

understanding and mastery of English translation skills and knowledge, help college students deeply understand the concept of English translation, and deepen college students' understanding of the corresponding relationship between English original text and translation. College students should also maintain high learning enthusiasm and initiative in the process of English translation learning, independently summarize the knowledge of English translation skills and improve their English translation skills. The experimental results show that the adjusted college English translation theory and skills teaching model can effectively improve college students' learning psychological enthusiasm and psychological identity, and is of great value to promote college students' English learning.

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COLLABORATIVE INNOVATION OF DIGITAL ECONOMY AND RURAL TOURISM FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology studies the psychological phenomena of society and groups under the background of social environment, analyzes the psychological restriction thoughts and behaviors of individuals and groups, and analyzes the behavior characteristics of individuals under the inhibition of others or groups, including individual interpersonal attraction, social promotion, social obedience, interpersonal perception and other psychological representations. Social psychology organically integrates psychological theory and sociological theory. It is a marginal interdisciplinary subject between psychology and sociology, which is deeply influenced by the two disciplines. Therefore, there are always two theoretical viewpoints in different directions in social psychology. The two theoretical viewpoints have different emphases, which are divided into sociological direction and psychological direction. The two theoretical viewpoints analyze the phenomenon of social psychology from different angles, and explore the characteristics and laws of psychological changes of individuals and groups in social situations.

In recent years, digital economy has sprung up. With the progress and development of Internet technology, Internet digital economy has become an emerging economic model. The 13th Five-Year Plan puts forward the goal and task of vigorously developing tourism to promote the transformation of national economic structure. As an emerging business form of the tourism industry, rural tourism is an important opportunity to drive the transformation and upgrading of the rural economy. However, in recent years, the supply-demand balance of rural tourism has been broken and encountered the development bottleneck of business homogenization. Rural tourism is required to grasp the vent and reality of the rise of digital economy, organically integrate rural tourism and digital economy, and promote the coordinated and innovative development of rural tourism and digital economy, so as to improve the service quality and development level of rural tourism.

Objective: Under the guidance of social psychology theory, this paper analyzes the development status of digital economy and rural tourism, understands the problems and challenges faced by rural tourism in the development process, and puts forward new ideas and paths for the development and upgrading of rural tourism. The research discusses the significance and value of the coordinated development of digital economy and rural tourism, and analyzes the industrial efficiency of the coordinated development of digital economy and rural tourism, hoping to provide reference for the transformation of national economic structure and the development of rural tourism.

Research design: Using the theory of social psychology, this paper analyzes the individual psychological activities in the development of digital economy and rural tourism, analyzes the psychological characteristics and change laws of social individuals and groups, deeply excavates the potential social psychological background of the collaborative innovation of digital economy and rural tourism, and explores the direction and path of the collaborative innovation of digital economy and rural tourism. Based on the analysis of social and psychological factors, this study analyzes the problems and limitations existing in the development of digital economy and rural tourism, explores the entry point of the collaborative innovation development of digital economy and rural tourism, and constructs the hierarchical index system of the collaborative innovation development of digital economy and rural tourism. The research uses analytic hierarchy process to analyze the collaborative innovation development strategy and path of digital economy and rural tourism from the perspectives of resource integration, digital integration, employee quality training and brand influence construction, and makes auxiliary decision-making through index qualitative analysis, so as to provide direction reference for the collaborative innovation development of digital

economy and rural tourism. And through the pilot implementation of the collaborative development model, verify the feasibility and effectiveness of the collaborative innovation development model of digital economy and rural tourism.

Results: By comparing the psychological characteristics of tourists under the collaborative innovation mode of digital economy and rural tourism with the traditional rural economic development mode, the changes of tourists' psychological recognition and psychological tendency enthusiasm for rural tourism are shown in Table 1. The rural tourism development model under the collaborative and innovative development of digital economy can effectively improve the psychological enthusiasm and identity of tourists to participate in rural tourism, which is of great significance to promote the rapid development of rural tourism.

Table 1. Recognition of rural tourists and psychological changes

Survey object	Traditional development model	Collaborative innovation model
Psychological recognition	1.26±0.21	3.58±0.26
Psychological enthusiasm	1.13±0.26	3.47±0.31

Conclusions: Based on the theory of social psychology, this paper analyzes the social-psychological factors in the process of collaborative innovation development of digital economy and rural tourism, and explores the direction and path of collaborative innovation development of digital economy and rural tourism. The study found that in order to promote the further development of rural tourism and realize the transformation of rural economic structure, rural tourism should be organically integrated with digital economy, inject elements of the digital era, and improve the digital and networked development level of rural tourism. Rural tourism should strengthen industrial integration, expand the development dimension of rural tourism, realize the extension and interaction of rural tourism industry with the help of digital economy, grasp the guidance of market hot spots, and give full play to the characteristic advantages of rural tourism. Rural tourism should also maintain its natural characteristics according to local conditions, strengthen local geographical indications, launch tourism brands with local characteristics, and fully reflect the charm of rural tourism culture in combination with digital economy.

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ON THE EXPRESSION OF JAPANESE AND CHINESE PSYCHOLOGICAL CAUSATIVE STRUCTURES OF LANGUAGE MAJORS FROM THE PERSPECTIVE OF PSYCHOLOGICAL TYPICALITY UNDER COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the obstacles in the construction and cognition of individual knowledge structure. Individual's existing knowledge hinders the construction of new knowledge structure, or forms incomplete knowledge structure. Cognitive impairment is a conceptual meaning, and its cognitive scope is not limited to the cognition and construction of concepts and skills. The cognitive consciousness of the cognitive subject is directly related to its cognition and description of things. In the process of teaching, the cognitive subject has cognitive obstacles, which may come from the social, environmental, cultural and other factors of the cognitive subject. The two languages often show a state of separation. The two languages have different language characteristics and internal meanings. Therefore, there are often differences in the learning modes of the two languages, and this difference may lead to learners' cognitive obstacles to the two languages. Cognitive impairment patients lack the cognition of the common points between languages in the process of language learning, which leads to cognitive impairment of language learning.

The typical perspective of psychology originates from anthropologists' reference and cognition of color. People take the representative color as the positioning reference of focus color. From color to psychological