

service schemes of colleges and universities serving the national rural revitalization strategy, and establishes the service index system. The research then uses Delphi method to evaluate the efficiency of service construction indicators and analyze the weight of various service indicators, so as to provide reference for local colleges and universities to provide high-quality services for the national rural revitalization strategy. The research takes university managers and rural grass-roots managers as the consultation object, revises and arranges the index system through three rounds of consultation, empowers the indicators at all levels, and deeply excavates the difficulties faced by local university high-quality service national rural revitalization strategy from the perspective of university managers and rural grass-roots managers. Collect the suggestions of people from different angles on local colleges and universities serving the national rural revitalization strategy, and put forward the implementation path to improve the service quality on this basis.

**Results:** The analysis results of college managers and rural grass-roots managers on the dilemma of local colleges and universities serving the national rural revitalization strategy with high quality are shown in Table 1. At present, there are some problems in local colleges and universities serving the national rural revitalization strategy, such as insufficient service awareness of colleges and universities, insufficient internal development power of villages, loss of local talents in villages and lack of environmental supporting facilities.

**Table 1.** The analysis results of university managers and rural grass-roots managers on the dilemma of local universities' high-quality service and national rural revitalization strategy

Survey object	University administrators	Rural grass-roots managers
Insufficient service awareness of colleges and universities	4	3
Lack of internal driving force for rural development	3	4
Rural local brain drains	4	4
Lack of supporting environment	4	3

**Conclusions:** In order to improve the service quality of local colleges and universities serving the national rural revitalization strategy, the government should strengthen the relevant policy support for college graduates to return home and start businesses, attract more college graduates to return home and start businesses through the method of policy preference, and promote the promotion of rural revitalization strategy. rural areas should strengthen the docking service with colleges and universities, make use of the knowledge and technological advantages of colleges and universities, build service industrial parks, establish characteristic rural industries, give full play to the collective overall planning ability of rural areas, and realize the revitalization of rural industries. In the process of promoting the psychological challenges faced by rural colleges and universities, we should fully consider the psychological linkage between rural colleges and universities and local personnel in the process of promoting the strategic revitalization of rural colleges and universities.

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## RESEARCH ON COLLEGE ENGLISH TRANSLATION TEACHING THEORY AND TRANSLATION SKILLS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Educational psychology organically integrates pedagogy and psychological theory, studies the basic psychological change characteristics and laws of teaching and learning in educational situations, analyzes the psychological phenomena of teachers and students in educational practice, and discusses the interaction between the psychological characteristics of teachers and students. Educational psychology is the result of the expansion of psychological theory to the field of pedagogy. The fundamental purpose of educational psychology is to apply the theoretical knowledge or research results of psychology to practical educational activities, provide guidance for educational practice, and help teachers carry out curriculum design and teaching method reform in teaching activities. Using the theory of educational psychology as the basis to innovate and reform the educational model can effectively help teachers use positive educational

psychological factors, promote the improvement of students' learning ability and enthusiasm, and help students cultivate good learning habits.

English translation is an important part of English learning. It has high requirements for students' comprehensive English application ability and grammar knowledge level. Under the traditional college English translation teaching mode, the teaching concept and curriculum of English translation are relatively backward, which is difficult to meet the needs of the English application market in the new era, and lack of scientific and overall planning. Moreover, the English translation teaching materials used in the traditional English teaching mode are relatively backward, the content of the teaching materials is single, and they lack the combination with the real English application scene, which cannot provide guidance for the improvement of students' English practical application ability. The backwardness of efficient English translation teaching theory and model makes the status of college English translation teaching in English learning in China show the characteristics of marginalization. Colleges and universities are required to actively explore a new teaching model of college English translation theory and skills to help college students improve their English translation skills.

**Objective:** Based on the theory of educational psychology, this paper analyzes the problems existing in college English translation teaching, understands the current situation of college English translation theory and skill teaching, deeply excavates the places that can be optimized and improved in college English translation teaching, and promotes the improvement of college English translation teaching quality. Guided by the theory of educational psychology, this study analyzes the value and function of college English translation theory and skill teaching from the perspective of pragmatics, hoping to provide help to improve college students' English translation level.

**Research design:** From the perspective of educational psychology, this study analyzes the psychological change characteristics and laws of college students in the process of college English translation theory and skill teaching, understands the psychological factors in college English translation theory and skill teaching, explores the problems existing in college English translation theory and skill teaching, and analyzes the optimization direction of college English translation theory and skill teaching. The research combines the problems of college English translation teaching and teaching psychological analysis, constructs the college English translation theory and skill teaching system, and explores the development direction and path of college English translation theory and skill teaching through multi-level index analysis. Combined with the principal component analysis method, this paper makes a weighting analysis on the college English translation theory and skill teaching system, and analyzes the best way to optimize and adjust the college English translation theory and skill teaching system through the weight ranking of various characteristic indexes. The study uses a pilot experiment to verify the feasibility and effectiveness of the proposed optimization path of college English translation theory and skills teaching system. Taking a college English major as the pilot experimental object and four grades of English majors as the experimental object, the experiment lasts for three months. During the experiment, the optimized and adjusted college English translation theory and skills teaching system is used for teaching.

