

accounting students, optimize the innovation education reform of accounting majors in colleges and universities based on educational psychology, pay attention to the organic integration of accounting curriculum content and innovation and entrepreneurship, and help accounting students in colleges and universities realize the development of innovation and entrepreneurship. starting from the psychological factors of accounting students, exploring the reform and development path of innovation and entrepreneurship education in accounting teaching is of great value to promote the development of students' mental health and the progress of professional education.

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FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY, THE LOGIC, DILEMMA AND PATH OF HIGH-QUALITY SERVICE OF LOCAL COLLEGES AND UNIVERSITIES TO THE NATIONAL RURAL REVITALIZATION STRATEGY

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Background: Social psychology is an interdisciplinary subject of psychology and sociology. It combines psychological theory with sociology to analyze the phenomenon and change characteristics of individual and group psychological activities under the background of social environment. Compared with the general psychology of analyzing natural individuals and social individuals respectively, social psychology discusses the internal special relationship between the research subject and social objects, analyzes the relationship between individuals and individuals and between individuals and groups, and studies the change law of psychological activities of individuals and groups from the perspective of sociology. From the individual level, social psychology analyzes the formation and development law of individual characteristics, studies individual psychological characteristics and performance, and deeply excavates the interaction between social situations and individuals. From the perspective of social groups, social psychology discusses the differences of psychological characteristics between different social groups, and analyzes the influence between social groups and individuals.

The proposal of rural revitalization strategy meets the needs of urban-rural integrated development, meets the requirements of reducing the development gap between urban and rural areas under the new situation, and has important practical significance for establishing the mutual supply and feedback mechanism between rural and urban areas. On the other hand, local colleges and universities serving the national rural revitalization strategy also has important value for the development of colleges and universities and the cultivation of college students. While delivering high-quality talents to rural areas through local colleges and universities serving the national rural revitalization strategy and promoting the revitalization of rural industries, colleges and universities serving the rural revitalization can also solve the problem of difficult employment of college graduates. From the perspective of social psychology, analyzing the social and humanistic phenomena in the process of promoting the rural revitalization strategy and understanding the psychological change law behind them can effectively improve the quality level of local colleges and universities serving the national rural revitalization strategy.

Objective: Under the guidance of social psychology theory, through the analysis of the psychological characteristics of social groups in the process of rural revitalization, this study explores the psychological characteristics of various subjects in the process of local colleges and universities serving the national rural revitalization strategy, analyzes the logic and ideas of local colleges and universities serving the national rural revitalization strategy with high quality, and discusses the significance and importance of local colleges and universities serving the rural revitalization strategy. It provides a reference for local colleges and universities to serve the promotion of the national rural revitalization strategy and policy. This paper deeply excavates the current situation of local colleges and universities serving the national rural revitalization strategy, analyzes the difficulties and challenges faced by local colleges and universities serving the rural revitalization, and puts forward corresponding countermeasures and solutions on this basis, hoping to protect the ship for promoting the modern development of rural industry.

Research design: Using Delphi method to analyze the efficiency value of the service scheme of colleges and universities serving the national rural revitalization strategy, analyze the internal logic and dilemma of colleges and universities serving the national rural revitalization strategy with high quality, and obtain the feasible path of colleges and universities serving the national rural revitalization strategy with high quality. Firstly, combined with the theory of social psychology, this paper combs the internal logic and path ideas of colleges and universities serving the national rural revitalization strategy, sorts out the ideas of different

service schemes of colleges and universities serving the national rural revitalization strategy, and establishes the service index system. The research then uses Delphi method to evaluate the efficiency of service construction indicators and analyze the weight of various service indicators, so as to provide reference for local colleges and universities to provide high-quality services for the national rural revitalization strategy. The research takes university managers and rural grass-roots managers as the consultation object, revises and arranges the index system through three rounds of consultation, empowers the indicators at all levels, and deeply excavates the difficulties faced by local university high-quality service national rural revitalization strategy from the perspective of university managers and rural grass-roots managers. Collect the suggestions of people from different angles on local colleges and universities serving the national rural revitalization strategy, and put forward the implementation path to improve the service quality on this basis.

Results: The analysis results of college managers and rural grass-roots managers on the dilemma of local colleges and universities serving the national rural revitalization strategy with high quality are shown in Table 1. At present, there are some problems in local colleges and universities serving the national rural revitalization strategy, such as insufficient service awareness of colleges and universities, insufficient internal development power of villages, loss of local talents in villages and lack of environmental supporting facilities.

Table 1. The analysis results of university managers and rural grass-roots managers on the dilemma of local universities' high-quality service and national rural revitalization strategy

Survey object	University administrators	Rural grass-roots managers
Insufficient service awareness of colleges and universities	4	3
Lack of internal driving force for rural development	3	4
Rural local brain drains	4	4
Lack of supporting environment	4	3

Conclusions: In order to improve the service quality of local colleges and universities serving the national rural revitalization strategy, the government should strengthen the relevant policy support for college graduates to return home and start businesses, attract more college graduates to return home and start businesses through the method of policy preference, and promote the promotion of rural revitalization strategy. rural areas should strengthen the docking service with colleges and universities, make use of the knowledge and technological advantages of colleges and universities, build service industrial parks, establish characteristic rural industries, give full play to the collective overall planning ability of rural areas, and realize the revitalization of rural industries. In the process of promoting the psychological challenges faced by rural colleges and universities, we should fully consider the psychological linkage between rural colleges and universities and local personnel in the process of promoting the strategic revitalization of rural colleges and universities.

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RESEARCH ON COLLEGE ENGLISH TRANSLATION TEACHING THEORY AND TRANSLATION SKILLS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology organically integrates pedagogy and psychological theory, studies the basic psychological change characteristics and laws of teaching and learning in educational situations, analyzes the psychological phenomena of teachers and students in educational practice, and discusses the interaction between the psychological characteristics of teachers and students. Educational psychology is the result of the expansion of psychological theory to the field of pedagogy. The fundamental purpose of educational psychology is to apply the theoretical knowledge or research results of psychology to practical educational activities, provide guidance for educational practice, and help teachers carry out curriculum design and teaching method reform in teaching activities. Using the theory of educational psychology as the basis to innovate and reform the educational model can effectively help teachers use positive educational