

teachers should learn to fully grasp this cognitive process and cognitive law, be good at guiding students to actively explore scientific and effective English learning methods and improve students' English learning efficiency, rather than blindly implementing reclamation tactics or duck filling teaching. Educational psychologist Bruner believes that teaching should promote students' understanding of the basic structure of the discipline. Therefore, when teaching students knowledge, teachers should let students have a comprehensive grasp and understanding of what they have learned. For English learning, there are many contents to remember, so the memory stage is particularly important. Take English recitation as an example. It is not proportional to time, but we should be good at mastering the skills and rules of emotional memory. Mental believes that people's implicit memory (unconscious memory) is very important. Therefore, in teaching, teachers should give full play to students' implicit memory, expand students' reading surface, increase information input, and cultivate students' strong sense of language. In addition, the feedback stage will also have a very important impact on students' learning effect. Students should be able to fully reflect and understand the whole process of English learning after completing the learning operation stage.

4. Improve students' learning enthusiasm through necessary incentive means. In order to realize the penetration of emotional empathy reinforcement theory in College English teaching, teachers should be good at taking different reinforcement measures according to different reinforcement objects, and strengthen the teaching effect through necessary stress means and reward and punishment system. Relatively speaking, reinforcement theory pays more attention to teaching effect, can respond to the teaching process and better help teachers control the teaching process.

Conclusions: In short, English, as the universal language in the world, has an increasing demand for high-quality English talents in China. Quoting education and psychological empathy has become an inevitable choice in today's English teaching. It helps to release students' personality, stimulate students' wisdom, improve teaching effect and cultivate more applied talents. The combination of education, emotional empathy and English teaching has become a trend. We should critically absorb the rational core of various schools and make them learn from each other. In order to meet the requirements of China's educational reform, keep up with the pace of the times and understand education and mental health, it is very necessary to vigorously carry out research in this field.

Key words: mental - English teaching - measures

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WILL ACTION MECHANISM AND TRAINING STRATEGIES OF BUSINESS RUSSIAN INTERPRETATION

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Background: As an important tool for Sino Russian business exchanges, language is the biggest obstacle in Sino Russian economic and trade exchanges. The problem of talents who are proficient in both Russian and economic and trade business has become a bottleneck restricting the further expansion of the markets of the two countries. Ji Fengtai, who carried out border trade with Russia 170 years ago, realized that he must be proficient in Russian in order to do Russian trade, So he hired Andre, a Russian from Ji, as a teacher at that time. As a result, he became the first Chinese businessman in the Sino Russian border trade circle to learn Russian by himself and be proficient in Russian, the first person in the Sino Russian border trade circle, and the first Chinese businessman in the Sino Russian folk trade circle to devote himself to learning Russian by himself. Nowadays, the demand for Russian translation has greatly increased, but there are not many Russian talents in China, and there is even a shortage of Russian talents. Among them, the shrinking of Russian education and the lack of students are the main reasons for the shortage of Russian talents. Today's Sino Russian relations determine that the demand for Russian translation talents is increasing year by year. This rising Sino Russian economic and trade cooperation is providing new development opportunities for business Russian talents. As an important medium for

communicating Sino Russian and Sino Russian business activities, business Russian interpretation has become a new interdisciplinary and comprehensive professional discipline, And plays an important role in cross - cultural communication Business Russian interpretation is the transformation of two complex languages and two different cultures. Interpreters are required to master and use interpretation skills, two language knowledge and business knowledge in order to achieve barrier free cross-cultural communication.

The research on translation activities focuses on translation thinking and translation psychological activities. The translation process contains the translator's psychological activity process, and is closely related to thinking. In the process of translation, the translator's cognitive activities play a leading role, which is inseparable from thinking. "Practice has proved that from the perspective of the needs of translation activities, we must also deeply explore the problem of thinking.". The study of translation psychological activities is to study the cognitive activities, cognitive activities and thinking activities of translators' translation practice. According to Fang Mengzhi, the translation psychological activity system involves two activities: intention activity and cognitive activity.

Objective: The vocabulary of volitional action comes from psychology. As the name suggests, it is a discipline studying psychology. It is an interdisciplinary subject, focusing on the cognitive psychological process of bilingual (or multilingual) conversion. Specifically, the main theoretical sources of translation psychology are Psychology (especially cognitive psychology), linguistics and translation studies. Secondly, in view of the classical role, long-term influence and strong descriptive and explanatory power of traditional theories. Information processing psychology based on symbol processing thought or computer metaphor can become the main theoretical orientation of translation psychology. Processing psychology based on neural network or brain metaphor can be used as a useful supplement or auxiliary theory of symbol processing theory. In the new era of "political and economic fever" between China and Russia, new requirements are put forward for business Russian interpreters. How to improve the classroom teaching effect of this course is a common problem faced by our Russian educators. So far, the research on cognitive process from the perspective of information processing is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equal to information processing psychology. It regards people as an information processing system, and holds that cognition is information processing, including the whole process of encoding, storing and extracting sensory input. According to this view, cognition can be divided into a series of stages, each stage is a unit that performs specific operations on the input information, and the reaction is the product of this series of stages and operations. The various components of the information processing system are interrelated to some extent. With the development of cognitive psychology, sequential processing is increasingly challenged by parallel processing theory and cognitive neuropsychology. Psychologists pay attention to the psychological mechanism as the basis of human behavior, and its core is the internal psychological process between input and output.

