

the real economy through technologies such as digital enabling finance and enabling credit, so as to create conditions for the multi-scene integration of the digital economy.

**Objective:** At present, the digital economy has become an important engine to drive the high-quality development of our economy. Compared with digital industrialization, industrial digitalization is the key component of digital economy, occupying the dominant position of digital economy. Industrial digitization represents the infiltration of digital economy in the real economy, and has great potential for development, among which the digitization of traditional industries is the main direction. For traditional industries, digital transformation can effectively integrate existing resources, break development dilemma, and promote the conversion of old and new growth drivers. On the one hand, we shall connect social resources, break geographical space restrictions, and promote information flow, talent flow, capital flow and other interactive sharing through “cloud access”. Through data innovation and application, we shall update and upgrade the process design, production process, operation management, sales promotion and other links. On the other hand, with the support of industrial internet platforms and other new infrastructure, accelerate the promotion and extension of innovation foundation and capability, promote the industrialized application of innovation capability, and create a better ecology for the transformation and value-added of traditional industries. However, there are still a series of problems in the digital transformation of traditional industries, such as weak awareness of industrial digital development, imperfect infrastructure and lack of supporting services.

**Subjects and methods:** Local breakthroughs in digital transformation should have the role of promoting the digital transformation of the whole enterprise, and pursue to drive enterprises to a comprehensive digital transformation. Data has become the most important factor of production for enterprises, and digital management means will become the new infrastructure for enterprises. Therefore, to the comprehensive network, digital and intelligent, will be the common trend of all kinds, enterprise organizational transformation.

**Study design:** Random selection to 20 staff members of an enterprise. The questionnaire survey was used to analyze the effect of high-quality development and innovation of digital enabling enterprises based on the perspective of social psychology.

**Methods:** The database SPSS 13.0 statistical software was used to calculate the effect impact of digital enabling enterprises on various departments under the scope of social psychology.

**Results:** The results of the survey, with 1-5 grade quantitative influence value of specific factors, 1 indicates irrelevant, 2 indicates slight impact, 3 indicates general effect, 4 indicates obvious impact, 5 indicates full influence, in order to reduce the personal subjective error in the assessment, 20 enterprise financial personnel evaluation value and take the average to rounding the results. The specific statistical table is shown in Table 1.

**Table 1.** Effect of high-quality development and innovation of digital enabling enterprises under the perspective of social psychology

Factor	Warning effect	Control action	Decision-making role
Value	5	5	4

The investigation shows that digital empowerment has played an accurate and precise decision-making role in the data analysis and risk early warning of enterprises, which not only realizes the controllable production process, but also provides early warning for financial profits and losses, and plays an unpredictable role in the high-quality development of enterprises.

**Conclusions:** Based on social psychology, with the help of Internet technology, through digital management will surely become a key link of enterprise transformation and upgrading. Through digital quantitative management, enterprise management standardization, refinement, and process management goals.

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## EXPLORATION OF EDUCATIONAL PSYCHOLOGY IN THE PROFESSIONAL INTERACTIVE DEVELOPMENT MODE OF ENGLISH TEACHERS IN UNIVERSITIES

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**Background:** Broadly speaking, communication between teachers belongs to the category of teacher interaction. From a professional point of view, teacher interaction refers to the collective preparation of lessons, teacher cooperation, teaching seminars, and so on. At present, the academic circles pay more and more attention to teacher interaction. Good teachers' professional interaction can improve teachers' teaching skills, improve students' academic level, optimize teachers' interpersonal relationship, and promote teachers' professional development. Teachers' community is an important form of teachers' professional cooperation. It is an effective way to improve teachers' professional ability and promote teachers' professional growth. At present, in the field of English teaching in domestic colleges and universities, there are many forms of teacher interaction, such as collective preparation for lessons, cooperative teaching by modules and so on. Teachers' professional interaction is not natural. A standardized and efficient interactive model of teachers' professional development needs the careful design of the organizers or leaders. Symbiosis, the study of key issues can promote the progress of both teachers and researchers. Teachers use the classroom record, reflection diary, action research paper first draft and so on, and stressed that we should be based on teachers' teaching practice. Through teachers' interaction, teachers establish the emotional atmosphere of mutual trust, mutual respect, mutual benefit and mutual help. In the interactive process, combined with teaching practice, theoretical knowledge is used to promote and enhance daily teaching skills, and at the same time to enhance researchers' research ability.

**Objective:** Teachers play a key role in the effectiveness of teaching. There are many problems that teachers need to consider in teaching. Psychological activities in the process of students accepting education are one aspect that must be considered in educational work. The law of students' psychological activities is one of the important bases of educational work, and it also plays an important role in educational work. Educational psychology is of great significance to English teaching, because English is a subject aimed at teaching students to use foreign languages. The use of language itself is a psychological phenomenon, and the process of using language is the process of psychological activities. Therefore, English teachers should not only have some psychological knowledge from the perspective of teaching, but also have a good understanding of the psychological characteristics of speech activities and the rules of learning and mastering English. Therefore, the study of effective English teachers from the perspective of educational psychology is of great help to the professional development of English teachers and to improve the effectiveness of English teaching.

