

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,

women have a lower sense of security than men and are more emotional and need more care. For example, the foreign sanitary napkin brand "Whisper" was translated into Hushubao in the process of translation. At this time, the psychological sense of security of consumers is enhanced, and there is a feeling of being cared for. Secondly, trademark translation of middle-aged and elderly consumer groups. The elderly group has more particularity, usually accustomed to frugality, but willing to spend money for their grandchildren. For example, When gigante translated the product logo, he gave it an auspicious and safe implication, which met the expectations of parents. Finally, children consumers in trademark translation are intuitive and curious. For example: chewing gum than babu translation, according to the nature of the child, the real expression. (2) When in Rome, do as the Romans do in trademark translation. First, it conforms to the national cultural psychology. There are many cultural and understanding differences when translating goods in the field of international trade and economy. Once the translation is not in place, it will affect the subsequent market sales. For example, the brand golden rooster is translated as "rooster" in foreign markets. If translated as cock, it means male reproductive organ, and if translated as chick, it means prostitute. Therefore, in translation, it is necessary to understand these cultural languages and truly understand the cultural background, so as to meet the needs of reality. Secondly, do the combination of sound, shape and meaning. At this point, in translation, we need to pay attention to some pronunciation problems, pay attention to the structure of the language, and find the relevance. For example, When mercedes-benz translates, it uses the same translation method with English pronunciation. When it sees the trademark, it will think of this product.

Conclusions: To sum up, with the progress of society, commodity identification in the field of national trade and economy needs to grasp the psychology and Willing of consumers, understand the cultural background, find a reasonable way of translation, highlight the characteristics of commodities, and improve the accuracy of translation on the basis of consumer-oriented.

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THE INFLUENCE OF CULTURAL PSYCHOLOGY ON THE JAPANESE TRANSLATION OF CHINESE NEOLOGISMS IN THE CONTEXT OF INTERCULTURAL COMMUNICATION

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Background: Language is an important carrier of different national cultures, and different types of languages carry the unique cultural psychology of each nation, and the existence of translation is a bridge between different national languages and cultural psychology, and at the same time it is an important way of intercultural communication between different nationalities. The translation is a special task, but of course it is not simply a linguistic interaction, but also an important transmission process of intercultural and cultural-psychological communication. Different countries and nationalities have their own specific living environment, geography and historical development, and have gradually formed a special national psychology in their respective institutions. In the face of deepening global integration, intercultural communication between countries is becoming more frequent, and cultural psychology, as an important carrier and presentation of a nation's common ideological combination and spiritual structure, needs to be reflected through translation to reflect the nation's common cultural traditions, characteristics and behaviour patterns.

Objective: The language and culture of a country, region or nation are always interdependent and interdependent. Behind the language is the cultural psychology of a country, region or nation, and the Japanese translation of new Chinese words is similarly related to traditional cultural psychology. Therefore, this paper explores the influence of cultural psychology on the growing of Chinese neologisms in the context of intercultural communication, hoping that through this study, firstly, we can deeply analyse the definition of intercultural communication and understand the important influence of intercultural education and semantic choice on the Japanese translation of Chinese; secondly, we can deeply analyse the connotation of cultural psychology and the role and practical