PSYCHIATRIA DANUBINA

INTERNATIONAL CONFERENCE ON PSYCHIATRY AND NEURORESTORATOLOGY (ICPN 2021)
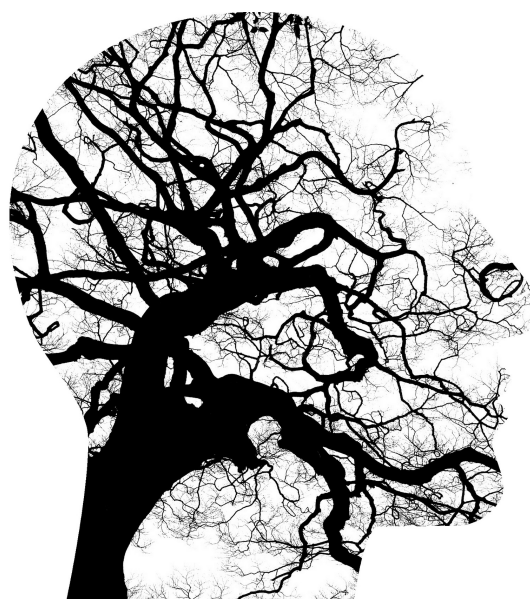
Zhengzhou, China
20 November 2021

Guest Editor

Prof. Yong Liu, M.D.
Chief Physician of Neurosurgery & Director of the Syringomyelia Specialist Center, Zhengzhou Central Hospital Affiliated with Zhengzhou University
Member of Spine and Spinal Cord Committee of Neurosurgery Branch, Chinese Medical Doctor Association (CMDA)

PSYCHIATRIA DANUBINA

CONTENTS

ABSTRACTS

THE CAUSES OF DEPRESSIVE TENDENCIES AMONG UNIVERSITY STUDENTS

Zihan Wang

School of Education, The University of Sheffield, Sheffield S10 2TG, UK

Background: As a relatively common negative emotional state, depression can be a hindrance to personal adjustment. According to data, more than half of all suicides are committed by depressed people. It has been suggested that depression is a major risk factor for mental health in today's society, with an increasing incidence in the normal population. As a key transition period from campus to society, the mental health of students becomes even more important. In recent years, against the backdrop of an increasingly challenging employment situation, the age of people with psychological problems has gradually increased at a younger age. However, this illness is not well known and understood by the general public. Nowadays, university students, as a social group with high intelligence and aspirations, face more opportunities and challenges than ordinary groups in the new education system and employment situation, and are also subject to greater psychological pressure and conflict, making them a group more vulnerable to depression.

Although there has been an increase in the number of studies on the mental health of university students, the analysis of the causes of the onset of depression in university students has rarely been discussed. In order to better understand and positively guide the mental health status of university students, and to reduce the incidence of depression among university students, it is necessary to investigate the causes and factors influencing the onset of depression from the perspective of university students' psychology.

Subjects and methods: The Beck Depression Self-Rating Scale (BDSR) was used to obtain the data for the experiment. However, in order to made the experimental questions more accurately, the Beck Depression Inventory was added to the original self-assessment scale to select the causes of depressive feelings. Fifty research subjects were selected for this study. These 50 research subjects were all university students, of which 16 (32%) were male students and 34 (68%) were female students. Fifty research subjects were randomly selected and contained no specificity.

Study design: To ensure the validity of the experimental data, the analysis is conducted strictly using the Beck Depression Self-Rating Scale rubric. The entire scale consisted of 30 groups of items, 21 of which were the original Beck Depression Self-Rating Scale items and 9 items were the causes of depressive tendencies and the selection of influencing factors. After 50 study participants completed the questionnaire, the circled scores of each group were added to obtain a total score. Those with a total score of less than ten were considered healthy, and those with a total score of 10 to 15 had mild emotional distress. Those with a total score greater than 15 indicated that they were already mildly depressed and those with a total score greater than 25 indicated a more severe depressive mood.

Results: According to the results in Table 1, the number of people with a total score of 10 or less is 40, which was about 80% of the total number of people. The number of people with a total score of 10-15 was 6 (12% of the total), the number of people with a total score between 15-20 was 2 (4% of the total) and the number of people with a total score of 25 or more was 2 (4% of the total).

Table 1. Distribution of assessment scores and corresponding numbers

Score	10 & below	10-15	15-20	25 & above
Number of people	40	6	2	2

As Table 2 shows, 30 people (60%) chose academic and employment pressures as the main factor influencing depression. In addition, 8 people (16%) chose emotional problems as the main reason. Relationship problems was chosen by 7 people (14% of the total). Emotional problems were chosen by 3 people (6% of the total). Finally, 2 people chose psychological problems of poverty, which accounted for 4% of the total.

Table 2. Distribution of the number of people choosing each type of reason

Type of reason	Academic and employment pressures	Emotional problems	Relationship problems	Emotional problems	Psychological problems of poverty
Number of people	30	8	7	3	2

The most striking aspect of the survey results is the academic and employment pressures faced by university students. Especially for students in their third and fourth years, most of them are under pressure to study and work at the same time. However, they lack the opportunity to release their stress, resulting in a high level of mental stress for a long time. In addition, with the reform of the education system, there are

more and more talents in universities, and the number of jobs and standards are constantly increasing. All of these problems put a lot of mental pressure on university students, making them prone to depression due to anxiety and low self-esteem, which affects their mental health.

Secondly, there are emotional and interpersonal problems. Most university students are young, lack social experience, and are simple-minded, so they are not mature enough to deal with emotional problems. During the survey, some students mentioned that many of their relationships during university were unstable and that they had experienced some emotional crises, which is one of the major causes of depression. On the other hand, there are also some students who do not adapt to independent living and do not know how to quickly integrate into a new group environment. They adopt an avoidant attitude towards their new class and dormitory, which in time leads to interpersonal tension. This phenomenon is also directly related to students' imperfect self-awareness and self-centeredness.

In addition to the several factors mentioned earlier, they include the emotional problems of students and the psychological aspects of poverty. Although the number of people choosing these two areas is a small percentage of the overall population, they cannot be ignored. Emotional problems at the university level are mainly reflected in the discrepancy between the ideal university life and the reality and in the high expectations students have of themselves. When the reality does not meet their expectations, they tend to develop self-denial and thus depressive tendencies. In addition to this there are some students who are plagued by a poverty mentality. The main manifestation of this is a sense of inferiority in interpersonal relationships and a sense of embarrassment in life. These students are not only under pressure to study but also to live, and these pressures cause them great psychological distress.

Conclusions: In this study, a survey of 50 university students found that the prevalence of depressive tendencies is not low in contemporary universities and that students' emotional state is easily influenced by various factors in their lives and studies. There are many more reasons for this than those mentioned in the text that are waiting to be studied. As a special group of students who are just entering adulthood but are not mature, university students need effective mental health guidance from schools and teachers. For some students who are deeply depressed, timely diagnosis, treatment and intervention are needed to prevent further overreaction.

* * * * *

EFFECT OF ELECTROACUPUNCTURE ON PEPTIDE HORMONES IN BRAIN AND INTESTINES OF CHRONIC STRESS DEPRESSION MICE

Zi Yan[1], Yongchun Hou[2], Ming Meng[3], Jieqiong Zeng[2] & Miaolin Zeng[3]

[1]Basic Medical School, Nanchang Medical College, Nanchang 330004, China
[2]College of Basic Medicine, Zhejiang Chinese Medical University, Hangzhou 310053, China
[3]School of Life Sciences, Zhejiang Chinese Medical University, Hangzhou 310053, China

Background: With the increasing incidence and morbidity of depression, more and more attention has been paid to the study of depression, and it is expected to open up a new way for clinical treatment. Depression is a kind of syndrome characterized by significant and lasting depression. Digestive dysfunction, as the main physical symptoms during the depression episode, seriously damages the quality of life of patients. Some studies have found that chronic stress can lead to abnormal release of peptide hormones such as gastrin and somatostatin, thus affecting gastrointestinal motility and digestive function. Acupuncture treatment of depression has been achieved a certain effect, and the side effects of small, safe, economic, easy to operate, worthy of in-depth study. There are significant neuroendocrine changes in patients with depression, manifested as hyperactivity of the hypothalamus-pituitary- adrenal axis (HPA axis), that is, excessive hormone secretion on the HPA axis. Adrenal corticosteroids (GC) play a key role in the development of depression. in the hippocampus, hypothalamus and pituitary, GC combines with glucocorticosteroid receptors (GR) to achieve negative feedback to HPA, reducing stress-induced hormonal overproduction. But the excessive secretion of GC makes the HPA axis in a high GC state for a long time, and the desensitization of GR occurs, which results in feedback dysregulation of HPA axis.

Objective: Hypochondria is one of the most common mental diseases, with continuous, long-term and lasting bad mood as the main clinical characteristics, is the main type of mental illness. Clinically, the mood is bad and the reality is not happy, depression for a long time, from the beginning to the end of depression, inferiority, depression, pessimism, even despair, misanthropy, and finally suicide attempts and behavior. Suffering from physical pain, chest shortness of breath, all day long just want to lie in bed, nothing to do. There is obvious anxiety. More serious cases of hallucinations, delusions, double personality and other

schizophrenia symptoms. Each outbreak of depression, lasting at least 2 weeks, a year, or even a few years, most cases have a tendency to attack repeatedly. Electroacupuncture has a good clinical effect on depression and digestive dysfunction, and has the advantages of quick onset and less adverse reactions. The aim of this study was to investigate the effect of electroacupuncture on the effects of somatostatin (SS) and gastrin (GAS) in chronic stress depression rats and the mechanism of improving the digestive dysfunction in depression rats.

Subjects and methods: (1) Animal grouping and model replication: 30 healthy male SD rats (provided by Weitong Lihua Laboratory Animal Technology Co., Ltd., clean grade) with body mass of 160-180 g. Each cage 5, free diet, natural light, adaptive feeding 1 week. Then randomly divided into 3 groups: normal group, model group, electro-acupuncture group, each group 10. Except the normal feeding group, the other rats were reproduced by chronic stress combined with solitary feeding after adaptive feeding. A variety of chronic stress programs are randomly arranged as follows every day: Fasting for 24 hours, water deprivation for 24 hours, day and night reversing for 24 hours, tail clipping for 3 minutes, restraint for 3 hours, cold water swimming for 10℃ for 5 minutes, electric shock on the sole (voltage is 30 V, electric shock for 5 S, intermittent 5 S for 300 S), each stimulation for 3 times, total 21 days. (2) Electroacupuncture method: select "Yintang" point and "Baihui" point, and use HANS LH202 electroacupuncture instrument (Beijing Huawei Industrial Development Company) to conduct electroacupuncture 1 hour before stress stimulation every day. Needle insertion direction two relative, flat needle insertion, needle insertion depth of 0.5-1 cm, electroacupuncture frequency of 2 Hz, current intensity of 0.6 mA, 20 minutes each time, once a day, a total of 21 d electroacupuncture. Because the points of "Baihui" and "Yintang" are close to each other, we should pay attention to avoid short-circuit in electro-acupuncture. (3) Determination of peptide hormones in cerebrotectal tract: After the end of the experiment, the blood of rats was collected quickly by cutting off the head and injected into the test tube. After coagulation, 4℃, 4000 L/min was centrifuged for 10 minutes, the serum was isolated and -70℃ was preserved. At the same time, the brain was quickly stripped off in the ice bath, and the hypothalamus was immediately weighed, then boiled in the boiled 9.0 mL/L sodium chloride solution 1-2 mL for 3 minutes, then cooled and homogenized in a homogenizer with 1 mol/L acetic acid 0.5 mL, neutralized with 1 mol/L NaOH 0.5 mL, and 4℃ centrifuged with 3 500 L/min. The supernatant was taken in 20 mins and stored under -70℃. The contents of hypothalamus SS and serum GAS were determined by radioimmunoassay according to the directions of kit. (4) Statistical methods: All experimental data shall be represented by the mean ± standard deviation (x ± s) and shall be processed by SAS statistical software. In the significance test, the analysis of factorial design analysis of variance, one-way analysis of variance and Duncan test were used to compare the mean between groups, $P < 0.05$ was statistically significant.

Results: The experimental results obtained for group 3 hypothalamic SS and serum GAS are shown in Table 1.

Table 1. Statistical results (pg/mL, *x±s*)

Group	Hypothalamic ss	Serum gas
Normal group	95.15±27.56	79.43±9.58
Model group	46.37±9.85	168.05±21.94
Electro pin group	80.65±20.40	85.32±13.08

Chronic stress can lead to the abnormal release of cerebral and intestinal peptide hormones, thus affecting gastrointestinal power, so patients with depression are usually manifested as loss of appetite, the body physiological metabolism disorders, resulting in a decline in body quality and malnutrition.

Conclusions: This study found that chronic stress caused a significant decrease in rat hypothalamic SS and significantly higher serum GAS, while electro needle treatment effectively elevated hypothalamic SS and reduced serum GAS content, correcting this abnormal secretion. This regulation of the release of the brain gut peptides, SS and GAS, may be one of the pathways for the electric needle to improve digestive function in a depressed state of rats.

* * * * *

THE EFFECT OF DISTANCE INTERACTIVE EDUCATION SYSTEM ON STUDENTS

WITH COGNITIVE IMPAIRMENT

Jiaosheng Yan[1], Kechun Chen[1], Qian Zhang[2], Shuai He[3] & Qian Cai[2]

[1]Department of Special Education and Public Service, Yunnan Vocational College for Special Education, Kunming 650504, China
[2]School of Economics and Management, Yunnan Normal University, Kunming 650000, China
[3]Huaneng Lancang River Hydropower Inc, Kunming 650214, China

Background: In distance education, interactivity is an important factor determining the quality of education. Interactive activities directly affect the learning effect of distance courses. Modern distance teaching mode takes modern communication network as the supporting platform. It is an interactive self-learning mode. It is the mainstream of future teaching mode. The selection and application of interaction mode is a key part of distance education curriculum teaching design, which needs the joint participation and design of educators and courseware developers. Interactive technology is developing rapidly. The emergence and application of new technology promote the transformation of interactive mode and the strengthening of interactivity in distance education. The interactive evaluation of distance education activities is an important aspect to measure the quality of distance education process. It can be evaluated and analyzed from many aspects, such as the social essence of education, educational effect and educational objectives, courseware, educators and learners. Modern distance education has the characteristics of separation of teaching and learning. Educational interaction activities are re integrated in the situation of separation of time and space. It has a conscious and active interaction consciousness in the remote state, as well as convenient, flexible, reliable and effective interaction means. In distance education, interactivity is an important factor determining the quality of education. Interactive activities directly affect the learning effect of distance courses. Modern pedagogical theory and learning theory believe that interactive conversation in the process of social interaction is conducive to learning. In modern distance interactive education, learners can make learning progress and learning arrangement according to their personal learning situation, combined with their existing cognitive level and professional foundation, and make random adjustment through autonomous behavior. Learning activities are self-controlled by learners, who control the way, progress, strategy and content of the learning process. In interactive education, learners can be fully encouraged, find problems, clarify goals, and easily obtain suitable learning contents, methods, approaches and strategies through the inspection, understanding and confirmation of their past and present learning situation through corresponding interactive activities. All these reflect the superiority of educational interaction. The design of teaching activities based on the interactive mode of distance education should grasp the following principles and requirements: First, it should be learner centered. The development and implementation of distance education curriculum and teaching process should obey and serve learners' learning activities and promote learners' learning. Second, we should give full play to the leading role of teachers and the auxiliary role of technical managers as much as possible. Third, we should give full consideration to the communication needs of learners and actively encourage their interpersonal communication in teaching activities. Fourth, timely feedback of teaching should be carried out as much as possible to form a good information transmission, collection and feedback system. fifth, the interaction should be timely, controllable and extensive.

Objective: Cognitive impairment refers to the pathological process of abnormal brain advanced intelligent processing related to the above learning, memory and thinking judgment, resulting in serious learning and memory impairment, accompanied by aphasia or apraxia, or agnosia or disability. Contemporary college students are under great pressure, generally have psychological problems, and more seriously suffer from cognitive impairment. Interactive education takes individualization as the core, takes the specific individual knowledge structure and cognitive level as the starting point of learning, and takes the learning procedure suitable for Taiwan learners' self-learning as the goal.

Subjects and methods: This study selects 10 weeks of distance interactive education teaching based on multi-mode setting as the intervention method to explore the impact of multi-mode setting of distance interactive education curriculum on students' anxiety response and its psychological mechanism. In order to provide theoretical and practical basis for promoting students' mental health and school curriculum, this study uses longitudinal follow-up research and psychological test method to select 100 college students from a school to participate in the experiment, including 50 in the experimental group and 50 in the control group. The experimental group carried out music literacy teaching and multi-mode teaching guidance, and the control group only carried out normal course teaching. The degree of students' psychological anxiety was tested with the self-anxiety scale, and the experimental design of repeated measurement was adopted. All data were processed using PASW 18.0 software package and Excel 2007.

Results: The mental disorders of the two groups of students before and after the experiment are shown in Table 1. As can be seen from Table 1, there was no significant difference in the degree of psychological

disorder between the two groups before the experiment. After the experiment, the degree of psychological disorder in the experimental group was alleviated, and the psychological disorder in the control group was not significantly improved.

Table 1. Comparison of obstacle status / number of people in the two groups before and after the experiment

Group	Before and after the experiment	Barrier free	Mild disorder	Moderate disorder	Severe disorder
Experience group	Before the experiment	10	17	17	6
	After the experiment	23	21	6	0
Control group	Before the experiment	11	21	14	4
	After the experiment	13	15	17	5

Conclusions: During college students' study in colleges and universities, how educators accurately understand their mental health problems and give them timely help and guidance has become an important task in college education reform. According to the above research results, it shows that we can appropriately alleviate students' cognitive impairment with the help of distance interactive education.

* * * * *

NATURAL LANDSCAPE PHOTOGRAPHY ON ANXIETY AND DEPRESSION IN OCCUPATIONAL POPULATION

Honghong Wang

School of Literature and Education, Bengbu University, Bengbu 233000, China

Background: Depression is a kind of negative emotional state with abnormal low mood. It brings very negative influence to people's study, work and life. Serious cases can lead to suicide. The incidence of depression in the normal population is increasing, which has become the main risk factor of affecting human health in the 21st century. Long-term depression is an independent risk factor for a variety of chronic diseases. By 2020, depression will be the second most common cause of disability in humans after cancer. For professional people, in recent years, survey found that almost half of people in a depressed state, the urgent need to strengthen psychological counseling. Studies have shown that depressive patients in the working-age group accounted for up to 72% of the disease, the average depressive patients caused by an annual economic loss of $4900. Therefore, it is of great significance to understand the depression status of occupational population for the prevention and treatment of depression and ultimately benefit human society. But the natural scenery photograph is exquisite, elegant, impressive, compared with other types of photography, the natural scenery photography in the aesthetic value is more prominent, but also more important. Many landscape photographers don't like to have people in their pictures. They want to have pure, clean, uninterrupted natural scenery, the most primitive, purest kind of nature untouched by human behavior. Landscape photography is the author's taste, hobbies, ideal sustenance, is the natural beauty and social people have a certain relationship with the image of the embodiment. At the same time, because the photography cost is low and the technical request foundation is low, suits the different occupation crowd. Therefore, the study of natural scenery photography on occupational anxiety and depression of the status quo has a certain significance.

Objective: Natural scenery shooting to the famous mountains and rivers, Maolin Xiuzhu, still water deep, lakes and mountains, as well as wind and rain, neon clouds, frost fog and snow and all other weather phenomena as the main object. Natural scenery itself can shock and move people. Photographing natural scenery can show the magnificent momentum of natural scenery, deeply depict the subtle details of scenery, and alleviate people's psychological pressure, depression, anxiety and other negative emotions to a certain extent.

Subjects and methods: Cluster stratified sampling method in 2020 randomly selected 500 professional groups as the survey subjects, using questionnaire survey, 482 valid samples, 100% of the questionnaire back. Among them, 198 were aged 20-30, 223 were aged 30-40, and 79 were over 40. Occupational cadres, mainly workers, post management and clerks in two major categories, of which 252 manual workers, mental workers 248 people. Educational level in high school or above. There were 305 males and 195 females. The selected occupational groups were asked to complete questionnaires before and after the test. During the

testing, the selected professionals were invited to take part in the outdoor natural scenery photography for one month.

Study design: The State-trait Anxiety Scale was developed by Spielberger et al. The scale consists of two subscales and 40 descriptive items. The first 20 items were state anxiety scale, and the last 20 items were trait anxiety scale. The status anxiety scale is used to assess immediate or recent experiences of fear, tension, anxiety, and neuroticism in a particular time or situation. It can be used to assess stress state anxiety. Each question is given a grade of 1 - 4, the higher the total score, the higher the degree of anxiety.

Beck depression self-rating questionnaire was used to test the degree of depression in occupational population. There were 13 questions in total. Each question was scored from 0 to 3 scores in 4 grades. The total score could differentiate the degree and severity of depression symptoms, 0 to 4 depression symptoms, 5 to 7 mild depression, 8 to 15 moderate depression and more than 16 severe depressions.

Methods: Using the above questionnaire, with the cooperation of various professional groups, adopt unified guidance, answer the questionnaire in a secret manner, explain in detail the purpose, method and confidentiality principle of the test, take back the questionnaire on the spot, use SPSS 20.0 software to conduct statistical treatment, and adopt general descriptive statistics and correlation analysis.

Results: The questionnaire results of anxiety and depression before and after natural scenery photography were statistically analyzed, and the statistical results were shown in Table 1. Before the test, most of the professionals had different degrees of anxiety and depression, and moderate depression accounted for a larger proportion. Both anxiety and depression were relieved to some extent.

Table 1. Statistical results/average score

Factor	Anxiety	Depressed mood
Before testing	3	2
After testing	12	5

Conclusions: The psychological status of depression and anxiety in occupational population is very serious, and the phenomenon of associated emotional disorder is very common, especially in occupational population, which is closely related to their own personality characteristics and defense methods. Because of the low threshold of photography, natural scenery itself can relieve people's negative emotions. The investigation shows that natural scenery photography can alleviate the anxiety and depression of occupational groups to some extent.

*   *   *   *   *

THE THERAPEUTIC EFFECT OF REGULAR PHYSICAL TRAINING AND SWIMMING ON COGNITIVE IMPAIRMENT

Zhigang Wang

College of Physical Education, Xichang University, Xichang 615000, China

Background: Cognitive impairment refers to the pathological process of abnormal brain advanced intelligent processing related to the above learning, memory and thinking judgment, resulting in serious learning and memory impairment, accompanied by aphasia or apraxia, or agnosia or disability. A variety of cognitive disorders are related to neurotransmitter abnormalities. For example, dopaminergic neuron injury plays an important role in the pathogenesis of PD. Various strategies for improving dopaminergic nerve function have been produced, including drug supplementation of its precursor L-dopamine, various cell transplantation to replace dopaminergic neurons, gene therapy and implantation of enzyme genes promoting dopamine synthesis, to promote the production of dopamine in striatum or implant neurotrophic factor gene, so as to prevent the death of dopaminergic neurons or stimulate the regeneration and functional recovery of damaged substantia nigra striatum system. In addition, in view of the degeneration of cholinergic neurons in patients with AD, blocking the degradation of acetylcholine in synaptic space of nerve cells with cholinesterase inhibitors to improve the content of acetylcholine in nervous system is the only effective strategy for clinical treatment of AD. But we all know that any drug has certain toxic and side effects, so long-term medication also has an impact on health. This requires us to find another treatment method, based on the psychological understanding and analysis of cognitive impairment, and many studies show that moderate physical exercise and swimming can be used as aerobic exercise treatment. Aerobic exercise can not only improve physical and psychological quality, but also the best way to resist and control physical and

psychological diseases. In will activities, the behavior dominated and controlled by will is called volitional movement. Unlike impulsive behavior, it has the characteristics of being regulated and controlled by conscious initiative, having definite goals, overcoming difficulties and based on random movement. The behavior caused by external stimulation and driven by passion is called impulse. It has the characteristics of blindness, affected by emotion, lack of conscious initiative regulation, short duration and generally negative and destructive. Based on cognitive impairment, a large number of studies have found that aerobic exercise can widely improve the speed of fat decomposition, and its mechanism is to improve the activities of lipoprotein lipase, liver lipase and other key enzymes of fat decomposition in muscle, liver and other tissues. Aerobic exercise can also reduce the blood lipid index causing arteriosclerosis and increase the level of protective factors against arteriosclerosis. Aerobic exercise can also reduce lipid peroxidation, increase free radical scavenging ability and reduce the harm of free radicals to human body. In the methods of increasing bone calcium absorption and reducing bone loss, aerobic exercise can also significantly increase bone mineral density. Aerobic exercise can also enhance self-confidence, reflect self-worth, improve personality, enhance happy experience, reduce depression and reduce the occurrence of mental diseases. In addition, aerobic exercise plays an important role in the prevention and treatment of aging, obesity, cardiovascular disease, diabetes and respiratory diseases. Aerobic exercise can improve the mood and subjective well-being of patients with substance use disorders, improve the excessive anxiety of patients with eating disorders about weight and body shape, effectively divert the attention of patients with internet addiction and reduce Internet dependence.