**Subjects and methods:** The main objective of this study is to promote the professional development of English teachers in this school. The research object is English teachers' community. This paper analyzes teacher community from five aspects: member structure of teacher community, time of teacher interaction, goal of teacher community, process of teacher community interaction and relationship between teacher community and other institutions. Among them, the process of teacher interaction is the research focus, including the following four aspects: dialogue between teachers, decision-making, teacher action and teacher interaction assessment. According to the results of the investigation, some constructive suggestions are put forward.

**Study design:** Random selection of 100 English teachers, the current average class hours per semester up to 64 hours, teachers in each semester teaching tasks are about 200 hours, class capacity between 40-100 people.

**Methods:** 100 teachers were randomly divided into control group and intervention group, 50 in each group. The control group received normal teaching and English teachers' professional interaction development mode, and the intervention group used educational psychology knowledge. The experiment lasted 1 month. After the experiment, the teachers in the control group generally reflected that the class capacity was large and the classroom task was not easy to carry out. While college English teachers shoulder the huge task of class hours, there are also the requirements of scientific research tasks, so that the control group of English teacher's incompetent. Based on educational psychology, the teachers in the intervention group can communicate and discuss with each other in cooperation, help teachers to improve their teaching skills, solve their practical teaching problems and apply their theoretical knowledge to practical teaching. The questionnaire was adapted from TCAS-Teacher Collaboration Assessment Survey (Teacher Cooperative Assessment Questionnaire). A total of 50 questionnaires were distributed, 49 were recovered, 48 effective questionnaires. The influence of Excel statistical educational psychology on college English teachers' professional interaction development model.

**Results:** The results of this survey are determined by means of 1 to 4 grades and quantitative influence values of specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, and 4 indicating full influence. In order to reduce the great error caused by individual subjectivity in the assessment, the evaluation values of 50 teachers in the intervention group are adopted and the average values are obtained, and the results are rounded off. The specific statistical table is shown

in Table 1.

**Table 1.** Influence of educational psychology in the professional interactive development model of English teachers in universities

Factor	Solve teaching problems	Theory is combined with practical application
Grades	4	3

**Conclusions:** Team members must strictly follow the prescribed steps in the process of interaction, discuss step by step, identify the person responsible for each process guidance if necessary, and improve the recording principles to track decisions, behaviors, and evaluations to ensure that each interaction has a concrete effect. The implementation of the new model must be based on mutual trust and assistance. Harmonious interpersonal relationship is the foundation. Teachers should eliminate barriers and make efforts to improve their teaching ability, research ability and students' academic level with a professional attitude.

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## FUNCTIONAL TRANSLATION THEORY BASED ON EDUCATIONAL PSYCHOLOGY AND ITS TRANSLATION PRINCIPLES AND METHODS

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**Background:** With the development of the times, economic and cultural exchanges between countries are becoming more and more frequent, and the exchanges between Chinese nationals and foreign residents are becoming closer and closer. Therefore, the translation industry has also made great progress, with more opportunities and higher treatment for translators. In addition, the translation of foreign literary works is an important way for China to absorb foreign culture. Translating and exporting Chinese literary works is also an important way for China to export culture. In the 1970s, functional translation theory was put forward and had an important impact on the translation circle. Functional translation theory is based on Skopos theory, which makes people recognize translation, that is, the translation process is a purposeful behavior. Translators need to translate on the premise of considering the needs of readers and customers, pay attention to diversified translation, and then improve the quality of translation.

Functional translation theory plays an important role in foreign language teaching, which can significantly improve students' translation level and improve foreign language learning efficiency. However, when students are still in the primary stage, functional translation theory can well compare the similarities and differences in the structure and grammar of the two languages, and has no strength to improve students' cognition of the basic characteristics of foreign languages and quickly cultivate and improve their reading and translation skills. However, the accuracy of functional translation theory depends on the translator's mother tongue translation means, which does not play the role of the translator's mother tongue in the transfer of foreign literature. In addition, functional translation theory also relies on the translator's grammatical habits and emphasizes the comparison between mother tongue and foreign language. Therefore, the translation content based on functional translation theory is seriously divorced from the teaching of text reading, which is not conducive to students' language training. The study combines educational psychology with functional translation theory, hoping to make up for the defects of functional translation theory and improve students' performance.

**Objective:** Functional translation theory is widely used in the teaching of foreign language beginners and plays an important role. However, functional translation theory is seriously divorced from text reading teaching, which affects students' language training. Therefore, the study combines educational psychology with functional translation theory, hoping to make up for the defects of functional translation theory and improve students' achievement.

**Subjects and methods:** 300 foreign language majors were selected from 6 universities by stratified cluster sampling, including 196 boys and 104 girls. Evaluate the teaching effect of foreign language teaching methods according to students' test results.

**Research design:** According to students' majors, students were divided into three groups: English group, Russian group and German group, with 100 people in each group. Using the random number method, each large group was divided into two groups, namely the study group and the control group, with 50 people in each group. The research group adopts the teaching method of the combination of educational psychology and functional translation theory. The control group adopts the teaching method based on functional