

for the improvement of college students' social character was used to evaluate and analyze it, and the evaluation data of the scale were counted and calculated by using MATLAB and Excel software. The total score of the self-designed scale ranges from 15 to 80, and the score is positively correlated with the perfection of college students' social character.

**Results:** Table 1 shows the changes of self-designed scale scores of the two groups of college students before and after the educational intervention. According to Table 1, before the educational intervention, the self-designed scale scores of the two groups of college students were at a low level, indicating that their social character was less perfect. During the continuous development of educational intervention activities, the self-designed scale score of the observation group showed a trend of continuous growth, from about 19.32 at t0 to about 76.98 at T4. It can be seen that the integration of red cultural resources into Ideological and political education can effectively improve the scores of college students' self-designed scales and greatly improve the perfection of their social character.

**Table 1.** Comparison of scores of self-designed scale of college students before and after education intervention

Time	Control group	Observation group	t	P
T0	19.68±3.41	19.32±3.52	0.763	1.971
T1	24.02±3.14	32.97±3.26	20.549	0.000
T2	22.95±2.91	48.57±2.76	66.385	0.000
T3	20.59±3.07	57.43±3.08	88.038	0.000
T4	20.02±2.85	76.98±2.77	148.942	0.000

**Conclusions:** As the core content of advanced socialist culture, red cultural resources, with its super high social value and educational value, play a significant and positive role in the formation of college students' scientific values. From the perspective of social psychology, the perfection of college students' social character can be analyzed from the individual level and the social group level. Through the comparison of the scores of the self-designed scale, it can be seen that the traditional ideological and political education is difficult to effectively improve the perfection of college students' social character; The ideological and political education integrated with red cultural resources can significantly improve the scores of college students' self-designed scales and effectively enhance their social character perfection.

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## THE STUDY OF ENGLISH ECOLOGICAL TRANSLATION IN THE SYSTEM OF TRANSLATION AND ECOLOGICAL EDUCATION

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**Background:** The production process of ecological translation is systematically explained in book ecological translation: construction and interpretation. Ecological translation: construction and Interpretation holds that, under the premise of the gradual expansion of world cultural exchanges, translation activities, the number of works and the number of authors is gradually increasing, and "adaption-selection" is the common choice of the three subjects in the development of translation.

**Subjects and methods:** As one of the founders of ecological translation theory, Hu Gengshen's book ecological translation: construction and Interpretation contains the most basic logic of ecological translation in the system of translation and ecological education.

**Results:** In his book ecological translation: construction and Interpretation, Hu Gengshen systematically illustrates the ecology theory of "natural selection, survival of the fittest" in the process of translation, translation works and the author of three major adaptations, the necessity of choice, putting forward the completion of natural selection through ecology theory under the ecological system of broad prosperity.

**Conclusions:** Compared with the traditional translation theory, ecological translation is more suitable for the application and development of translation under the development of the international society.

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## RESEARCH ON THE INFLUENCE OF RURAL REVITALIZATION AND HIGH-QUALITY EMPLOYMENT ON COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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**Background:** In essence, anxiety is an emotional reflection that individuals show after a serious deterioration of the value characteristics of real or future things. The objective purpose of anxiety can be summarized as appropriate guidance to individuals, so that they can effectively prevent the serious deterioration of the value characteristics of real or future things by urgently mobilizing various value resources or taking some measures. However, if anxiety is beyond the normal range, the body will not be able to take timely and effective measures to alleviate or stop the deterioration trend of things, and will show extreme tension, anxiety, anxiety, fear and other emotions. Anxiety can be divided into two types: realistic anxiety and pathological anxiety. The former refers to an emotional reaction when an individual is facing a potential threat in reality. Its anxiety intensity is consistent with the degree of the potential threat in reality, and has certain adaptability. When the potential threat in reality disappears, the individual's anxiety will disappear with it; The latter refers to a negative psychological emotion without specific reasons. Although there is no practical basis, individuals still have a strong sense of threat or imminent disaster. Their clinical manifestations mainly include motor restlessness, autonomic nerve dysfunction, social function impairment, etc. It is worth noting that the difference between reality anxiety and the adaptability of reality threat events is that pathological anxiety is relatively persistent, has a certain correlation with individual personality characteristics, and will not change with the change of reality events. College students are in the critical stage of mental development and social role transformation. They are prone to produce different types of anxiety under the influence of various external interference factors, of which the employment anxiety accounts for a large proportion. At the time of graduation, college students often have difficulties in obtaining the desired employment opportunities due to lack of social or practical experience, low personal comprehensive quality and ability, huge competitive pressure and other reasons, resulting in serious employment anxiety. In the process of continuously promoting the Rural Revitalization Strategy, college students, as a key group of employment, occupy an important position in it. With the increasing number of graduates, the problem of graduates' unemployment is becoming more and more serious, and their employment pressure is increasing day by day. Therefore, it is very necessary to take corresponding adjustment measures to realize the effective expansion of employment channels for college students. On the other hand, in the specific implementation process of the Rural Revitalization Strategy, there are a large number of high-quality talent gaps, so guiding college students to rural grass-roots employment can effectively promote the implementation of the Rural Revitalization Strategy on the basis of resolving the problem of college students' difficult employment.

**Objective:** Explore the impact of rural revitalization and high-quality employment on college students' employment anxiety, and then look for an appropriate employment adjustment measures, and finally achieve the purpose of effectively alleviating college students' employment anxiety.

**Subjects and methods:** In the two universities, 104 college students with employment anxiety were randomly selected by simple random sampling. Self-rating Anxiety Scale (SAS) was used to evaluate the employment anxiety of all college students, and to explore the changes of SAS scores under the intervention of rural revitalization and high-quality employment integration. SAS mainly adopts the 4-level scoring standard, with 1-4 indicating no or little time, a small part of time, a considerable amount of time, and most or all of the time. SAS has wide applicability, and its score is positively correlated with the level of anxiety. If the SAS score of college students is lower than 50, it shows that they are not accompanied by anxiety and are in a normal state of mental health. If SAS score is within the range of 50-59, it shows that college students have mild anxiety. If SAS score is in the range of 60-69, it means that it is accompanied with moderate anxiety. If the SAS score is greater than 69, it means that they are accompanied by severe anxiety.

**Results:** Before and after the implementation of the rural revitalization and high-quality employment integration intervention measures, the SAS scores of college students showed significant changes, as shown in Table 1. According to the observation and analysis of Table 1, before the intervention, the average SAS score of 104 college students was at a high level, reaching about 67.54, indicating that they were accompanied by moderate anxiety. If the intervention is not carried out in time, the anxiety problem will be more serious, and may even develop into severe anxiety. After the intervention, the SAS score of college students dropped to about 31.25, at a low level, indicating that their employment anxiety has been effectively alleviated and eliminated.

**Conclusions:** The strategy of Rural Revitalization is one of the important strategies in the development of the new era, which is conducive to the realization of rural modernization in China. In the specific implementation process of the Rural Revitalization Strategy, there is a large gap of high-quality talents,