Objective: Neuropsychological test is one of the re diagnosis methods of MCI. In this study, a variety of neuropsychological tests and quality of life evaluation tables were used to score the indexes of the two groups of patients who participated in and did not participate in regular physical exercise before and after treatment. The results showed that the language ability, behavior ability the scores of memory function and health status were more significantly improved than those in the control group.

Subjects and methods: 50 patients were randomly selected, and the purpose, method and expected effect of this study were explained to the patients. With the consent of 50 patients, they were randomly divided into two groups, 25 cases in each group, control group and experimental group. The patients in the experimental group were intervened with regular physical exercise, and the patients in the control group were treated with MCI routine treatment. There was no significant difference in the data and condition between the two groups, which was comparable. The patients in the control group were treated with MCI routine treatment, and the observation group were treated with regular physical exercise intervention. The specific methods are as follows: take aerobic training such as fast walking, swimming and cycling every week, exercise ≥ 3 times/W, ≥ 30 mins/time, and give guidance and supervision during physical exercise. The related indexes of the two groups before and after treatment were evaluated and compared by concise mental state scale (MMSE), auditory word memory scale (AVMT), complex graphic recall test (CFR), speech fluency test (V no), connection test (TMT), ability of daily living scale (ADL), quality of life assessment scale (quality). Nonparametric Friedman test was performed by SPSS 17.0 statistical software.

Results: MMSE, AVMT, ADL, TMT and CFT in the observation group were significantly different from those before treatment, while the above indexes in the control group had no significant difference before and after intervention. See Table 1.

Table 1. Comparison of evaluation results of cognitive impairment between the two groups before and after intervention (*n*=68)

Group		MMSE	AVMT	ADL	TMT	CFT
Observation group	X^2	2.113	26.31	26.18	22.4	15.512
	Progressive significance	0.354	0.025	0.003	0.001	0.002
Control group	X^2	4.215	7.365	12.338	6.763	4.498
	Progressive significance	0.106	0.039	0.019	0.031	0.071

Conclusions: Regular physical training and swimming are aerobic exercise, and its impact on adult behavior disorder is mainly reflected in that aerobic exercise plays a positive role in adult material use disorder, eating disorder and Internet addiction. Aerobic exercise can promote some students with behavior disorder to change their behavior way of thinking and dealing with problems, so as to eliminate inferiority Depression shows confidence, strength and vitality. Physical exercise is one of the effective means to treat mental diseases. Aerobic exercise has a positive impact on the health of adults. Regular participation in aerobic exercise can improve physical quality, enhance the body's resistance to diseases, and make people energetically invest in daily study, work and life, so as to shape the healthy physique of adults and lay a solid physiological foundation for their mental health.

* * * * *

THE EXPRESSION AND COUNTERMEASURE OF INTERNATIONAL COLLEGE STUDENTS' DEPRESSION TENDENCY IN CHINA

Dan Li[1] & Juhong Zhang[2]

[1]*International College, Jiangsu Normal University, Xuzhou 221116, China*
[2]*School of Education Science (School of Teacher Education), Jiangsu Normal University, Xuzhou 221116, China*

Background: In recent years, the trend of studying in China has gradually increased, and more and more foreigners are eager to study in China. More and more foreign students from different countries come to study in China year by year, which poses a new challenge to the teaching management department of foreign students. In the cross-cultural context, in addition to the problems that may be encountered in study and life, the psychological problems of foreign students living in China are becoming increasingly apparent due to language differences and cultural conflicts. Whether foreign students can successfully complete their studies in China depends not only on whether Chinese universities can provide them with necessary materials and study conditions, but also, to a great extent, on whether they can successfully complete the psychological adaptation process during their studies. If we do not adjust the psychology of the students, the students will have more or less depression, will not only fail to study abroad, but also affect their physical and mental health, and even self-mutilation, suicide and harm to others. Therefore, it is very important to explore the psychological depression of Chinese students in the cross-cultural context of the vigorous development of education of Chinese students. This study will explore the prevalence and distribution of foreign students' depression tendency. The relationship between negative life events, self-esteem and depression tendency was also discussed. According to the results of the study, the intervention measures were put forward to improve the depression tendency of foreign students and provide theoretical basis for the management and education of foreign students.

Objective: With more and more overseas students coming to China to study, the psychological problems of overseas students are gradually revealed. International students' study pressure, difficult graduation, expensive tuition, as well as language and cultural differences and other reasons make the mental and physical health problems of international students. If not, it will not only lead to study abroad is not smooth, worse is not conducive to the physical and mental health of students, and may even produce some malignant incidents, such as self-inflicted, suicide and harm to others. Therefore, through the study on the expression of depression tendency and countermeasures, it can effectively alleviate the anxiety and improve the quality of life of foreign students.

Subjects and methods: The present study investigated the cross-cultural depression of 50 college students in China by using the Statistical Scale of Basic Situation and the Scale of Mental Adaptation (Zung's Depression Self Rating Scale). In order to understand the basic characteristics and influencing factors of high depression group, the researcher also interviewed the international students with the highest depression index.

Study design: A survey was conducted among 50 overseas students from colleges and universities. Randomly selected 5 universities, each university randomly selected 10 foreign students, a total of 50 foreign students to conduct a questionnaire survey, a total of 50, 49 recovered, the number of effective copies 49.

Methods: Using Excel statistics of foreign students nearly a week's feeling and mental health status.

Results: Through the analysis of the main conclusions are as follows: the overall psychological depression of the students transferred abroad is good, belonging to the non-depressed group. Gender, student category, time of studying abroad, cross-cultural experience, family economic conditions have significant effects on the psychology of foreign students. Homesickness is an important factor causing psychological depression of overseas students. Family, relatives and friends are the important social support to alleviate the psychological depression of students coming to China, but the school support from Chinese teachers and administrators is not significant. Foreign students' preferred hobby is coping with bad mood. It is also found that the improper attitude of teachers in teaching Chinese as a foreign language can easily affect the psychology of foreign students. The researchers conducted in-depth interviews with foreign students with higher levels of depression, to gain a basic understanding of the factors that contribute to their higher levels of depression. The conclusion of this study can be used as a reference for the management of foreign students in the tested schools, and has a direct reference for daily management.

The results of this survey use 1 to 5 grades to quantify the influence values of specific factors, 1 to

indicate irrelevant, 2 to indicate slight influence, 3 to indicate ordinary influence, 4 to indicate obvious influence, and 5 to indicate full influence. In order to reduce the great error caused by individual subjectivity in the assessment, the evaluation values of 50 foreign students are adopted and the average values are rounded off to obtain the results. The specific statistical tables are shown in Table 1.

Table 1. Mental health of foreign students

Factor	Depression	Anxiety	Inferiority complex	Fear
International student	4	5	3	3

Conclusions: Compared with the Chinese college students, they not only have to experience the pressure and anxiety during the transition period, but also face the difficulties and difficulties brought about by the cultural differences. Cross-cultural contact brings not only novelty and exploration, but also stress experience. Language and cultural differences further exacerbate the psychological difficulties of foreign students. They often feel depressed and depressed, sleep poorly at night, often miss their family and friends, live an irregular life, distrust and even hostility towards the Chinese people are all external manifestations of their psychological difficulties in adapting to cultural differences.

Foreign students in China pose a new challenge to the education system and management mode of Chinese colleges and universities. Colleges and universities should provide foreign students with a variety of services to solve their educational, emotional and health problems in the course of their studies in China. Chinese colleges and universities should establish a comprehensive management system including psychological guidance, environmental adaptation and safety education, so as to create a better learning and living environment for foreign students.

*   *   *   *   *

THE INFLUENCE OF MEDIA ART ON STABILIZING THE EMOTION OF PSYCHIATRIC PATIENTS

Chengyi Zhang

College of Textiles & Clothing, Qingdao University, Qingdao 266000, China

Background: Mental patients refer to people with brain dysfunction caused by various harmful factors and clinical manifestations of abnormal mental activities. It is embodied in different degrees of obstacles in sensory perception, thinking, attention, memory, emotion, behavior, will intelligence and consciousness. Mental patients are those who distort the objective reality, lose the ability of social adaptation, or hurt themselves and disrupt social order due to mental activity disorders. Psychosis mostly occurs in the young and middle-aged, some intermittently attack, some continue to progress, and gradually tend to be chronic, with high recurrence rate and high disability rate. Without active treatment, there may be mental decline and personality change, unable to adapt to social life, and it is difficult to complete the responsibilities to the family and society. However, if early detection and timely treatment, patients can also completely recover from the disease and live, study and work normally. Most patients with mental diseases have a long course of disease and are prone to recurrence. They need continuous and regular drug treatment to control symptoms and prevent recurrence. Many studies have shown that improving the treatment compliance of psychiatric patients is the key to control psychiatric symptoms and improve the prognosis of psychosis. Art therapy is a treatment method that takes various forms of artistic expression such as media, painting, music and dance as the media to help participants grow through planned and purposeful treatment schemes. Art therapy in a narrow sense refers to media therapy. The advantages of network media have become increasingly prominent. Network media has broken the boundaries of time and space, covering a wide range of information and knowledge. Media therapy can reduce and eliminate individual defense mechanisms, and encourage individuals to express cognitive, emotional and psychological thoughts. It can comfort individuals, divert their attention to pain and anxiety, and increase their self-confidence and motivation. The theoretical

basis of media art therapy is based on psychological projection theory and human brain hemisphere division function theory. Art therapy has been used to treat adolescent depression for more than 100 years. At present, media art therapy has different effects on improving individual depression and anxiety symptoms, social function, self-concept, cognitive function and fuzzy body complaints.

Objective: Compared with the traditional art form, media art enhances the interaction between the art form itself and the experiencer. It is an art form that emphasizes the user's sensory experience as the leading art form. With the continuous improvement of social modernization and information level, new media has a more and more important impact on people's life. Media art has also been developed, not only in more diverse forms, but also gradually expanded its scope of influence. The development of media art also has a certain impact on the emotional stability of psychiatric patients. Media art can not only alleviate the anxiety and depression of psychiatric patients, but also encourage psychiatric patients to express their emotions and psychological ideas bravely.

Subjects and methods: The hospital doctors formed the media art habit of the patients in the experimental group for 4 months, and carried out psychological analysis and treatment. The treatment cycle increases from twice a week in the first month to 4-7 times a week in the next three months. Each treatment process has a theme, belonging to my home, my friends, my future, a better life, etc. First let the patients watch the network media, and then let the patients participate in the interaction with the changes of psychological activities. Finally, try to let them actively join in. The control group only received normal psychotherapy without special psychotherapy intervention.

Study design: Fifty psychiatric patients in a hospital were studied. The 50 patients were randomly divided into experimental group and control group. The general data of the two groups were compared. In the study group, there were 20 males and 30 females, with an average age of (20.5 ± 4.5) years and an average course of disease of (3.8 ± 0.4) years. There were 28 males and 22 females in the control group, with an average age of (20.0 ± 4.8) years and an average course of disease of (3.5 ± 0.8) years. There was no significant difference in gender, age and course of disease between the two groups ($P > 0.05$).

Methods: Experimental group: antidepressants + media art analysis and treatment. While routine antidepressants treatment, patients freely choose media art themes to watch and listen. In this process, others do not intervene, but just accompany and wait. After each time, or when the patient actively expresses his psychological ideas, ask the viewing content, work background and moral, share feelings, and give support and encouragement to the patient, so that the patient can find himself, promote spiritual growth and increase the treatment effect. After the study, the psychological analysis and treatment of this activity were carried out according to the needs of patients.

Results: The scores of SDS and SAS in the experimental group were lower than those in the control group at 4, 8 and 12 weeks of treatment ($P < 0.05$). The SDS and SAS scores of the experimental group at the 12th week of treatment were lower than those before treatment ($P < 0.05$). See Table 1.

Table 1. Comparison of improvement of depression and anxiety between the two groups

Group	SDS score				
	Before treatment	Week 1 of treatment	Week 4 of treatment	Week 8 of treatment	Week 12 of treatment
Experience group (*n*=50)	71.8±3.3	70.6±3.3	67.5±2.9	61.8±3.1	57.6±3.1
Control group (*n*=50)	72.4±3.7	71.8±3.6	70.7±3.0	71.0±3.4	68.8±3.3
t value	0.401	-0.431	-7.428	-12.246	-18.045
P value	0.672	0.650	<0.001	<0.001	<0.001

Conclusions: The current situation of psychiatric drug treatment is not completely satisfactory. Even for those patients who are effective in drug treatment, long-term medication and adverse drug reactions make the patients' treatment compliance poor and aggravate the disease reaction, and drug treatment cannot solve the patients' emotional needs, interpersonal conflicts many aspects such as self-care and learning and work skills involve a higher degree of social adaptation. Media art therapy is a psychotherapy technology. It is not limited by language, age, location, environment, cognitive ability and disease. It has the unique advantages of simple operation, avoiding individual impedance and being more easily accepted by patients. It has been widely used in clinical psychotherapy. Through media art therapy, patients' compliance with rules and staff has been significantly improved, and these behavior changes are reflected in the process of art therapy. This suggests that under closed environmental conditions, media therapy can not only improve individual emotion, but also help to improve individual adaptability to the environment.

* * * * *

THE INFLUENCE OF ARCHITECTURAL SPACE DESIGN ON MENTAL NERVE REPAIR IN THE ELDERLY

Qian Zhang

School of Civil and Architecture Engineering, Panzhihua University, Panzhihua 617000, China

Background: With the gradual decline of the functions of various parts of the body, the psychology of the elderly is undergoing subtle changes. In the process of aging, due to physiological, psychological, social and other factors, most of the elderly than young more sensitive, suspicious, fragile, easy to lead to a variety of psychological and spiritual problems. Elderly building is a special place designed for the elderly. In the design, we should first consider the physical and psychological characteristics of the elderly. Today's old-age buildings are mainly based on living economy and security, such as many buildings will consider the convenience of the elderly and set up special elevators, take into account the safety of the elderly and set up a lot of automated skylights closed system, anti-collision settings, these are typical cases from the consideration of the living conditions of the elderly. But for the old people, with the deterioration of physiological function, their psychology changes correspondingly, and new spiritual expectation and psychological demand come into being. So, the aged building should not only consider the safety and convenience of living, but also the special psychological characteristics of the old people. Senses the senior citizen psychology from the physiological change, the body and mind union. Physical and psychological inseparability is even more pronounced in the elderly. With the aging of the body organs of the elderly began to degenerate, physiological changes will directly lead to psychological changes. For example, the decline of some body organs will make the elderly have a sense of self-distrust and inferiority. In pension design, we need to perceive the physiological changes of the elderly. Therefore, in the design of old-age building, we should fully consider the particularity of the elderly psychology. But from the perspective of the general psychology of the elderly, its psychological characteristics can be divided into: regression, loneliness, attachment, symbiosis and so on. In the design of old-age buildings, we can pay more attention to these common psychological characteristics of the elderly, take care of their special psychology, and give them a positive attitude towards life. Therefore, the unique psychological characteristics of the elderly, which put forward corresponding requirements for the building itself, the building environment. The following psychological needs of the elderly are summarized: security needs, ownership needs, place needs, communication needs, privacy needs, family needs, comfort needs. Because of the existence of special psychological needs, architecture and architectural environment designers need to make a positive response to improve the quality of life of the elderly in the elderly building.

Objective: Nowadays, there is a great demand for old-age buildings, and the physical and mental health of the elderly is increasingly valued. Therefore, it is necessary to design space for the elderly with the concept of aging. Whether it is nursing homes, combination of medical care, home, there is a demand for aging. This study will focus on the design of bedroom, bathroom, interior color matching optimization, interior lighting design, landmark oriented design and furniture details in the design of space for the elderly should pay attention to the physical and mental health.

Subjects and methods: Today are approaching the aging of the elderly, the mental state of the need for more attention. To achieve the goal of humanized design of old-age buildings, it is not enough to only meet the survival needs of the elderly, but also to meet their physiological and spiritual needs. Various contradictions between the elderly and the building must be constantly improved. Through the questionnaire, the influence of architectural space design on the mental nerve repair of the elderly was statistically analyzed.

Study design: Stratified cluster random sampling method was used to investigate 400 people of different ages, sexes and occupations. 400 questionnaires were distributed, 389 were retrieved and 378 effective copies were obtained. Of these, 11 were invalid questionnaires.

Methods of statistical analysis: Using Excel statistical analysis of architectural space design on the effects of mental nerve repair in the elderly.

Results: Architectural space design is directly related to the mental nerve repair of the elderly. By attaching importance to and improving the design of architectural space, the living environment of the elderly has been significantly improved, while meeting the spiritual needs of the elderly.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Conclusions: By analyzing the influence of space design on the mental nerve repair of the elderly, it is found that the elderly buildings can take into account the psychological characteristics of the elderly. In the design of old-age buildings, safety should be put in the first place, to ensure the safety of the circumstances to improve the comfort of the elderly living. Should consider in an all-round way, commence from the

housing demand of the old people, improve the housing environment of the old people. Humanized design can reduce the negative mentality of the elderly: Accessibility design allows the elderly to have a sense of self-confidence. Through humanized design, to meet the elderly's sense of return, attachment. Achieve the goal of humanized design, care for the elderly's psychological and emotional, from a higher level of humanized care, architectural design for the elderly to have a better life experience.

Table 1. Influence of architectural space design on mental nerve repair in the elderly

Factor	Volition	Exertion property	Persistence
30-45 years	4	3	3
46-60 years	4	3	4
60-70 years	3	4	3
Over 70 years	3	4	4

*   *   *   *   *

ON THE HEALING EFFECT OF VIOLIN PLAYING ON SCHIZOPHRENIA

Weiwei Han

String System, Petrozavodsk State Glazunov Conservatoire, Petrozavodsk 185031, Russia

Background: In recent years, the incidence rate of schizophrenia is on the rise. There is no effective cure plan at present, and the disease has the characteristics of high recurrence rate and long course. The longer the course of disease and the more times of recurrence, the worse the prognosis of patients. The heavier the car load of patients who mainly care for their families, they need to bear not only the social and economic burden, but also the huge physiological and psychological burden. Most families cannot effectively vent their bad emotions, and finally form a series of psychological problems. Although patients with the disease generally have unconscious and intellectual barriers, the onset of the disease not only affects their physical and mental health and labor ability, but also has a significant impact on their family and society. The main symptoms of schizophrenia are sensory and perceptual disorders, such as all kinds of hallucinations. Obstacles in thinking and association, such as all kinds of delusions, passive experience, thinking association obstacles, thinking poverty, etc. Emotional barriers include emotional agitation, dullness or insipidity. Disorders of will and behavior include hypovolemia, tension syndrome and so on. Schizophrenia is a kind of chronic recurrent mental disease. Once infected, it occurs repeatedly, resulting in obvious mental dysfunction, residual pathological and degenerative behavior, resulting in the decline of social function. Therefore, since the onset of the disease, relevant treatment and rehabilitation measures should be implemented and given long-term attention until life-long. In the treatment of this disease, biological factors and drug treatment have always been the focus of attention. Although the positive symptoms of schizophrenia can be significantly improved with the intervention of antipsychotics, most patients are difficult to recover from the disease, show significant reduction in self-evaluation and low social ability, and become people who are difficult to adapt to social life. It shows a serious poor prognosis. Because long-term medication will have side effects on the body of schizophrenic patients, the rehabilitation of schizophrenic patients' psychological schizophrenic diseases needs to rely on treatment methods other than drugs.

Objective: The common rehabilitation treatment methods for schizophrenia include behavior therapy, music therapy, physical therapy, exercise therapy and so on. The current research has proved that there is no single therapy for the rehabilitation effect of schizophrenia. Therefore, by means of psychological rehabilitation of schizophrenic patients through music therapy, we can cultivate patients' self-control ability by cultivating patients' sentiment, alleviating patients' pressure and controlling patients' emotion, so as to improve the rehabilitation effect of schizophrenic patients. This study mainly investigates the changes of patients' emotion, the influence of stress and the psychological changes of emotion.

Subjects and methods: In the mental rehabilitation center, 100 schizophrenic patients of different genders and ages were randomly selected, and the violinist chose a professional. Before the trial, communicate with patients about the purpose and methods of this study, and patients voluntarily participate in the investigation and research. Through the intervention of violin playing for 6 months, the life ability

and quality of life of patients were observed.

Methods: The rehabilitation effect of schizophrenic patients was counted by excel.

Results: Listening to the violin has many advantages. Beautiful melody can calm the restless heart, but choose more soothing and gentle music. Gentle music can make people relax, relieve pressure, and cure some mental diseases to a certain extent. Music can stimulate the brain and intensify brain cells. Beautiful melody can stimulate brain activities and even achieve a certain anti-aging effect. Listening to some light music before going to bed can also improve sleep quality and promote sleep. In short, the intervention of violin playing can alleviate the listener's mood. This study mainly investigates the changes of patients' emotions, the impact of stress and emotional psychological changes, and uses SPSS 17.0 statistical data results.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 100 schizophrenic patients are taken as the average, and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Rehabilitation effect of schizophrenic patients

Group	Emotional aspect	Pressure relief	Emotional aspect
Patient	4	4	4

Conclusions: Violin playing intervention is a soothing and elegant intervention, which is different from other psychological interventions, and this intervention method can more effectively alleviate people's psychological depression and irritability. The intervention effect of violin music on people's emotional release is more obvious, and this intervention method is more acceptable, so that people can not only improve, but also cultivate their sentiment by constantly listening to violin music. So that people can release their pressure in the tune, which is very helpful for everyone's future development.

*   *   *   *   *

THE INFLUENCE OF COLLEGE STUDENTS' PHYSICAL EXERCISE ON RELIEVING STUDENTS' MENTAL PRESSURE

Xuekui Wei & Yu Zhang

College of Physical Education, Hunan Normal University, Changsha 410000, China

Background: Due to the development of science and technology and economy, people's material and spiritual life has become more and more rich. As a special group in modern society, contemporary college students have changed their spiritual field. Due to the interference of various factors such as society, family and themselves, college students are facing all kinds of mental pressure. Cause mental malaise, poor appetite and other adverse phenomena. As an important part of modern society, contemporary college students' mental health and mental stress cannot be underestimated. Because the physical and mental state of college students is not fully developed and mature, their coping ability is still immature, and their self-regulation ability in the face of setbacks and blows is poor. Therefore, there will be greater mental pressure when problems arise. It is undeniable that moderate mental stress can enhance people's ability to deal with adversity. However, too much mental stress can lead to negative emotions such as irritability, depression and anxiety. Many students are unable to relieve their excessive mental pressure and suffer from psychological diseases such as depression and mania. Due to the influence of disease, they can't control their behavior. Some of them have gone to extremes, even caused tragedies and become unstable factors endangering society. In order to improve and create a good social environment, we must pay attention to today's psychological education and explore improvement schemes. Patients with mental diseases are often excluded by today's society, which is very unfavorable to the treatment of patients, and will further develop their mental diseases. Serious mental illness will also lead to patients' retaliatory paranoia, which has brought unsafe factors to the society. This is also a painful blow to China's mental health cause. Based on this, we put forward this research, hoping to improve this situation through the research results of this project, improve college students' mental health education, and create a good campus environment and living environment.

Objective: At present, there are many reasons for college students' greater psychological pressure, among which the pressure brought by learning pressure and employment competition is far ahead, which is

consistent with the current situation of fierce competition in our society. With the continuous development of society and the increasingly fierce competition, academic achievement, as a kind of measurement index, has become more and more valued. This actually brings more mental pressure to college students. At the same time, the expansion of colleges and universities leads to the saturation of the employment market and the difficulty of graduates' employment. Many students have to choose to continue their studies in order to improve their competitiveness. In addition to these factors of school and society, the traditional concept of parents looking forward to their children also brings anxiety to students and increases their psychological pressure.

Subjects and methods: Make full use of the advantages of two body integration of medical students and sports lovers to explore the spiritual source of college students' psychological pressure. Through scientific and planned sports training, release the psychological pressure of college students, let college students go out of dormitories and classrooms, run to the playground, relieve the pressure and enhance the physical quality of college students. Improve the ability to resist pressure, so as to alleviate the psychological pressure of college students and prevent mental diseases. This study mainly investigates and analyzes the influence of physical exercise on relieving mental stress of college students. Through the way of questionnaire survey, the effect of physical exercise is counted.

Study design: 1000 college students are randomly selected to issue a questionnaire. The questionnaire is required to be completed at one time and within the specified time. A total of 1000 copies were distributed. 892 copies were recovered and 853 copies were valid.

Methods: Use excel to count the effect of college students' physical exercise on students' mental stress relief.

