

language teaching, so it is important to explore effective teaching methods that incorporate the needs of English language teaching and promote the successful integration of positive psychology into the English language teaching classroom. In future research and development, as positive psychology continues to be innovated, developed and perfected, English teaching practice strategies will be explored in depth on the basis of positive psychology to facilitate the successful achievement of the intended educational goals of English teaching based on the guidance of positive psychology, to implement the essence of education, and to provide a new direction and development perspective for the smooth implementation of English teaching activities.

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FOREST RESOURCES PROTECTION BASED ON PEOPLE'S PSYCHOLOGICAL HEALTH PERSPECTIVE

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Background: In the development process of the times, we are always moving towards a more perfect and healthy direction, just to be able to pursue a better life. In today's development process, the people's psychological pressure is also gradually rising, which is mainly influenced by the changes in the social environment and the pressure from all sides in our usual production and life, making our psychological quality much different than before.

Especially in the context of the continuous development of our technological and economic strength, the living environment around us has changed to a greater or lesser extent. Industrial production is one of the most important causes of the living environment, and it is difficult for us to have a happy body and mind in such a chaotic living environment. Not only is our health affected by environmental pollution, but also by the indiscriminate felling of forests by unscrupulous elements, which has led to a sharp decline in forest areas. Forests are the main barrier to ecological protection and have a direct impact on the environment around us. Excessive deforestation will inevitably lead to a reduction in the quality of our living environment, so in the context of economic globalisation, it is important that all countries actively set good forest conservation targets.

The rise in economic standards has led most people to pay more attention to their own health and to the effective functioning of their living environment. As a result, many people are already psychologically aware of the need to protect the environment, and this has led to a more successful implementation of the traditional forest conservation process. This is largely due to the psychological support of the people, and with more people's support, forest conservation in China is set to grow even further.

Objective: Forest conservation is a very important part of the development of modern society. In particular, with the rapid development of the global economy, the sustainable development of forest resources has gradually become an inevitable trend in social development. The protection and management of forest resources has become the ultimate goal of our time, and has become one of the most dynamic and promising sectors in contemporary society, leading to an increase in economic strength and comprehensive national power.

The lack of more scientific and effective management measures has largely led to the over-exploitation of forest resources and the waste of forestry resources in the process of development, bringing serious problems and challenges to the development of forestry in China, and seriously leading to the complete loss of the renewable capacity of forest resources and serious desertification. This has led to a complete loss of renewable forest resources and serious desertification, which has further constrained our normal production and life.

In the process of economic and social development, more and more people in China are becoming involved in the protection of forest resources, and the main purpose of this work is to promote the harmonisation of ecological, social and economic benefits, and to lay a good foundation for the sustainable development of forest resources. Many young people of the new generation are psychologically inclined to take part in the protection of forest resources, hoping that they can further develop the ecological environment through their own efforts. In this new era of development, both psychologically and physically, people are more focused on scientifically and effectively enhancing the role and value of forest resources, ultimately providing a more complete contribution to the steady development of the economy and society.

Subjects and methods: The main objects of the psychology-based analysis of forest resource conservation in practical development are: the psychological perceptions of young people in the new era regarding forest resource conservation; the development status of forest resources at this stage; and the impact of forest resources on our future social development.

Research methodology: The main purpose of psychologically based forest resource conservation work is to be able to provide a better living environment for the people on the basis of the development of modern society and to enable them to feel the importance of forest resource conservation work on a psychological level. There are many different methods of researching forest conservation. Firstly, there is the literature research method. Literature research is a method of research and use that has evolved over time and is based on research and analysis of the current situation with the help of information already available. If we want to know more about the development of forest resources protection and the impact on the psychological level of the people, we can use modern scientific and technological methods, traditional books and information to get a better understanding of the psychological level of people's research and analysis of forest resources protection. It is then possible to get a deeper grasp of first-hand dynamic information on forest resource conservation work.

Secondly, the comparative analysis method. Comparative analysis is a method of effectively dividing different things, phenomena and concepts. Then, by comparing them with each other, we can grasp the differences and connections between them, and thus better find out the protection status and information level activities in different areas of forest resources protection work, and create a more perfect forest resources protection environment. In addition to this, there is also the method of searching the internet for information. This is the use of modern science and technology to enable the technical staff to have more accurate information on the conservation and development of forest resources in practice. By using the internet, we are able to formulate more precise and rapid strategies for the conservation of forest resources, especially at the psychological level, in accordance with the development of forest resources.

Finally, there is the questionnaire method. Questionnaires are a widely used method in many management processes today. This method of questionnaires gives a more realistic picture of the significance and value of the analysis and study of forest resources conservation at a psychological level. It also gives a fuller picture of what people really think about forest conservation by asking people from all walks of life for information. Before implementing this method, the validity of the questionnaire can be tested using the Telfer method, and professionals can be recruited to revise the content of the questionnaire to ensure its accuracy and value. The questionnaires are then distributed and collected by the relevant technical staff. The questionnaires should not be distributed to a large extent, and ensure that the questionnaires distributed are accurately collected. Finally, there is a test of the reliability of the questionnaire, simply put the reliability coefficient of the questionnaire can reach 0.9287 is the existence of a high degree of credibility.

