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CHANGES IN ENGLISH LINGUISTICS UNDER THE INTRODUCTION OF TWO-WAY CULTURE IN THE INTERNET AGE

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Background: The dragon in Chinese is the traditional totem of the Chinese nation, with the symbols of emperor, protection God and rain God and so on. In English, the dragon is a fierce beast with strong destructive power. However, in some foreign film and television works, the image of the dragon has been different from that of the traditional European literature. This paper explores the effect of two-way cultural introduction on language change.

Subjects and methods: In the film and television works *A Song of Ice and Fire*, the understanding of dragon image can clearly see the changes in the meaning of the same image in different language environments brought by the two-way introduction of culture.

Results: The image of Dragon in *A Song of Ice and Fire* eliminates the cruelty in the English context and gives the dragon more combat power and human charm. Through the two-way introduction of internet culture, foreign cultures have gradually increased their acceptance of the positive image of the Chinese dragon, and the Chinese dragon and the dragon in the traditional English context form a more obvious distinction. The dragons in *A Song of Ice and Fire* have gradually become useful guardians under human domestication.

Conclusions: In the process of world economic globalization, the internet has completed the communication between different cultures through its unique perspective, and has also gradually transformed the world culture from the unilateral input of a strong party to the two-way import of cultures.

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AN ANALYSIS OF THE IDEOLOGICAL AND LOGICAL EVOLUTION OF CHINA'S NATIONAL IMAGE CONSTRUCTION IN THE OPENING CEREMONY OF THE WINTER OLYMPIC GAMES UNDER THE SOCIAL PSYCHOLOGY

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Background: Logical thinking is a process in which people reflect reality with the help of concepts, judgments and reasoning in the process of cognition. The theory reveals the essence of things with scientific abstract concept categories and expresses the results of understanding reality. Logical thinking is a kind of definite, not ambiguous, organized and based thinking. In logical thinking, it is necessary to use the thinking forms such as concept judgment and reasoning and the methods such as comparison, analysis, synthesis, abstraction and generalization. The degree of mastering and applying these thinking forms and methods is also the ability of logical thinking. In fact, logical thinking mainly refers to the way of thinking that follows the rules of traditional formal logic, which is often called “abstract thinking” or “thinking with eyes closed”. In logical thinking, negation is used to block some ways. Logical thinking is a rational activity of the human brain. The thinking subject abstracts the information about things obtained in the stage of perceptual knowledge into concepts, uses concepts to judge, and infers according to certain logical relations, so as to produce new knowledge. Logical thinking has the characteristics of standardization, rigor, certainty and repeatability. The ideological and logical evolution of national image construction needs to be based on the common discourse space. The international mainstream political culture and value norm system is formed in a series of negotiations and consultations among countries all over the world. It is often used as the main reference for judging the image of a country. Influenced by the psychology of convergence, when a country expresses its views and positions, it often adjusts the language content to integrate it into the international mainstream views, so as to achieve resonance between both sides and avoid ambiguity and prejudice. With

the deepening of China's integration into the international community, China has gradually accepted and recognized some international mainstream value norms, such as honest government, humanitarianism, ecological environmental protection and civil society, peace and anti violence, media supervision and public power, which have been reflected in China's media communication and government speeches. In addition, since celebrities represent not only a person, but also a country, or even a culture, if the words or examples of celebrities in the receiving country are used as a more humanized tool in the diplomatic field in the speech content, it can further shorten the distance between the two countries and create a good diplomatic image.

Objective: The opening ceremony of the Beijing Winter Olympic Games is an important opportunity for China to show its national image to the world by taking advantage of large-scale international sports events. Through the observation of the opening ceremony, it can be found that the construction logic of China's national image has been quite different from the past. It is no longer limited to the simple cultural presentation in the past. Instead, it decomposes the culture into a variety of elements and integrates them into the whole ceremony to express it in a creative and dynamic way. From the plate culture to the fragmented culture flow, it indicates that the narrative logic of Chinese stories has changed greatly. Therefore, based on the perspective of social psychology, this study will analyze the impact of the ideological logic evolution of China's national image construction on college students' thinking logic in the opening ceremony of the Winter Olympic Games.

Subjects and methods: 600 college students from several universities in a certain area were selected as the research objects. The students were randomly divided into the experimental group and the control group, with 300 students in each group. The experimental group was given the ideological and logical evolution teaching of national image construction under social psychology, and the control group received routine teaching. Before and after teaching, the students were evaluated with the self-designed "thinking logic obstacle evaluation scale" to judge the thinking logic status of the two groups of students before and after teaching. The evaluation scale of thinking logic disorders includes qualitative and quantitative, with a full score of 10 points, of which qualitative analysis accounts for 30%, and the score is 0-3 points. The higher the score, the more positive it is. Quantitative analysis accounted for 70%, with a score of 0-7. The higher the score, the more serious the symptom.

Results: Before teaching, there was no statistical significance in the comparison of the total scores of the two groups ($P < 0.01$). After teaching, the total score of the experimental group decreased significantly ($P < 0.01$), while the control group had no significant change ($P > 0.05$).

Table 1. Comparison of evaluation scores of students' thinking logic obstacles before and after teaching

Group	Total score of thinking disorder		<i>t</i>	<i>P</i>
	Experience group	Control group		
Before teaching	3.34±1.37	3.31±1.41	0.308	0.818
After teaching	2.69±1.32*	3.58±1.29	2.951	0.024

Note: Comparison of this group, * $P < 0.05$.

Conclusions: The 2022 Beijing Winter Olympic Games is an important opportunity to show the confidence of Chinese culture. Through the performance of "moistening things silently", the opening ceremony built a "Chinese romance" and displayed the image of modern China with booming culture and technology. Chinese cultural elements naturally flow in the opening ceremony performance and are endowed with new vitality. Based on the perspective of social psychology, this study analyzes the impact of the ideological logic evolution of China's national image construction on college students' thinking logic in the opening ceremony of the Winter Olympic Games. The results showed that after teaching, the total score of thinking logic disorders in the experimental group decreased significantly ($P < 0.01$), while there was no significant change in the control group ($P > 0.05$).

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RESEARCH ON THE INNOVATION AND REFORM OF HIGHER EDUCATION MANAGEMENT FROM THE PERSPECTIVE OF COLLEGE STUDENTS' MENTAL HEALTH

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