

making. The elastic scope, internal hierarchy, synchronic competitiveness and diachronic variability of the effectiveness of translation norms form a dynamic interactive relationship with the translator's creativity.

**Conclusions:** The paradigm of embodied cognition reveals the important fact that human subject's experience of involving the body is prior and restrictive to the formation of cognition. It reveals the embodied, situational and integrated characteristics of cognition, which has universal guiding significance for all studies related to cognition and understanding, especially translation studies. Although the embodied cognitive paradigm has not solved all the details related to cognition so far. However, as the guidance of epistemology and methodology followed by various disciplines related to modern cognitive science to explore human cognitive world. It will continue to deepen its development and become more mature, and will continue to effectively guide the theoretical exploration of translation cognitive psychology.

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## ANALYSIS ON THE CAUSES AND COUNTERMEASURES OF TEACHERS' SELF-CENTERED TENDENCY AND PSYCHOLOGICAL DEVIATION

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**Background:** All educators agree that a good classroom atmosphere and the cordial and friendly relationship between teachers and students are the basis of a good class. The initiative to create this atmosphere, create this environment and cultivate a good relationship between teachers and students is mainly in the hands of teachers. Telecommunication teachers always play a leading role in classroom teaching and are an example for students to learn and imitate. His speech, manners and mental outlook directly affect and educate students. However, in real teaching, telecommunication teachers are often prone to psychological deviations, such as lack of interest in teaching, lack of enthusiasm, rough attitude towards students, lack of justice, self abandonment and high self conceit. This psychological deviation often leads to students' lack of correct understanding and strong emotion for the telecommunications specialty, which not only affects the teaching quality, but also has a negative impact on the cultivation of students' lifelong sports thought.

**Subjects and methods:** In order to explore the psychological state of Telecom teachers, strengthen their psychological management and overcome their psychological deviation. Through teaching observation method and literature method, this paper points out the psychological deviation of Telecom teachers in real teaching, reveals the causes of its formation, and puts forward targeted solutions and countermeasures.

**Results:** Exploring physical education teachers' psychological state, strengthening their psychological management and overcoming their psychological deviation are of great significance to improve physical education teachers' psychological quality and teaching quality. Through the research of this paper, the specific manifestations of PE Teachers' self psychological deviation are inferiority complex, negativity and lack of competitive psychology; Lofty, conceited and vain; Put the cart before the horse and have a misplaced heart. The specific manifestations of students' psychological deviation are: preference, partial belief and lack of justice; Cold attitude and lack of love; Emotional and lack of self-control. Therefore, it puts forward some suggestions and Countermeasures to correct the psychological deviation of physical education teachers, strengthen teachers' moral education and improve the psychological quality of physical education teachers; Strive to improve the professional status and treatment of physical education teachers and enhance their work attraction; Create conditions, increase investment, improve teaching environment and scientific research hardware equipment; Physical education teachers should establish self-esteem, self love, self-confidence and self-improvement, study with an open mind and improve their ability.

**Conclusions:** Since childhood, there has been a self-centered tendency, which restricts people's cognitive ability, limits people's thinking divergence and hinders people's adaptation to the whole. As a teacher, this self-centered tendency is often easier to show, resulting in Teachers' psychological deviation in teaching. In short, the psychological deviation caused by teachers' self-centered tendency will show more or less unconsciously in teaching. Only by attaching great importance to it and constantly seeking countermeasures in teaching practice can we overcome and correct it in time. This is also a very necessary and meaningful thing to reform classroom teaching methods, improve teaching quality and meet the requirements of the new curriculum.

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## ANALYSIS ON THE PREVENTION OF PSYCHOLOGICAL DISEASES OF ACCOUNTANTS IN HIGH-INTENSITY WORKING ENVIRONMENT

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**Background:** Accountants are limited to their profession and face specific interpersonal relationships. The resultant force formed by various pressure sources makes many accounting individuals in a dilemma, which is very easy to form dual personality or multiple personality, and then lead to personality alienation. Accountants also have a variety of accounting psychological problems in their work. With the extension of accounting practice, the psychological activities and psychological phenomena of accounting individuals are becoming more and more frequent and complex. Under the condition of market economy, accounting psychological activities and their change trend have their own uniqueness. Therefore, it is necessary to study and explain accounting phenomena from the perspective of psychology.

**Subjects and methods:** This paper mainly uses normative research methods to explain and analyze bad accounting behavior from a new perspective. Through the research on the psychology of accountants, this paper analyzes the psychological motivation and influencing factors of accounting behavior, and expounds the causes of bad accounting emotion. This paper expounds the relationship between accounting psychological obstacles, bad accounting emotion and bad accounting behavior. Through the questionnaire, this paper aims to reveal the internal relationship between the psychological factors such as the life background, personality psychological characteristics and coping style of accounting practitioners and the phenomenon of bad accounting behavior of accounting practitioners. This paper puts forward new methods and Countermeasures to standardize China's bad accounting behavior.

**Results:** From the analysis of the paper, we can draw the following conclusions: there are many factors affecting bad accounting behavior, and the relationship between bad accounting behavior and bad accounting behavior is also quite complex, but no matter what kind of accounting behavior is inseparable from accountants' psychology. Any bad accounting behavior is produced under the action of a certain accounting psychology. Accounting psychology leads to the corresponding accounting behavior, and accounting behavior also reflects a certain accounting psychology. There are laws to follow between the two. Studying and mastering the relationship between accounting psychology and bad accounting behavior can fundamentally find the methods and Countermeasures to standardize accounting behavior.

**Conclusions:** The subject of accounting behavior is often stimulated by the working environment and interpersonal relationship, and confused by the dilemma of moral conscience and law. In addition, the monotonous and tasteless work content and difficult to realize personal ideals and aspirations. If such mental pressure is not effectively released for a long time, it is easy to form bad accounting psychology, resulting in bad accounting behavior. The psychological diseases of accountants are mainly neurasthenia, anxiety, depression, compulsion, fear and doubt. In order to prevent this disease, we must strengthen the psychological tolerance and psychological prevention mechanism of accounting actors. Therefore, to correct bad accounting behavior, we should not only improve the construction of various accounting laws and regulations, act in strict accordance with the law, and establish and improve the accounting supervision system. We should also analyze and study the influence of accounting psychology and accounting professional ethics on accounting behavior, so as to improve the psychological and moral quality of accountants and standardize accounting behavior.

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## ON THE TEACHING RELATIONSHIP BETWEEN TEACHERS AND STUDENTS IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF SOCIAL INTERPERSONAL RELATIONSHIP

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**Background:** This study discusses the situation of physical education teaching in Colleges and universities in Gansu Province from the perspective of interpersonal relationship in the psychological environment of physical education teaching. We can find the practical problems in physical education