

Conclusions: The study of translation from the perspective of psychology is also the necessity of the development of translatology and an indispensable part in the establishment of translatology. Any discipline related to language cannot be completely irrelevant to psychological research, because language is psychological in essence. Translation is an activity involving many psychological problems. If we only study the law from the result or language level. Some have been explaining the slogan of translatology for years, but so far some people are skeptical and negative about it, because they believe that translation is just a simple language operation and not an independent discipline. This view is related to the fact that our translation research is not deep enough. We should look at its internal mechanism in the deep structure. Psychological research focuses on people's understanding of translation and the discovery of translation laws. The establishment of translation psychology will not only promote the construction of translation studies, but also promote the birth of a new branch of psychology.

Key words: mental - business Russian - training strategies

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TEACHING STRATEGY OF ENTERPRISE MORAL MANAGEMENT BASED ON SOCIAL EMPATHY THEORY

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Background: In order to meet the needs of the development of China's socialist market economy, most majors in the school have set up courses of enterprise moral management. The purpose is to cultivate students' economic awareness and moral management awareness, improve their knowledge structure and ability structure, meet the needs of enterprise development and meet future challenges. However, enterprise management knowledge and teaching materials lag behind. Enterprise management course is a professional basic course for economic management majors to cultivate students' management application ability. It is comprehensive, practical, systematic and interesting. It is a comprehensive and practical course, integrating economics, mathematics, sociology, psychology, behavioral science and other disciplines. There are many kinds of teaching materials for enterprise management course, and most of the knowledge points in the teaching materials are repeated and obviously lag behind. For the post-90s students, the old cases and applications in the textbooks always lag behind the times, and the textbook theory is rigid, which makes the classroom teaching lack of vividness and moral constraints. At the same time, it pays more attention to theory than practice. The traditional teaching mode of enterprise management course mostly takes teachers as the center and examinations as the goal. In the teaching of enterprise management, teachers mostly use this fixed teaching method. Although at this stage, many colleges and universities have replaced multimedia classrooms in the form of PPT slides, and some colleges and universities have also improved the participatory and interactive teaching mode in classroom teaching, the teaching subject focuses on the theoretical mode or case mode, and the practical teaching is only "observation". This kind of teaching mode can only make students passively accept knowledge and lack practical experience. Therefore, students' understanding of the course knowledge of enterprise moral management often stays at the theoretical level, only talking on paper, high vision and low hands, poor actual management ability, disconnected from the actual management of enterprises, and the effect of classroom teaching is not ideal.

Objective: The enterprise management course offered in Colleges and universities is a professional basic course for the major of economic management, which mainly focuses on cultivating students' management and application ability. It is a comprehensive and practical applied course, integrating economics, mathematics, sociology, psychology, behavioral science and other disciplines. With the rapid development of economy, the management ideas and methods of enterprises are constantly updated, which requires colleges and universities to change the previous simple "theory" teaching mode in the teaching mode of enterprise management. We should combine the ideas and methods of modern enterprise management and integrate theory with practice to make the enterprise management course

more interesting and practical. Students learn in practice, understand and deepen theoretical knowledge in learning, comprehensively improve students' ability to analyze and solve problems by using scientific theories and ideological methods in future practice, and cultivate the thinking and quality of modern enterprise management. Under the condition of socialist market economy, ideology and economic factors are indispensable to give full play to people's subjective initiative and improve the work efficiency of enterprises and institutions. There is also a psychological factor that can not be ignored. Therefore, using the results of psychology to study the law of human behavior motivation has very important scientific value and practical significance for enterprise management.

Subjects and methods: 1. Application in teaching the employment of enterprise leaders. In the era of commodity economy, the essence of competition among enterprises is the competition of talents. Whoever has strong talent strength can occupy a leading position in the competition. Therefore, as enterprise leaders, we should not only establish the concept of loving, gathering and educating talents, but also use talents reasonably. Is to arrange talents to appropriate posts. According to the temperament type theory put forward by the famous Greek doctor Hippocrates and the Roman doctor Galen, "there are four different liquids in the human body, which dominate different temperament", according to which people's temperament types are divided into four types: (1) Bile. People of this temperament type are intelligent and agile, but lack accuracy; Enthusiastic but impetuous; Strong, but rough. They are resolute and resolute. It is better to assign such people to public security and political and legal posts. (2) Bloody. People of this temperament type are highly sensitive, energetic and good at adapting to the changing living environment. But the emotional experience is not deep. They are sociable, enthusiastic and flexible. Quick response. It is more suitable to arrange such people in the public relations industry. (3) Mucinous. People of this temperament type are good at patience, firm and calm, work hard, and are more suitable for scientific research. (4) Depressive. People of this temperament type have profound emotional experience, high sensitivity, are not easy to form outside, and their actions are steady, steady and lasting, but timid and hesitant; Gentle appearance, tend to be silent and lonely. This kind of person is suitable for archival and personnel work and financial work. When a person's temperament meets the requirements of work. He learns and trains to a level of proficiency quickly and has little difficulty. Personal interest is also high, which is conducive to human development and work efficiency.

