meet the consumer psychology of consumers. It can not only further guide consumers to buy goods and stimulate consumers, but also improve customer loyalty and enable enterprises to win better reputation in the market. This paper will analyze the impact of commodity logo translation in the field of international trade and economy from the perspective of consumers' psychological needs, and give some reasonable suggestions.

Key words: consumers - psychological needs - international trade and economy - trademark translation

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THE INFLUENCE MECHANISM OF COMMUNITY INTERACTION ON THE MENTAL HEALTH OF TRAVEL AGENCY CONSUMERS

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Objective: The research focuses on the relationship between community interaction and consumer mental health in tourism agencies.

Method: It constructs a mental health model of the mechanism of tour groups' community interaction, taking perceived risk, perceived entertainment and trust as mediating variables, taking community identification and knowledge acquisition as moderating variables, exploring the psychological problems of such people, adding group comparison between the young and the elder.

Result: Through the results, it is found that the impact of social interaction on consumers' perceived entertainment and trust is more significant. Social identity helps to reduce the high incidence of mental diseases by social interaction tie, while knowledge acquisition can improve customer psychological and emotional stress and physical health under the adverse impact of perceived risk.

Conclusion: Through group comparison, for young customers, the influence of community interaction on mental health is negative, while for middle-aged and old customers, the influence of community interaction on mental health is positive. It also leads to greater cure of psychological problems through perceived enjoyment.

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EFFECTS OF DIFFERENT PHYSICAL EXERCISE ITEMS ON MENTAL HEALTH OF FEMALE COLLEGE STUDENTS

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Nowadays, many female college students in China have different degrees of mental health barriers. Such as "depression", "psychosis", "neurosis", "physical and mental disorders" and so on. More importantly, mental and psychological diseases have threatened the lives of college students, and there are many people who commit suicide or have suicidal tendencies. In the process of carrying out quality education in an all-round way, the mental health of college students has become the focus of physical education in Colleges and universities. As an important part of school education, physical education aims to improve students' health, enhance students' physique and promote the development of students' mental health. According to previous studies, physical exercise can promote the mental health of college students. The effect of physical exercise on mental health is affected by many factors. Physical exercise can regulate mood, enhance mental health, alleviate anxiety and depression. Therefore, it is very necessary to study the impact of different physical exercise items on the mental health of female college students and put forward measures to alleviate the mental health obstacles of female college students.

Key words: physical exercise - mental health - college girl

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COMPUTERIZED ADAPTIVE DEVELOPMENT TEST OF COLLEGE STUDENTS' SOCIAL ANXIETY

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College Students' mental health problems are receiving increasing attention, and social anxiety is one of the major psychological problems with high incidence and long duration, which affect their achievement and interpersonal harmony. Social anxiety refers to the individual's significant or lasting fear of one or more social occasions. It is a common anxiety symptom. Individuals with social anxiety are more sensitive to interpersonal relationships, and they are more difficult to communicate directly with people face to face. At present, social anxiety has become a common anxiety symptom among college students and seriously affects college students' mental health. Therefore, the research on College Students' social anxiety is more urgent. At the same time, considering the universality and harmfulness of social anxiety symptoms, it is very necessary to measure, screen and evaluate these symptoms efficiently and accurately. With the development of the times, computer technology is more and more widely used in our life. Therefore, it can be considered to apply computer technology to college students' social anxiety test, which can improve the diagnostic effect, greatly reduce the number of test questions and reduce the test burden.

Key words: college students - social anxiety - computerization -adaptive test

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SURVEY OF COLLEGE ENGLISH ONLINE COURSE LEARNING ANXIETY AND ITS INTERVENTION COUNTERMEASURES

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With the development of network technology, learners can learn independently. Or interact with others in a cooperative way, or even use the course website for distance learning. All these have confirmed the superiority and feasibility of the network English teaching model compared with the traditional teaching model. While improving the teaching effect, new problems also appear. The