Results: For the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means average influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of physical exercise on relieving students' mental stress

Factor	Psychological activities	Degree of excitement	Physical condition
Student	3	3	4

Conclusions: Formulate a sports training plan suitable for the research object, and persevere in the implementation of the plan. The corresponding results can be obtained from this study, which combines the guiding ideology of "health first" of college sports with the concept of establishing the concept of "lifelong sports" for students. According to the psychological problems of some contemporary college students, the scientific sports training intervention applied in this study can provide an effective sports rehabilitation program, and is expected to be popularized in the population, so as to improve the national mental health level. For the research object, help the patients with mental diseases improve their bad emotions, alleviate mental pressure and psychological pressure, which is conducive to their psychological intervention treatment and help them move towards a clearer future. For today's society, the future scientific research achievements of this project can not only lay the foundation for the clinical practice of psychology, but also provide a new direction for the treatment of mental diseases. At the same time, it provides a new idea for the future research trend in this field, and plays a certain role in promoting social stability, so as to create a good psychological environment and improve the national mental health level.

*   *   *   *   *

EFFECT OF FOOTBALL ON COLLEGE STUDENTS' MENTAL AND EMOTIONAL STRESS INDUCED BY EXERCISE

Jiaqi Xie & Yu Zhang

College of Physical Education, Hunan Normal University, Changsha 410000, China

Background: Although people are constantly pursuing health, they pay more and more attention to

mental health. The combination of physical exercise and mental health is inseparable. Physical health promotes mental health. Physical and mental health is essential. Research shows that there is no significant difference between the cognition of physical exercise and the length of people's exercise time. Whether they decide to stick to this behavior is their emotion during exercise. Other studies have shown that people's emotional response to the expected value of exercise during physical exercise determines whether people will repeat exercise. Emotion is people's attitude towards objective things and corresponding behavioral response. People's behavior decision-making and behavior ability are affected by emotion, especially in interpersonal communication, sports attitude, work and learning efficiency and memory effect. Different emotions can cause a series of different physiological reactions in the human body. Positive emotions can promote people's behavior, negative emotions hinder people's behavior, and also directly affect people's work, study and life. Physical exercise can regulate the whole nervous system, adjust or change loneliness, depression, depression and inferiority complex, and increase interpersonal communication to maintain mental health.

Objective: To explore college students' exercise induced emotion and provide scientific basis for college students' health education.

Subjects and methods: 200 students, aged 20-22, were selected from a school. Before the test, the subjects had carried out intensive training for one month, and all of them could accurately and skillfully understand the key movements and skills of football.

Study design: 200 questionnaires were distributed to 200 college students, and 197 were recovered, with a recovery rate of 98.5%. The content of the questionnaire is the exercise induced Feeling Inventory (EFI) prepared by Cauvin and Rejewski, including four subscales: vitality stimulation, physical and mental calm, physical fatigue and active investment. Each subscale has 3 questions and a total of 12 questions. The structural formula model test shows that the scale has good structural validity. The internal consistency reliability of the scale is: vitality excitation subscale 0.78, physical and mental calm subscale 0.80, physiological fatigue subscale 0.72 and active involvement subscale 0.74. It shows that the degree of internal consistency is high. The scale has 6 scores in total, and the score range of each subscale is 0-15. Using the unified instruction, let the subjects complete it independently and take back the questionnaire on the spot.

Methods: All data were statistically analyzed and t-test was used.

Results: Vitality stimulation means that physical activity or exercise can restore and stimulate people's energy. It includes three factors: energetic, energetic and rejuvenated. Physical and mental peace refers to that physical activity or exercise can make people calm, including three factors: peace, relaxation and peace. Physical fatigue refers to the normal phenomenon that physical activity or exercise can temporarily reduce people's exercise ability and physical function, including fatigue, boredom and exhaustion. Active involvement includes three factors: passion, happiness and pleasure. In the research field of exercise psychology, most of the research is aimed at the effect of long-term exercise. At present. Many psychologists have begun to pay attention to the immediate effect of physical exercise. It is considered that the changes experienced in physical exercise can promote mental health. People's subjective state during exercise and after physical exercise can be used to predict the lifestyle of maintaining physical exercise. The statistical results are shown in Table 1.

Table 1. Statistical results (The average value ± variance)

Emotional vitality stimulation	Physical and mental peace	Physiological fatigue	Active involvement	Score
12.13±1	2.13±8.1	7.51±2.72	12.2	5±2.94

It can be seen from Table 1 that in the questionnaire survey of exercise induced emotion after football practice, the net scores of vitality stimulation and active investment show that one-time football practice can restore and stimulate people's spirit and produce good emotional arousal.

As for the immediate effect of stimulating vitality and active investment after football practice, we analyze that this may be related to the improvement of mood, the decline of anxiety level and the reduction of stress and tension after football practice.

Conclusions: Students themselves should further strengthen the importance of multi sports, clearly understand that a strong body is the basis for all work, constantly cultivate their interest in sports, promote physical and mental health, and cultivate lifelong sports awareness. Everything has its advantages and disadvantages, and physical exercise is no exception. Using incorrect methods to exercise is easy to lead to sudden situations such as injury and hypoxia, but it is not conducive to the healthy development of students' psychology and emotion. Therefore, in practice, we should increase the theoretical knowledge of students' mental health and physical exercise, and correctly guide students to carry out physical exercise, which can effectively promote the benign development of students' physical quality and mental health. The exercise

induced emotion questionnaire was used to test the effects of college students' physical exercise on their emotions. The results showed that college students could actively participate in stimulating their vigor and enjoyment, and adjust their physical and mental calmness. However, college students should also reasonably arrange and adjust the amount and intensity of exercise, adjust the duration of exercise, and avoid sports injury caused by sports fatigue. For students who participate in less daily exercise, we should strengthen physical health education and encourage them to participate in physical exercise, so that college students can not only master certain professional knowledge, but also have a healthy physique, have a positive mood and good quality, complete their studies, go out of school with excellent results and healthy body and go to society.

* * * * *

COLLEGE STUDENTS' SELF COGNITIVE IMPAIRMENT AND REQUIREMENTS FOR EDUCATORS

Chenghao Lu[1,2] & Fei Xie[3]

[1]Office of Academic Affairs, Jinling Institute of Technology, Nanjing 211169, China
[2]School of Public Policy & Management, China University of Mining and Technology, Xuzhou 221116, China
[3]Science and Technology Office, Nanjing Vocational University of Industry Technology, Nanjing 210023, China

Background: College students' self-cognitive impairment is an important issue concerned by college students' mental health education. Psychological cognitive impairment mainly includes inferiority complex, pride and vanity. The main causes of college students' self-cognitive impairment are college students' self-positioning errors, the negative effects of family members and the negative effects of social external environment. Maintaining a healthy psychology requires college students to correctly locate themselves, do a good job in self-regulation, require family members to exercise self-discipline, continuously strengthen the construction of campus culture, optimize the atmosphere of public opinion, and establish a corresponding system to protect college students' mental health. Cultivating college students' good psychological quality is an important content of college students' education, but the current situation of college students' psychological quality is not optimistic. It can be said that if college students' self-awareness is correct, other psychological problems will be relatively easy to solve. on the contrary, it will induce many other psychological problems. Therefore, it is particularly urgent to analyze the current self-awareness of college students, find problems in time and take appropriate measures to solve psychological obstacles. At the same time, colleges and universities should strengthen the construction of college students' mental health education teachers and improve the mental health level of mental health education staff. We should train and improve the theory and methods of mental health for college educators and managers in various ways and ways, so as to realize the combination of macro and micro mental health education for college students. Strengthen the training of students' managers' professional knowledge of mental health, and establish a student management team with both students' work experience and mental health knowledge. In addition, colleges and universities should strengthen teachers' psychological counseling, and carry out it at the same time with students' mental health education, so as to strengthen teachers' understanding of the importance of mental health through a variety of ways and means.

Objective: Educators should pay attention to the ideological trends and psychological changes of college students. The current society is a highly developed society with fast information transmission. People's ideological exchange is more frequent. College students are in the era of information explosion. The exchange of various cultural ideas has a different degree of impact on college students directly or indirectly. The thought of college students is in the formation period. Educators should pay attention to the ideological dynamics of college students in time and actively guide college students to establish a correct outlook on life, world outlook and values. The psychological status of college students is constantly changing. Educators should strengthen the monitoring of the ability and health status of college students. In different periods, targeted investigations should be carried out, especially for events with significant psychological impact, timely investigate, master the psychological status of students, and take different measures for possible psychological problems in different periods, solve the psychological problems of college students in time.

Subjects and methods: Six criteria should be considered to evaluate the mental health level of college students: normal intelligence, emotional health, sound will, complete personality, correct self-evaluation and harmonious interpersonal relationship. A questionnaire survey was conducted on 300 students in a university. The forms of questions include open-ended and closed-ended questions, including factual questions, opinion questions, embarrassing questions and hypothetical questions. The survey found that a considerable number of students have varying degrees of self-cognitive impairment, which accounts for about 35% of the survey. Among many self-cognitive disorders, mainly include the bad psychological state of pride, inferiority and vanity. The 300 students were equally divided into experimental group and control group according to the questionnaire results. The same teacher was used. The experimental group and control group were used mental health professional knowledge communication and general communication respectively. In the process of communication, treat every student equally and actively solve students' problems. After the experiment, the mental state and psychological emotion of college students were counted, and then the students in the experimental group and the control group were investigated and analyzed by means of questionnaire, so as to get the effect of college students' self-cognitive impairment and the requirements of educators.

Results: The survey results use four grades 1-4 to quantify the influence values of specific factors. 1 means irrelevant, 2 means slight influence, 3 means extraordinary influence and 4 means special influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 300 people is adopted and taken as the average, and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Self-cognitive impairment of college students and its impact on the requirements of educators

Group	Intelligence	Emotion	Will	Personality	Self-evaluation	Interpersonal relationship
Experience group	1	4	4	3	3	4
Control group	1	2	2	2	1	2

Conclusions: Educators should actively participate in the solution of College Students' psychological problems and strive to create a good psychological environment for the solution of College Students' mental health problems. A good psychological environment will have a significant impact on the psychological behavior of college students. If a college student can easily get the support of educators, it will produce a positive psychological experience. Educators should look at today's college students from the perspective of development and change. The characteristics of college students in different times are different, and the evaluation standards should also be different. They should correctly understand the shortcomings and deficiencies of college students, and actively care for the mental health growth of college students. Adhere to the correct guidance of public opinion. A good atmosphere of public opinion can help college students improve their self-cultivation and taste and promote their mental health. Educational, cultural and scientific research institutes at all levels, news publishers and mass organizations should create good social public opinion for college students' mental health education. Social media should provide scientific information for college students, optimize the public opinion environment, put social benefits first, create a positive and scientific public opinion atmosphere, and create a good social living environment for college students. The media should make full use of their own advantages, give priority to encouragement and positive publicity, guide people with correct public opinion, and eliminate educators' prejudice and discrimination against college students. For example, we should report the deeds of advanced figures objectively and fairly, especially establish models and vigorously publicize the spirit of self-improvement of college students.

* * * * *

ON COGNITIVE OBSTACLES AND TEACHING COUNTERMEASURES IN PEKING OPERA TEACHING

Lu Li

School of Traditional Opera, Shandong University of Arts, Jinan 250300, China

Background: Beijing opera has a history of more than 200 years since its birth. Since ancient times, the inheritance of Peking Opera has always been famous for its strictness. Many children who learn Peking Opera from an early age bear great pain. Since ancient times, there has been the saying "one minute on the stage,

ten years off the stage". Therefore, it can be imagined that learning Peking Opera is very difficult. So, what is the most important key to traditional teaching? In fact, it is the three points of "preciseness", "standardization" and "hardship". In short, the most important reason why Peking Opera can continue to this day is its rigorous and standardized attitude. Although traditional teaching is good and has been inherited for thousands of years, with the progress of the times, any art needs to keep pace with the times and constantly meet the tastes of the times. Therefore, Peking Opera teaching is the same and needs to be constantly reformed to innovate in order to meet the social needs of the new era. Cognitive impairment refers to an obstacle that cognitive activities cannot surpass. It is hidden in cognitive activities themselves and coexists with cognitive behavior at the same time. Introduced into educational research by G. Brousseau, a researcher of mathematics education in France, it now refers to some knowledge that learners already have. This knowledge is the basis of learning and understanding, but it contains incomplete or wrong components, which hinders the establishment and application of new knowledge. If we master and apply new knowledge correctly, we must clearly understand the differences between old and new knowledge. Learning is a learner's active cognitive process. Learners should interact new knowledge with the original cognitive structure in their mind, integrate new knowledge into the original cognitive structure, and adjust and broaden the process of the original cognitive structure. Therefore, the deficiencies and defects of students' original cognitive structure will produce various cognitive obstacles to the acquisition of new knowledge. Analyzing and exploring the cognitive obstacles of senior high school students in learning Peking Opera and taking corresponding countermeasures are important topics in Peking Opera teaching and research. Therefore, Peking Opera attracts and infects generations of audiences with its distinctive characteristics and unique charm. In the new era, in order to make primary school students like Beijing opera, be familiar with Beijing Opera and really understand Beijing opera, the key is that teachers should create a good classroom conducive to students entering Beijing opera. Teachers should find the combination of tradition and modernity, let them integrate, and construct a new classroom of Peking Opera teaching under the guidance of the concept of modern new curriculum music education.

Objective: Modern cognitive psychology believes that people's cognitive process is the process of processing the knowledge obtained from the outside world, so how to process it? To make students like Beijing opera, the key is that teachers should create a good classroom conducive to students entering Beijing opera. Teachers should find the combination of tradition and modernity, let them integrate, and construct a new classroom of Peking Opera teaching under the guidance of the concept of modern new curriculum music education. This study improves the teaching countermeasures from several aspects: telling stories and stories; have fun and interest; create atmosphere and creative environment; creative teaching design; the accompanying instruments have new ideas; etc.

Subjects and methods: Using stratified cluster random sampling method, 100 students majoring in Peking Opera were selected as the research object. They were randomly divided into experimental group and control group. There was no significant difference in average academic performance and learning habits between the two groups before the experiment. The same teacher was used to teach the content of the same Peking Opera class, and two different teaching modes were used. In the teaching process of the experimental group, the teachers applied the knowledge of cognitive psychology to carry out hierarchical teaching. the control group only carried out ordinary teaching, and recorded the whole course of the two classes. In the experimental group, it is required to adopt different methods according to students' different learning abilities, learning levels and psychology. According to students' different levels and the principles of capacity and acceptability, students are divided into three levels: good, medium and poor. Different teaching methods are adopted for students at different levels and different requirements are put forward. In classroom teaching, let the students with good grades do some difficult exercises to achieve the purpose of improvement. Let middle school students do confident exercises to protect their learning enthusiasm. Let the students with poor grades do some easier exercises to enhance their self-esteem and self-confidence. In this way, every student has the opportunity to practice Beijing opera. No matter whether students' grades are good or bad, they should be treated equally in class. In teaching, teachers should give priority to praise and encouragement, and should not hurt students' self-esteem in public. For some students with poor grades, after class, they should take different measures to give timely help and guidance with enthusiasm. Test the learning enthusiasm of the two groups of students.

Results: For the test results, the influence values of specific factors are quantified in three grades 1-3. 1 indicates general liking, 2 indicates very liking, and 3 indicates special liking. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 100 students are taken and averaged, and the results are determined by rounding. The specific statistical table is shown in Table 1.

Conclusions: Based on the cognitive barriers in Peking Opera teaching, the implementation of the corresponding new classroom countermeasures for Peking Opera teaching plays a significant role, and many Peking Opera lovers are attracted by this invisible charm. At the same time, it also promotes the vigorous development of Peking Opera.

Table 1. Students' preference for traditional music

Group	Before experiment	After the experiment
Experience group	1	3
Control group	1	2

* * * * *

ANALYSIS OF THE EFFECT OF SKILLED LANGUAGE COMMUNICATION ON STUDENTS' ANXIETY IN FOREIGN LANGUAGE TEACHING

Qing Zang

School of Foreign Studies, Nanjing University of Posts and Telecommunications, Nanjing 210023, China

Background: Anxiety is a word that appears frequently in the field of psychology. Anxiety can generally refer to a vague and unpleasant emotional state, which is characterized by anxiety, fear, distress and uneasiness. Anxiety is different from fear, because anxiety often has no object, and fear has specific frightening objects, such as people or things. In learning theory, this term is used to refer to a secondary (or conditional) internal drive that drives people to make avoidance response. Anxiety arises from excessive and uncontrollable stimulation, which is caused by the accumulation of tension for a certain period of time. Anxiety is different from tension. It is the result of long-term inhibition. When tension accumulates in some people for a certain time and breaks through a critical point, anxiety arises. Anxiety not only has its conditions, but also a process. This process varies in length, varies from person to person and from matter to matter, and is restricted by various internal and external conditions or various factors. Generally speaking, when people are nervous about something, they will be repeatedly entangled by the factor and focus on the thing and make various imagination and assumptions. Once this degree of focus is continuously enhanced due to the failure of various strategies and breaks through the critical point, anxiety is formed. Anxiety is usually manifested in negative emotions such as self-doubt, anxiety and tension. Language anxiety is a unique and complex psychological phenomenon in language learning. Anxiety in language learning mainly refers to the fear or anxiety of learners when they need to express in a foreign language or a second language. There are many reasons for anxiety: Competition can lead to language learners' anxiety. When language learners compare themselves with their ideal self or others, they may feel anxiety. Classroom activities or teaching methods may also be the inducement of learners' anxiety. The interaction between teachers and students in class may lead to students' strong anxiety. Language tests can also trigger anxiety.

Objective: Oral English is not only a kind of thinking creation and social interaction, but also a kind of psychological cognitive activity. Due to various reasons, some college students often have varying degrees of anxiety in oral English learning. How to treat this problem objectively and realistically, find out the reasons, find skills and strive to overcome college students' anxiety in oral English learning is an important problem in oral English teaching.

Subjects and methods: 200 students in a school were selected to fill in the questionnaire survey. A total of 200 questionnaires were distributed and 185 were recovered, with a recovery rate of 92.5%. If more than one item in the recovered questionnaire is missed or all items are one answer, they will be eliminated as waste papers. Finally, 173 valid questionnaires will be recovered, and the effective rate of the questionnaire is 86.5%. The content of the questionnaire is mainly multiple-choice questions, supplemented by question-and-answer questions. It mainly involves how students view the importance of oral English, their confidence in oral English learning, what reasons affect their oral English expression, the proportion of actively answering questions in class, etc. SPSS 18.0 software was used to count the questionnaire survey results.

Results: According to the statistics on the causes of students' oral English learning anxiety, it is found that there are three main points: the psychology of shyness and fear of mistakes, the influence of cultural differences and the influence of language environment. The statistical data are shown in Table 1.

Due to the lack of cultural background knowledge, students worry about errors caused by improper oral English expression, which will also produce anxiety. In the questionnaire survey, 40% of the students thought that they did not know much about the thinking habits, expression methods and usages of English-speaking countries, so that they could not express freely like Chinese. Therefore, they were worried about being laughed at due to mistakes in cultural differences. It can be seen that anxiety, tension and lack of self-confidence directly affect their language learning effect.

In class, 78.3% of the students are unwilling to take the initiative to participate in classroom communication.

Among the students who dare not express themselves in English, 62.4% answer because they are worried about pronunciation and expression errors. They are afraid of being laughed at by others for pronunciation and expression errors, which leads to low evaluation by other students and teachers. Therefore, they feel nervous and anxious when facing English teachers and the whole class speaking English. It is found that students' oral English level is uneven. Some students speak English with a strong local accent, which affects their enthusiasm and initiative to speak English boldly. The survey results show that 86% of students say that if they find themselves worse than others when compared with their classmates, they will lack self-confidence and produce anxiety. On the contrary, when you find that your language expression ability increases, the degree of anxiety will decrease.

Table 1. Statistics on the causes of students' anxiety in oral English learning

Reason	Shyness and fear of mistakes	Cultural difference	Language environment
Number of people (proportion/%)	167(83.27)	154(77.21)	185(92.32)

Conclusions: College oral English teaching should pay attention to the negative impact of language anxiety on students' oral communication. Teachers should take positive measures to eliminate their psychological obstacles in time. In the teaching process, teachers should pay attention to students' individual differences and emotional factors, communicate with students more, pay attention to updating the teaching mode, changing teachers' role, creating a good language environment, enhancing students' self-confidence in speaking English, eliminating language learning anxiety to the greatest extent, so that students can be in a relaxed and pleasant real language learning environment, relax physically and mentally and learn effectively.

* * * * *

THE EFFECT OF YAJI MUSIC ON THE RELEASE OF EMOTIONAL STRESS

Haimeng Li & Sha Han

Colloge of Music, Hubei Normal University, Huangshi 435002, China

Background: The so-called "elegant gathering" simply refers to the gathering of ancient literati and refined scholars for recreational activities related to Literature and art. Those beautiful things often get a high-density and dramatic presentation in such elegant collections. Anxiety is considered to be a stress response to biology in the face of danger. Anxiety is a complex emotional state, which shows various forms, such as fear, uneasiness, uneasiness and so on. In most cases, under the pressure of pressure, it will bring people a sense of incompleteness and insecurity. It is people's dissatisfaction with the current situation, confusion about the future and a sense of out of control of self-consciousness and external conditions. Anxiety is an innate emotion. Moderate anxiety can help us deal with emergencies. However, because anxiety is an emotional state with negative emotional factors, excessive anxiety will become an obstacle to personal behavior. Long term anxiety will affect our mental health. From the perspective of psychoanalysis, anxiety caused by emotional stress is a discomfort in a decentralized state. These depressed negative emotions will seriously affect people's quality of life and can cause a variety of physical diseases, such as physical performance, psychomotor anxiety and pathological anxiety. People with severe anxiety will also feel some kind of disaster and even a sense of near death. These people with anxiety are often accompanied by depressive symptoms, long-term depression, pleasure and lack of interest. And emotional instability, irritable, often quarrel with people, dissatisfied with anything. These problems have seriously affected people's daily life and reduced people's living standards. Therefore, it is urgent to reduce and ease people's negative emotions of anxiety. Whether we can use the music therapy technology of Yaji music circle to alleviate people's anxiety and negative emotions needs further research.

Objective: In the intervention of music group activities, people's thinking and psychology have changed a lot, and the pressure accumulated in their hearts has been released, making them feel that life is better. This has played a positive role in promoting the future development, so that they can better release their inner pressure in the future.

Subjects and methods: Fifty social groups of different ages, genders and occupations were randomly selected. Through the investigation of these 50 researchers and experimenters, this paper analyzes their problems in psychological pressure, emotional expression and interpersonal communication, so as to carry out music group activities. Music group activities are generally held once a week at the beginning, and then

once every two weeks according to the situation. The opening of music group activities should take cheerful music as the background music, so that each participant can quickly integrate into a strange environment, and the participants do not know each other. Through cheerful songs, they can better open their hearts and communicate with others, so as to release the pressure in their hearts. When the participants are familiar with each other, the next activity will focus on group activities, but corresponding changes will be made according to the situation. Therefore, generally, some music suitable for group dance will be played to enable the participants to release their own pressure in the form of dance, and further enhance the communication between the participants, so as to create a joy environment suitable for communication, so that participants can share joy with others. When this part of the content is completed, the last part of the activity will be carried out, allowing participants to combine freely and play some music with lively melody at the same time, so that participants can open their own ideas in listening to the music, so as to put forward some opinions or suggestions to their team, which plays a great role in mobilizing the enthusiasm of each participant, moreover, it can enable participants to fully express their inner thoughts, so that the person in charge can understand their inner feelings and formulate an activity plan more suitable for participants based on understanding. After the intervention of music group activities, the participants will have a great improvement. After the activity, we investigated the participants' influence in this activity through questionnaire from three aspects: communication, stress relief and emotion.

Results: For the test results, four grades 1-4 are used to quantify the influence value of specific factors. 1 means irrelevant, 2 means ordinary, 3 means great and 4 means deeply affected. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 100 participants is taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Influence degree of Yaji music participants

Group	Communication	Pressure relief	Emotional aspect
Participant	4	4	4

Conclusions: Yaji music group activity intervention is a collective intervention, which is different from other psychological intervention, and this intervention method can more effectively improve people's psychological problems. The intervention effect of music group activities on people's emotional release is more obvious, and this intervention method is more acceptable, so that people can not only improve, but also improve their language expression ability by continuously participating in intervention activities. Some music group activities can be carried out in schools to promote people's communication, so that people can release their pressure in music activities, which is very helpful for everyone's future development.

* * * * *

THE INFLUENCE OF SOCIAL WORKER INCENTIVES ON THE COMPETENCE OF COMMUNICATION-IMPAIRED SOCIAL WORKERS

Guifeng Zhang[1], Zhao Li[2] & Yunfang Lv[3]

[1]*School of Sociology and Anthropology, Xiamen University, Xiamen 361005, China*
[2]*School of Public Affairs, Xiamen University, Xiamen 361005, China*
[3]*College of Foreign Languages and Cultures, Xiamen University, Xiamen 361005, China*

Background: As a kind of helping activity, social work has a history of nearly one hundred years. It has been developed to meet the needs of modern industrial society. It gradually developed from a scattered, non-professional charity activities into a systematic and scientific social relief services, until the later specialization and professionalization of social work. The social work in the developed countries of Europe and America has developed early, matured and perfected day by day, which provides valuable experience for the specialization and professionalization of social work in our country and provides a good reference for the development and expansion of social work in the current transitional period. Incentives for social workers are no more than the ultimate objectives: First, to fully mobilize the enthusiasm and creativity of social workers and promote the development of social work. Second, to reduce the loss of social work talents, attract more talents to participate in social work, respect and stabilize the existing social work talents, and continuously expand the social work talent team.

