Study design: This research questionnaire survey is mainly conducted in the form of structured questionnaire. By describing the ethical phenomenon guided by consumerism in modern media, it investigates the attention rate and inner changes of teenagers to this kind of phenomenon. A total of 200 questionnaires were distributed during the experiment, of which 12 were not successfully recovered and 188 were successfully recovered.

Methods: In this study, the integration and analysis of questionnaire data are mainly carried out by Excel software.

Results: The impact of different types of media consumerism on Teenagers' psychology is shown in Table 1.

Table 1. The influence of media consumerism on teenagers

Phenomenon type	False news	Pursuit of sensory stimulation	News entertainment	Advertising to stimulate consumption	Media content homogenization
Impact level	3	4	3	4	2

In Table 1, the tendency to pursue sensory stimulation and advertising to stimulate consumption have the greatest impact on teenagers, followed by false news and news entertainment, and the homogenization of media content has the weakest impact.

Conclusions: The ethical conflict caused by media consumerism will have a negative impact on Teenagers' mental health and values. We should actively popularize the concept of social responsibility and ethics in teenagers' daily life and study, correct the wrong values mainly oriented by consumption and money, and eliminate the causes of teenagers' anxiety on the basis of ideas, Teenagers who have serious anxiety should be given psychological counseling scientifically and reasonably to ensure their physical and mental health in the process of learning and growth.

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ANALYSIS ON THE IMPACT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY UNDER THE BACKGROUND OF BIG DATA

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Background: The double explosive development of computer technology and network technology makes big data technology widely used in all walks of life. In today's big data environment, people are both data consumers and data creators. Large scale data upload, download and sharing have become an indispensable part of everyone's life. Big data technology itself has many characteristics, such as large amount, many types, fast dissemination, strong pertinence and strong relevance. These characteristics can be effectively used in Ideological and political education in colleges and universities. Modern college students are facing a variety of pressures such as great competitive pressure and difficult employment environment. College students will naturally have anxiety when facing these pressures. In Ideological and political education in colleges and universities, big data technology can be used to guide college students from different angles to alleviate their anxiety. On the one hand, the use of big data can make the decision-making in the process of Ideological and political education in colleges and universities more scientific and reasonable. Decision makers can decide different education methods based on the scientific statistics of big data on College Students' anxiety psychological phenomena. On the other hand, big data can also help colleges and universities establish a perfect network ideological and political culture communication system, prevent the proliferation of network ideology from adversely affecting the mental health of college students, and ensure the effectiveness of the ideological and political education system in colleges and universities. With the blessing of big data, colleges and universities can carry out ideological and political education in the form of network, accurately analyze students' mental health status through accuracy, clustering and other characteristics, and use the visualization and intelligence function of big data to provide a new perspective for ideological and political education and timely adjust teaching methods and knowledge system, Make the ideological and political education in colleges and universities more fit the psychological state of college

students, and achieve the effect of pre prevention and in-process intervention on college students' anxiety.

Objective: College students often face a variety of pressures in life, including employment, family and learning, which makes college students often troubled by anxiety, which has a negative impact on their study and life. The ideological and political education in colleges and universities can establish a network ideological and political education system through the use of big data technology, use positive ideological and political education to dredge the anxiety psychology of college students, and create a more stable and upward campus environment for college students.

Subjects and methods: This study uses a questionnaire survey to investigate the students in colleges and universities that have constructed the data network ideological and political education system. The subjects of the survey must be the students who have applied for psychological anxiety counseling and do not have exclusion from the survey itself. Before the survey, the respondents need to fill in the informed consent form at the head of the questionnaire.

Study design: The content of this research questionnaire is mainly about the experience of college students troubled by anxiety under the big data network ideological and political education. The questionnaire is a structural questionnaire. The content of the questionnaire is integrated by big data professionals and ideological and political teachers, combining the students' experience with the characteristics of big data network ideological and political education, explore the impact of big data network ideological and political education on college students' mental health. A total of 350 questionnaires were distributed in this survey, and 334 valid questionnaires were successfully recovered. The effective rate of the questionnaire reached 95.4%.

Methods: Using Excel software to analyze the data of the questionnaire, this study uses the five-level quantitative method to make quantitative statistics on the impact degree when summarizing the survey results. The impact degree increases with the improvement of the quantitative level from level 0 to level 4.

