

heads of grass-roots party construction organizations in colleges and universities. Then a group social experiment was designed and carried out. The subjects were 300 undergraduate students of different grades and genders in a humanities and social sciences university with a high proportion of student party members in China. These students were divided into intervention group 1, intervention group 2, intervention group 3 and control group. Before the experiment, the basic information statistics and difference significance test of students in each group shall be carried out first. After confirming that there is no significant difference in basic information among students in each group, the follow-up experiment can be carried out. Otherwise, the experimental group needs to be adjusted or even the research object needs to be re selected. After the beginning of the experiment, the grass-roots party construction organization of the members of the control group was required to work according to the traditional working mode, and the intervention groups 1, 2 and 3 were required to fully delegate power respectively. Partial decentralization combined with guidance. Do not delegate power and carry out work in combination with the mode of guidance. The experiment lasted for one semester. Before and after the experiment, one-on-one interviews were conducted with all students to understand their self-evaluation of their mental health. The self-evaluation was calculated according to the five points. One point represents very unhealthy and five points represent very healthy. In addition, the measurement type features are displayed in the form of mean \pm standard deviation for *t*-test, and the counting type features are displayed in the form of number or proportion of number for Chi square test. The significance level of difference is set to 0.05.

Results: After the work mode intervention experiment is completed, the invalid interview data are screened out, the effective data are entered into the computer, and python 3.0 is used 0 programming language, and Table 1 is obtained.

Table 1. Comparison of mental health level of students in each group before and after the experiment

Test time	Intervention group 1	Intervention group 2	Intervention group 3	Control group
Before intervention	3.15 \pm 0.14	3.17 \pm 0.18	3.15 \pm 0.16	3.16 \pm 0.16
After intervention	3.63 \pm 0.17	4.05 \pm 0.13	3.42 \pm 0.14	3.18 \pm 0.21

It can be seen from Table 1 that there is little difference in the quantitative scores of mental health of students in each group before the intervention, which means that the grouping of research objects is more reasonable and the data of each group are comparable. After the intervention experiment, the average value of the quantitative score of mental health in the intervention group 2 was the highest, the score of the intervention group 1 was the second, the score of the intervention group 3 was the third, and the score of the control group was the lowest. Specifically, the average values of the quantitative scores of mental health in the above groups were 4.05, 3.63, 3.42 and 3.18 respectively.

Conclusions: In view of the phenomenon that different working modes of grass-roots party construction organizations in colleges and universities will have different effects on the mental health of student party members, this study carried out a group social experiment. After the intervention, the average scores of the first group and the third group were the lowest, and the quantitative scores of the second group and the third group were more than 18.05, respectively. After the intervention, the average scores of the first group and the third group were the lowest, and the scores of the second group and the third group were the lowest, respectively. The above data proves that the way of partial decentralization and professional guidance for student party members by grass-roots party construction organizations in colleges and universities is most conducive to the mental health of students.

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NEW FEATURES AND TRANSLATION STRATEGIES OF ENGLISH LANGUAGE TRANSLATION FROM A PSYCHOLOGICAL PERSPECTIVE

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Background: Cognitive psychology is an applied psychology discipline that studies the processing of

information collected by human senses in the brain and the formation of subsequent thinking. The research object of cognitive psychology is mainly people's high-level thinking processes, such as perception, attention, memory, language, etc. in contrast to traditional psychological theories, the research scope of cognitive psychology also includes processes that cannot be directly observed, such as reasoning logic based on observed information, storage and extraction of information, etc. Cognitive psychology pays more attention to the basic psychological causes of human behavior, but the process from psychological state to behavior cannot be directly observed. Therefore, psychologists can only speculate and verify this process through the information received by the observation object and the generated behavior. Therefore, the research process in this field often needs to add various social experiments to provide data support for speculation. The commonly used experimental methods of cognitive psychology include interview, questionnaire, Delphi, analytic hierarchy process and so on. At present, due to the gradual maturity of artificial intelligence technology, the demand for middle and low-end English translation talents in the market has decreased significantly, which puts forward higher requirements for college English teaching, resulting in varying degrees of mental anxiety for some English translation majors. Mental anxiety symptoms will once again have a negative impact on students' learning process of English translation courses, affect students' learning effect and reduce their employment competitiveness. Therefore, we are now exploring the impact of applying the theoretical methods of cognitive psychology to college English translation teaching on students' mental anxiety in learning and employment, in order to provide more non drug treatment methods to alleviate this group's mental anxiety.

Subjects and methods: Select a foreign language university with moderate scale, normal teaching ability and medium level of students' learning status from China, cooperate with the University and require it to cooperate with the research team to carry out experiments. 240 college students who are reading English translation are selected as the research objects. These students are divided into experimental group and control group. Before the experiment, compare and count the personal information related to the research object and the experiment. If there is no significant difference between all the basic information of the two groups of students, the teaching experiment can be carried out, otherwise it needs to be grouped again. Then, both groups of students are required to accept English translation teaching, but the teaching method of the control group is the traditional mode. Before teaching in the experimental group, teachers need to carry out cognitive psychology training for teachers. Teachers are required to analyze students' learning psychology and learning state in the teaching process in combination with the discipline method. When students encounter difficulties in learning, the teaching content will be explained in a simpler way from the perspective of students. At the same time, it also explains the employment skills of the subject in combination with the students' cognitive level, and provides them with certain one-to-one employment guidance. The experiment lasted one semester. Before and after the experiment, SAS (Self-rating Anxiety Scale) questionnaire survey should be conducted for the two groups of students to understand the changes of their anxiety symptoms in the experiment. Finally, all measurement type features in the study are displayed in the form of mean \pm standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for Chi square test. The significance level of difference is taken as 0.05.

