

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

application of cultural psychology in language translation; then, we can study cultural psychology in the context of intercultural communication from the aspects of cultural mistranslation and In addition, the application of cultural psychology in language translation is studied from two aspects: cultural mistranslation and cultural cutting; finally, the influence of cultural psychology on the growing of Chinese neologisms is discussed in depth on the basis of the comparison of the cultural psychology of Chinese and Japanese neologisms, and strategies and methods for the growing of Chinese neologisms under cultural psychology are proposed.

Subjects and methods: (1) To analyse in depth the connotation of intercultural communication from three perspectives of content realisation, nature and purpose, and to draw out the important role of cultural psychology on translation work in the context of intercultural communication, and to explore the influence on Chinese neologisms increasingly in the context of semantic transfer in intercultural communication from the differences in language habits, the associative meanings of neologisms and the differences in language environment. (2) To study the connection and mutual influence of cultural psychology and language translation. Translation is a process of cultural psychology transmission, and cultural psychology is an important vehicle for translation work. (3) To analyse the cultural psychology of Chinese and Japanese neologisms in this context, and to find the regular features of Japanese translations of neologisms from the comparison of the cultural psychology of neologisms in the fields of politics, economy, life, culture and society. (4) To explore the strategies and paths of Japanese translation of Chinese neologisms under the cultural psychology.

Results: (1) Impact. The influence of cultural psychology on the Japanese translation of Chinese neologisms under cross-cultural communication is mainly reflected in three aspects. Firstly, it is the influence of differences in language habits. Different ethnic groups have different ways of expressing themselves in language due to differences in historical development, living environment and cultural environment, which is ultimately the influence of differences in cultural connotation and national characteristics; secondly, it is the influence of the associative meaning of new words. The second is the difference in the language environment, the difference in the language regions of the country, and the difference in the inner meaning of the new words, which is ultimately due to the existence of cultural differences that make the translation connotation of the understanding of the language domain very different.

(2) Strategies. Firstly, to actively cultivate a good cross-cultural awareness, to attach importance to both cultural psychology and a certain awareness of cross-cultural communication, to have a rich knowledge of Japanese traditional and modern culture, to correctly understand the impact of changes in the Japanese social environment on cultural psychology, to be familiar with cultural differences and ethnic differences, and thus to develop a good sense of response and cross-cultural communication.

Secondly, pay attention to the influence of culture on translation, overcome the cognitive bias produced by cultural differences and cultural psychology, fully understand the cultural basis of the two languages, grasp the context, sense and emotion of new words, and better be understood by the other side through language processing and compilation to truly realise intercultural communication.

Conclusions: To sum up, with the deepening development of China's reform and opening-up policy, the cooperation and exchange between China and Japan has become more and more frequent, and the cooperation and exchange between the two countries is always inseparable from the translation work with cultural psychology as the carrier. For the translation workers, to accurately grasp the Japanese translation of new words, they must understand the cultural differences between the two countries, overcome the influence of cross-cultural communication, and on the basis of fully understanding the language, culture and history of the two countries processing and compiling the language of the new word, to deliver the original context of the new word more accurately to the reader audience, and to truly realise cross-cultural communication.

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ADJUSTMENTS AND STRATEGIES OF THE RURAL SOCIAL SECURITY SYSTEM BASED ON PSYCHOLOGY

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Background: Since the end of the twentieth century, China has entered a society with an ageing population, with the number of elderly people showing a constant rise and a gradual increase in the proportion of the total population in China. In a press conference held at the State Information Office on