In addition, as a leader, we should also pay attention to the appropriate collocation and ingenious combination of talents. Management mental discusses in the factors affecting cooperation: both human natural factors and personality factors will affect cooperation, that is, the principle of complementarity should be considered in combination. Otherwise, if the combination is improper, it will not only fail to form cohesion, but also offset each other and exhaust its strength. "The combination of talents is the subtlety of human beings. If it is a machine, one plus one must be two, but the combination of people is not necessarily. If it is properly combined, one plus one will often become three or five, otherwise it may become zero or negative," said Yukiko Matsushita of Panasonic electric company in Japan One mountain can't accommodate two tigers. If ten first-class talents are concentrated together and everyone has his firm ideas, then ten people have ten ideas and can't make decisions at all. But only one or two of ten people are particularly outstanding, and the rest can be ordinary. These people will obediently obey the one or two intelligent people. At the same time, we should also pay attention to the complementarity of age, gender and personality characteristics, strive to achieve the optimal combination of talent structure and give better play to the role of talents.

2. Application in teaching managers' management methods. As mentioned earlier, people have four temperament types. When doing the ideological and political work of employees, managers of enterprises should pay attention to adopting different working methods for people with different temperament characteristics. For example, when criticizing and helping employees, we should consider the tolerance of people with different temperament types to setbacks. For people with choleric temperament, do not easily provoke them, but try to cultivate their self-control; For people with blood quality, we should be good at heart to heart, give them more opportunities and room for activities, and help them cultivate a solid and dedicated spirit; For mucinous people, be patient and allow them enough time to think; For depressed people, we should be more caring and considerate, and pay attention to ways and methods. Moreover, the important problem of management is to mobilize the enthusiasm of employees, and the source of enthusiasm comes from people's needs. People's needs are rich and varied. Therefore, managers of enterprises should understand the needs and characteristics of employees, and then take different measures to meet the needs of employees. So what do people need? Maslow, a famous American psychologist, put forward the theory of hierarchical needs in his book the theory of human motivation in 1943, which has been widely spread for decades. Maslow classifies various human needs into five categories and divides them into five levels according to their occurrence order, namely physiological needs, security needs, social needs, respect needs and self realization needs. According to this theory,

some western management mental experts have designed the relevant forms of hierarchy theory and management measures, which has a certain reference value for us to do a good job in management. Therefore, as an enterprise manager, we should understand the needs of employees at different levels, try our best to meet the reasonable needs of employees, be good at guiding employees to consciously control their needs, and correctly handle the relationship between individual, collective and national interests.

3. Application in marketing teaching. There is a price factor in the marketing mix. When pricing products, we should not only consider the relationship between supply and demand, demand elasticity and other factors, but also consider the price mental of consumers, that is, set the product price according to different consumers. For example, for some handicrafts and high-grade commodities, consumers prefer high-grade low prices to low-grade high prices. For a set of high-end clothes, consumers would rather spend 1002 yuan than 999 yuan. Although it is only 3 yuan short, it seems to be a grade short. But some daily necessities are not like this. A piece of soap sells much better at 4.90 yuan than 5 yuan, which is a kind of affordable mental of consumers.

Results: With the rapid development of economy, enterprises are constantly updating their management thinking and methods, which requires the management teaching mode of economic and management enterprises to change the previous pure "theoretical" teaching mode, integrate the thinking and methods of modern enterprise management, combine theory with practice, teach on demand, optimize the curriculum structure, and make full use of the resources of school enterprise cooperation, introduce the management thinking and methods of enterprises into the teaching of enterprise management. (1) We should establish courses and teaching materials to integrate with the real management of enterprises. The knowledge points of the teaching materials should be synchronized with the enterprise management and management concepts. The teaching work should flexibly respond to the teaching plan and teaching scheme with the development and change of the enterprise entity, so as to make the teachers' teaching and course content truly integrate with the society and enterprises. (2) We should build a skilled enterprise management "double qualified" teaching staff. On the one hand, it can further verify the relevant theoretical knowledge in the enterprise practice, on the other hand, it can make the theoretical knowledge more accurate and more in line with the enterprise reality in teaching, which improves the comprehensive quality and teaching level of teachers. (3) We should establish the practice system of enterprise management course. Through students' practice in enterprises and the construction of simulation training room in schools, students can truly feel the management mode and methods of enterprises, fully exercise students' practical ability and comprehensive quality, and deepen their understanding and deepening of theory. (4) We should establish the project-based enterprise management curriculum. In the process of enterprise management, we should not only rely on one person's strength to achieve management objectives, but also need the team spirit and strength. Taking projects and tasks as the main carrier can stimulate students' enthusiasm, stimulate students' potential to the greatest extent, eliminate timidity and other bad emotions, and let students know the importance of cooperation in enterprise management. Through a variety of situation design, the enterprise management course is more interesting and practical. Students practice from multiple angles in the situation, skillfully and consolidate the management concept, comprehensively improve the students' ability to analyze and solve problems by using scientific theories and management methods in future practice, and cultivate the thinking and quality of modern enterprise management.