Social worker incentives refer to the process in which social work agencies (including social work agencies directly under the government, non-governmental social work agencies, and social work agencies combining the two) apply various effective management means and methods to guide social workers' values and behavior patterns, and allocate social resources to social workers or agencies in accordance with certain standards and procedures with the goal of effectively completing the services of social work agencies. Social worker incentive is a work concept that shows the social worker's attitude to the performance level of work enthusiasm, and it is changing constantly, and there is no invariable incentive process. It is a basic way for the social work organization to manage and inspire the social work talents.

Objective: Social work is an applied subject and a practical and operational specialty. Compared with other professional subjects (such as sociology), social work pays more attention to the direct services provided to people than to the exploration and research of pure theoretical knowledge. In modern social work management, motivation plays a more and more important role. But motivation is not the same for different professions, or even for different groups of people in the same profession. Therefore, it is of great significance for the development of our country's social work cause to sum up some inspiring basic ideas which are of universal significance.

Subjects and methods: In order to improve the enthusiasm and efficiency of the members of the organization, we must carefully study and improve the incentive mechanism. This paper investigates and analyzes the incentive mechanism from three aspects: people-oriented principle, systematic principle and pertinence principle.

Using stratified cluster random sampling, 500 social workers of different ages, sexes and occupations with communication adaptation disorder were investigated. 500 questionnaires were distributed, 486 were retrieved and 477 effective copies were obtained.

Methods: Using Excel to count the effect of social worker incentive mechanism on communication-adaptive disability social worker competency.

The principle of people-oriented management needs to put people at the core in the process of management, break the mechanistic management concept, promote communication and adaptation obstacles social workers to recognize the strength and value of their own, affirm the initiative of individuals, and improve their work competency. Everything is connected with everything else around it, with varying degrees of restraint and facilitation to ensure that the elements of the organization are interlinked and interconnected, all revolving around the objectives of the whole system. This paper analyzes the communication adaptation disorder social workers, fully understand their psychological needs, meet their individual differences, implement effective incentives, fully mobilize their enthusiasm, and improve work efficiency.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors, 0 indicating irrelevance, 1 indicating slight influence, 2 indicating general influence, 3 indicating obvious influence, 4 indicating full influence, and the obtained statistical table is shown in Table 1.

Table 1. Effect of social worker incentive mechanism on the competence of communication-impaired social workers

Factor	People-oriented principle	System principle	Targeted principles
Communication with adaptation-impaired social workers	4	4	4

Conclusions: Under the new situation, there are new demands and new social problems need new mechanisms to solve them. Social work plays an immeasurable role in solving the new problems under the new situation, and shows its unique charm. Therefore, the development prospect of social work is limitless, but it is too weak to attract, retain and use social work talents - social workers' incentive mechanism. Although many disciplines such as modern management, information economics, organizational behavior, and institutional economics provide unique research perspectives and scientific research tools for the study of incentive mechanism, the starting point of incentive is the lack of satisfaction of human needs, which, to a large extent, relates to the psychological characteristics of human beings and the behavior derived from it. It is very difficult to observe, evaluate and predict with common measuring tools. Because of the change of people, events and time, the incentive system and measures implemented by them should be changed accordingly. Therefore, motivation is the most basic and significant problem that needs our common attention, patient analysis and serious solution.

*   *   *   *   *

THE INFLUENCE OF THE IMAGE DESIGN OF CHINESE ZODIAC ARTS AND CRAFTS PRODUCTS ON THE SYMPTOMS OF COMMUNICATION AND ADAPTATION DISORDERS

Qun Zhou

School of Fine Art, Jiangxi Science & Technology Normal University, Nanchang 330028, China

Background: The zodiac is what we usually call the zodiac. Everyone has his own zodiac sign. Each zodiac design has its own implication. These implications originate from the primitive simple wishes of the ancient Chinese people and have the universality of the wishes of the ancestors. The implied meaning of the zodiac is created according to the animal's own habits. Vigilance and resourcefulness combine prosperity and endurance, diligence and simplicity combine with good weather and smooth weather for cattle, majesty and valor of tiger combine with health and health for all quarters, gentleness and gentleness of rabbit combine immortality with gentleness and quietness, dignity and dignity of dragon combine with peace and tranquility of the country and the people, beauty and beauty of snake combine in domination, vigor and majesty of horse combine life with endurance, gentleness and gentleness of sheep with kindness and fortune of sheep, freedom and agility of monkey combine happiness and happiness with years, courage and good luck with fighting of chicken, courage and courage of dog combine peace and tranquility with simplicity and simplicity with abundant food and clothing.

Zodiac pattern is an important representative symbol of Chinese traditional culture, its unique aesthetic embodiment and artistic style, fully demonstrates the wisdom of China's working people. Each animal is a kind of auspicious hope, and each animal has its own special implied meaning. The most peculiar thing is that the two animals combine together and have a third implied meaning, which is the marvel of the culture of the zodiac. In modern design, the development and utilization of the zodiac design not only conforms to the traditional concept of the Chinese people, but also reflects the psychological demands of the people, and has a unique charm of the East.

Objective: The zodiac is a traditional Chinese design, which has been widely used in various decorations since ancient times and is loved by the Chinese people. With the change of time, people's love for the zodiac design has not been reduced, but added new content and characteristics of the times. Beginning with the origin and implication of the zodiac design, this paper probes into the application of the zodiac design in the fields of ring art, ceramics, clothing, home textiles, artwork and interior decoration, which can effectively alleviate the symptoms of communication adaptation disorder.

Over a long period of time, the traditional Chinese zodiac images have formed a specific means of expression. The original intention of implication is nothing more than the pursuit and longing for a better life and the wish for perfection of Najib. Therefore, it plays a positive role in alleviating the psychological feelings of patients with communication disorders, and urges them to communicate with people. This paper mainly from the zodiac arts and crafts product image of the symbol, dissemination, identity and permanent, these four aspects of investigation and analysis.

Study design: Stratified cluster random sampling method was used to investigate 400 patients with communication disorders of different ages, sexes and occupations. 400 questionnaires were sent out, 400 were retrieved and 391 effective copies were obtained.

Methods: Using excel statistics zodiac arts and crafts product image design on the impact of communication adaptation disorder symptoms.

From the meaning of the zodiac culture, we can know that everyone will remember the zodiac or the zodiac in his birth year, which is unchangeable all his life, and it is a rich cultural gift endowed by nature, and has a distinct marking function. The Chinese zodiac and zodiac culture have also played an important role in spreading the Chinese zodiac, affecting not only every member of the Chinese nation, but also many countries, especially some eastern countries, have adopted or changed the Chinese zodiac and its culture. The Zodiac culture has a long history. It is the ethnic basis of the unity of the Chinese nation and an important link of the main cultural veins, as well as the realization of national unity and identity. Since the formation of Zodiac culture, it is rooted in the masses of the Chinese nation, affecting the various historical era of Chinese ancestors, Zodiac arts and crafts product image design.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors, 0 indicating irrelevance, 1 indicating slight influence, 2 indicating general influence, 3 indicating obvious influence, 4 indicating full influence, and the obtained statistical table is shown in Table 1.

Conclusions: The traditional zodiac culture, created on the road to the rise of the Chinese nation, is the

inspiration of the ancestors for the creation of the Chinese zodiac and the twelve local branches, and the cultural and artistic treasures inherited by using the original totem, characters, patterns and other symbolic elements, and is the follow-up force for expanding and promoting the traditional Chinese culture. Zodiac culture is an immortal folk custom, is the traditional culture of the Chinese nation occupies undoubtedly an important component. It is the embodiment of Chinese traditional culture, which can effectively alleviate the symptoms of communication adapting to the handicap, and make them love life more.

Table 1. Effect of the image design of Chinese zodiac arts and crafts products on the symptoms of communication and adaptation disorders

Factor	Landmark symbolic	Transmissibility	Configuration	Perpetual
Patients with communication disorders	4	4	4	-

* * * * *

THE EFFECT OF COUNTY CULTURAL TOURISM INDUSTRY IN LIANGSHAN ETHNIC MINORITY AREA ON RELIEVING TOURISTS' SPIRITUAL AND EMOTIONAL PRESSURE

Yuxiang Liu[1] & Jian Luo[2]

[1]College of Tourism Urban-Rural Planning, Xichang University, Xichang 615000, China
[2]College of Resources and Environment, Xichang University, Xichang 615000, China

Background: With the rapid development of modern society, people's pursuit of high-quality life has virtually increased their own pressure. The difficulties in employment, house purchase, children's schooling, pension and pressure from work units and social exchanges have triggered people's general status panic and anxiety. Almost all modern people face more or less pressure. This is because everyone needs to obtain all kinds of resources and opportunities needed for their own survival and development from society. These resources and opportunities will not come out of thin air, so every member of society will inevitably bear the pressure from all aspects. In contemporary society, many people have to face mental pressure, and if the mental pressure is too large, it is easy to evolve into mental illness. Therefore, it is very important to pay attention to the spiritual emotions of contemporary people. Cultural tourism can promote people's physical and mental health.

Cultural tourism industry is an important part of tourism industry. There is a generalization of the understanding of cultural tourism industry in Chinese academic circles and some provincial and municipal government departments. Many people regard the main body of tourism industry as an integral part of cultural industry, including tourism transportation enterprises, tourism accommodation enterprises, pure natural sightseeing scenic spots, etc. In fact, this is to confuse tourism culture with cultural tourism. The real cultural tourism industry is mainly the tourism industry developed by cultural tourism resources. It is a part of the tourism industry to meet people's cultural tourism consumption demand. Its purpose is to improve the quality of people's tourism activities. The core of cultural tourism is creativity. Special emphasis is placed on "creating a cultural symbol and then selling this culture and cultural symbol", and it is emphasized that the "culture" of cultural tourism is a life form, "industry" is a production and marketing model, and the connection point between the two is "creativity". Therefore, cultural tourism can be understood as "creative industry containing life culture created by human factors". County cultural tourism industry in Liangshan ethnic areas is not only an important part of Liangshan County economy, but also rooted in the most basic level of national traditional culture, which is closely related to the production and life of ethnic minorities. The unique customs, habits, beliefs and buildings of all ethnic groups in ethnic areas have formed a rich and colorful national culture.

Objective: In most cases, the tourism harvest and tourism enjoyment obtained by tourists is an invisible experience, and tourism experience is the ultimate goal of modern tourists. In order to meet some spiritual and material needs, tourists leave their permanent residence for a short stay in a foreign country for consumption, and hope to get spiritual satisfaction in the process of consumption. With the advent of experience economy and the continuous development of tourism, tourism consumption is becoming more and more mature. Nowadays, tourists pay more attention to the satisfaction of emotional experience, and tourists' emotions are affected by the quality of cultural tourism industry all the time.

Subjects and methods: Due to the obvious remote nature of tourism, the emotions of all tourists will show some special characteristics. That is, tourists' emotion has the characteristics of high excitement and

strong infectivity. According to the intensity, speed and duration of emotion, this study investigates and analyzes it from three aspects: mood, enthusiasm and passion.

Study design: 300 social masses were randomly selected for investigation. They were under the age of 70, regardless of gender and occupation. Questionnaires were distributed to 300 people. The contents of the questionnaire were mainly multiple-choice questions, supplemented by question-and-answer questions. The questionnaire was required to be completed at one time. The time for each person to fill in the questionnaire was 25-30 min. A total of 300 questionnaires were distributed, 285 were recovered and 267 were valid. If the answer options of multiple-choice questions in the test paper are all one option, it will be regarded as an invalid test paper.

Methods: Excel is used to calculate the effect of county cultural tourism industry in Liangshan ethnic area on relieving tourists' mental and emotional pressure.

Results: Liangshan has outstanding advantages in cultural tourism resources, has a long history of cultural tourism resources, and has unique natural tourism resources. Natural tourism resources cover four groups and 10 types, including lithosphere, hydrosphere, biosphere and atmosphere. There are more than 160 representative scenic spots, with a large number of natural tourism resources, complete types, wide distribution and high grade.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight effect, 2 means average effect, 3 means obvious effect and 4 means significant effect. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 300 people is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of county cultural tourism industry in Liangshan ethnic area on relieving tourists' mental and emotional pressure

Factor	Mood	Enthusiasm	Passion
Masses	4	3	4

Conclusions: In the 21st century, the cultural tourism industry with regional characteristics of ethnic minorities in China's ethnic autonomous regions has grown rapidly and become the pillar industry of economic development in ethnic areas. The charm of the county cultural tour in Liangshan ethnic areas lies in culture, advantage in ecology and potential in resources. Relying on cultural heritage, ecological advantages and tourism resources, the tour in Liangshan can not only bring tourists a lifetime unforgettable pleasant trip, but also lead tourists to nature and cultivate their sentiment. While traveling, tourists increase their knowledge and enrich their soul, and tourists will improve themselves, broaden their horizons and have a bright mind. What you see and hear will make your ignorant soul become intellectual and open-minded, so as to release the pressure and relieve the mood of tourists.

* * * * *

EFFECT OF MASS ENTREPRENEURSHIP AND INNOVATION EDUCATION ON ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT ANXIETY

Jinlan Hu[1], Huiming Deng[2] & Meili Lai[3]

[1]*Innovation and Entrepreneurship Center, Quanzhou Preschool Education College, Quanzhou 362000, China*
[2]*School of Education and the Arts, Ningde Normal University, Ningde 352100, China*
[3]*School of Marxism, Jimei University, Xiamen 361021, China*

Background: Mass entrepreneurship and innovation is a major strategy put forward by the state based on the needs of transformation and development and domestic innovation potential. It aims to optimize innovation, stimulate the infinite wisdom and creativity hidden among the people, give those who are capable and want to start a business and innovate opportunities to display their talents, and realize self-reliance by entrepreneurship and brilliance by innovation. Entrepreneurship and innovation education refers to innovation and entrepreneurship education. Nowadays, under the background of "mass entrepreneurship and

innovation", entrepreneurship and innovation education has become an important starting point to improve college students' innovation ability and employability. It is also a powerful supplement to professional education and can solve the bottleneck of high skilled talent training in colleges and universities. China's modernization level is constantly improving and has entered a new development stage. While the country advocates "mass entrepreneurship and innovation", college students, as the main force involved in mass entrepreneurship and innovation, also shoulder important responsibilities and missions. Based on the current situation of college students' employment and entrepreneurship under the background of mass entrepreneurship and innovation. At present, with the attention and support of the national government and all sectors of society, college students' employment and entrepreneurship also have a new environment, which brings many opportunities and challenges to college students. Objectively speaking, college students' employment and entrepreneurship is not only related to personal position positioning and career planning and development, but also has an important impact on their own family and even the whole society. With the continuous expansion of the enrollment scale of China's colleges and universities, the overall quality and cultural level of the population have been comprehensively improved, and the impact of college students' employment and entrepreneurship ability and composition on the society is also increasing. At present, it is easier to enter the university than before, but it is more difficult for today's college students to find a job after graduation. Due to the increasingly fierce employment competition of college students and the influence of high expectations of college students, the symptoms of college students' employment anxiety are obvious. The main symptoms are unstable emotional state, often anxiety, fear, chagrin and restlessness. Therefore, it is of great significance for the implementation of innovation driven strategy and the improvement of entrepreneurship quality to strengthen entrepreneurship and innovation education and cultivate highly professional entrepreneurship and innovation teachers in colleges and universities.

Objective: In recent years, China has adopted the method of economic growth slowdown to reduce the problems brought by rapid development, but at the same time, it has also led to significant changes in the employment environment. On the one hand, with the economic growth slowdown, there is a large shortage of jobs, resulting in the continuous increase of the number of people waiting for employment, and many enterprises have the problem of labor surplus, which not only reduces the employment treatment, in this way, college students may have to bear more risks and pressure when choosing employment and entrepreneurship.

Subjects and methods: With the continuous development of the times, the scale and quality of China's higher education have improved. At present, the number of college graduates in China also shows the characteristics of rapid growth, resulting in the continuous increase of employment pressure of college students, and even showing a certain inverted pyramid in employment, that is, enterprises can't recruit suitable employees, on the one hand, college students can't find a suitable job. This is because they have the problem of "aiming high". They hope to find a job with "high income, low work pressure and stability" as soon as they graduate, while enterprises hope to find pragmatic, progressive and responsible personnel. More importantly, they have a compound educational background and strong practical work ability, this will obviously lead to many college students unable to meet the objective requirements of enterprises.

Study design: 1000 college students were randomly selected and investigated by issuing questionnaires. A total of 1000 questionnaires were distributed, 952 were recovered, and the number of valid copies was 926.

Methods: Excel was used to calculate the effect of entrepreneurship and innovation education on alleviating college students' employment anxiety symptoms.

Results: In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 1000 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of entrepreneurship and innovation education on alleviating employment anxiety symptoms of college students

Factor	Ability innovation	Spiritual innovation	Action innovation
College student	4	4	5

Conclusions: In recent years, colleges and universities began to pay attention to entrepreneurship and innovation education. As a new field, entrepreneurship and innovation education is one of the indispensable courses for college students' employment and entrepreneurship. Innovation and entrepreneurship education in colleges and universities needs to meet the talent needs driven by national strategy and regional economic development, take comprehensively improving students' innovation and entrepreneurship quality as the core

concept, actively explore new modes and effective ways to practice innovation and entrepreneurship education, deepen the reform and construction of professional education, and build innovation and entrepreneurship theoretical education, practical training. The innovation and entrepreneurship education ecosystem with guidance services as the main content has formed a talent training pattern that strives to give everyone a chance to shine in life. In the process of entrepreneurship and innovation practice education, it has realized the integration of thematic education such as vocational outlook education and employment education with entrepreneurship and innovation education, expanded the quality education platform with higher vocational characteristics, met the needs of the times for talent innovation quality, played a positive guiding role in students' innovation practice, ignited students' innovation consciousness, cultivated students' innovation spirit training students' innovative ability, encouraging students' innovative action, improving students' innovative quality and promoting students' all-round development have achieved remarkable results, so as to alleviate the symptoms of college students' employment anxiety.

$$* \quad * \quad * \quad * \quad *$$

THE PERFORMANCE AND SOLUTION STRATEGIES OF ANXIETY DISORDER IN MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES

Ping Li

School of Music, Xinyang University, Xinyang 464000, China

Background: Anxiety refers to the frustration of self-esteem and self-confidence, or the increase of sense of failure and guilt due to people's inability to achieve goals or overcome the threat of obstacles, forming an emotional state of tension and fear. Because only experienced people can directly evaluate the intensity of anxiety state, researchers must have an indirect way to evaluate his phenomenon and physiological characteristics. Competition in various fields has become a current social phenomenon. People are under increasing psychological pressure, especially the mental health problems of college students are on the rise, and the social psychology of anxiety is particularly prominent. How to reduce or eliminate the level of anxiety has been related to the physical and mental health of college students. Anxiety disorder in music learning is mainly the emotional disorder produced by students in the process of learning music. If they fail to make adjustment in time, students' self-esteem and self-confidence will be affected, and their sense of guilt will increase sharply. In the long run, there will be a nervous and even fear of learning, which will also bring great obstacles to our later music learning. Learning anxiety has a significant negative effect on music learning. The survey found that in music learning activities, students with anxiety rarely take the initiative to answer questions, have low participation in classroom learning activities, and even avoid learning. Generally speaking, there are three main manifestations of music learning anxiety: First, communication fear. It is mainly manifested in the fear of facing each other, panic, blushing and excessive prudence. The second is congenital absence of musical cells and pentatonic insufficiency. Whenever you practice alone, you will be worried and nervous. The third is negative evaluation fear. Students with such anxiety often don't like to open their mouth, are afraid of singing wrong, and consciously avoid answering questions.

Objective: Paying attention to the understanding and application of knowledge, changing learning concepts in time, and learning to summarize and summarize can effectively improve the level of music. In addition, language learning is not a day's work. It is a relatively slow learning process, which is an important reason why we are prone to anxiety. This is precisely because the students have no clear and specific goals. Over time, they lose the motivation of self-discipline. Because people are equal, and no one is perfect. The lack of music may have a lot of room for development in other arts. In order to alleviate the performance of anxiety students in music education in colleges and universities, we must fundamentally study their psychology, know what they think and fear, and enlighten and help them.

Subjects and methods: 80 students with anxiety disorder in a school were selected as the research object. The subjects were randomly divided into 40 in the experimental group and 40 in the control group. Except for demographic variables, there was no significant difference in emotion regulation ability, executive function, emotion and anxiety at baseline. Before the test, inform the experimenter of the test content and purpose, remind them of the right to withdraw freely at any time, and start the test after signing the informed consent.

Study design: The experimental group conducted music education and teaching methods under the application of psychological knowledge, conducted sufficient interaction and communication with students, and conducted teaching according to students' psychological needs. 3-4 times a week for 30 minutes. During this period, there are professional teachers for guidance. The control group was taught in the traditional

music teaching mode. Teachers should treat the two groups of students equally in teaching. The overall test time is 1 month.

Methods: The anxiety status of the two groups of college students after one month was detected by self-rating anxiety scale, and the data were statistically analyzed by SPSS 18.0 and excel.

Results: After one month's test, the statistical results are shown in Table 1.

Table 1. Comparison of partial anxiety status / number of people in the two groups before and after the test

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Test group	Before the experiment	0	12	22	6
	After the experiment	20	16	4	0
Control group	Before the experiment	0	18	21	1
	After the experiment	6	6	27	1

It can be seen from Table 1 that after one month of music teaching based on psychology, the anxiety status of college students in the experimental group has been significantly alleviated, the students with severe anxiety have changed to severe anxiety or mild anxiety, and the students with moderate anxiety have changed to mild anxiety or even no anxiety, indicating that the innovative music teaching can effectively intervene the anxiety status of college students. The students in the control group did not get good anxiety. Although some students turned into non anxiety, the students with moderate anxiety increased instead of decreased, indicating that the psychological anxiety of college students is difficult to alleviate by themselves without intervention.

Conclusions: Based on the great pressure of contemporary college students, schools and parents should pay attention to the psychological state of college students and carry out psychological intervention or guidance in time to avoid the excessive psychological burden of college students and aggravate the anxiety state. Music is suitable for college students to relieve anxiety. Colleges and universities can incorporate music and other courses that can regulate college students' psychological anxiety into the teaching of mental health centers, psychological associations and music majors, so as to strengthen students' ability to master the awareness and regulation of self-emotion.

*   *   *   *   *

THE MANIFESTATIONS AND SOLUTIONS OF ANXIETY DISORDER IN COLLEGE ENGLISH TEACHING

Daiju Li

College of Foreign Languages, Shenyang Institute of Engineering, Shenyang 110136, China

Background: Anxiety disorder in English learning is mainly the emotional disorder produced by students in the process of learning English. If they fail to make adjustment in time, students' self-esteem and self-confidence will be affected, and their sense of guilt will increase sharply. In the long run, there will be a kind of anxiety and even fear of learning, which will also bring great obstacles to our later English learning. Learning anxiety has a significant negative effect on English learning. The survey found that in English learning activities, students with anxiety rarely take the initiative to answer questions, have low participation in classroom learning activities, and even avoid learning. When facing teachers' questions, such students often show a high sense of tension, sweat, and sometimes their heart beats faster. It is easy to forget the knowledge they have mastered. Learning anxiety can also lead to individuals' lack of self-confidence, believing that they have many weaknesses and have a low probability of success, resulting in their inability to concentrate in learning, and then weaken the effectiveness and ability to master the language. Generally speaking, there are three main manifestations of English learning anxiety: First, communicative fear. It is mainly manifested in the fear of facing each other, panic, blushing and excessive prudence. Sometimes there is a situation that you can't speak or can't pronounce, or you are at a loss due to the interruption of expression. The second is test anxiety. The outstanding performance is that the attention cannot be focused on the teaching content, the thinking cannot be effectively controlled, and there will be worry and nervous mood every exam. The third is negative evaluation fear. Students with such anxiety often do not like to speak English, dare not open their mouth to read English, are afraid of answering wrong teachers' questions, and consciously avoid

answering questions.

Objective: Pay attention to the understanding and application of knowledge, pay attention to changing learning concepts in time, and learn to summarize and summarize, which can effectively improve performance. In addition, language learning is not a day's work. It is a relatively slow learning process, which is an important reason why we are prone to anxiety. This is precisely because the students have no clear and specific goals. Over time, they lose the motivation of self-discipline. Based on this, psychological knowledge should be applied in English teaching. Through the understanding of students' psychology, psychological counseling and targeted teaching should be carried out for students according to the causes of students' anxiety. Teachers not only use their own psychological knowledge, but also popularize psychological common sense to students, turn the teacher-student relationship between students and teachers into a friend relationship, so that students no longer fear teachers, and understand that sometimes teachers' criticism and criticism are only out of the concern of friends, but also to urge students to make progress. Therefore, in the face of teachers' questions, students should respond positively and express their views bravely, which will be more conducive to the improvement of students' learning ability. And a person's growth and development are inseparable from interpersonal communication. We should understand the significance of interpersonal communication and know that establishing a good interpersonal relationship can stabilize emotions, which is conducive to the healthy growth of individuals.

