

process by analyzing the importance of ESP English teachers' psychological factors.

Study design: This study uses the field survey method to investigate students' preferences for different types of teachers through the university campus curriculum website. On this basis, BP neural method is used to classify the psychological factors of ESP English teaching, and the importance analysis method is used to analyze the importance of different psychological factors in the development of ESP English teachers' professional development and teaching relationship.

Methods: In this study, excel was used to make statistics and analysis of the survey data.

Results: The distribution of teachers' psychological personality tendency preference is shown in Table 1.

Table 1. Distribution of teachers' psychological personality preference

| Teachers' psychological personality tendency | Frequency | Percentage (%) |
|--|-----------|----------------|
| Academic knowledge tendency | 59 | 12.83 |
| Intellectual thinking tendency | 126 | 27.39 |
| Skill practice tendency | 39 | 8.48 |
| Moral trend | 57 | 12.39 |
| Humorous tendency | 179 | 38.91 |
| Total | 460 | 100.00 |

Table 1 shows the preference distribution of ESP English majors in Chinese colleges and universities for teachers' psychological personality tendency. It can be seen that ESP English majors in colleges and universities have the highest preference for ESP English teachers with humorous and intelligent thinking tendency in psychological personality, reaching 27.39% and 38.91% respectively. It can be seen that in the professional development of ESP English teachers. Changing the mentality towards these two directions is conducive to enhance students' love for themselves, and then establish a positive psychological information transmission mechanism in the relationship between teachers and students.

Conclusions: Educational psychology pays attention not only to the educated side in a teaching relationship, but also to the educational side in the teaching relationship. Through positive professional development in the teaching relationship, teachers can improve their psychological guidance ability for students, and then help students enhance their learning driving force and improve their learning effect while planning their own development process, so as to realize the two-way development, good development and common development of both sides in the teaching relationship, and provide an optimized path for the overall development of ESP English major in Chinese colleges and universities.

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A COMPARATIVE LITERARY STUDY OF THE CULTURAL TURN IN ENGLISH TRANSLATION UNDER COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a cognitive disorder between normal aging and dementia. In the past, it was called "slight impairment of cognitive ability" and now it is also called "cognitive impairment syndrome". It is characterized by the abnormal decline of memory, attention, cognitive understanding and other abilities inconsistent with the age of relevant patients. Although patients will have mild impairment of cognitive function to varying degrees, However, normal living ability is not affected. Cognitive impairment is not a single concept, but can be divided into three different types according to the degree and type of cognitive impairment of patients, which are memory impairment symptoms, non-memory impairment symptoms and multiple cognitive impairment symptoms. If patients with cognitive impairment have only a single memory function module damaged, they can be identified as a single forgetting cognitive impairment. On the contrary, if multiple memory function modules are identified as damaged, they are forgetting cognitive impairment in multiple fields. If the memory function module of patients with cognitive impairment is not impaired, they can be defined as non-forgetting cognitive impairment. If only a single non-memory cognitive function module is damaged, it can be identified as non-forgetting cognitive impairment. On the contrary, if multiple non memory cognitive function modules are identified as damaged, it is non-forgetting cognitive impairment in multiple fields. According to the survey, the probability of mild

cognitive impairment in the population is 3% to 36%. Once cognitive impairment occurs, it may turn into dementia without intervention. Because most patients with cognitive impairment have a certain degree of normal living ability, the impact on their own life is not serious enough to the bottom of the need for medical treatment, so patients and their families will delay the time of medical treatment, which will lead to the transformation of patients from cognitive impairment to dementia symptoms. Understanding exercise using artistic and literary information in daily life is conducive to the improvement of patients with cognitive impairment. In daily life, people with cognitive impairment have relatively weak ability to accept and understand art information, especially in the comparative literature research under the cultural turn of English translation. Therefore, this study will establish an English comparative literature learning model suitable for daily self-training of patients with cognitive impairment, and provide a new path for self-training of patients with cognitive impairment.

Objective: This study provides a more acceptable way of self-thinking training for patients with cognitive impairment by establishing an English comparative literature learning model for daily self-training for patients with cognitive impairment.

Subjects and methods: This study combines support vector machine with correlation analysis, correlates the main symptom types of cognitive impairment in patients with cognitive impairment with comparative literature training method, and makes impact analysis.

Study design: In this study, patients with cognitive impairment were selected from convalescent institutions and tested for basic cognitive ability. Support vector machine was used to classify the main symptoms of experimental personnel, and correlation analysis was used to connect the symptoms of cognitive impairment with comparative literature training method to verify the influential relationship between them.

Methods: In this study, Excel and algorithm programming are used to count and classify the data.

Results: The impact of comparative literature training on patients with cognitive impairment is shown in Figure 1.