Results: After completing the grouping experiment, input all valid questionnaire data into the computer and use SPSS22.0 software and Excel software for statistical analysis, and Table 1 is obtained.

Table 1. Comparison of quantitative scores of learning anxiety between the two groups of students before and after the experiment

Investigation time	Experience group	Control group	<i>t</i>	<i>P</i>
Before teaching	54.1 \pm 3.0	54.8 \pm 3.7	1.446	1.562
After teaching	45.2 \pm 4.2	55.6 \pm 4.6	0.238	0.006

It can be seen from Table 1 that the difference of SAS score data between the two groups before the experiment is not statistically significant, but after the experiment is completed, the difference of SAS score data between the experimental group and the control group is statistically significant, and the average score of the former is 45.2, which is at the level of no anxiety as a whole, and the average score of the latter is 55.6. According to the common classification standards in the industry, it is at the level of mild anxiety as a whole, and the former is 10.4% lower than the latter

Conclusions: In order to explore the impact of cognitive psychology on employment anxiety of English translation majors, this study designed and carried out a group experiment based on comparative teaching method. The experimental results show that after the completion of the experiment, the difference of SAS score data between the experimental group and the control group is statistically significant, and the average score of the former is 45.2, which is in the non-anxiety level as a whole, and the average score of

the latter is 55.6, which is in the mild anxiety level as a whole, which is 10.4% lower than the latter after communicating with the students in the experimental group, it is found that the main reason for the decline of their anxiety level is that after the teachers master the methods of cognitive psychology, the English translation strategies and knowledge points are explained more easily, and some employment methods are explained.

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THE IMPACT OF CULTURAL TOURISM INTEGRATION BASED ON CONSUMER PSYCHOLOGY ON TOURISTS' POSITIVE PSYCHOLOGY

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Background: As an important branch of psychology, the main research purpose of consumer psychology is to analyze the laws of psychological activities accompanying consumer activities and the specific characteristics and manifestations of personalized psychology in the process of daily consumption of individuals in contemporary society. At the consumer level, the research on consumer psychology can provide consumers with marketing services that are more in line with their consumption habits and expectations. At the operator level, the research on consumer psychology can provide operators with more effective business strategies. In tourism marketing, the main behavior purpose of consumers and operators is to meet the dual purpose of enterprise profit and their own tourism needs, and the combination of the psychological objectives of the two levels is the tourism management service behavior with tourism resources and products as the core. By analyzing the psychological needs of tourists, managers design and plan the process of tourism consumption based on the psychological needs of tourists, coordinate their own tourism resources, try their best to meet the requirements of tourists, and obtain the economic and social benefits of the enterprise on this basis. With the development of the average economic level of domestic residents in recent years, the psychological desire of residents for cultural tourism has gradually increased. Compared with the traditional form of tourism, cultural tourism can not only meet the tourism needs of tourists, but also provide tourists with a new cultural psychological experience. It is a tourism marketing path with higher added consumption value for consumers and operators. Applying consumer psychology to the planning and design of cultural tourism can form a cultural tourism plan that is more in line with tourists' psychological expectations through feedback redesign, so as to help improve tourists' consumption experience in cultural tourism while providing economic and social benefits for operators.

Objective: By exploring the impact of cultural tourism integration based on the theory of consumer psychology on tourists' positive psychology, this study provides a new psychological tourism promotion scheme formation method for modern cultural tourism industry, and also provides a tourism service more in line with psychological expectations for tourists who prefer cultural tourism.

Subjects and methods: This study combines convolutional neural network with factor analysis method. It uses convolutional neural network to classify the online preference data of tourists who are willing to share tourism information, and divides them into different groups according to the different psychological preferences of tourists. On this basis, it customizes the scheme of cultural tourism according to the consumption psychology of tourists, and shares the relevant scheme with the audience tourists, collect tourists' positive consumption intention for the scheme. This study uses factor analysis to analyze the impact path and degree of different cultural tourism program elements on tourists' positive consumption psychology.

Results: The impact of stimulus programs focused on different consumption psychology of tourism consumers on the positive consumption psychology of tourism consumers is shown in Figure 1.

It can be seen from Figure 1 that the positive impact of tourism consumers' tourism demand psychology and tourism motivation psychology on tourism consumers' consumption positive psychology has reached level 5 of the quantitative level, forming a significant impact. It can be seen that tourism consumers' tourism demand psychology and tourism motivation psychology are the main psychological drivers to strengthen tourism consumers' consumption positive psychological tendency. In addition, the positive impact of tourism consumers' personal preferences and personality characteristics on tourism consumers' consumption positive psychology reaches level 4 of the quantitative level, forming a significant impact. It can be seen that the impact of tourism consumers' personal preferences and personality characteristics on tourism consumers' consumption positive psychological tendency is not significant, but obvious. It can be