

Time	Situation	Semantics	Understand	Perception	Emotion
Before	2	2	1	2	2
After 1 week	2	3	2	3	3
After 2 weeks	3	4	3	4	3
After 4 weeks	4	5	4	4	4

Conclusions: The innovative scheme of college English translation teaching model constructed by the Institute can improve the patients with communication and cognitive impairment. The research provides suggestions for the teaching of English translation in colleges and universities, and trains high skilled talents suitable for the development of the industry.

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THE SOLUTIONS TO ANXIETY PROBLEMS IN THE PROCESS OF PROFESSIONAL TRAINING OF COLLEGE STUDENTS

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Background: Anxiety is an abnormal psychological bad emotion produced by the human body. Most patients are disappointed and sad. Medical psychologists believe that anxiety usually refers to people's adverse feelings such as risk, pressure and pain that exceed their acceptable range. At the same time, it is difficult for people to face and solve these problems. In the training process of different majors, college students need to have a variety of knowledge and skills, which will aggravate students' anxiety to a certain extent. At present, the common intervention measures are offering lectures on professional knowledge of mental health and targeted personalized psychological intervention. The former popularizes common psychological problems and the adverse effects of psychological problems to students through regular lectures on mental health knowledge, and provides students with channels to obtain psychological assistance. The latter alleviates and improves students' psychological problems through active psychological intervention measures, and sets up a special psychological counseling room to complete psychological counseling. However, these anxiety intervention programs are difficult to implement, poor effect and low real-time, so it is difficult to fundamentally solve the anxiety problems of middle school students in the process of professional training.

In this context, the anxiety improvement program must be combined with information network technology. The formulation of psychological intervention plan needs to hire professional psychological counselors. First, determine the learning objectives of professional courses and upgrade the teaching methods to a diversified and innovative model. When constructing the teaching system of professional courses, the makers need to combine the social situation and teachers' characteristics, and strive to achieve the integration of production, learning and research. School teachers need to determine and cultivate innovative compound talents with artistic cultivation and technical ability. Teachers need to efficiently achieve teaching objectives with the help of new media technology, train students' working ability through simulating enterprise working mode, and ensure that they have mature professional skills. Teachers and students need to teach in a flexible way to enable students to complete their learning in an independent environment. Second, improve the construction of teaching staff in colleges and universities. College teachers need to recruit double qualified teachers, which requires them not only to have very professional theoretical knowledge, but also to have the corresponding abilities of other majors. Teachers and students need to actively promote cooperation with enterprises. Schools should also hire new media professionals to participate in students' teaching according to the actual situation. Third, build a training base and implement a cooperative innovation model.

Objective: To explore the improvement measures of anxiety in the process of professional training of college students in the field of psychology, and complete the effect evaluation of psychological intervention program, in order to alleviate students' anxiety formed in the process of professional training and improve the overall quality education in colleges and universities.

Research objects and methods: Through the random grouping method, college students are divided into control group and experimental group. The control group carries out the general intervention scheme, while the experimental group adopts the intervention scheme combined with psychology. The number of students in each group was 100, and the intervention period was 2 months. After the intervention, the mental health

status of the subjects was analyzed by Self-rating Anxiety Scale (SAS). SAS score ≥ 50 is defined as anxiety state. The score range of mild anxiety, moderate anxiety and severe anxiety is 50-59 points, 60-69 points and more than 69 points.

Methods: The purpose of this study is to analyze the effect of anxiety intervention program in the professional training process of college students in the field of psychology through Excel data analysis software. In order to ensure the credibility of the research results, the survey subjects selected by the research institute are students of different grades in five schools.

Results: The anxiety situation of the experimental group before and after the psychological intervention of anxiety in the training plan of college specialty is shown in Figure 1. Before the intervention, the number of students with no anxiety, mild anxiety, moderate anxiety and severe anxiety in the experimental group were 34, 32, 18 and 16 respectively. With the increase of intervention cycle, the number of people in the experimental group without anxiety increased gradually. This shows that the anxiety of the students in the experimental group will be greatly improved after the intervention of anxiety psychology.

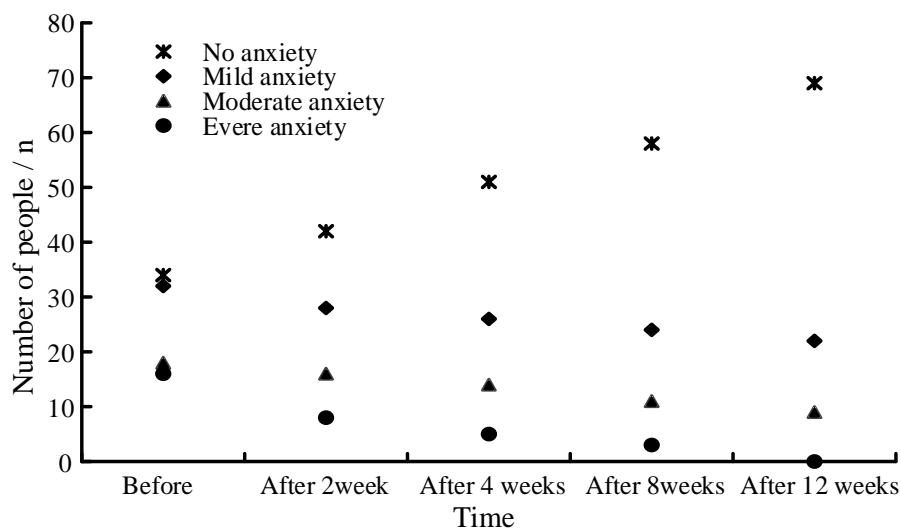


Figure 1. The anxiety of the experimental group before and after the psychological intervention in the training plan of college majors

Conclusions: The training plan of college specialty anxiety psychological intervention program can improve students' anxiety. The psychological intervention program constructed by the research institute can be applied to the intervention of school students' bad emotions. This program has certain promotion value and feasibility.

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APPLICATION OF SOCIAL PSYCHOLOGY IN NEW MEDIA ADVERTISING COMMUNICATION

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Background: Social psychology is an important science closely related to people's daily life. It can not only cover the advantages of all disciplines, but also add vitality to the long-term development of all disciplines. Social psychology was first proposed by Irving psychologist. This discipline mainly analyzes the instincts, communication, reactions, habits and other behaviors of groups. As a new category of language marginalization, sociopsychologists follow the guiding principle of human standard, and the research object is people in society. Social psychology plays a very important role in the process of social development and interpersonal communication. In the new era, the advertising communication effect of media cannot reach a very ideal state. Under the environment of personalized consumption and enhanced consumer awareness, residents are not particularly satisfied with the communication effect of enterprises and products. Some studies have pointed out that there is a big gap between the current advertising communication effect of enterprises and the expected results. Under this background, the enthusiasm of advertising users will