

consumers' feedback.

Table 1. Psychological strategy impact of marketing in new media environment

Factor	Increase of efficiency	Development channel	Enhance competitiveness
Audience	4	4	4

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ANALYSIS ON THE EFFECT OF INTELLECTUAL PROPERTY PROTECTION OF DOMESTIC BRANDS FROM THE PERSPECTIVE OF LOGICAL THINKING BARRIERS

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Background: The development of human reasoning ability obviously shows the gradual compression of reasoning process. The normal reasoning process must follow the law of identity, the law of contradiction, the law of exclusion and the law of sufficient reason. Whether the inference conclusion is consistent with the objective reality should be checked by practice. Whether the premise is correct and whether the inference process conforms to the logical law determine the correctness of causality. Changing concepts, confusing right and wrong, premise contradiction and so on will violate the logical law and show as logical obstacles. Thinking disorder is an important and common symptom of mental illness, mainly including thinking form disorder and thinking content disorder (mainly delusion). The obstacles of thinking form are mainly the obstacles of association process, such as accelerating and slowing down the association process, and the irregular combination between appearance and concept. The obstacles of thinking content are mainly manifested in delusion, overpriced concept and forced concept.

Intellectual property protection generally refers to the ownership of intellectual labor achievements produced by human intellectual labor. It is an exclusive right granted to qualified authors, inventors or achievement owners within a certain period of time according to the laws of various countries. It is generally considered to include copyright and industrial property rights. Copyright refers to the general term of the personal rights and property rights enjoyed by the authors of literary, artistic and scientific works and other copyright owners in their works according to law. Industrial property rights refer to the exclusive rights enjoyed by the obliges, including invention patents, utility model patents, design patents, trademarks, service marks, manufacturer names, source names or origin names. Since the promulgation of the notice on the outline of the national intellectual property strategy in 2008, China has successively issued laws and regulations such as trademark law, patent law, technology contract law, copyright law and anti-unfair competition law. From the macro level, the state has provided a strong legal basis for the protection of intellectual property rights and interests of enterprises at the level of legal system, pointing out the direction for enterprises in formulating intellectual property protection system and specific implementation methods, but there is still a lack of separate laws and regulations and detailed documents of infringement cases. In order to protect the business secrets of enterprises, it is suggested to formulate the law on the protection of business secrets, the intellectual property law and other documents, and formulate detailed regulations on the protection and infringement of business secrets between enterprises and between enterprises and employees. On November 9, 2018, at the opening ceremony of the first China International Import Expo, China announced that it would resolutely punish violations of the legitimate rights and interests of foreign investors, especially intellectual property rights, improve the quality and efficiency of intellectual property review, introduce a punitive compensation system, and significantly increase the cost of violation of the law. With the increasing role of intellectual property in international economic competition, more and more countries have formulated and implemented intellectual property strategies. Facing the development trend of international intellectual property protection and the intellectual property situation faced by China under the conditions of opening up, China must step up the formulation and implementation of intellectual property strategy, protect national technological security, promote domestic independent innovation ability and prevent the abuse of intellectual property rights by multinational corporations.

Objective: With the state's attention to intellectual property rights, the number of international patent applications in China is increasing day by day. However, there are still some problems in the field of patent translation in China, such as low translation quality and insufficient translation research. Therefore, the importance of patent translation research is self-evident. As a special scientific text, patent documents have rigorous, objective and logical language characteristics. Ignoring logical thinking will lead to word

mistranslation, logical confusion, ambiguity, contradiction and other problems in the translation.

Subjects and methods: This paper analyzes the effect of intellectual property protection of domestic brands from the perspective of logical thinking obstacles. The investigation is mainly carried out from the following aspects: First, analyze the logical relationship between patent translation words. Second, avoid logical errors in the translation. Third, identify the implicit logical relationship in the text.

Study design: 100 audiences were randomly selected and investigated by questionnaire. A total of 100 questionnaires were distributed, 94 were recovered and 89 were valid.

Methods: Using Excel to analyze the effect of intellectual property protection of domestic brands from the perspective of logical thinking barriers.

Results: According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Effect of intellectual property protection of domestic brands from the perspective of logical thinking barriers

Factor	Logical relationship	Logical error	Implicit logical relation
Audience	4	4	4

According to the analysis of the survey results, the logical thinking barrier not only affects the translator's analysis of the logical relationship between words, resulting in logical errors in the translation, but also cannot identify the implicit logical relationship in the text, so it cannot timely adjust the translation strategies and affect the overall quality of the translation.

Conclusions: The results show that logical thinking plays a guiding role in patent translation. With the help of logical thinking, the translator can deepen the understanding of the original text, improve the preciseness and logical coherence of the translation, and then improve the passing rate of patent application. It is hoped to provide reference for colleagues engaged in patent translation practice and research.

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STUDY ON THE CROSS STRATEGY OF IDEOLOGICAL AND POLITICAL EDUCATION AND PSYCHOLOGY IN COLLEGES AND UNIVERSITIES

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Background: Ideological and political education is a special professional subject with Chinese characteristics, which is the front position of ideological and moral education and political theory education for college students. Since the reform and opening up, our colleges and universities have set up this course, comprehensive colleges and normal colleges and universities will be ideological and political education as a special subject, other colleges and universities will regard it as a part of the public course, a required course. Ideological and political education plays an irreplaceable role in improving the moral quality and political theory level of college students. The Ideological and political education in colleges and universities has become an effective stage to carry forward the traditional virtues of the Chinese nation, to help college students set up a correct outlook on life, values, world outlook and to publicize the policies and regulations of the party and the state. It is on this stage that the core socialist values can be recognized, recognized and abided by among college students, that the outstanding moral character accumulated by the Chinese nation for thousands of years can be publicized and accepted among the country and the future backbone of the nation, and that the political civilization and political thought of socialism with Chinese characteristics can be popularized and supported among the outstanding youth. Ideological and political education has its own law of development. As a subject or a professional course, ideological and political education receives the essence of other subjects and courses in the process of development. The main problem that ideological and political education solves is the regularity of people's thought and thinking, and the regularity of people's thinking consciousness. In the final analysis, it is also the problem of people's psychology and thinking. The process of people's thought activity is the process of people's mental activity, and all people's activities are controlled by psychology. This intersection with the psychology with a short history of development in our country. This intersection makes it necessary for ideological and political education to combine with psychology. Ideological and political education uses the psychology theory to solve its own development. At the same time, it also increases the methods and skills to solve complex problems. For example, it blindly