Subjects and methods: As college students are the basis of contemporary talent training, colleges and universities are the main place for talent training, and shoulder the responsibility of training students to master corresponding knowledge and skills. In order to alleviate the phenomenon of anxiety disorder among students in higher English education, this study analyzes the performance of anxiety disorder among college students in English teaching based on psychology.

Study design: 120 students with anxiety disorder in a school were selected as the research object. The subjects were randomly divided into 60 in the experimental group and 60 in the control group. Except for demographic variables, there was no significant difference in emotion regulation ability, executive function, emotion and anxiety at baseline. Before the test, inform the subjects of the test content and purpose, remind them of the right to withdraw freely at any time, and start the test after signing the informed consent.

The experimental group conducted English education and teaching under the applied psychological knowledge, 2-4 times a week, each time for one class hour. During this period, there are professional teachers for guidance. The control group was taught in the traditional English teaching mode. Teachers should treat the two groups of students equally in teaching. The overall test time is 3 months.

Methods: The anxiety status of the two groups of college students after 3 months was detected by self-rating anxiety scale, and the data were statistically analyzed by SPSS 18.0 and excel.

Results: The statistical results obtained through the three-month test of this study are shown in Table 1.

It can be seen from Table 1 that after three months of English major teaching based on psychology, the anxiety status of college students in the experimental group has been significantly alleviated, the students with severe anxiety have changed to severe anxiety or mild anxiety, and the students with moderate anxiety have changed to mild anxiety or even no anxiety, indicating that the innovative English major teaching can effectively intervene the anxiety status of college students. The students in the control group did not get good anxiety. Although some students turned into non-anxiety, the students with moderate anxiety increased instead of decreased, indicating that the psychological anxiety of college students is difficult to alleviate by themselves without intervention.

Table 1. Comparison of partial anxiety status / number of people in the two groups before and after the test

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Test group	Before the experiment	0	18	30	12
	After the experiment	26	24	10	0
Control group	Before the experiment	0	24	28	4
	After the experiment	10	10	34	3

Conclusions: Based on the great pressure of contemporary college students, schools and parents should pay attention to the psychological state of college students and carry out psychological intervention or guidance in time to avoid excessive psychological burden and aggravation of anxiety.

* * * * *

THE INFLUENCE OF DEPRESSION ON TOURISM CONSUMER BEHAVIOR

Mei Huang[1], Kexin Wang[1] & Xiaoming Song[2]

[1]School of Management, Research Institute of International Economics and Management, Xihua University, Chengdu 610039, China
[2]School of Management, Wuxi Institute of Technology, Wuxi 214000, China

Background: The development of urbanization has led to rapid population agglomeration, great changes in the natural environment, the continuous acceleration of people's pace of life, and the aggravation of mental health problems such as anxiety, insomnia and depression related to mental stress. Depression is one of the most common psychological diseases, which is characterized by continuous, long-term and lasting bad mood. It is the main type of psychological diseases. Emotion is a kind of emotion or emotion different from cognition or will. It is in constant change, including psychological and physiological changes. Clinically, it can be seen that the mood is bad and the reality is unhappy. The mood has been depressed for a long time. From the beginning to the end, it is extremely sad. It has low self-esteem, depression, pessimism, even despair and pessimism. Finally, it has suicide attempts and behaviors. Suffering from somatic pain, chest tightness and shortness of breath, I just want to lie in bed all day and don't want to move anything. There is obvious anxiety. More serious cases have schizophrenia symptoms such as hallucination, victim delusion and dual personality. So far, the etiology of depression is not very clear, but it is certain that many biological, psychological and social factors are involved in the pathogenesis of depression. Biological factors mainly involve heredity, neuro biochemistry, neuroendocrine, nerve regeneration and so on. Psychological predisposing qualities closely related to depression are pre disease personality characteristics, such as depressive temperament. Experiencing stressful life events in adulthood is an important trigger condition for the occurrence of clinically significant depressive episodes. However, the above factors do not play a role alone. It is emphasized that the interaction between genetics and environmental or stress factors, as well as the time point of this interaction, has an important impact on the occurrence of depression. For patients with depressive episode with obvious psychosocial factors, psychotherapy is often combined with drug treatment. The commonly used psychotherapy methods include supportive psychotherapy, cognitive behavioral therapy, interpersonal therapy, marriage and family therapy, psychodynamic therapy and so on. It was found that 75% - 80% of patients with depression relapsed many times, so patients with depression need preventive treatment. Attack more than 3 times should be long-term treatment, or even lifelong medication. Those who maintain a large dose of therapeutic drugs believe that it should be the same as the therapeutic dose, and regular outpatient follow-up observation should be carried out. Psychotherapy and social support system also play a very important role in preventing the recurrence of the disease. We should relieve or reduce the excessive psychological burden and pressure of patients as much as possible, help patients solve practical difficulties and problems in life and work, improve patients' coping ability, and actively create a good environment for them to prevent recurrence.

Objective: There are many emotional factors affecting tourism consumer behavior. The existing research mainly focuses on the following aspects: First, individual factors. Second, environmental factors. Third, cultural factors. Fourth, product factors. The impact of individual differences on consumers' emotions is self-evident. For the same consumption event, different consumers will have different emotional reactions. For example, young people are more likely to show anger and more intense aversion than older people, and women are affected by emotions longer than men. Environment mainly refers to the consumption environment, including color, light, sound and product display, as well as the service speed and service attitude of service personnel. These stimulating factors will affect consumers' emotional response and purchase behavior. Cultural differences affect consumers' emotions and emotional expression.

Subjects and methods: Grasping the emotion of tourism consumers will help us understand consumer behavior. Starting from the emotional factors affecting the behavior of tourism consumers, this study not only understands the psychological needs of tourism consumers' behavior, but also makes trust countermeasures to avoid depression.

Study design: Using the interview analysis method, 50 tourism consumers were interviewed to understand the psychological needs of tourism consumers and find out the factors affecting the depression of tourism consumers. The visit time is about 15 -25 mins.

Methods: Excel was used to calculate the effect of depression on tourism consumer behavior.

Results: To analyze and study the impact of depression on tourism consumer behavior, we must first understand the factors that affect tourism consumer behavior.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Effect of depression on tourism consumer behavior

Factor	Individual factors	Environmental factor	Cultural factor	Product factors
Consumer	4	3	3	4

Conclusions: Through the investigation and research, it is found that individual factors, product factors, environmental factors of tourism consumption places and cultural factors exert varying degrees of influence on tourism consumer emotion through different ways. Based on the psychological analysis of tourism consumers' depression, it plays an important role in guiding tourism consumers' correct behavior through various forms of social psychology.

* * * * *

THE INFLUENCE OF INNOVATIVE TEACHING OF PIANO COURSE ON MENTAL REHABILITATION OF SCHIZOPHRENIC PATIENTS

Wei Ding

School of Music, Xianyang Normal University, Xianyang 712000, China

Background: Schizophrenia is a persistent, usually chronic serious mental disease. It often starts in young adults and mostly occurs between the ages of 16 and 40. The disease has no obvious organic changes. It is a functional psychosis, which is mainly characterized by the disorder of thinking, emotion, will and behavior and the disharmony between mental activities and the environment. Patients often show many psychological and behavioral obstacles, such as mental activity disorder, disconnection of internal unity of personality, serious defects of social function and so on. Although patients with the disease generally have unconscious and intellectual barriers, the onset of the disease not only affects their physical and mental health and labor ability, but also has a significant impact on their family and society. The main symptoms of schizophrenia are sensory and perceptual disorders, such as all kinds of hallucinations, obstacles in thinking and association, such as all kinds of delusions, passive experience, thinking Association obstacles, thinking poverty, etc., emotional barriers include emotional agitation, dullness or insipidity. disorders of will and behavior include hypovolemia, tension syndrome and so on.

Under the macro background of vigorously developing socialist cultural undertakings, many private colleges and universities have set up music majors, but due to the late start of music majors in private colleges and universities. Therefore, the teaching system of professional conservatory of music or music major of normal university is basically used in the curriculum. It can rarely reflect the particularity of the training of applied talents in private colleges and universities, whether in the selection of teaching materials, the arrangement of teaching contents, the application of teaching methods and the setting of course types. However, the talent training program of private colleges and universities tends to cultivate students' innovation and entrepreneurship ability, application operation and practical ability, so students have more flexible elective courses.

Objective: Schizophrenia is a kind of chronic recurrent mental disease. Once suffering from it, it occurs repeatedly, resulting in obvious mental dysfunction, residual pathological and degenerative behavior, resulting in the decline of social function. Therefore, since the onset of the disease, relevant treatment and rehabilitation measures should be implemented and given long-term attention until life-long. In the treatment of the disease, biological factors and drug treatment have always been the focus of attention, although with the intervention of antipsychotics, the positive symptoms of schizophrenia can be significantly improved. However, most patients are difficult to recover from the disease, and show a significant reduction in self-evaluation and low social ability. They become people who are difficult to adapt to social life, showing a serious poor prognosis. Because students are not recommended to take drugs for a long time, the rehabilitation of college students' psychological schizophrenia needs to rely on treatment methods other than drugs.

Subjects and methods: The common rehabilitation treatment methods for schizophrenia include behavior therapy, music therapy, physical therapy, exercise therapy and so on. The current research has proved that there is no single therapy for the rehabilitation effect of schizophrenia. Therefore, through the psychological

rehabilitation of schizophrenic patients through music therapy, we can cultivate college students' self-control ability by cultivating students' sentiment, relieving students' pressure and controlling students' emotion, so as to improve the rehabilitation effect of college students' psychological schizophrenic diseases. This study mainly investigates the changes of patients' emotion, the influence of stress and the psychological changes of emotion.

Study design: 500 college students with schizophrenia of different genders, grades and majors were randomly selected to observe the life ability and quality of life of the patients through a 12-month piano course innovation education and teaching.

Methods: Excel was used to count the rehabilitation effect of college students with schizophrenia.

Results: Listening to piano music has many advantages. Beautiful melody can calm the restless heart, but you should choose more soothing and gentle music. Gentle music can make people relax, relieve pressure, and cure some mental diseases to a certain extent. Music can stimulate the brain and intensify brain cells. Beautiful melody can stimulate brain activities and even achieve a certain anti-aging effect. Listening to some light music before going to bed can also improve sleep quality and promote sleep. In short, the intervention of innovative teaching of piano curriculum can alleviate the listener's mood. This study mainly investigates the changes of patients' emotion, the influence of stress and the psychological changes of emotion.

The survey results are quantified by five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 college students with schizophrenia are taken as the average, and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Rehabilitation effect of college students with schizophrenia

Group	Emotional aspect	Pressure relief	Emotional aspect
Participant	4	4	4

Conclusions: Piano curriculum innovation teaching intervention is a soothing intervention, which is different from other psychological intervention, and this intervention method can more effectively alleviate people's psychological depression and irritability. The intervention effect of piano music on people's emotional release is more obvious, and this intervention method is more acceptable, so that people can not only improve, but also cultivate their sentiment by constantly listening to piano music. So that people can release their pressure in the tune, which is very helpful for everyone's future development.

* * * * *

THE PERFORMANCE AND SOLUTION STRATEGIES OF ANXIETY DISORDER IN INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

Weiwei Duan

Enrollment and Employment Division, Ulanqab Vocational College, Ulanqab 012000, China

Background: Innovation and entrepreneurship education is a very novel educational concept. Through the organic combination of innovation consciousness and entrepreneurship education, we can cultivate students' innovation consciousness and entrepreneurship ability in college education. In the process of innovation and entrepreneurship education in colleges and universities, help students have a comprehensive understanding of the current social enterprise operation environment, entrepreneurship opportunities, entrepreneurship risks and business development model. At the same time, help students fully understand the concept and characteristics of entrepreneurship, and effectively cultivate students' entrepreneurial consciousness and innovative spirit. Through innovation and entrepreneurship education, lead students to practice simulation, so that students can truly understand the connotation of innovation and entrepreneurship education through simulation of entrepreneurship preparation, business plan preparation and risk prediction. And cultivate students' entrepreneurial ability, including students' organization and coordination ability, observation ability, risk prediction ability and insight ability, so as to make students have the consciousness and ability to carry out innovation and entrepreneurship in the future. With the continuous development of innovation and entrepreneurship education, innovation and entrepreneurship education in colleges and universities has

formed a certain scale. By focusing on classroom teaching, organically combining the first classroom and the second classroom, we can continuously cultivate students' innovation and entrepreneurship consciousness in the teaching process and actively build a new knowledge model, so as to promote the development of students' all-round quality. We can also train students to become application-oriented talents by paying attention to training students to master corresponding skills. At the same time, it can also be carried out by creating an innovation and entrepreneurship education practice base, and actively strive for the corresponding national policy support, so that students can really give full play to their own advantages and abilities in the innovation and entrepreneurship base. However, the innovation and entrepreneurship education in colleges and universities in the new era itself is a complex and arduous project, in which many problems have led to the occurrence of anxiety. In order to solve the phenomenon of anxiety in innovation and entrepreneurship education in colleges and universities, we must study reasonable countermeasures.

Objective: With the continuous development and reform of education, China's higher education system, educational philosophy and talent training objectives are constantly developing and transforming. This means that colleges and universities really attach great importance to innovation and entrepreneurship education according to the actual needs of society, so as to truly meet the actual needs of society for talents. With social development, China has become an innovative country, which means that China's demand for innovative talents is gradually increasing. Colleges and universities are the main position for cultivating talents. They not only shoulder the responsibility of cultivating students to master corresponding knowledge and skills, but also shoulder the responsibility of cultivating students' innovative consciousness and entrepreneurial ability. Therefore, colleges and universities attach great importance to innovation and entrepreneurship education, and actively carry out innovation and entrepreneurship education in the process of education, so as to cultivate students into excellent talents really needed by the society, so as to truly promote the sustainable development of the society.

Subjects and methods: Colleges and universities are the main position for cultivating talents. They not only shoulder the responsibility of cultivating students to master corresponding knowledge and skills, but also shoulder the responsibility of cultivating students' innovative consciousness and entrepreneurial ability. Therefore, colleges and universities attach great importance to innovation and entrepreneurship education, actively carry out innovation and entrepreneurship education in the process of education, and train students to become excellent talents really needed by the society, which not only alleviates the symptoms of anxiety in innovation and entrepreneurship education, but also really promotes the sustainable development of society.

Study design: 1000 students in a school were selected to fill in the questionnaire survey. A total of 1000 questionnaires were distributed and 957 were recovered, with a recovery rate of 95.7%. If more than one item in the recovered questionnaire is missed or all items are one answer, they will be eliminated as waste papers. Finally, 923 valid questionnaires will be recovered, and the effective rate of the questionnaire is 92.3%. The content of the questionnaire is mainly multiple-choice questions, supplemented by question-and-answer questions, mainly from four aspects: First, the impact of actively updating the concept of innovation and entrepreneurship education on the performance of anxiety in innovation and entrepreneurship education. Second, the impact of establishing and improving the curriculum system of innovation and entrepreneurship education on the performance of anxiety in innovation and entrepreneurship education. Third, continuously improve the impact of the construction of innovation and entrepreneurship teachers on the performance of anxiety in innovation and entrepreneurship education. Fourth, the impact of building an innovation and entrepreneurship education implementation platform through multiple channels on the performance of anxiety in innovation and entrepreneurship education. Questionnaire survey is issued to investigate the effect of anxiety disorder in innovation and entrepreneurship education in colleges and universities. Use Excel to count the survey results.

Results: In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 1000 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of anxiety disorder in innovation and entrepreneurship education in colleges and universities

Factor	Concept renewal	Sound system	Improve the teaching staff	Build implementation platform
College student	5	4	4	5

Conclusions: The optimization and development of college students' employment and entrepreneurship mechanism cannot only provide a good platform for students' personal career planning and family

development, but also an important way to give full play to the synergy of enterprises, society and government, and reflect the educational advantages and adaptive value. With the continuous implementation of China's Entrepreneurship and innovation policies, at present, the employment and entrepreneurship mechanism are also moving towards a more scientific and perfect direction.

* * * * *

THE POSITIVE INFLUENCE OF DANCE COORDINATION ON THINKING LOGIC DISORDER UNDER THE BACKGROUND OF ARTIFICIAL INTELLIGENCE

Yuan Liu

Performing Arts Centre, Shanghai Film Art Academy, Shanghai 201210, China

Background: Thinking disorder is an important and common symptom of mental illness, mainly including thinking form disorder and thinking content disorder (mainly referring to delusion). The obstacles of thinking form are mainly those of associative process, such as the acceleration and deceleration of associative process, the irregular combination of representation and concept. The obstacles of thinking content are mainly manifested as delusion, overpriced concept and forced concept. From the view of developmental psychology, human thinking is from intuitive thinking in images to abstract thinking in logic. This development process is accomplished through the increasing perfection of brain structure and function, through continuous learning and social practice. Purposefulness, coherence and logic are the characteristics of normal human thinking activities. Purposefulness refers to the conscious process of thinking around a certain goal. Coherence refers to the process of thinking between the concepts before and after the link, interrelated. Logicality refers to the process of thinking is reasonable and logical. By investigation and research, the phenomenon of thinking logic obstacle is common in teenagers' study. The rapid development of artificial intelligence brings new opportunities and challenges to the correction and management of thinking logic obstacle teenagers.

The concept of artificial Intelligence, or AI for short, has not yet been fully agreed upon. The deep combination of artificial intelligence technology and industry will change or reshape traditional industries, as will the area of logical thinking impediments. People with logical thinking disorders generally refer to adolescents with abnormal individual development, externalized behavioral problems or socialized defects, including but not limited to adolescents with mental and behavioral disorders, adolescent's deviant, adolescents at risk of offending and adolescents committing crimes. The correction and management of logical-thinking disorder involve many fields, such as law, pedagogy, psychology, neuroscience, medicine, management, social service and public security, etc. Thinking controls the actions of adolescents. Adolescents' body coordination is very important in dance. Besides the coordination of hands and feet, there are also coordination of head, drive and limbs. Dance is a person's introverted expression, through emotion and thinking to promote the performance of the body, the dancer needs to consciously cultivate and control their emotions and emotions, and require logical careful thinking, this is also very conducive to strengthening the body's rhythm. Artificial intelligence plays an important role in the cognitive development, academic development, diagnosis and treatment of mental disorders, as well as the management technology, management model and other aspects of artificial intelligence and thinking logic disorders.

Objective: At present, the integration of artificial intelligence and education has changed the educational activities from educational technology, educational environment, teaching form, educational relationship and so on. In the field of educational technology, machine learning and deep learning, human-computer interaction, virtual reality and other artificial intelligence technologies have far-reaching impact on modern educational technology. In the aspect of educational environment, the support of artificial intelligence technology makes the educational environment more intelligent, information-based and modern. In the aspect of teaching form, the new forms of education such as classroom, maker education, MOOC and STEAM education are rising, which make education break through the limitation of time and space, promote the autonomy and cooperation of teenagers' learning and become the trend of adaptive learning. Artificial intelligence aided teaching provides technical support for precise and individualized teaching. At the same time, artificial intelligence has also changed the traditional educational relationship, transforming the teacher-student relationship into the three-dimensional relationship of "one person, one machine and one person".

Subjects and methods: Logical obstacles in thinking are usually manifested in running away, slow thinking, scattered thinking, broken thinking, thinking interruption, thinking proliferation, thinking insertion and logic incorrectly thinking. Based on the background of artificial intelligence, this paper aims to study the positive effects of dance coordination on thinking logical disorders. Randomly selected 25 choreographers

with logical thinking disorder and 25 choreographers with normal thinking. Prior to the study, the study participants were presented with the objectives and methods of the study, agreed to and volunteered to participate in the study. The content of this study is to select a professional dance teacher, gather 25 thought impairment scholars and 25 normal thinking scholars to teach at the same time, and monitor the whole teaching process. Teaching the entire application of artificial intelligence technology, and require teachers to teach the 50 scholars cannot be treated differently, to be treated equally. After the class, through the video frequency observation analysis thought logic barrier scholar in the dance teaching process coordinated change, and carries on the induction statistics.

Methods: Excel statistical analysis of positive effects of dance coordination on thinking logic disorders in the context of AI.

Results: In the results of this survey, the influence values of specific factors of five grades and quantification shall be 0 to 4, indicating no influence, 1 to indicate slight influence, 2 to indicate ordinary influence, 3 to indicate obvious influence, and 4 to indicate intense influence. In order to reduce the great error caused by individual subjectivity in the assessment, 25 assessment values of thinking logic disorders shall be adopted and the average values shall be taken. The specific statistical table is shown in Table 1.

Table 1. Positive effects of dance coordination on thinking logic disorders in the context of artificial intelligence

Factor	Scattered thinking	Slow thinking	Broken thinking	Logic incorrectly thinking
Dance scholar	2	3	2	4

Conclusions: Modern people are living at a fast pace and under great pressure, leading to a multiplicity of mental disorders in the process of association. The development of artificial intelligence technology is the trend of the times, in the trend of artificial intelligence, countries are actively responded to seize the opportunity. In this study, artificial intelligence technology and dance coordination are effectively combined, so as to improve the level of correction and management of young people with thinking disorders.

* * * * *

THE MANIFESTATIONS AND SOLUTIONS OF ANXIETY DISORDER OF STUDENTS IN HIGHER ENGLISH EDUCATION

Wenjing Cheng[1] & Yu Gao[2]

[1]Language Teaching and Research Section, Sichuan Tianyi College, Deyang 618000, China
[2]Institute of Internationalization and Higher Education, Chengdu Education Research Institute, Chengdu 610000, China

Background: Anxiety will affect daily behavior and life enthusiasm. The long-standing anxiety tendency is a negative emotional response. Research shows that anxiety and anxiety disorders account for 5 to 10 percent of the total number of college students. However, they rarely take the initiative to go to the hospital. Therefore, they have great concealment. At the same time, they will seriously damage the body and mind of college students, reduce their learning efficiency and quality of life, and have a negative impact on their adaptation to college life and their own healthy development. Therefore, effectively alleviating college students' psychological anxiety is one of the focuses of current research. Anxiety disorder in English learning is mainly the emotional disorder produced by students in the process of learning English. If they fail to make adjustment in time, students' self-esteem and self-confidence will be affected, and their sense of guilt will increase sharply. In the long run, there will be a kind of anxiety and even fear of learning, which will also bring great obstacles to our later English learning. Learning anxiety has a significant negative effect on English learning. The survey found that in English learning activities, students with anxiety rarely take the initiative to answer questions, have low participation in classroom learning activities, and even avoid learning. When facing teachers' questions, such students often show a high sense of tension, sweat, and sometimes their heart beats faster. It is easy to forget the knowledge they have mastered. Learning anxiety can also lead to individuals' lack of self-confidence, believing that they have many weaknesses and have a low probability of success, resulting in their inability to concentrate in learning, and then weaken the effectiveness and ability to master the language. Generally speaking, there are three main manifestations of English learning anxiety: First, communicative fear. It is mainly manifested in the fear of facing each other, panic, blushing and excessive prudence. Sometimes there is a situation that you can't speak or can't pronounce, or you are at a

loss due to the interruption of expression. The second is test anxiety. The outstanding performance is that the attention cannot be focused on the teaching content, the thinking cannot be effectively controlled, and there will be worry and nervous mood every exam. The third is negative evaluation fear. Students with such anxiety often do not like to speak English, dare not open their mouth to read English, are afraid of answering wrong teachers' questions, and consciously avoid answering questions.

Objective: Pay attention to the understanding and application of knowledge, pay attention to changing learning concepts in time, and learn to summarize and summarize, which can effectively improve performance. In addition, language learning is not a day's work. It is a relatively slow learning process, which is an important reason why we are prone to anxiety. This is precisely because the students have no clear and specific goals. Over time, they lose the motivation of self-discipline. Because people are equal, and the relationship between teachers and students is also an equal and democratic relationship. Students should not be afraid of teachers. They should regard teachers as their friends. At the same time, they should also understand that sometimes teachers' criticism and accusations are only to urge students to make progress. Therefore, in the face of teachers' questions, students should respond positively and express their views bravely, which will be more conducive to the improvement of students' learning ability. And a person's growth and development are inseparable from interpersonal communication. We should understand the significance of interpersonal communication and know that establishing a good interpersonal relationship can stabilize emotions, which is conducive to the healthy growth of individuals.

Subjects and methods: Colleges and universities are the main position for cultivating talents and shoulder the responsibility of cultivating students to master corresponding knowledge and skills. In order to alleviate the anxiety of students in higher English education, we must find scientific and reasonable strategies to improve English learning anxiety.

