

methods. Cultivating compound talents through diversified teaching contents is as follows: by thoroughly changing the traditional teaching mode, paying attention to the improvement of students' autonomy and creativity, and strengthening students' discussion and learning methods in class. Construct a teaching system with heuristic questions as the introduction, and shape students' design judgment ability and independent thinking ability. Creating digital teaching mode by means of modern information technology. Carry out teaching work in combination with innovation and entrepreneurship education, promote the effective combination of learning and research in industrial design, and then drive the development of regional economy.

Objective: This paper puts forward a reformed mode of the training plan for engineering professionals combined with cognitive behavior therapy, and analyzes its impact on the cognitive ability of engineering professionals.

Subjects and methods: 200 students majoring in industry from four universities in a city were selected as the research objects to analyze the effect of the reform mode of engineering talents training plan combined with cognitive behavior therapy on their cognitive ability. Set the evaluation content as four levels: cognition, thinking, emotion and artistic conception, the evaluation index as the promotion rate, and the evaluation method as the association rule algorithm. The effect grade is evaluated with 0-20. The higher the value, the more significant the effect is. The test lasts for 3 months. The data before the start, after 1 month, after 2 months and after 3 months are recorded, and the data are statistically analyzed through the NOSA data analysis software. In order to ensure that the final results have reference value, all the values are treated by the average method and taken as the final results.

Results: Table 1 refers to the improvement rate of cognitive behavior 3 months after the application of the reform mode of the training plan for engineering professionals combined with cognitive behavior therapy. With the increase of application time, the improvement rate of four indicators of cognition, thinking, emotion and artistic conception of engineering students has been continuously improved. At the end of the test, the improvement rates of cognition, thinking, emotion and artistic conception were 84.5%, 86.0%, 85.0% and 86.5% respectively.

Table 1. Improvement rate of cognitive behavior after 3 months of application of the reform mode of engineering professional training plan combined with cognitive behavior therapy

Index	Before start	1 month later	2 months later	3 months later
Cognition	46.5	65.5	76.0	84.5
Thinking	39.5	62.5	72.5	86.0
Emotion	42.5	60.5	72.0	85.0
Artistic conception	39.0	63.0	74.5	86.5

Conclusions: When the reform mode of the training plan for engineering professionals of cognitive behavior therapy was applied, the improvement rates of the four indicators of cognition, thinking, emotion and artistic conception were 84.5%, 86.0%, 85.0% and 86.5% respectively. The newly established engineering department shoulders the historical responsibility for the future development of China's higher engineering education. It not only needs to change the previous iterative talent training mode, but also needs to reconstruct the new mode of engineering talent training to cultivate new engineering talents who can meet the needs of future engineering development and even have sustainable competitiveness.

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ANALYSIS ON TRANSLATION ART OF BRITISH AND AMERICAN FILMS FROM A MULTIMODAL PERSPECTIVE—REVIEW ON FANNY'S JOURNEY

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Background: From the perspective of film art analysis, multimodal perspective refers to the exploration of different dimensions on the related researching objects from different perspectives. The origin and

development process of different cultures are different, so the language expression under different cultural backgrounds will have different meanings. As a young art, the meaning of film lies not only in the story itself, but also in the humanistic care and cultural background contained in it. Through the function of language, the communication between different cultures can be completed, and the audience can experience the fun of different cultures through the transformation of the text expression.

Subjects and methods: This paper takes the film *Fanny's Journey* as the researching object and explores its translation art from a multimodal perspective.

Results: Translation of texts in different cultural backgrounds often produces different meanings, thus in recent years, film translation has gradually shifted from the original extensive single text translation to multimodal translation. On the premise of integrating the audio-visual effect and cultural background of the original film, the comprehensive film translation is carried out, so as to make an artistic recreation through film translation on the basis of the original film.

Conclusions: In the context of global cultural integration, the introduction of foreign films is of great significance for enriching China's film market and bringing new vitality to China's film market. Therefore, it is necessary to cultivate a large number of relevant professionals and researchers based on education to enrich film translation theory and try to complete the comprehensive expression and interpretation of foreign films in the languages and cultures under a multimodal perspective.

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RESEARCH ON THE INFLUENCE OF ENTREPRENEURIAL INNOVATION SPIRIT ON BEHAVIORAL PSYCHOLOGY OF EMPLOYEES IN PRIVATE ENTERPRISES UNDER ORGANIZATIONAL PSYCHOLOGY

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Background: Organizational psychology is a science that analyzes human behavior and psychological phenomena in organizational management. The theory is people-oriented, constantly adjust and optimize the interpersonal relationship in the organization, change and improve the external environment and conditions, give full play to personal creativity, initiative and enthusiasm, and smoothly achieve organizational goals through scientific methods, which is conducive to the common development of organizations and individuals. The research content of organizational psychology can be summarized into three relationships: people and people, people and things, and things and things. The goal of organizational psychology is to analyze the rules of psychological activities of leaders, organizations, groups and individuals in organizations with the help of relevant theories and methods, so as to enhance organizational cohesion, improve leadership level and leadership art, motivate motivation, and adjust interpersonal relationships. The research report points out that psychological intrinsic motivation will directly affect the behavior of enterprise employees, which will affect their work. The situational application of organizational psychology theory is mainly reflected in two aspects. On the one hand, taking economic, cultural and other national characteristic variables as independent variables, this paper analyzes the phenomenon of individual and organizational ability. On the other hand, find out a more important organizational feature, then classify the organizations according to this feature, and draw a conclusion that the previous theory is applicable to specific organizational features.

The ways to cultivate entrepreneurs' innovative spirit are as follows. First, strive to create an innovative social public opinion environment that encourages and encourages entrepreneurs. Second, encourage and support the social and cultural environment for entrepreneurs' innovation. Third, efforts should be made to improve the innovation consciousness and innovation ability of entrepreneurs. Fourth, efforts should be made to enhance the international vision of entrepreneurs. The government and relevant departments should vigorously publicize the innovation stories of entrepreneurs, supervise and criticize infringement, plagiarism and other illegal acts, create a glorious atmosphere in the enterprise community, and stimulate the innovation spirit of entrepreneurs in the public opinion. The government and relevant people should encourage entrepreneurs to carry out technological innovation and create a social and cultural environment to support innovation and entrepreneurship after failure. The innovation consciousness of entrepreneurs is closely related to the innovation consciousness of enterprises. The innovation ability of entrepreneurs is directly related to the innovation ability of enterprises. Only when entrepreneurs have a strong sense of innovation can they implement innovation. On the premise of dominating the Chinese market, contemporary entrepreneurs need to quickly look around the world, expand their international vision,