Result: According to the relevant data and information survey, we can very clearly find that forest resources conservation management is an inevitable trend in the development process of the times. The relevant state departments are also actively developing effective governance and protection measures, especially in terms of personnel training, providing very extensive help and support, mainly to accommodate the further development of modern forest resource protection and development work. It is essential if the protection of forest resources can be actively integrated in the forestry, tourism and urban construction sectors so that the people can feel the importance of forest resource protection work more genuinely on a psychological level.

As forest conservation is a highly specialised profession, it requires staff who are not only psychologically aware of the importance of this work, but also have sound professional skills. In particular, the construction of natural tourist landscapes in cities makes the conservation of forest resources, an essential presence in our lives, and cultivates a new generation of forest resource conservation staff with strong professional qualities and abilities to promote the long-term, healthy development of natural resource tourism in China in a more comprehensive manner. Although there are still many problems with forest resource conservation in China so far, we should seek relevant solutions in a targeted manner to lay the foundation for creating a better natural environment.

Conclusion: The conservation of forest resources is a relatively important presence in the process of social development at this stage, especially as this industry started late in China, resulting in its lack of a more complete and relevant infrastructure. The most important thing is that there is still a problem of unclear positioning in the development direction of the profession and the market, which makes us pay more attention to the improvement of forest resources protection and management systems in the development of forest resources protection work, so that more people can accurately understand the impact of forest resources protection on our lives.

Despite the late start of forest resources protection, the training of professional personnel has shown concrete outlines, which can well cultivate the new generation of young people in the psychological level of forest resources protection work, so that they can also more accurately understand that forest resources protection work can not only promote our physical and mental health development, but also play a leading role in the promotion of China's economic, scientific and technological strength. The core of forest resource conservation is the creation of a healthy environment.

The core of forest conservation work is to create a better living environment and to lay a good foundation for the improvement of our technical strength. The main thing is that the people need to pay attention to the protection of forest resources on a psychological level, as psychological behaviour can, to a large extent, directly guide behavioural actions. Therefore, the psychological dimension is a very crucial perspective in the final forest resource conservation work.

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TRANSLATION ANALYSIS OF COMMODITY IDENTIFICATION IN INTERNATIONAL TRADE ECONOMY BASED ON CONSUMER PSYCHOLOGY AND WILLING

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Background: Under the new situation, with the intensification of economic globalization, the boundary between countries has been broken, and the translation of international commodity identification has become an indispensable part. In general, successful trademark translation can not only stimulate and guide consumption, but also expand their own brands and enhance consumer loyalty. When translating commodity logos, translators need to clearly understand the implied meaning behind trademarks, improve creativity, respect cultural environment, and ensure the accuracy of trademark translation. Based on skopos theory and from the perspective of consumer psychology and willing, this paper studies the translation of commodity identification in the field of international trade and economy by means of literature and case study. This paper explores two aspects of consumers' psychological considerations in trademark translation. Translation varies from person to person, aiming at consumer psychology and willing, do as the Romans do, follow the willingness to make appropriate adjustments, and summarize a series of guiding principles for trademark translation.

Objective: Commodity identification plays an important role that can not be ignored for commodities. On the one hand, it is a sign of enterprise reputation, and on the other hand, it is one of the commodity media recognized by consumers. The quality of trademark translation affects its sales and development in China's international trade and economy to a great extent.

Subjects and methods: Commodity identification translation is an indispensable part, which needs to take consumers as the center and implement the main methods and contents. Consumer psychological considerations in trademark translation are mainly divided into two aspects: (1) it conforms to consumer association and acceptance psychology. Trademark is an epitome of goods, which can highlight the characteristics of goods and show rich cultural spirit on the basis of the quality of goods. Consumer psychology and willing needs to establish a good commodity cognition environment, master consumer psychology, willing and adjust marketing strategy on the basis of psychological appeal. When consumers come into contact with trademarks, there is a sense of pleasure. For example, in women's daily necessities or cosmetics, the slogan of the product will add words such as beauty, elegance, beauty and floating. In this way, it is to stimulate consumers' thinking and enhance the experience of beauty. Follow the concise style of translation, so that the content is more vivid. (2) Trademark translation should conform to consumers' aesthetic psychology. At this point, consumers need to see the implied meaning behind the trademark, rich association, can give a certain good impression of the product, and produce the corresponding consumption behavior. For example: Head and Shoulders "fly", let a person feel very elegant. When translating, we need to seize the word, trigger the association of consumers, to create their own brand image.

Result: In the context of consumer psychology and willing, the translation of commodity identification in the field of international trade economy needs to explore the psychological needs of consumers, reflect the characteristics of commodities, and provide basic preparation for the development of commercial economy. It should be noted that (1) translation varies from person to person, aiming at consumer psychology and willing. First, female consumer psychology and willing in trademark translation. In general,