Study design: 120 students with anxiety disorder in a school were selected as the research object. The subjects were randomly divided into 60 in the experimental group and 60 in the control group. Except for demographic variables, there was no significant difference in emotion regulation ability, executive function, emotion and anxiety at baseline. Before the test, inform the experimental group of the test content and purpose, remind them of the right to withdraw freely at any time, and start the test after signing the informed consent. The experimental group conducted English education and teaching under the knowledge of applied psychology, 2-4 times a week, each time for one class hour. During this period, there are professional teachers for guidance. The control group was taught in the traditional English teaching mode. Teachers should treat the two groups of students equally in teaching. The overall test time is 2 months.

Methods: Self-rating Anxiety Scale was used to detect the anxiety status of two groups of college students after 2 months, and SPSS 18.0 and excel were used for data statistics.

Results: The statistical results obtained after the 2-month test of this study are shown in Table 1.

Table 1. Comparison of partial anxiety status / number of people in the two groups before and after the test

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Test group	Before the experiment	0	18	30	12
	After the experiment	26	24	10	0
Control group	Before the experiment	0	24	28	4
	After the experiment	10	10	34	3

It can be seen from Table 1 that after two months of English major teaching based on psychology, the anxiety status of college students in the experimental group has been significantly alleviated, the students with severe anxiety have changed to severe anxiety or mild anxiety, and the students with moderate anxiety have changed to mild anxiety or even no anxiety, indicating that the innovative English major teaching can effectively intervene the anxiety status of college students. The students in the control group did not get good anxiety. Although some students turned into non-anxiety, the students with moderate anxiety increased instead of decreased, indicating that the psychological anxiety of college students is difficult to alleviate by themselves without intervention.

Conclusions: Based on the great pressure of contemporary college students, schools and parents should pay attention to the psychological state of college students and carry out psychological intervention or guidance in time to avoid excessive psychological burden and aggravation of anxiety.

*   *   *   *   *

EFFECTS OF JAPANESE PEDAGOGICAL GRAMMAR ON LEARNING AND MEMORY IMPAIRMENT OF STUDENTS

Xinyu Man

Foreign Language Teaching and Research Department, Heilongjiang University of Chinese Medicine, Harbin 150060, China

Background: Memory impairment is a condition in which an individual is unable to remember or recall information or skills. It may be permanent or temporary memory impairment caused by pathophysiological or situational causes. Memory, including memory, maintenance, reproduction, has a close relationship with neuropsychological function. Based on neurophysiological and biochemical studies, memory is divided into transient memory (within minutes and seconds), short-term memory (several days) and long-term memory (months and years). Memory and forgetting are accompanied by time law and selectivity. The most quickly forgotten new materials, and gradually developed to forget the distant things, once attracted high attention to things more difficult to forget. As mentioned earlier, memory disorders are more common, and treatment varies according to the disease that causes them. Some reversible memory disorders, such as vitamin B1 deficiency that causes Wernicke's encephalopathy (Cossack off's syndrome), are treated with vitamin B1 early, and memory is restored. Pseudodementia can be improved with psychotropic drugs and/or psychotherapy. Most of the memory disorders of irreversible dementia, symptomatic treatment to alleviate some symptoms, delay the progress of the disease, reduce the burden of caregivers have a certain role. Of course, the prevention of memory impairment varies from disease to disease. Generally speaking, reasonable diet, moderate exercise, good at learning, positive mood and other healthy lifestyle to prevent the occurrence of memory impairment has some help.

Grammar is the relationship between the rules and structure of a language, is the basis for learning a language. Mastering grammar is a necessary and sufficient condition for mastering a language. There are thousands of languages in the world, and knowing grammar is a stepping stone to learning almost any language. Basic Japanese grammar teaching adopts a systematic teaching method, which can not only make students' thinking clearer, but also facilitate students to associate systematically with related knowledge points, deepen students' impression and improve the learning effect. This can help students to complete the task of learning basic Japanese grammar more quickly, with higher quality and higher efficiency. In the teaching of basic Japanese grammar, we adopt the way of multimedia teaching, combining grammar knowledge with corresponding sentences to teach. Teachers can also add vivid pictures and wonderful videos to help students understand and memorize the basic knowledge of Japanese grammar and make up for the drudgery caused by the theoretical teaching of Japanese grammar. The active classroom atmosphere of Japanese teaching grammar is also of great help to enhance students' interest in learning, improve classroom teaching effect and achieve subject teaching objectives. In addition, group communication is often used in the classroom to learn basic Japanese grammar. Through group discussion, students can find their own advantages to improve their confidence in learning, and also can find their own insufficient to help students make up for their deficiencies, so as to achieve better learning and growth. Moreover, the student-centered teaching model is also more in line with the modern education to promote students, activities, experience as the three-centered education theory.

Objective: The innovation of basic Japanese grammar teaching is embodied in many aspects, among which the most outstanding and effective teaching methods are: systematic knowledge teaching, novel and diverse teaching methods and mobilizing students' enthusiasm.

Subjects and methods: The symptoms of memory impairment are various, including memory impairment, forgetting, falsification, fabrication and superficial memory. Based on Japanese pedagogical grammar, this study analyzes the effects of memory impairment on students. Totally 15 memory impaired students and 15 normal students were randomly selected as subjects. Before the study, 15 students with learning and memory impairment were told the aim and general method of the study. They agreed and volunteered to cooperate with the study. The form of this study is to select a language teacher, gather 15 memory impaired students and 15 ordinary students to teach at the same time, and monitor the whole process of teaching. Teachers are required to treat the 30 students equally and not treat them in a special way. Through video observation after class, the effect of improving learning and memory impairment of students under the intervention of Japanese teaching grammar was analyzed and statistically.

Methods: Using Excel to count the effects of Japanese grammar on improving students' learning and memory disabilities.

Results: In this survey, 0 indicates no effect, 1 indicates slight effect, 2 indicates general effect, 3 indicates obvious effect, and 4 indicates intense effect. In order to reduce the large error caused by individual subjective factors in the assessment, 15 students with memory impairment were assessed and averaged. The specific statistical table is shown in Table 1.

Through the research, it is found that using Japanese pedagogical grammar in students' learning, students' initiative, interest and efficiency have been improved greatly. It can be said that the grammar of Japanese education plays a certain role in improving students' learning and memory disabilities.

Conclusions: Grammar is an important part of language learning. Using Japanese pedagogical grammar will make students more interested in learning basic grammar knowledge, so as to learn various subjects more quickly and efficiently. In the rapid development of today's society, the need to constantly explore new teaching models in order to promote personnel to be better trained.

Table 1. Effects of Japanese pedagogical grammar on learning and memory impairment of students

Factor	Initiative	Interest in learning	Learning efficiency
Memory impaired student	3	3	4

* * * * *

THE ADJUVANT TREATMENT EFFECT OF FOLK TRADITIONAL SPORTS ACTIVITIES ON PATIENTS WITH BEHAVIOR DISORDERS

Wenjie Gao

College of Physical Education, South-Central University for Nationalities, Wuhan 430074, China

Background: Behavior disorder is the result of various psychological process disorders, which can be caused by various reasons. According to the motivation and purpose of their behavior and the effect of their behavior, they can be divided into behavior regulation disorder, behavior pattern and expression disorder, intention disorder and other behavior disorders. Behavioral disorders can occur alone, such as theft mania and homosexuality, and can also be associated with other diseases, such as numbness, impulse, suicide and so on. In will activities, the behavior dominated and controlled by will is called volitional movement. Different from impulsive behavior, it has the characteristics of being regulated and controlled by conscious initiative, having definite goals, overcoming difficulties and based on random movement. The behavior caused by external stimulation and driven by passion is called impulse. It has the characteristics of blindness, affected by emotion, lack of conscious initiative regulation, short duration and generally negative and destructive. Behavior disorder is not only common and more prominent in clinic, but also has a greater impact and harm on the health, safety, surrounding environment and social order of patients in medical treatment, nursing and ward management. The symptoms and effects of these disorders are different. It is worth paying attention to diagnosis, treatment and so on. Among them, the imbalance in thinking, speech and emotion is also clearly reflected, and they are closely related to each other. Therefore, the disorders of thinking, speech and emotion are inseparable from the obstacles of motor behavior.

Folk traditional sports are a collective, model, traditional and life-oriented sports activity created by a certain people, inherited and enjoyed by a certain people, and integrated into and attached to the customs and habits of people's daily life (such as festivals, rituals, etc.). It is not only a sports culture, but also a life culture. Folk sports refer to the sports form spread in folk customs or folk culture and folk life style. It is a special cultural form produced and developed to meet people's various needs. As an integral part of human sports culture, it affects people's social life in many ways, such as attraction, promotion, penetration, integration, infection, cohesion, purification and so on. Moreover, it is also a comprehensive system with a huge structure of species, genera, classes and orders. Characteristics of folk traditional sports: (1) People's concept and intention to participate in folk sports activities are relatively clear, mainly from faith and inclined passion. (2) It is quite traditional in time and space. (3) It has strict standardization, and participants can consciously comply with and maintain it. (4) It has certain universality. (5) Mainly in the form of mass activities, with great competitive characteristics. (6) Obvious social benefits. (7) Most projects are more or less religious. Moderate sports activities can not only improve physical and psychological quality, but also the best way to resist and control physical and psychological diseases.

Objective: Because of folk custom, traditional sports activities are more easily accepted by local people. According to the psychological and behavioral barriers of some people in contemporary society, the folk traditional sports intervention applied in this study can provide an effective sports rehabilitation program, and is expected to be popularized in the population, so as to improve the national mental health level. For

the research object, help the patients with mental diseases improve their bad emotions, alleviate mental pressure and psychological pressure, which is conducive to their psychological intervention treatment and help them move towards a clearer future. For today's society, the future scientific research achievements of this project can not only lay the foundation for the clinical practice of psychology, but also provide a new direction for the treatment of mental diseases. At the same time, it provides a new idea for the future research trend in this field, and plays a certain role in promoting social stability, so as to create a good psychological environment and improve the national mental health level.

Subjects and methods: The ultimate goal of sports activities is to achieve people's physical and mental health through sports activities. With the rapid development and progress of today's society, people are no longer simply required to have scientific and cultural knowledge as in the past, but more hope that people can have the enterprising spirit of daring to innovate, struggle and forge ahead, as well as better physical quality and psychological endurance. This study from the psychological and emotional changes, the changes of communication and the psychological changes of fitness to the effect of folk traditional sports activities on their own behavioral disorders.

Study design: 500 adults were randomly selected to distribute the questionnaire. The questionnaire was required to be completed at one time and the specified time was 15-20min. Overtime was recorded as invalid. A total of 500 copies were distributed, 472 copies were recovered, and the number of valid copies was 464.

Methods: The intervention effect of folk traditional sports activities on behavior disorders was counted by Excel.

Results: In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Intervention effect of folk traditional sports activities on behavior disorders

Factor	Psychological emotion	Communication situation	Fitness psychology
Adult	3	4	4

Conclusions: Pay attention to psychological quality education and create a good atmosphere for people's mental health. More participation in folk traditional sports activities can also keep them happy, improve their physical fitness, distract their attention, divert their experience of anxiety, so as to relax their body and mind, regulate their emotions and reduce their anxiety symptoms.

* * * * *

FEASIBILITY ANALYSIS OF WORLD HISTORY INTEGRATION PROTOCOL IN PATIENTS WITH COMMUNICATION ADAPTATION DISORDERS

Qingyun Luo[1] & Mingbo Yu[2]

[1]School of History, Nanjing University, Nanjing 210000, China
[2]School of Social Science, Soochow University, Suzhou 215123, China

Background: Although the history of the world itself existed long before the emergence of human civilization, it was not really used to study and narrate history until modern times. The early "world history" could not record the history outside its own civilization, so the real-world history must come into being gradually after the great discovery of modern geography. World history can be divided into ancient history, modern history, modern history, etc. according to different time periods, history of different regions, and history of different things according to different representative things. If we compare the history of the world to a long torrential river, then the history of all the regions, peoples and countries of the world is a trickle into the river. World history is not a collection of scattered and isolated histories, but a collection of interconnected and integrated histories. In the world, no country or nation can be isolated from the outside world, and the more developed the human civilization, the closer the international exchanges. In the Han Dynasty, Zhang Qian sent to the Western Regions and Gan Ying to the Big Qin, in the Tang Dynasty, Xuan Zang went to Japan for the Buddhist scriptures and Jianzhen six times, and in the Ming Dynasty, Zheng He made seven voyages to the Western Seas. Therefore, studying world history will not only help us to understand

the world, but also further deepen our understanding of the history and culture of our motherland, so as to make us feel more deeply that it was through constant exchanges and collisions between Eastern and Western civilizations that today's splendor and prosperity came into being.

Objective: World history is a school of historiography that emerged in the United States in the second half of the 20th century. It is now exerting an increasing influence in the West and the world at large. The trend of globalization, the development of post-modernism and the increasingly close academic exchanges between the East and the West are the international environment and academic background of world history. World history takes the development of human society as the narrative object, surpasses the narrative tradition of Western historiography, subverts the "Euro-centrism" from the perspective of academic genetics, opens up a new perspective to study the world history and establishes a new framework for compiling the world general history, which has distinctive characteristics of the times and theoretical enlightenment. By understanding the world history, we can effectively alleviate the symptoms of communication and adaptation barriers.

Subjects and methods: History calls for the emergence of new social forces, it is in this context, the study of world history is of great significance. This article mainly carries on the investigation analysis from the world history to the people thought production absolute spirit, the production labor and the rational ponder these three aspects.

Stratified cluster random sampling method was used to investigate 400 patients with communication disorders of different ages, sexes and occupations. 400 questionnaires were distributed, 387 were retrieved and 374 effective copies were obtained.

Methods: Excel was used to measure the impact of world history on patients with communication adaptation disorders.

The basic content of the thought of world history is that human history is dominated by inevitability, and there is internal relation among all levels. Because of this internal relation, human history has totality. The thought of world history is mainly embodied in absolute spirit, productive labor and rational thinking. History is a law, it is precisely because of this law, the history of mankind has internal links, forming a whole. Only by grasping this internal relationship, that is, the law, can we truly grasp the history of mankind. The rational process is also a process in line with the goal. Reason has its own goal, which is to plan the running track of human history. Every link and every aspect of history development is just the development of reason in practice.

The results of this survey use 1 to 5 grades to quantify the influence values of specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. The specific statistical table obtained is shown in Table 1.

Table 1. Effect of world history on patients with communication adaptation disorders

Factor	Absolute mind	Production labor	Rational thinking
Patients with communication disorders	5	5	5

Conclusions: China's current achievements in modernization are the inevitable result of many years of historical development, and precisely because of repeated hardships China's modernization as soon as it entered the formal mustang rapid development. In the whole world history, China occupies an important position since ancient times. The development of Chinese history has great uniqueness. It needs to be re-examined from the perspective of world history. It can effectively relieve the introverted mood of people with communication disorders and promote them to better integrate into society.

* * * * *

ANALYSIS AND RESEARCH ON THE SYMPTOMS OF STUDENTS WITH COGNITIVE IMPAIRMENT IN ART DESIGN TEACHING

Mingyong Zhou[1], Jing Yuan[2] & Xiuling Cai[1]

[1]School of Humanities, Xi'an Shiyou University, Xi'an 710065, China
[2]School of Economics and Management, Xi'an Shiyou University, Xi'an 710065, China

Background: Cognitive impairment refers to different degrees of impairment in memory, calculation, time and spatial orientation, structure, execution, language understanding, expression and application. It includes intellectual impairment, brain injury, psychosis and some strokes. At present, with the rapid development of science, technology and economic construction in China, the role of art design in promoting

the continuous progress of modern society is becoming more and more prominent. Students' practical operation ability and innovation ability will directly affect their career development prospects. In the teaching of art design course, the symptoms of students with cognitive impairment are obvious, mainly including the following points: First, learning and memory are a complex dynamic process. The understanding of the basic mechanism of learning and memory benefits from the study of the simple nervous system of a low invertebrate Aplysia. Memory is the ability to process, store and recall information, which is related to learning and perception. The memory process includes sensory input rarr, sensory memory rarr, short term memory rarr, long term memory rarr, memory of stored information. Short term memory involves the balance of phosphorylation and dephosphorylation of specific proteins, while long-term memory involves not only the phosphorylation of specific proteins, but also the synthesis of new proteins. When different parts of cerebral cortex are damaged, it can cause different types of memory impairment. For example, the damage of temporal lobe and hippocampus mainly causes spatial memory impairment, and the damage of locus coeruleus and amygdala mainly causes emotional memory impairment. Second, because art design is not a public course, there are few opportunities for communication, and aphasia symptoms also occur frequently. Aphasia is a disorder of language communication ability caused by brain damage. On the premise of clear consciousness, no mental disorder and serious intellectual disorder, the patient has no visual and auditory impairment, no muscle paralysis of vocal organs such as mouth, pharynx and throat and ataxia, but he can't understand others and his own speech, can't say what he wants to express, can't understand or write words and sentences he can read and write before he gets sick. The traditional view is that aphasia can only be caused by the damage of language areas in the cerebral cortex. After the advent of CT, it was confirmed that the lesions of subcortical structures on the dominant side (such as thalamus and basal ganglia) can also cause aphasia. Third, agnosia refers to that when the patient has no visual, auditory, tactile, intelligent and conscious impairment, he cannot recognize previously familiar objects through a certain feeling, but can recognize through other sensory channels. Fourth, in the teaching of art design course, patients often show abnormal changes in mental and neural activities such as nagging, changeable emotions, anxiety, depression, agitation and euphoria.

Objective: Cognition is a process in which the human brain receives external information, processes it and converts it into internal psychological activities, so as to obtain knowledge or apply knowledge. It includes memory, language, visual space, execution, calculation, understanding and judgment. Cognitive impairment refers to the impairment of one or more of the above cognitive functions and affects the individual's daily or social ability, which can be diagnosed as dementia. Dementia is the most serious manifestation of cognitive impairment. It is an acquired and persistent intelligence disorder syndrome caused by chronic brain dysfunction. Intellectual impairment includes different degrees of memory, language, visuospatial dysfunction, personality abnormalities and the reduction of other cognitive (generalization, calculation, judgment, synthesis and problem-solving) abilities. Patients are often accompanied by behavioral and emotional abnormalities. These dysfunctions led to the obvious decline of patients' daily life, social communication and work ability.

Subjects and methods: Students with cognitive impairment have a variety of symptoms. Based on the teaching of art design course, this study analyzes the symptoms of students with cognitive impairment. Twenty students with cognitive impairment and 20 normal students were randomly selected as the research objects. Before the study, the 20 student patients were told about the purpose and general methods of the study, obtained their consent and voluntarily cooperated with the investigation and research. The form of this study is to select a teacher majoring in art design, concentrate 20 patient students and 20 ordinary students to teach at the same time, and monitor the whole teaching process. The lecturer treated the 40 students equally and could not give special treatment. After class, the symptoms of students with cognitive impairment in art design teaching were observed and analyzed by video, and statistics were made.

Methods: Excel was used to analyze the obvious degree of symptoms of students with cognitive impairment in art design teaching.

Results: According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means no symptoms, 1 means slight symptoms, 2 means general symptoms, 3 means obvious symptoms and 4 means intense reaction. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 20 students with cognitive impairment are taken and averaged, the specific statistical table is shown in Table 1.

Conclusions: College students' self-cognitive impairment is an important issue concerned by college students' mental health education. Psychological cognitive impairment mainly includes inferiority complex, pride and vanity. The main causes of college students' self-cognitive impairment are college students' self-positioning errors, the negative effects of family members and the negative effects of social external environment. With the increasing pressure of contemporary college students, cognitive impairment is common in college students. Through investigation and analysis, the symptoms of students with cognitive impairment in art design teaching are more obvious.

Table 1. The obvious degree of symptoms of students with cognitive impairment in art design teaching

Factor	Amnesia	Aphasia	Disowned	Emotional instability
Students with cognitive impairment	2	3	2	4

* * * * *

THE THERAPEUTIC EFFECT OF REGULAR PHYSICAL TRAINING ON COGNITIVE IMPAIRMENT

Jinming Zhang

College of Physical Education, South-Central University for Nationalities, Wuhan 430074, China

Background: Cognition is an intelligent processing process for the body to recognize and acquire knowledge, which involves a series of random, psychological and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the pathological process of abnormal brain advanced intelligent processing related to the above learning, memory and thinking judgment, resulting in serious learning and memory impairment, accompanied by aphasia or apraxia, or agnosia or disability. The basis of cognition is the normal function of cerebral cortex. Any factor causing abnormal function and structure of cerebral cortex can lead to cognitive impairment. Because the brain function is complex and different types of cognitive impairment are interrelated, that is, cognitive problems in one aspect can cause cognitive abnormalities in another or more aspects (for example, if a patient has defects in attention and memory, there will be obstacles to solving problems). The causes of the above cognitive impairment are diverse, except for the causes of organic diseases, most of them are caused by mental disorders. Such as neurasthenia, hysteria, hypochondriasis, climacteric syndrome, depression, obsessive-compulsive disorder, Alzheimer's disease, schizophrenia, reactive psychosis, paranoid psychosis, mania, manic depression and so on. In today's society, patients with psychological diseases are often excluded, which is very unfavorable to the treatment of patients, and will further develop their psychological diseases and avoid medical treatment. Serious mental illness will also lead to patients' retaliatory paranoia, which has brought unsafe factors to the society. This is also a painful blow to China's mental health cause. Therefore, cognitive impairment is one of the most difficult problems in the diagnosis and treatment of brain diseases. Moderate physical exercise can not only improve physical and psychological quality, but also the best way to resist and control physical and psychological diseases.

Objective: Formulate a sports training plan suitable for the research object, and persevere in the implementation of the plan. The corresponding results can be obtained from this study. According to the psychological problems of some people in contemporary society, the scientific sports training intervention applied in this study can provide an effective sports rehabilitation program, and is expected to be popularized in the population, so as to improve the national mental health level. For the research object, help the patients with mental diseases improve their bad emotions, alleviate mental pressure and psychological pressure, which is conducive to their psychological intervention treatment and help them move towards a clearer future. For today's society, the future scientific research achievements of this project can not only lay the foundation for the clinical practice of psychology, but also provide a new direction for the treatment of mental diseases. At the same time, it provides a new idea for the future research trend in this field, and plays a certain role in promoting social stability, so as to create a good psychological environment and improve the national mental health level.

Subjects and methods: 100 patients were randomly selected, and the purpose, method and expected effect of this study were explained to the patients. With the consent of 50 patients, they were randomly divided into two groups, 50 cases in each group, control group and experimental group. The patients in the experimental group were intervened with regular physical exercise, and the patients in the control group were treated with MCI routine treatment. There was no significant difference in the data and condition between the two groups, which was comparable. The patients in the control group were treated with MCI

routine treatment, and the observation group were treated with regular physical exercise intervention. The specific methods are as follows: take aerobic training such as fast walking, swimming and cycling every week, exercise ≥ 3 times / W, ≥ 30 min / time, and give guidance and supervision during physical exercise. The related indexes of the two groups before and after treatment were evaluated and compared by concise mental state scale (MMSE), auditory word memory scale (AVMT), complex graphic recall test (CFR), speech fluency test (V no), connection test (TMT), ability of daily living scale (ADL), quality of life assessment scale (quality). Nonparametric Friedman test was performed by SPSS 17.0 statistical software.

Results: There were significant differences in AVMT, ADL, TMT and CFT in the observation group before and after intervention, while there was no significant difference in the above indexes in the control group before and after intervention. See Table 1.

Table 1. Comparison of evaluation results of cognitive impairment between the two groups before and after intervention（*n*=66）

Group		AVMT	ADL	TMT	CFT
Observation group	X^2	27.21	27.08	23.1	16.002
	Progressive significance	0.027	0.002	0.001	0.002
Control group	X^2	7.461	12.537	6.713	4.562
	Progressive significance	0.032	0.014	0.025	0.065

Conclusions: A variety of neuropsychological tests and quality of life evaluation tables were used to score the indexes of the two groups of patients who participated in and did not participate in regular physical exercise before and after treatment. The results showed that the scores of language ability, behavior ability, memory function and health status of the observation group were more significantly improved than those of the control group. To sum up, for groups with cognitive impairment, regular physical exercise can be used to improve patients' multiple system functions to prevent MCI. For patients with MCI, regular physical exercise intervention can be used to improve patients' CI, so as to improve patients' quality of life. This study studied the intervention effect of regular physical exercise on neck patients. Taking more physical exercise can also keep them happy, improve their physical fitness, distract their attention, divert their experience of anxiety, and achieve the role of relaxing their body and mind, regulating their emotions and reducing anxiety symptoms.