**Results:** Before and after the experiment, the changes of the learning psychological enthusiasm and psychological identity of the experimental subjects to the teaching of English translation theories and skills are shown in Table 1. With the adjusted teaching mode of college English translation theories and skills, the learning psychological enthusiasm and psychological identity of college students have increased significantly.

**Table 1.** Before and after the experiment, the changes of subjects' learning psychological enthusiasm and psychological identity

Survey items		Freshman	Sophomore	Junior	Senior
Before experiment	Psychological enthusiasm	1	1	2	1
	Psychological identity	2	1	1	2
After the experiment	Psychological enthusiasm	3	4	3	3
	Psychological identity	4	3	3	3

**Conclusions:** Under the guidance of educational psychology theory, this study analyzes the psychological characteristics of students in the process of college English translation theory and skill teaching, and explores the development direction and path of college English translation theory and skill teaching. The study found that in order to improve the teaching quality of English translation theories and skills in colleges and universities, teachers should integrate pragmatic and contextual theories into English translation teaching, establish translation teaching objectives and teaching ideas that keep up with the times, and help college students correctly understand, learn and use English translation skills. In the process of English translation teaching, teachers can adopt appropriate interactive methods to deepen college students'

understanding and mastery of English translation skills and knowledge, help college students deeply understand the concept of English translation, and deepen college students' understanding of the corresponding relationship between English original text and translation. College students should also maintain high learning enthusiasm and initiative in the process of English translation learning, independently summarize the knowledge of English translation skills and improve their English translation skills. The experimental results show that the adjusted college English translation theory and skills teaching model can effectively improve college students' learning psychological enthusiasm and psychological identity, and is of great value to promote college students' English learning.

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## COLLABORATIVE INNOVATION OF DIGITAL ECONOMY AND RURAL TOURISM FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** Social psychology studies the psychological phenomena of society and groups under the background of social environment, analyzes the psychological restriction thoughts and behaviors of individuals and groups, and analyzes the behavior characteristics of individuals under the inhibition of others or groups, including individual interpersonal attraction, social promotion, social obedience, interpersonal perception and other psychological representations. Social psychology organically integrates psychological theory and sociological theory. It is a marginal interdisciplinary subject between psychology and sociology, which is deeply influenced by the two disciplines. Therefore, there are always two theoretical viewpoints in different directions in social psychology. The two theoretical viewpoints have different emphases, which are divided into sociological direction and psychological direction. The two theoretical viewpoints analyze the phenomenon of social psychology from different angles, and explore the characteristics and laws of psychological changes of individuals and groups in social situations.

In recent years, digital economy has sprung up. With the progress and development of Internet technology, Internet digital economy has become an emerging economic model. The 13th Five-Year Plan puts forward the goal and task of vigorously developing tourism to promote the transformation of national economic structure. As an emerging business form of the tourism industry, rural tourism is an important opportunity to drive the transformation and upgrading of the rural economy. However, in recent years, the supply-demand balance of rural tourism has been broken and encountered the development bottleneck of business homogenization. Rural tourism is required to grasp the vent and reality of the rise of digital economy, organically integrate rural tourism and digital economy, and promote the coordinated and innovative development of rural tourism and digital economy, so as to improve the service quality and development level of rural tourism.

**Objective:** Under the guidance of social psychology theory, this paper analyzes the development status of digital economy and rural tourism, understands the problems and challenges faced by rural tourism in the development process, and puts forward new ideas and paths for the development and upgrading of rural tourism. The research discusses the significance and value of the coordinated development of digital economy and rural tourism, and analyzes the industrial efficiency of the coordinated development of digital economy and rural tourism, hoping to provide reference for the transformation of national economic structure and the development of rural tourism.

**Research design:** Using the theory of social psychology, this paper analyzes the individual psychological activities in the development of digital economy and rural tourism, analyzes the psychological characteristics and change laws of social individuals and groups, deeply excavates the potential social psychological background of the collaborative innovation of digital economy and rural tourism, and explores the direction and path of the collaborative innovation of digital economy and rural tourism. Based on the analysis of social and psychological factors, this study analyzes the problems and limitations existing in the development of digital economy and rural tourism, explores the entry point of the collaborative innovation development of digital economy and rural tourism, and constructs the hierarchical index system of the collaborative innovation development of digital economy and rural tourism. The research uses analytic hierarchy process to analyze the collaborative innovation development strategy and path of digital economy and rural tourism from the perspectives of resource integration, digital integration, employee quality training and brand influence construction, and makes auxiliary decision-making through index qualitative analysis, so as to provide direction reference for the collaborative innovation development of digital