

methods of environmental engineering specialty in colleges and universities in combination with the learning characteristics of students with cognitive impairment. By optimizing the experimental teaching mode and establishing an open teaching environment, we can improve the learning efficiency of students with cognitive impairment on the professional knowledge of environmental engineering.

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## ANALYSIS OF LANGUAGE CHARACTERISTICS AND TRANSLATION SKILLS OF AEROSPACE ENGLISH UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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**Background:** Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception, thinking and language. Based on psychological knowledge, cognitive psychology theory absorbs the essence of modern information theory, cybernetics and other advanced theoretical achievements, and analyzes the process of individual psychological change from the perspective of experiment and information processing. Cognitive psychology believes that human cognitive process is the process of responding to external stimuli. Human cognition of knowledge or information goes through individual processing and storage, and finally stimulates individual sensory organs and enters individual memory. Cognitive psychology also emphasizes the enthusiasm of individuals in information search and processing. Individuals use strategies to actively search for information, process, store and express it. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition, which is mainly to explain the law of individual psychological changes in the process of cognition. In the theory of cognitive psychology, individual learning process is actually a process of gradual construction and improvement of knowledge, not only the absorption and digestion of knowledge, but also the process of using their own knowledge to build new knowledge. After the environment stimulates the individual to produce information, the individual obtains the ability through the internal cognitive processing of these information, so that the learning and the learning situation are always consistent. Therefore, cognitive psychology believes that the individual cognitive process is essentially the process of individual brain processing symbolic information. The main human activities include three aspects: cognitive activities, emotional activities and will behavior, which can be explained and expounded by the theory of cognitive psychology.

With the in-depth development of international aerospace technology in the new era, China's aerospace research is also deepening. In aerospace research, the translation and transformation of aerospace English has important auxiliary significance, which can effectively help aerospace workers and researchers use aerospace English to study relevant literature and form an effective international communication chain. However, aerospace English has many characteristics, such as strong professionalism and large vocabulary. In aerospace English, professional terms account for a large proportion, the complexity of professional terms is high, and the sentence structure in aerospace English is complex. Therefore, the translation of aerospace English needs the assistance of professional knowledge and certain aerospace English translation skills. As a professional English for science and technology, aerospace English is based on modern English and integrates professional aerospace related knowledge. There are many professional terms, newly created words and abbreviations in aerospace English, and it has special syntactic and lexical characteristics, so its translation is difficult. Therefore, the research is based on cognitive psychology, combined with the analysis of psychological characteristics of information cognition and processing, explores the language characteristics and translation skills of aerospace English, and puts forward the basic principles and strategies of aerospace English translation, so as to provide reference for promoting aerospace English translation teaching.

**Objective:** Starting from the individual information cognition and processing process, cognitive psychology analyzes the individual knowledge cognitive characteristics and psychological connotation memory from the perspective of psychology. Combined with the analysis of cognitive psychology, cognitive psychology deeply explores the language characteristics of aerospace English, and puts forward the translation skills and strategies of aerospace English. Through the analysis of the special language characteristics of aerospace English, this study explores the principles and strategies of aerospace English in translation, hoping to provide help for the development of aerospace English translation and promote the development of aerospace English related translation teaching.

**Subjects and methods:** By mean of reform pilot and comparative analysis, this study explores the

application effect of aerospace English translation skills and strategies in aerospace English practical translation, and applies aerospace English translation principles and strategies to aerospace English translation teaching. Taking 100 aerospace English translation students as the research object, this study conducted a pilot experiment on the aerospace English translation principles and strategies proposed by the Institute, combined with comparative analysis to understand the application effect of aerospace English translation principles and strategies. The research analyzes the cognitive psychology of students' aerospace English translation under the traditional translation teaching mode, obtains the students' aerospace English translation learning achievements under the traditional mode, compares and analyzes the students' aerospace English learning results under the new translation strategy teaching, and explores the effectiveness of the aerospace English translation principles and strategies proposed by the research.

**Results:** The comparison of students' aerospace English translation scores before and after the pilot experiment is shown in Table 1. After the aerospace English translation strategy teaching based on cognitive psychology, students' aerospace English translation skills have been significantly improved.

**Table 1.** Comparison of students' aerospace English translation scores before and after the pilot experiment

Time	Achievement
Before experiment	58.34±4.35
After experiment	85.41±3.48

**Conclusions:** Cognitive psychology analyzes individual information cognitive psychology from the perspective of psychological analysis, and analyzes individual psychological change process from the perspective of experiment and information processing. It has important guiding significance for language cognition and processing transformation, and has important value in teaching cognition. Under the guidance of cognitive psychology, the aerospace English translation skills and strategies proposed by the Institute have achieved good teaching results, which can effectively improve the level of aerospace English translation and promote the promotion of aerospace English translation teaching.

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## THE POSITIVE VALUE OF NEWS COMMUNICATION ENTERTAINMENT IN ALLEVIATING PUBLIC PSYCHOLOGICAL ANXIETY UNDER THE BACKGROUND OF NEW MEDIA

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**Background:** Anxiety is a kind of comprehensive negative emotion, which refers to the tension and anxiety caused by individuals' excessive worry about the future and destiny. When individuals subjectively predict the pressure and threat they will face, and it is difficult to find countermeasures quickly, individuals may have a variety of psychological states such as anxiety, tension and panic. Many factors such as society, family and environment may lead to individual anxiety, make individuals fall into a restless psychological state, and reduce the quality of individual mental health. Psychological anxiety refers to the panic and anxiety caused by social individuals in the face of difficulties or obstacles because they are difficult to solve in time or worried that they cannot solve them effectively. Appropriate psychological anxiety can promote individual behavior and effectively urge individuals to improve self-efficiency. However, excessive psychological anxiety will seriously affect the quality of individual mental health and lead individuals to fall into negative emotions, with the advancement of social and economic development, the speed of social development is accelerating day by day, and social competition is fierce, which makes contemporary people's mental anxiety problems occur frequently, and many people are suffering from different degrees of mental anxiety. The ever-changing social form has brought great pressure on people's life, work, family and interpersonal communication, which makes people fall into a state of mental anxiety for a long time, affects people's mental health and reduces people's quality of daily life. In the high-pressure modern social situation, mental anxiety has become the spiritual normality of modern people. People more or less have certain mental anxiety, which requires people to relax their body and mind and adjust their psychological balance by diverting their attention and other ways.

With the development of electronic technology, the richness of cultural communication and