* * * * *

THE PRINCIPLE OF EQUAL RIGHTS IN CIVIL PROCEDURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Mei Bai

College of Political Science and Law, Yulin University, Yulin 719000, China

Background: Social psychology refers to the study of the psychological and behavioral development and changes of individuals and groups in social interactions. Social psychology is a major branch of psychology. It deals with psychological issues related to society. We know that all social events have human factors in them, that is, there are psychological problems in them. The psychology that studies these subjects is social psychology. In contemporary psychological science, cognitive psychology and social psychology are paid more attention to. Social psychology studies the development and change of individual psychological activities from the perspective of individual and social interaction. Social psychology not only emphasizes the interaction between society and individual, but also attaches importance to the discussion of social situation and the inner psychological factors of individual. The research scope of social psychology involves individual social psychology and social behavior, social interaction psychology and behavior, group psychology, and applied social psychology. The specialty orientation is social psychology oriented by humanities and social sciences, and insists on the research thinking of social psychology combining humanities and social sciences under the frame of natural sciences. With the rapid development of social economy, more and more attention has been paid to the social psychological problems. The principle of equal litigious rights in civil procedure means that both parties have equal litigious rights in civil procedure, and the people's court provides equal opportunities to protect and facilitate the litigants to exercise their litigious rights. This

principle is the concrete embodiment of the principle of constitutional equality in the civil procedure law, and is the core connotation of the concept of socialist rule of law. This principle applies to all the parties involved in civil proceedings in the people's courts, the vast majority of cases involving disputes over civil rights and obligations, and other proceedings other than special procedures, procedures for public invitation to assert claims and other non-litigation procedures. Because this principle is the basic principle of the civil procedure law and the applicable object, the scope of the case, the procedure type is extremely broad, so its importance and value are self-evident. The principle of equal rights of litigants is a basic principle of civil procedure law, which runs through the whole process of civil litigation. Because of its fundamental nature and effectiveness, we should not only pay attention to the relationship between the parties, but also the important role of the court in the equality of litigants' litigation rights. In order to understand the relationship between the litigants in civil litigation more thoroughly, take the basic concept as the breakthrough, take the basis and the goal of equal litigation rights as the forerunner, apply the social psychology to the principle of equal litigation rights evaluation in civil litigation, analyze and explore the relationship between the two parties at the individual level and social group level.

Objective: In recent years, the system of ruling the country by law has been perfected day by day, and the legal consciousness and the concept of human rights have been deeply developed and strengthened. In order to ensure the implementation of this principle, the principle of equal procedural rights has been established in the civil procedure law and a series of specific legal provisions have been made. The principle of equal rights in litigation has been the focus of study in the field of civil litigation. In fact, it plays an important role in protecting human rights and safeguarding the legitimate rights and interests of both parties. But there are still a lot of conflicts between theory and practice, it is difficult to fully meet the needs of legal practice. In order to accurately judge the relationship between the two parties, implement the responsibilities of the parties, protect the rights of the parties, based on the perspective of social psychology, explore and practice, so as to further improve the principle of equality of litigation rights, and make it show the meaning of modern rule of law.

Subjects and methods: From the perspective of social psychology, this paper studies the law of the development and change of both parties' psychological activities under their living conditions, and deeply understands the relationship between the parties in civil litigation, so as to guarantee the equality of the exercise of the parties' litigation rights. Based on the questionnaire, this paper studies the principle of equal litigation rights in civil procedure from the perspective of statistical social psychology, and finds out the opinions of the public.

Study design: Stratified cluster random sampling method was used to investigate 300 legal citizens in society. Randomly selected 3 cities, each city randomly selected 100 people, a total of 300 people to carry out a questionnaire survey, a total of 300, 298 recovered, the number of valid copies 294. Of these, 4 answered less than 50 per cent of the questions, which were considered invalid.

Methods of statistical analysis: Using the Excel statistical social psychology under the perspective of civil litigation equal rights principle of research findings.

Results: Through the analysis of the application of social psychology, it accurately judges the relationship between the two parties in the civil action, implements the responsibility of the two parties, protects the rights of the parties, and realizes the principle of equality in the civil action.

In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 300 people shall be adopted and the average shall be rounded off to obtain the result. The specific statistical table is shown in Table 1.

Table 1. Effects of social psychology on the principle of equal rights in civil action

Factor	Volition	Exertion property	Persistence
City 1	4	3	3
City 2	4	3	4
City 3	3	4	4

Conclusions: Social psychology can effectively help the realization of the principle of equal litigation rights in civil litigation, protect the legitimate rights and interests of the parties, and achieve the goal of equal litigation rights.

* * * * *

COURSE DESIGN AND TEACHING THEORY OF MENTAL HEALTH EDUCATION IN COLLEGES AND UNIVERSITIES

Li Feng

School of Education, Yulin University, Yulin 719000, China

Background: Mental health education is based on the law of students' physiological and psychological development, using psychological education methods to cultivate students' good psychological quality and promote the overall quality of students. Mental health education is an important part of quality education. It is an important link to carry out "Action Plan for Education Revitalization in 21st Century" and "Trans-Century Quality Education Project". At the same time, effective mental health education for students is also an inevitable requirement of modern education and a common urgent task faced by school educators. The theoretical knowledge of college students' psychological growth covers the main topics in their development, such as study, self, pressure, emotion, interpersonal relationship, love, career, leisure and entertainment. Most areas held different levels of mental health education classes of the Grand Prix, developed a variety of mental health education materials, and so on. However, as far as the general situation of our country is concerned, theoretical research lags behind practice, resulting in various biases, such as academic tendency, curricular tendency, formalist tendency and idealistic tendency. The problems listed above point to at least two major problems that need to be addressed in the current mental health education curriculum: First, the theoretical issues of mental health education curriculum, such as the status and function of mental health education curriculum in school mental health education, the relationship between mental health education curriculum and school new curriculum reform, the theoretical basis of mental health education curriculum (including curriculum theory, psychology, sociology), etc. Second, the design and implementation of mental health education curriculum strategies. For teachers in primary schools, of course, more concerned about the latter, but the theoretical understanding is also of great importance, it provides a clear guide to practice.

In order to improve the level and quality of college students' mental health, cultivate the builders of socialist cause who develop in an all-round and harmonious way, and face the increasing psychological problems of college students and the severe reality that college students' mental quality needs to be improved urgently, educators have carried out exploration on the ways and methods of college students' mental health education for many years. Course teaching is widely considered to be one of the effective ways to improve the mental health of college students because of its strong system, wide coverage and positive guidance. Some universities, including some higher vocational colleges, have offered public elective courses or compulsory courses or lectures on psychological health education. But there are still many problems in the course design of mental health education, such as the orientation, the nature, the content, the mode, the evaluation and the management of the course. Students are the main body of curriculum teaching. The aim of curriculum teaching is to promote students' development and growth. Both education and teaching should follow the principles of "student-oriented", "all-for students", "from students" and "to students". It is regrettable that in the past the curriculum for the needs of students to understand enough.

Objective: Mental health education is a kind of education, which aims at training the students to form good mental quality, adjusting mental state, developing mental potential, perfecting personality development and keeping mental health. Based on the theory of positive psychology, we should pay attention to the cultivation of students' psychological self-help ability, understand the knowledge of psychological health, help students to find positive psychological strength, guide students to look at the questions, problems, conflicts and contradictions in life and study from a positive and positive angle, face the social adaptation optimistically, try our best to excavate their own psychological potentials, actively mold good psychological quality, and promote individual personality to achieve the goal of personal growth. Therefore, the psychological health education curriculum in colleges and universities has special educating function.

Subjects and methods: Mental health education can not only improve the psychological quality of students, but also promote the comprehensive development of students, and enhance the effectiveness of ideological and political education. Based on the questionnaire, the practicability of course design and teaching theory of mental health education in colleges and universities was analyzed.

Study design: Stratified cluster random sampling method was used to investigate 500 college students. Randomly selected 10 universities, each grade randomly selected 20 students, a total of 25 classes of students to carry out a questionnaire survey, a total of 500, 481 recovered, the number of effective 472. Among them, 9 questionnaires with less than 50% shall be deemed as unqualified questionnaires.

Methods of statistical analysis: Using Excel to count the importance of course design and teaching theory of mental health education in colleges and universities.

Results: The course of mental health education in colleges and universities is very important. By popularizing and opening the course of mental health education, students' comprehensive ability can be developed in an all-round way.

In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means very important. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 500 college students shall be rounded off and the result shall be determined by means of rounding off the average. The specific statistical table is shown in Table 1.

Table 1. Importance of course design and teaching theory in mental health education in colleges and universities

Factor	Volition	Exertion property	Persistence
Freshman student	4	3	3
Sophomore student	4	3	4
A junior student	3	4	3
Senior year student	3	4	4

Conclusions: The basic idea of curriculum design of mental health education for college students, the working mode of group activities and the basic content of group working process and program. It is of great developmental significance for college students to enhance their consciousness of mental health, prevent mental problems, and improve their confidence, overcome obstacles, tap potentials and realize themselves by learning mental health skills and methods. Therefore, it is important to study the curriculum design and theory of mental health education in colleges and universities.

* * * * *

DUAL SIGNIFICANCE OF SOUTHWEST DEVELOPMENT AND ASEAN HIGHER EDUCATION EXCHANGE AND COOPERATION IN THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Ting Jiang & Fangzheng Liang

CPC Publicity Department, Guangxi University of Finance and Economics, Nanning 530007, China

Background: Educational psychology is the study of human learning, the effect of educational intervention, the psychology of teaching, and the social psychology organized by schools. The focus of educational psychology is the application of psychological theories or research to education. As a bridge science between psychology and pedagogy, educational psychology studies psychological phenomena, laws and their interaction between students and teachers in the process of learning and teaching. Since its birth, educational psychology has paid close attention to mental health problems. At the beginning of the 20th century, Thorndike focused on the mental health problems of special children, including the mental and moral defects of special children, and emphasized the objective and accurate measurement. The southwest of China mainly includes Guangxi, Yunnan, Guizhou, Tibet and other provinces and municipalities. The southwest of China has a vast area and a large population. However, the conditions for opening up to the outside world are not good compared with the coastal areas, and most of the neighboring countries in Southeast Asia are relatively backward and isolated developing countries. Therefore, the economic development of the southwestern region of China is relatively slow, and the southwestern region of China has gradually become an area neglected by the opening-up policy. In order to improve this phenomenon, the application of educational psychology to the development of higher education exchanges and cooperation with ASEAN and the establishment of higher education exchanges and cooperation between ASEAN countries and southwest China will help promote the process of opening up of southwest China.

Objective: The first FTA established by China is the FTA with ASEAN. In this environment, the exchanges and cooperation between universities in southwest China and ASEAN countries have their own unique features. In order to train international talents with certain abilities in Southwest China, promote the development of education industry in Southwest China, and improve the overall strength, the psychology theory and research institute should be applied in education, so as to make the levels and ways of running schools become more and more diversified, and the scale of running schools expands continuously, and the resources allocation and the overall structure of Sino-foreign cooperation and exchange in higher education

will be optimized accordingly.

Subjects and methods: From the perspective of educational psychology, we should innovate the teaching mode, that is, we should change the teaching idea of educators under the existing objective environment, change the teaching goal from correcting students' behavior deviation to guiding students' positive psychological quality, change the focus of attention from a few problem students to all students, change the teaching method from full classroom teaching to experiential teaching, and combine and supplement the three classes from the main channel of class to the first class theory teaching, practical teaching group tutoring and psychological activities carried out by association, so as to cultivate international talents, accelerate the development of southwest China, and optimize the resource allocation and overall structure of Sino-foreign cooperation and exchange in higher education. Through the questionnaire, statistical analysis of the significance of the development of southwest area and ASEAN higher education exchange and cooperation under the perspective of educational psychology.

Study design: Stratified cluster random sampling method was used to investigate 500 college students. Randomly selected 10 universities, each grade randomly selected 20 students, a total of 25 classes of students to carry out a questionnaire survey, a total of 500, 479 recovered, the number of effective 462.

This paper makes use of the double influence of the development of southwest area and ASEAN higher education exchange and cooperation under the perspective of Excel statistical educational psychology.

Results: Through the analysis of the application of educational psychology, it strengthens the cooperation of higher education between Southwest China and ASEAN countries, promotes the development of Southwest China, and lays a foundation for exporting more compound talents, which is of far-reaching significance for promoting the cultural exchange and economic development between the two countries.

In this survey, the influence values of specific factors are 0-4, which are irrelevant, 1 is slightly influential, 2 is ordinary, 3 is obvious, and 4 is sufficient. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation values of 500 college students are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Impact of educational psychology on development of southwest region and Asian higher education exchange and cooperation

Factor	Volition	Exertion property	Exertion property
Freshman student	4	3	3
Sophomore student	4	3	4
A junior student	3	4	3
Senior year student	3	4	4

Conclusions: In today's world, cultural pluralism is becoming more and more obvious, and different cultures are constantly confronting and colliding. Only by understanding and tolerating these pluralistic cultures can we truly realize the great fusion of world cultures in the perspective of international understanding. At present, cultural exchanges and cooperation between China and ASEAN in the field of higher education have made great progress, but it is necessary to further broaden and deepen cultural exchanges and cooperation between China and ASEAN in the field of higher education in order to truly realize the mutual understanding between China and ASEAN and to establish a China-ASEAN family featuring good-neighborliness, mutual trust, friendship, dialogue and consultation. Based on educational psychology, strengthening the cooperation of higher education between Southwest China and ASEAN countries is conducive to exporting more compound talents for the development of Southwest China, and is of far-reaching significance for promoting the cultural exchange and economic development between the two countries.

* * * * *

DIVERSIFICATION OF ENGLISH TRANSLATION CRITERIA FROM THE PERSPECTIVE OF HUMANISTIC PSYCHOLOGY

Jing Li & Yao Long

School of Foreign Languages, Harbin University of Science and Technology, Harbin 150040, China

Background: Humanistic psychology is relative to the study of psychology by means of statistics. More attention to human subjectivity is not objectivity. Humanistic psychology has subjective color. The shift in psychoanalysis, for example, is the problem of the relationship between the analyst and the analyst, the problem between the two subjects. Psychoanalytic theory is an idea of unconscious existence or a method of investigation or a method of treatment. It belongs to the typical humanistic psychology. Humanistic psychology includes psychoanalysis. The history of psychoanalysis dates back to the late 19th century, from Freud's discovery of the unconscious, to his understanding of dreams and symptoms, to the development of psychodynamics. With the increasingly close global economic ties, English translation plays a more and more significant role in the world economic exchanges. The study of translation process is an important part of translation studies, which focuses on the translation behavior and the rules of translation process. At present, the study of translation process is mainly carried out from the perspective of linguistics, aiming at translation behavior. However, language is only the cloak of thinking, and behavior is also under the control of psychological activities. It is difficult to reveal the law of translation process if we only focus on the study of language and translation behavior. To truly understand the law of translation behavior and translation process, it is necessary to break through the psychological factors that dominate these activities. Therefore, English translation needs a pluralistic standard, through which English can be divided reasonably and the characteristics and functions of English can be embodied. The research from the perspective of humanistic psychology will provide a unique way to solve the problems in the process of pluralization of translation criteria. In view of the special influence of cultural background on translation, this paper makes a study of English translation strategies under the guidance of humanistic psychology theory.

Objective: Since the formation of thanatology as a discipline, people have not only defined the process of translation itself from a theoretical point of view, but also studied the nature and steps of the process itself and the psychological laws of the translator, which has produced rich achievements and formed a variety of theoretical systems. In order to grasp people's psychology, make sure that the language is concise, vivid and attractive, make people understand the content of the text directly and arouse readers' interest when they watch it. The translation of headlines needs to be appropriately worded to ensure that it meets the aesthetic standards of the majority and catches their attention. When applying humanistic psychology to English translation, we need to be creative and creative in translating headlines into short sentences so as to make them have distinctive linguistic features.

Subjects and methods: From the perspective of humanistic psychology, we should innovate the translation model, that is, to change the translator's translation ideas and methods under the existing objective translation environment. Thus, the translated language is easy to understand, vivid and attractive, and at the same time, the readers can grasp the central idea of the text and arouse their interest in reading. Based on the questionnaire, this paper analyzes the significance of the study of the diversity of English translation criteria from the perspective of humanistic psychology.

Study design: A survey was conducted among 600 English majors. Random sampling of 20 universities, each grade random sampling of 20 students, a total of 30 classes of students to carry out a questionnaire survey, a total of 600 questionnaires, 583 questionnaires received back, the number of effective copies is 576. Among them, 7 questionnaires were considered invalid if they were not answered 50%.

Methods of statistical analysis: The purpose of this paper is to make a statistical study of the significance of the diversification of English translation standards from the perspective of humanistic psychology.

Results: The application of humanistic psychology plays an important role in the diversification of English translation standards. Through the analysis of the application of humanistic psychology, college students' achievements in English translation tend to rise and their interest in English translation is enhanced.

Table 1. Significance of the application of humanistic psychology in English translation

Factor	Volition	Exertion property	Persistence
Freshman student	4	3	3
Sophomore student	4	3	4
A junior student	3	4	3
Senior year student	3	4	4

In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation results of 600 college English majors are rounded off by means of rounding off the average number of the evaluation results, which is obtained by means of: 0 indicates nothing, 1 indicates slight effect, 2 indicates general effect, 3 indicates obvious effect, and 4 indicates outstanding effect.

Conclusions: With the continuous development of global economic integration, international business

activities are more frequent, and the demand for English translation is increasing day by day. In practical English translation, the translator should follow the pluralistic criteria of English translation, fully consider the cultural differences, and translate reasonably, so as to provide a good guarantee for business activities. Based on the analysis and study of the pluralistic standards of English translation in the field of humanistic psychology, this paper fully understands the characteristics of different types of business texts, and then determines different translation principles and strategies according to the functional types, stylistic features and language styles of each text, so as to take appropriate and effective translation methods to better realize the expected functions of the translated text, analyze the pluralistic standards of English translation, and investigate college students' views and suggestions on the pluralistic application of humanistic psychology in English translation standards, so as to effectively improve the level of English translation.

* * * * *

COLLEGE COMPUTER TEACHING STRATEGIES FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

Ting Li

College of Information Technology and Communication, Hexi University, Zhangye 734000, China

Background: Positive psychology is a psychological concept pioneered by the American psychologist Martin Seligman et al., and has led to a wave of research into positive psychology. Positive psychology is based on humanistic psychology, which mainly studies the latent positive qualities of human beings and the effective methods of stimulation. By stimulating the positive factors of individuals, we can release the vitality of individuals and make them obtain happiness. Positive psychology, as its name implies, is the study of psychology from a positive point of view. Applying this idea to the reform of computer teaching in colleges and universities can not only provide impetus for the reform, but also fully mobilize the enthusiasm of students for computer learning and promote the effective development of students' comprehensive quality while satisfying the quality of computer teaching in colleges and universities. Positive psychology emphasizes the excavation of students' inner potential, stimulates students' initiative in learning, and has important guiding significance for improving the computer teaching situation. Therefore, in the actual teaching process, the computer teachers should realize the drawbacks of the current computer teaching process, and actively promote effective teaching reform strategies. Based on the perspective of positive psychology, this paper studies the strategies of computer teaching reform in colleges and universities. Positive psychological studies have shown that people with positive attitudes have better social morals and better social adaptability than the general population. With the adjustment of national economic structure, the acceleration of industrial upgrading and the implementation of innovation-driven development strategy, the reform in the field of teaching in colleges and universities has gradually entered the "deep water zone". It is essential to establish a stable and efficient contingent of teachers to meet the needs of reform and development, to stimulate teachers' positive mentality and to enhance teachers' professional psychological quality. It is of great practical significance to explore the influencing factors of teachers' teaching efficacy and put forward some strategies for improving teaching quality in colleges and universities.

In recent years, the state has paid more and more attention to the reform of higher vocational education, and has given detailed guidance to the reform and development of higher education. Positive psychology is to study the students' psychological factors in the process of computer learning from the angle of educational psychology, and to improve the efficiency and effect of computer learning by looking for the methods to stimulate the positive factors. At present, the research results of positive psychology have been attached importance to the reform of computer teaching in colleges and universities, and some research results have been applied to actual teaching activities. However, from the actual implementation of the teaching reform, it is difficult to make substantive changes in a short time because of the deep- rooted traditional teaching ideas and methods. Therefore, it is necessary to study a set of better strategies to apply positive psychology to the computer teaching in colleges and universities, and popularize it.

Objective: Computer teaching plays an important role in college teaching. Therefore, in the process of carrying out computer teaching reform, teachers should design more scientific and reasonable teaching mode for college students according to their physical and mental development characteristics and computer basic ability, so as to let students really fall in love with computers from the bottom of their hearts and improve their computer scores.

Subjects and methods: From the perspective of positive psychology, it arouses the interest of college

students in computer learning, gives full play to the main role of students in learning, and makes students really love computer learning, and finally improves their computer scores. Through the way of sending out questionnaires, statistical analysis of positive psychology perspective of the role and significance of college computer teaching strategies.

Study design: Select 500 college students to investigate. Randomly selected 10 universities, each grade randomly selected 25 students, a total of 20 classes of students to conduct a questionnaire survey, a total of 500, 476 recovered, the number of effective 465. Among them, 11 questionnaires are considered invalid if not completed.

Methods of statistical analysis: The influence of computer teaching strategy research in colleges and universities from the perspective of excel statistical positive psychology.

Results: Positive psychology plays an important role in computer teaching in colleges and universities. Through the analysis of Positive psychology, it promotes students' interest in learning computer and promotes students' practical application ability, thus laying a foundation for cultivating high quality computer talents.

The survey results show that the influence of specific factors of four grades 0-3, 0 means nothing, 1 means that the role of light, 2 means that the role of obvious, 3 means that the role of significant, in order to reduce the evaluation of subjective errors caused by individuals. The results were rounded by 500 undergraduates, and the statistical table was shown in Table 1.

Table 1. The influence of computer teaching strategies in colleges and universities from the perspective of positive psychology

Factor	Volition	Exertion property	Exertion property
Freshman student	4	3	3
Sophomore student	4	3	4
A junior student	3	4	3
Senior year student	3	4	4

Conclusions: The research results of positive psychology bring many enlightenments to computer teaching in colleges and universities. Under the guidance of the theory, improving the problems in computer teaching in colleges and universities and deepening the implementation of quality education can effectively improve the computer teaching in colleges and universities, stimulate students' initiative in learning, enable students to experience the sense of happiness and achievement in the process of learning, and then form a virtuous circle, so as to improve students' computer performance.

* * * * *

ONLINE TEACHING MODE OF COLLEGE PHYSICAL EDUCATION THEORY BASED ON COGNITIVE PSYCHOLOGY

Wenbin Li

Department of Physical Education, Lanzhou Vocational Technical College, Gansu 730070, China

Background: Cognitive psychology, a trend of thought and research that arose in the West in the mid-1950s. In a broad sense, it refers to the study of human higher mental processes, such as attention, perception, representation, memory, creativity, problem-solving, speech and thinking. The narrow sense is the contemporary psychology of information processing. That is, using information processing perspective to study cognitive process. Its historical background can be traced back to the ancient Greek era two thousand years ago. Some outstanding philosophers and thinkers such as Plato, Aristotle and so on at that time have made the ponder to the memory and the thought this kind of cognition process. Besides the influence of philosophy, we can also examine it from the development of psychology itself and the influence of the interpenetration with some neighboring disciplines. The research of cognitive psychology is usually supported by many evidences, such as experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation, and this kind of multi-dimensional research is more and more popular. By studying the brain, itself, cognitive psychologists want to reveal the nature of cognitive processes, rather than just speculate about them. The most commonly used is to study the cognitive impairment of patients with cognitive differences with normal people to prove the existence of cognitive processing and specific patterns.

Cognitive psychology studies the law of information receiving and processing, which is of great value to

the innovation of discourse mode of college sports theory course. The innovation of discourse mode in P.E. theoretical courses is beneficial to the achievement of teaching objectives, and the lack of cognitive psychology of students' discourse will lead to communication obstruction and limited effect. You can use cognitive psychology, reform and innovation teaching mode. Subdivides the language cognition link, constructs the teaching discourse way. Apply schema theory scientifically to construct discourse cognitive schema. Enhance the charm of teaching language, optimize the way of discourse communication, and promote the ideological and political theory course "to be strengthened in improvement and enhanced in innovation". Modern P. E. teaching is different from traditional P. E. teaching in that it pays more attention to the improvement of college students' comprehensive quality. This kind of diversified teaching goal makes the reform situation of college PE teaching methods also move towards diversification, and the improvement of PE teaching methods will make students develop healthly. According to the development of physical education in colleges and universities, the state has made a series of long-term plans, which can be concluded that the most scientific method of physical education reform in colleges and universities is to put people first, to put students first, to follow their own laws of development and to cultivate skilled and knowledge-based talents.

Objective: With the development of online teaching reform of P.E. theory in colleges and universities, online teaching method of P. E. theory is also being reformed. At present, there are a lot of researches in this field, but the researches based on cognitive psychology provide a strong support for the reform of online teaching method of physical education theory.