Conclusions: To sum up, with today's complex and changeable economic environment and market competition, the management mode and business model of enterprises are also changing. Facing the current situation, colleges and universities must take comprehensive measures from many aspects in combination with social empathy, build a new curriculum system of enterprise moral management and improve teaching methods. Improve teachers' enterprise personal quality and take real enterprise management as the support. Only by conforming to the development trend of the times and keeping pace with the times, the enterprise management course can be more practical, the teaching effect will be more significant, more practical and more popular with students and enterprises.

Key words: Mental Systems Theory - enterprise management - teaching

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MORAL CONSTRUCTION OF COLLEGE TEACHERS FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: The construction of talent team is relatively complex, especially under the background of the construction of "double first-class" proposed by the state, the moral construction of college teachers is one of its important tasks. The research and exploration of this key moral problem is an important proposition of the times and has important theoretical and practical significance.

Objective: With the rapid development of social economy, talents are playing a more and more important role. The competition between enterprises and countries has become the competition of talents, capital and technology. Colleges and universities are the main undertakers of talent moral cultivation, and the quality of college education depends on its talent team. The moral construction of talent team in Colleges and universities is an organic part of rejuvenating the country through science and education. This is very important for the construction of universities and the soft power of universities.

Subjects and methods: 1) The conflict between professional requirements and personality characteristics intensifies. The new generation of college teachers represented by the post-80s generation pay too much attention to their academic achievements and ignore the cultivation of mental quality. Most of them have the characteristics of strong personality, strong vanity, poor sense of responsibility, poor consciousness, indifferent collective concept, lack of overall awareness, vulnerable to setbacks, eager to understand but lack of understanding others. When the post-80s college teachers encounter the post-90s students who are diversified in thought and mental, self-centered, lack of perseverance and sense of responsibility, have a strong rebellious mental, have a weak sense of cooperation and are more prone to mental problems, where will the mental pointer deviate? What kind of "teaching and learning rules" will be deduced? On the one hand, college teachers are engaged in teaching and educating people. A high sense of responsibility and professionalism are the basis of being a teacher and the core of teachers' professional ethics. On the other hand, college teachers shoulder the responsibility of cultivating students' good mental quality to meet the needs of social development. The conflict between personality and occupation, the strong collision between nature and rationality, and the poor mental quality naturally breed mental obstacles.

2) Sensitivity, anxiety and other mental are more prominent. It is very common that the proportion of female teachers in Colleges and universities exceeds that of male teachers. In addition to the personality changes that keep pace with the times with the society, female teachers in Colleges and universities have a stronger sense of equality, competition, self-esteem, self love, self-improvement and self-confidence than other professional women due to the requirements of professional and career development. They hope to display their talents and realize their self-worth on the teaching and scientific research platform of colleges and universities. Although most female teachers in Colleges and universities do not lack the personality characteristics of male teachers such as reason, independence and decisiveness, they are more easily dominated by the environment than male teachers, prone to emotional excitement and annoyance, have higher mental self-requirements, and physiological differences exist objectively. They often contradict themselves because they are difficult to be comprehensive. Female college teachers with children spend most of their time occupied by intense work, housework and children's education. They rarely have their own relaxed time. It is normal for them to have more heart than strength. Studies have shown that female teachers with high education under the age of 35 are a high incidence group of mental health problems such as obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis.

3) Job burnout is the biggest mental black hole in the development of college teachers. 1. The influence of objective factors of higher education. College students are the last group in the high recruitment system. The vast majority of students' learning ability and consciousness are relatively limited. Teachers' hard teaching makes it difficult to see immediate labor results. The training goal of higher education is "high skilled and applied" talents. Many years after graduation, most students are still working on the production line, so it is difficult to see the "effectiveness" of education as soon as possible. Due to the development and popularization of information technology, teachers are no longer the only source of information and knowledge for students. Teachers' authoritative position is challenged. In addition, the limitations of university scientific research platform restrict some development opportunities for university teachers in scientific research, and teachers lack a sense of achievement. At present, the crisis faced by college education virtually makes college teachers have a sense of professional insecurity, and so on, resulting in College Teachers' job burnout in the realization of self-worth.