Results: The impact of big data network ideological and political education on college students with psychological anxiety is shown in Figure 1.
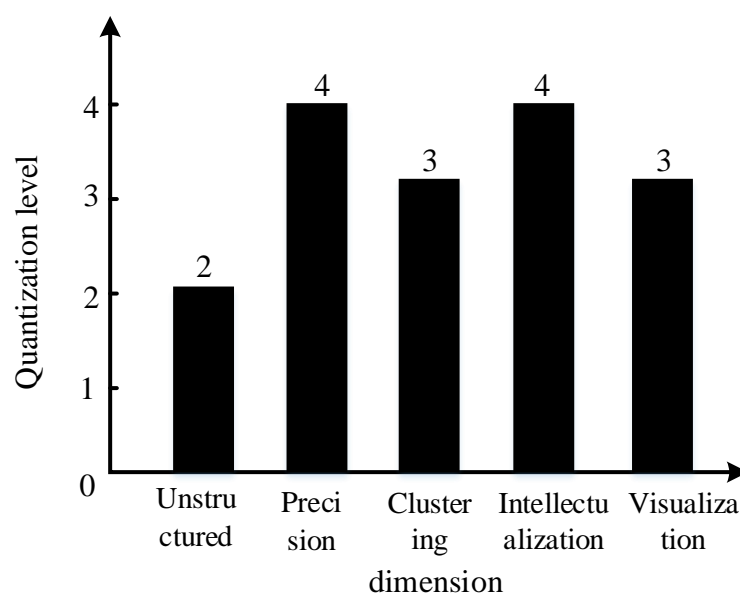

Figure 1. Influence of big data ideological and political education on college students with psychological anxiety

In Figure 1, the accuracy and intelligence of big data network ideological and political education can have the greatest positive impact on college students' anxiety, but the impact of non-structural characteristics is the most general.

Conclusions: Ideological and political education in colleges and universities can make full use of the accuracy, clustering, intelligence and other characteristics of big data technology to analyze the mental health status of college students, and formulate learning plans and psychological counseling programs according to the actual situation of students, so as to realize the innovative path from identifying psychological states to analyzing emotions, and then to formulating counseling programs, Help college students get rid of anxiety and maintain a positive and good state of study and life.

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A STUDY ON THE MAPPING OF INTERPRETATION ERRORS TO COGNITIVE IMPAIRMENT BASED ON TRANSLATION ADAPTIVE SELECTION THEORY

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Background: Translation adaptation and selection theory holds that the translator is the subject with subjective initiative in translation behavior. The translation behavior with the translator as the subject is mainly divided into two parts. The first part is the constraints of the source language environment on the translator, which requires the translator to have the professional ability to "survive" in the source language context. The second part is the constraints of the target language environment on the translator. This part requires the translator to quickly select the target language that can fully express the semantics of the source language. These two parts can be simply understood as the cognitive ability of the source language and the ability to transform semantics into the target language. The more the context of the source language is biased towards a professional field, the more obvious the constraints on the translator in the translation process. The translator is qualified only if he "survives" in both parts. This repeated process of adaptation, selection and circulation is the process of translation adaptation and selection. In this process, whether it is the first part or the second part, the translator may produce speech errors, which are difficult to detect for people in the target language context. This kind of mistakes that are difficult to detect by the third party will often lead to the cognitive impairment of the listener and then the deviation from the speech. In the translator's interpretation work, the types of speech errors may be diverse, including grammatical errors, lack of fluency of the target language, lack of faithfulness of the target language, or lexical errors. Different types of errors will lead to different degrees of cognitive impairment. Shallow cognitive errors can be detected and corrected by the listener's understanding ability. This kind of cognitive errors can often be expressed through the disobedience in the dialogue, but deeper cognitive errors are difficult for the listener to detect and need to be discussed and analyzed by professionals.

Objective: Different types of interpreting errors in translation may lead to different degrees of cognitive impairment. This study classifies the types of oral errors, analyzes the impact of various types of errors on cognitive impairment, and then puts forward coping strategies for different situations.

Subjects and methods: This study explores the mapping impact of interpretation errors on cognitive impairment through two methods: Test and questionnaire. The test is mainly used to detect the frequency of different types of errors, while the questionnaire is mainly used to investigate the impact of errors on cognitive impairment.

Study design: In this study, two translation tests, Chinese-English translation and English-Chinese translation, were prepared. The eight translators who participated in the test were trained in relevant majors for a total of 20 minutes. In the part of questionnaire survey, this study will make a questionnaire according to the test content, and provide relevant recordings to the survey participants to investigate the impact of different types of speech errors on listeners' cognitive impairment through examples. In this experiment, a total of 50 questionnaires were distributed and 47 were recovered, of which 2 were invalid and 45 were valid.

Methods: Based on the standardized analysis of test recordings, this study also uses Excel software to analyze the impact of different types of speech errors.

Results: The influence degree of different speech error types on cognitive impairment is shown in Figure 1.

In Figure 1, the types of speech errors that have the greatest impact on cognitive impairment are grammatical errors and lack of faithfulness of the target language, followed by lack of fluency of the target language, and the impact at the lexical level is the least.

Conclusions: The translator's mistakes in the process of translation will have varying degrees of impact on the listener's cognitive impairment. Different strategies can be adopted to avoid four types of errors: grammatical errors, lack of faithfulness, lack of fluency and vocabulary problems. In the process of translation, translators should avoid copying mechanically, forcibly use words inconsistent with the context, eliminate intralingual interference, enhance their mastery of grammatical rules and enhance their professional quality. In the process of listening and translation, we should take the listener's acceptance and the accuracy of the target language as the two most important standards in the process of translation. We