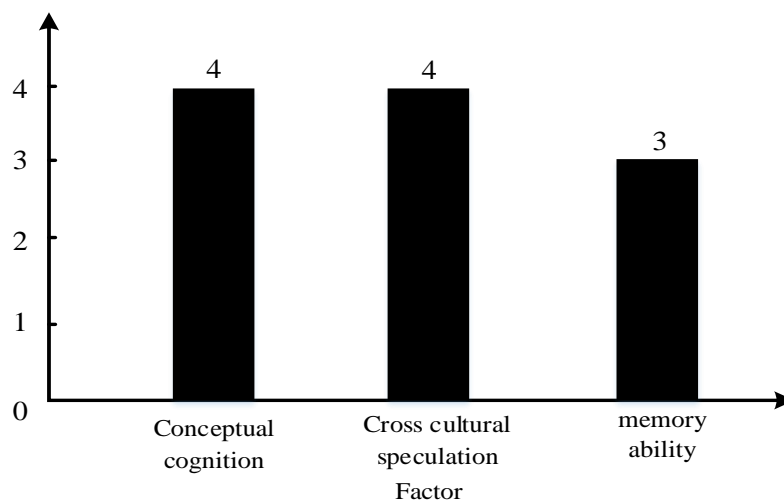


Figure 1. Effect of comparative literature training on patients with cognitive impairment

As shown in Figure 1, comparative literature training will have a certain degree of positive impact on basic concept cognitive ability, cross-cultural thinking ability and memory ability. The positive impact on basic concept cognitive ability and cross-cultural thinking ability is level 4, reaching a significant impact, while the positive impact on memory ability is level 3, reaching a significant impact. It can be seen that the comparative literature training method of English translation culture turn can take cross-cultural cultural speculation and literary concept interpretation as the main tools to promote the thinking of patients with cognitive impairment, so as to effectively improve the cognitive ability of basic concepts and cross-cultural speculation ability of patients with cognitive impairment. Although the positive impact of comparative literature training method on the memory ability of patients with cognitive impairment is slightly insufficient, it can still have no significant impact, this is due to the limitations of intervention methods, which is a normal phenomenon.

Conclusions: Because patients with cognitive impairment have a certain degree of normal living ability, they often postpone the option of medical treatment and choose to intervene through self-cognitive thinking training. This study takes the comparative literature training method of English translation culture turn as the main cognitive training method to help patients with cognitive impairment carry out daily

cognitive thinking training. The results show that the comparative literature training method of English translation culture turn will have a positive impact on patients with cognitive impairment in basic concept cognition ability, cross-cultural speculation ability and memory ability. Through low-cost cognitive training, patients with cognitive impairment can achieve effective self-help in their daily life.

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THE INFLUENCE OF ADVERTISING MARKETING COMMUNICATION AND CONSUMER CONSUMPTION ANXIETY – FROM THE PERSPECTIVE OF CUSTOMER EXPERIENCE

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Background: Social anxiety is a typical irrational mentality, which refers to a widespread psychological state and emotion of tension, confusion and pessimism about the future. The anxiety psychology of people of different ages and different occupational attributes are different. For example, the anxiety psychology of teenagers is mainly based on recent and related trivia, and the consideration level is relatively narrow. The anxiety psychology of older groups is complex and multifaceted, and involves more networks and things. The anxiety psychology of students mainly comes from their studies or family, while the anxiety psychology of working-class people mainly comes from work relations, human sophistication and so on. The tension caused by anxiety and the suspicion, irritability, fear, frustration, confrontation, as well as the accompanying confusion of thinking, mental laxity, lack of confidence, and even psychological distortion, will have a negative impact on people's emotional regulation and behavior guidance. In serious cases, it will endanger personal physical and mental health and lead to antisocial behavior. When people make different psychological decisions and behaviors, they are not easy to be guided by different degrees of anxiety. Consumer consumption anxiety refers to a kind of indecisive, anxious and uneasy psychological emotion and performance caused by the influence and interference of various factors such as consumption emotion and consumption motivation, which further affects their purchase intention, shopping behavior and psychological mechanism.

Any commercial communication activity must have a clear intention, and advertising marketing communication is to carry out commodity publicity and promotion by means of advertising and other forms, and improve consumers' attention to commodities by conveying commodity information and corporate image to consumers. At the same time, advertising marketing communication promotes consumers to produce corresponding purchase behavior by guiding consumers' consumption tendency and psychological emotion. However, some bad businesses ignore the value and safety of goods in order to achieve high profits, and carry out a series of consumer promotion behaviors such as false publicity and advertising fraud, which damage consumers' physical health and psychological emotion and affect their experience perspective. For example, the aesthetic style of "white, young and thin" advocated by businesses will aggravate the appearance anxiety of female consumers, and then drive them to produce consumption intention and consumption tendency. Consumers' moderate consumption anxiety will promote its transformation to the good. Therefore, exploring the relationship between it and advertising marketing communication from the perspective of consumers' anxiety psychology will help to improve consumers' anxiety psychology from the perspective of behavior regulation and guide them to consume correctly and rationally.

Objective: To explore the internal and external drivers of consumers' purchase intention and the causes of consumers' consumption anxiety, and to explore the impact of advertising marketing communication and consumers' consumption anxiety from the perspective of psychology and consumer experience, in order to make a normal intervention on consumers' anxiety and consumption psychology, so as to improve their mental health level.

Research objects and methods: 1000 consumers of different ages and occupations were randomly selected as the research objects, and the anxiety psychology of consumers was adjusted with the help of self-rating anxiety scale. Then the research objects were randomly divided into groups to arrange different shopping behavior instructions and shopping intentions, consciously intervene in advertising and marketing, and then guide their rational consumption, then explore the influence and intervention mechanism of advertising marketing communication and consumer consumption anxiety.

Method design: Firstly, the degree of anxiety and willingness of daily shopping behavior of consumers were collected, and then they were randomly divided into groups according to the characteristics of subjects, and their shopping behavior intervention was carried out. After a period of four weeks, the anxiety psychology and anxiety level of consumers were collected by using the Self-Rating Anxiety Scale.