Psychologists can only observe and speculate on will action through internal psychological processes. But they can only observe and speculate through the internal psychological process. Some people call this method convergence proof, that is, collect data of different properties and draw conclusions. Now, the research of cognitive psychology usually needs the joint support of experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation. This multi-directional research is more and more popular. Cognitive psychologists study the brain itself. Reveal the essential process of cognitive activity, not just speculate its process. The most commonly used is to study the cognitive differences between patients with brain injury and normal people to prove the existence and specific patterns of cognitive processing.

Results: Psychology focuses on a kind of process research, while the original translation research is mainly from the perspective of language structure and function. In other words, the original translation research is only at the result level, while the research of psychology is observation and research in the process. We cannot say that the research on structure and function is not important, but this research is always a result, static and surface research, rather than a process, dynamic and deep research. Many problems in translation can only be made clear from the perspective of psychology. When we understand an article, a paragraph of speech, or even a sentence, we do not present the meaning after reading them all. In fact, this is a process, from the beginning of contact with the first word, thinking activities or psychoanalysis activities have gradually unfolded. With the progress of reading activities, the visual senses project symbols to the brain one by one. This activity of understanding and interpretation continues to unfold, and its meaning changes from implicit to explicit, from wandering to determination, and from fuzzy to clear. In this process, our thinking activity is very active. It constantly infers and judges, constantly selects and eliminates, constantly combs and integrates, and finally obtains the results. The problems of translation as a result must arise in a certain link of the process.

Conclusions: The study of translation from the perspective of psychology is also the necessity of the development of translatology and an indispensable part in the establishment of translatology. Any discipline related to language cannot be completely irrelevant to psychological research, because language is psychological in essence. Translation is an activity involving many psychological problems. If we only study the law from the result or language level. Some have been explaining the slogan of translatology for years, but so far some people are skeptical and negative about it, because they believe that translation is just a simple language operation and not an independent discipline. This view is related to the fact that our translation research is not deep enough. We should look at its internal mechanism in the deep structure. Psychological research focuses on people's understanding of translation and the discovery of translation laws. The establishment of translation psychology will not only promote the construction of translation studies, but also promote the birth of a new branch of psychology.

Key words: mental - business Russian - training strategies

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TEACHING STRATEGY OF ENTERPRISE MORAL MANAGEMENT BASED ON SOCIAL EMPATHY THEORY

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Background: In order to meet the needs of the development of China's socialist market economy, most majors in the school have set up courses of enterprise moral management. The purpose is to cultivate students' economic awareness and moral management awareness, improve their knowledge structure and ability structure, meet the needs of enterprise development and meet future challenges. However, enterprise management knowledge and teaching materials lag behind. Enterprise management course is a professional basic course for economic management majors to cultivate students' management application ability. It is comprehensive, practical, systematic and interesting. It is a comprehensive and practical course, integrating economics, mathematics, sociology, psychology, behavioral science and other disciplines. There are many kinds of teaching materials for enterprise management course, and most of the knowledge points in the teaching materials are repeated and obviously lag behind. For the post-90s students, the old cases and applications in the textbooks always lag behind the times, and the textbook theory is rigid, which makes the classroom teaching lack of vividness and moral constraints. At the same time, it pays more attention to theory than practice. The traditional teaching mode of enterprise management course mostly takes teachers as the center and examinations as the goal. In the teaching of enterprise management, teachers mostly use this fixed teaching method. Although at this stage, many colleges and universities have replaced multimedia classrooms in the form of PPT slides, and some colleges and universities have also improved the participatory and interactive teaching mode in classroom teaching, the teaching subject focuses on the theoretical mode or case mode, and the practical teaching is only "observation". This kind of teaching mode can only make students passively accept knowledge and lack practical experience. Therefore, students' understanding of the course knowledge of enterprise moral management often stays at the theoretical level, only talking on paper, high vision and low hands, poor actual management ability, disconnected from the actual management of enterprises, and the effect of classroom teaching is not ideal.

Objective: The enterprise management course offered in Colleges and universities is a professional basic course for the major of economic management, which mainly focuses on cultivating students' management and application ability. It is a comprehensive and practical applied course, integrating economics, mathematics, sociology, psychology, behavioral science and other disciplines. With the rapid development of economy, the management ideas and methods of enterprises are constantly updated, which requires colleges and universities to change the previous simple "theory" teaching mode in the teaching mode of enterprise management. We should combine the ideas and methods of modern enterprise management and integrate theory with practice to make the enterprise management course