Subjects and methods: Based on cognitive psychology, the online teaching mode of college P.E. theory has been innovated, the teaching idea of educators has been changed under the existing objective environment, the teaching goal has been changed from correcting students' behavior deviation to guiding students' positive psychological quality, the object of attention has been changed from a few problem students to all students, the teaching method has been changed from full classroom teaching to experiential teaching, and from the main channel of classroom teaching to the combination and mutual supplement of three classes, namely, theory teaching in the first class, group tutoring in practical teaching and psychological activities carried out by association. Through the questionnaire, statistical analysis of cognitive psychology under the theory of college physical education online teaching model research significance.

Study design: Stratified cluster random sampling method was used to investigate 300 college physical education students. Randomly selected 10 universities, each grade randomly selected 20 students, a total of 15 classes of students to conduct a questionnaire survey, a total of 300, 279 recovered, the number of effective 265. Among them, 14 questionnaires that do not reach 50% of the questionnaire questions shall be deemed invalid.

Methods of statistical analysis: The influence of online teaching model of college physical education theory based on excel statistical cognitive psychology.

Results: The application of cognitive psychology plays an important role in the online teaching of P.E. theory in colleges and universities. Through the analysis of the application of cognitive psychology, the cultivation of students' ability is strengthened, and the goal of training skilled and knowledgeable talents is achieved. It provides a strong support for the reform of online teaching methods of P.E. theory in colleges and universities.

The results of this survey use 1 to 4 grades to quantify the influence values of specific factors, 1 to indicate irrelevant, 2 to indicate slight influence, 3 to indicate obvious influence, and 4 to indicate full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation values of 300 college students are adopted and the average values are taken to determine the results by rounding off the results. The specific statistical tables are shown in Table 1.

Table 1. Impact of Educational Psychology on Development of Southwest Region and ASEAN Higher Education Exchange and Cooperation

Factor	Volition	Exertion property	Persistence
Sports students (female)	4	3	3
Sports students (male)	3	4	4

Conclusions: PE teaching innovation with lifelong PE as its goal is a systematic project, which needs not only the joint efforts of the state, society and universities, but also the improvement of teachers' and students' PE consciousness and the change of PE idea. At the same time, it is necessary to work out a physical exercise program suitable for students' own development, so that they can actively participate in school sports and social sports, truly understand sports culture, be interested in sports and engage in physical exercises for life.

* * * * *

AFFECTIVE STRATEGIES IN COLLEGE ENGLISH TEACHING FROM THE PERSPECTIVE OF HUMANISTIC PSYCHOLOGY

Tiantian Lin

School of Foreign Language Studies, Wenzhou Medical University, Wenzhou 325000, China

Background: Humanistic psychology is a kind of psychology based on data statistics, which pays more attention to human subjectivity than objectivity. Humanistic psychology has a strong subjectivity. The relationship between analyst and analyst, that is, the transfer problem in psychoanalysis, is also the leading problem between the two subjects. Affective teaching theory has been studied for a long time in the field of second language acquisition both at home and abroad. The theory holds that affective teaching and knowledge teaching are inextricably linked, and the integration of affective teaching is closely related to the promotion of language learning and the cultivation of healthy personality. However, in the current college English teaching, especially for the single enrollment group, most teachers always pay attention to the input of language knowledge and the teaching of cognitive factors and language knowledge in the limited teaching time, but ignore the attention to the emotional education of students. On the one hand, although teachers have some concept of emotional factors in the implementation of specific teaching, but lack of a comprehensive and systematic emotional factors as a specific teaching method into the classroom, students (especially students only enrolled) learning English classroom atmosphere is duller, learning motivation is passive. On the other hand, due to the poor English scores, poor English learning autonomy, bad learning habits, low self-confidence and English learning anxiety, the single recruiting students need teachers' emotional attention. There are many affective problems in college English learning, such as low interest, low confidence, high self-esteem and high anxiety. However, English teachers are mainly concerned about students' English knowledge. It emphasizes the knowledge goal and skill goal, but ignores the auxiliary function of affective education in English learning and ignores the application of affective teaching strategies. Based on humanistic psychology, college English teachers should actively use affective teaching strategies to improve English teaching effect and the idea of humanistic psychology to promote students' interest in English learning, cultivate their correct learning motivation, build up their self- confidence in English learning, correct their learning attitude, exercise their will to overcome difficulties and cultivate harmonious and healthy character. Therefore, it is of great theoretical and practical significance to study the problems and countermeasures of affective education in college English teaching from the perspective of humanistic psychology.

Objective: With the continuous promotion of quality education, "people-oriented" education philosophy has gradually penetrated into every corner of education and teaching. Among them, the implementation of emotional education in the teaching process is not only an important part of quality education, but also an important guarantee to improve teaching quality and promote students' personality development. In the process of English teaching in colleges and universities, emotional education should be carried out in order to create a good emotional atmosphere for students so that they can have a good emotional experience in English teaching, which is conducive to stimulating students' motivation and interest in learning English, promoting the balanced and harmonious development of students' cognition and emotion and forming their good personality.

Subjects and methods: From the perspective of humanistic psychology, we can improve the teaching quality, promote the development of students' personality and innovate the teaching mode, so as to cultivate the students' interest in learning English. This study explores the application of affective teaching strategies by college English teachers in the teaching process from the perspective of humanistic psychology. Using the method of questionnaire and interview, this paper investigates and analyzes the application of affective strategies in college English teaching, and analyzes the significance of the study.

Study design: A survey was conducted among 500 English majors. Randomly selected 10 universities, each study randomly selected 50 students, a total of 500 students conducted a questionnaire survey, a total of 500 questionnaires, 486 questionnaires received back, the number of effective 481. Among them, 5 questions that do not reach 50% of the questionnaire are considered invalid.

Methods of statistical analysis: The purpose of this study is to investigate the affective strategies in college English teaching from the perspective of humanistic psychology.

Results: Through the analysis of the application of humanistic psychology, the English scores of college students and the teaching efficiency of college English teachers have been improved obviously.

The results of the survey used 1 to 4 ratings to quantify the impact of specific factors, 1 indicating

irrelevance, 2 indicating slight effectiveness, 3 indicating significant effectiveness, and 4 indicating significant effectiveness, in order to reduce the large errors caused by individual subjectivity in the assessment. The evaluation results of 500 college English majors are rounded off according to the mean, and the statistical table is shown in Table 1.

Table 1. Significance of affective strategies in college English teaching from the perspective of humanistic psychology

Factor	Randomness	Maintainability	Persistence
Students (female)	4	3	3
Students (male)	3	4	4

Conclusions: College education is an important part of higher education in our country, and English teaching is also an important part of college education and teaching, which plays a very active role in students' knowledge accumulation, cultural exchange, further study and improvement of humanistic quality. Through the application of humanistic psychology, teachers' pay attention to the students' emotion and use innovative teaching methods to improve the quality of teaching.

* * * * *

NEW THOUGHTS ON SCHOOL HEALTH EDUCATION IN JAPAN FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

Guanghui Yang & Xianchao Meng

Institute of Education Development, Nanchang University, Nanchang 334000, China

Background: Health is the precondition of health. Health not only can promote people's all-round development, but also is the foundation of everyone's growth and happy life. As an important part of school education and public health, school health care is not only related to the healthy growth of children and adolescents, but also has an important impact on the overall health of the people. The school health thought includes the school health and relates the country and the nationality's future development idea. The contents of school health work include infectious disease prevention, physical examination, disease correction, school building health, sports training, health education, etc. According to the Basic Law of Education of Japan, the goal of Japanese education is to cultivate the builders of a peaceful country and society, people who love truth and justice, respect personal values, pay attention to work and responsibility, and are full of independent spirit. As an important subject of school education, with the social background and the influence of American naturalism, the goal of health education in Japan is changing constantly. Moreover, Japan's education system is quite perfect, belongs to one of world centralization national curriculum system representatives. In the process of health education in basic education schools, great importance is attached to students' physical and mental health, and various measures are taken to maintain and promote students' health. In particular, in recent years, Japan around the "physical and mental health to maintain and enhance" the theme of a systematic planning and reform, has formed a relatively sound health education system. It is of great significance to study the development of health education in Japan for reference. Strengthening school health education, cultivating students' public health awareness and health awareness, mastering health knowledge and skills, promoting students to develop health behavior and life style are important components of implementing the strategy of "Healthy Nation".

Cognitive psychology, as a discipline, can be traced back to Plato's philosophical speculations. In a broad sense, cognitive psychology refers to the study of human higher mental processes, such as attention, perception, representation, memory, creativity, problem solving, speech and thinking. It was not until the 1950s that Donald Broadbent established the fundamental theoretical framework of cognitive psychology and began to move towards science. Based on the perspective of cognitive psychology, this paper puts forward some developmental suggestions on the current implementation of health education in Japanese schools, strengthens the legal management of health education, promotes the construction of health education teachers, standardizes the contents of health education and expands the methods of health education.

Objective: Since the 1990s, the proportion of Japanese teenagers' abuse of stimulants and other drugs has increased rapidly and developed at a younger age, causing serious health problems and social problems. To this end, Japan has enriched its content on drug abuse and health by strengthening the legal guidance

on drug use, as well as enhancing the health promotion perspective, raising awareness of the health impact of drug abuse among students and mastering correct attitudes towards behaviors. The school feeding education is regarded as an effective way to cultivate students' "survival ability" and an important part of school health education to promote students' physical and mental health.

Subjects and methods: In the new thinking of learning health education in Japan under the background of cognitive psychology, the importance of school health was put forward. In this paper, the safe and rational use of drugs, school safety education and school nutrition education were investigated and analyzed.

Study design: Stratified cluster random sampling method was used to investigate 300 groups of different ages, different genders and different occupations. Random sampling of students, parents, teachers, 100 people each to carry out a questionnaire survey, a total of 300 questionnaires, 288 recovered, the number of effective copies 279.

Methods of statistical analysis: Using the Excel statistical cognitive psychology to study the health education in Japan.

Results: With the application of cognitive psychology, the implementation of school health fundamentally find an effective way to solve the physical and health problems of adolescents. School hygiene is related to students' health and study, and students are the future of the country and the nation, whose health and study affect the prosperity of the country. Therefore, school health education from the perspective of cognitive psychology is of great significance.

In this survey, the influence values of specific factors of grades 0-4 are used, indicating irrelevant, 1 indicating slight influence, 2 indicating ordinary influence, 3 indicating obvious influence, and 4 indicating sufficient influence, in order to reduce the great error caused by individual subjectivity in the evaluation. The results were determined by rounding the 300 social groups assessed and averaged, with the specific statistical table shown in Table 1.

Table 1. The role of new thinking in Japanese school health education from the perspective of cognitive psychology

Factor	Rational use of drugs	School safety education	School nutrition education
Student group	4	3	3
Parental group	4	4	3
Group of teachers	3	3	4

Conclusions: Health is the foundation of everything. Only hygiene can keep health. The curriculum system of health education in schools shall be further improved by combining it with the management of health care in schools, and the contents of such courses as life education, health education, safety education and nutrition education shall be added so as to urge students to acquire the necessary knowledge about health and safety, at the same time, improve students' thinking and judgment, and cultivate the basis for making them live a healthy and safe life.

* * * * *

THE INFLUENCE OF "INNOVATION AND ENTREPRENEURSHIP TRAINING PROGRAM" ON COLLEGE STUDENT'S INNOVATION QUALITY FROM THE PERSPECTIVE OF PSYCHOLOGY

Hui Huang, Jing He, Haibin Liu, Di Peng & Zhaoxi Wei

School of Management, China University of Mining & Technology-Beijing, Beijing 100083, China

Background: In recent years, the cultivation of college students' innovative quality has received more and more attention in undergraduate education, and comprehensive universities have begun to promote college students' scientific research projects. Colleges and universities also fully encouraged students to participate in Innovation and Entrepreneurship Training Program. The program had become an important and basic way to promote college students' participation in scientific research. From the perspective of management psychology, incentives could effectively promote the integration of personal qualities and overall goals. Therefore, Chinese universities fully encouraged students to participate in "Innovation and

Entrepreneurship Training Program". However, in traditional education, the understanding of participation in Innovation and Entrepreneurship Training Program only stayed at the level of "project participation is better". But in our current college student education, the status quo of college students' actual participation and the impact of participation in Innovation and Entrepreneurship Training program on their innovation quality were a series of issues that were worthy of attention. Based on this, the article defined the related concepts of innovation quality, teacher innovation support, and innovation self-efficacy, focusing on the impact of participating in the innovation and entrepreneurship on the innovation quality of college students, and analyzed the reasons from the perspective of management psychology.

Subjects and methods: In July 2021, this article conducted a questionnaire survey of some domestic colleges and universities undergraduates, and randomly selected more than 200 college students to distribute the questionnaire. The survey was mainly to perform regression analysis on the relevant data obtained from the returned questionnaire, and analyzed the correlation between the variables and the intermediary effect.

Study design: The study adopted the questionnaire survey method. Before the questionnaire was formally distributed, a small-scale pre-investigation was conducted. After modification, the final version of the questionnaire was determined. A total of 225 questionnaires were distributed to college students, and 209 valid answer sheets were recovered. The scale used in the research consists of four parts: subject participation, innovation quality, innovative self-efficacy, and teacher innovation support. They were all adapted on the basis of mature scales at home and abroad, so they had good reliability and validity. Based on the existing research and the theme of this research, our article put forward seven related research hypotheses, such as "Innovation and entrepreneurship has a significant positive impact on college students' innovative quality" and "Teacher's innovation support has a significant positive impact on college students' innovative quality". Hypothesis the theoretical model is shown in Figure 1:
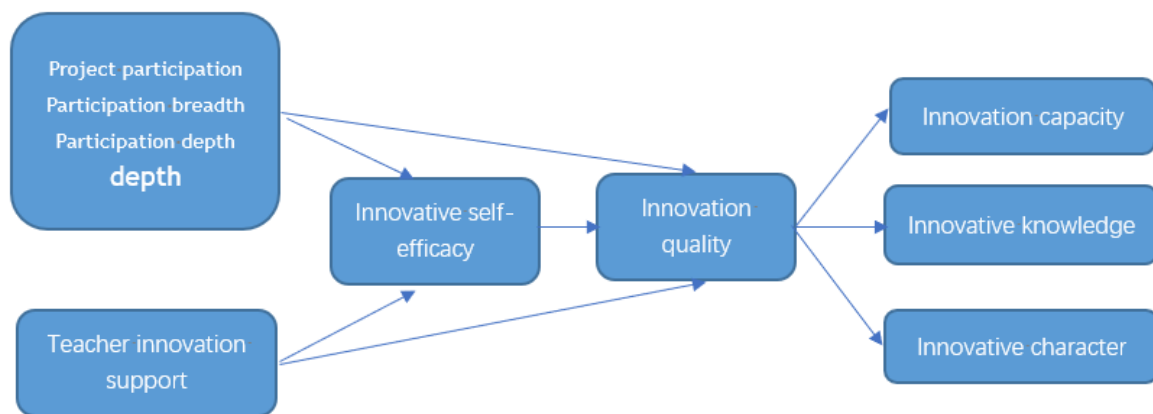
Figure1. The theoretical model of the hypothesis of this research

Methods of statistical analysis: The study used SPSS and AMOS as data analysis tools. SPSS was used to perform descriptive statistics on the results of the questionnaire, analyzed the correlation between variables, and tested the mediation effect. The AMOS software mainly tested the reliability and validity of the questionnaire.

Results: Through questionnaire analysis, it was found that participation in Innovation and Entrepreneurship Training Program can significantly improve the innovation quality and sense of innovation self-efficacy of college students, which showed that participating in the program was indeed an important way to improve the innovation quality of college students. In addition, the depth of participation of Innovation and Entrepreneurship Training Program was better than the extent of participation in enhancing the innovation quality of college students. From a psychological point of view, the main reason was that the depth of participation reflected the degree to which a person voluntarily undertaxed the work. The deeper the participation, the more willing to take the initiative. The greater the degree of work undertaken, and the faster the improvement of the quality of innovation. On the other hand, research has found that teacher innovation support can significantly promote the improvement of students' innovative quality. It was very important for the construction of students' innovative quality and innovative self-efficacy, because teachers would pay more attention to students' creative learning methods and provided students with creative learning information, and used their own experience and knowledge to provide support for students' innovation, thereby promoting the construction of students' sense of innovation and self-efficacy and improving their innovative qualities. In addition, the study also found that innovative self-efficacy could

play an intermediary role in the relationship between participation in Innovation and Entrepreneurship Training Program, teacher innovation support, and innovative quality. As a cognitive resource and psychological resource of individuals, innovative self-efficacy could affect individual behavior, and the results had a serious impact. So, for college students, innovation self-efficacy determined whether participating in the program has the ability to participate. The higher the sense of effectiveness, the more confident you would be able to complete the project, so you could actively accept the knowledge brought by Innovation and Entrepreneurship Training Program, actively provided new ideas, and better improved your innovation ability.

Conclusion: Through descriptive statistics on the results of the questionnaire, it was found that the depth of college students' participation in Innovation and Entrepreneurship Training Program needs to be improved. Secondly, through regression analyzed, it was found that the program participation and teacher innovation support had a significant positive impact on the innovation quality and innovation self-efficacy of college students, and the innovation self-efficacy played an intermediary role in the above process. Further research on the mediating role of innovative self-efficacy found that innovative self-efficacy only played a completely mediating role between the participation breadth of the program and the quality of innovation, and played a part of the mediating role in the relationship between other variables. Based on this research, from the perspective of management psychology, the cultivation of innovative students should focus on improving their innovative self-efficacy, because high innovative self-efficacy could bring higher beliefs that could promote their success, and ensuring students' innovative communication and learning of innovative knowledge, and indirectly promoting the improvement of college students' innovative quality. The relevant conclusions obtained in this research provided a basis and focused for the cultivation of innovative students in colleges and universities.

* * * * *

THE MANIFESTATIONS AND SOLUTIONS OF ANXIETY DISORDER IN HIGHER ENGLISH EDUCATION

Jinye Li

School of Business and Trade, Dongguan Polytechnic, Dongguan 523808, China

Background: Anxiety refers to the frustration of self-esteem and self-confidence, or the increase of sense of failure and guilt due to people's inability to achieve goals or overcome the threat of obstacles, forming an emotional state of tension and fear. Because only experienced people can directly evaluate the intensity of anxiety state, researchers must have an indirect way to evaluate his phenomenon and physiological characteristics. Competition in various fields has become a current social phenomenon. People are under increasing psychological pressure, especially the mental health problems of college students are on the rise, and the social psychology of anxiety is particularly prominent. How to reduce or eliminate the level of anxiety has been related to the physical and mental health of college students. Anxiety disorder in English learning is mainly the emotional disorder produced by students in the process of learning English. If they fail to make adjustment in time, students' self-esteem and self-confidence will be affected, and their sense of guilt will increase sharply. In the long run, there will be a kind of anxiety and even fear of learning, which will also bring great obstacles to our later English learning. Students' learning anxiety has a significant negative effect on English learning. The survey found that in English learning activities, students with anxiety rarely take the initiative to answer questions, have low participation in classroom learning activities, and even avoid learning. When facing teachers' questions, such students often show a high sense of tension, sweat, and sometimes their heart beats faster. It is easy to forget the knowledge they have mastered. Learning anxiety can also lead to individuals' lack of self-confidence, believing that they have many weaknesses and have a low probability of success, resulting in their inability to concentrate in learning, and then weaken the effectiveness and ability to master the language. Generally speaking, there are three main manifestations of English learning anxiety: First, communicative fear. It is mainly manifested in the fear of facing each other, panic, blushing and excessive prudence. Sometimes there is a situation that you can't speak or can't pronounce, or you are at a loss due to the interruption of expression. The second is test anxiety. The outstanding performance is that the attention cannot be focused on the teaching content, the thinking cannot be effectively controlled, and there will be worry and nervous mood every exam. The third

is negative evaluation fear. Students with such anxiety often do not like to speak English, dare not open their mouth to read English, are afraid of answering wrong teachers' questions, and consciously avoid answering questions.

Objective: Pay attention to changing the learning concept in time, pay attention to the understanding and application of knowledge, and learn to summarize and summarize, which can effectively improve the performance. In addition, language learning is not a day's work. It is a relatively slow learning process, which is an important reason why we are prone to anxiety. This is precisely because the students have no clear and specific goals. Over time, they lose the motivation of self-discipline. Because people are equal, and the relationship between teachers and students is also an equal and democratic relationship. Students should not be afraid of teachers. They should regard teachers as their friends. At the same time, they should also understand that sometimes teachers' criticism and accusations are only to urge students to make progress. Therefore, in the face of teachers' questions, students should respond positively and express their views bravely, which will be more conducive to the improvement of students' learning ability. And a person's growth and development are inseparable from interpersonal communication. We should understand the significance of interpersonal communication and know that establishing a good interpersonal relationship can stabilize emotions, which is conducive to the healthy growth of individuals.

Subjects and methods: Colleges and universities are the main position for cultivating talents and shoulder the responsibility of cultivating students to master corresponding knowledge and skills. In order to alleviate the phenomenon of anxiety in higher English education, we must find scientific and reasonable strategies to improve English learning anxiety.

Study design: 500 students in a school were selected to fill in the questionnaire survey. A total of 500 questionnaires were distributed and 487 were recovered, with a recovery rate of 97.4%. If more than one item in the recovered questionnaire is missed or all items are one answer, they will be eliminated as waste papers. Finally, 473 valid questionnaires will be recovered, and the effective rate of the questionnaire is 94.6%. The questionnaire is mainly composed of multiple-choice questions, supplemented by question-and-answer questions. The survey is mainly carried out from four aspects: First, change learning ideas and optimize learning strategies. Second, clarify the purpose and responsibility and master the learning law. Third, overcome the barriers of inferiority and establish self-confidence in learning. Fourth, pay attention to interpersonal communication, maintain an optimistic attitude, and issue questionnaires to make statistics on the effect of anxiety in innovation and entrepreneurship education in Colleges and universities. Use Excel to count the survey results.

Results: In this survey, the effect values of specific factors are quantified in five grades from 1 to 5. 1 means no effect, 2 means slight effect, 3 means average effect, 4 means obvious effect and 5 means significant effect. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Performance of anxiety disorder in higher English education and the effect of research on solving strategies

Factor	Change ideas	Clear objectives	Build confidence	Keep an optimistic attitude
Student	5	4	4	5

Conclusions: In order to adapt to the learning environment in colleges and universities, it is inevitable for students to have anxiety in English learning. Based on psychology, through the understanding of students' anxiety psychology, change students' learning concept, clarify students' learning objectives, establish students' self-confidence, and make students maintain a positive and optimistic learning attitude. The survey shows that through the above changes, college students gradually overcome the psychological obstacles in English learning and alleviate the symptoms of anxiety in higher English education.

* * * * *

THE ADJUVANT EFFECT OF RURAL TOURISM ON PATIENTS WITH AFFECTIVE DISORDER

Zhimin Liang, Huizhen Wu, Xinhua Xia, Jing Wang & Jingyu Wang

School of Economics and Management, Jiangxi Agricultural University, Nanchang 330045, China

Background: Affective disorder belongs to mood disorder. During the attack, two abnormal emotional states of mania and depression appear alternately. Sometimes mania and sometimes depression are dominant in the process of onset. Affective disorders are highly hereditary, and the incidence rate of family history is about 10% higher than that of normal people. If the condition of affective disorder is not treated timely and effectively, dangerous behaviors such as impulse, suicide or violence may occur, which will endanger the personal safety of patients themselves and others. Insight refers to a cognitive ability of patients for their own mental state and disease degree. It mainly includes that patient can objectively identify and find their own disease state and mental abnormal state, can make correct and objective analysis and judgment on the disease and related conditions, and can clarify their current and past performance and experience in the disease state. Patients with affective disorders often have varying degrees of insight impairment. The impairment of insight can lead to the lack of correct cognition of patients with affective disorder about their own disease state, resulting in poor compliance or even resistance to clinical treatment, which seriously affects the clinical treatment and treatment effect. The progress of affective disorder can further damage the patient's insight and form a vicious circle. Although formal and effective treatment can effectively alleviate the condition of patients with affective disorder, some patients still have some damage to their insight after the treatment of acute affective disorder.

As a complex multi-disciplinary phenomenon, tourism is concerned by different fields of Social Sciences, including psychology. In the field of psychological research, tourism phenomena mostly focus on social psychology and environmental psychology, including tourists' tourism motivation, tourism destination residents' attitude, subject object relationship, tourists' or residents' local attachment and community attachment, etc. Rural tourism is an important measure of Rural Revitalization Strategy in the new era. China's rural tourism started in the middle and late 1980s, gradually became a climate in the 1990s, and developed rapidly. With the process of industrialization and urbanization in China, rural tourism has not only become an important way for urban residents to travel, vacation, leisure and health preservation, but also an important force to promote rural economic and social development, agricultural efficiency and farmers' income. All kinds of new models and products of rural tourism, such as rural vacation, health and leisure, health and elderly care, have become the trend and main body of today's tourism development. The development of rural tourism has effectively promoted the reform of rural economic structure, realized the integration of industries, increased farmers' income and coordinated the development of urban and rural areas.

Objective: There are many benefits of traveling to the countryside. You can not only enjoy the real beauty of the world, but also pick the fruits of a bumper harvest, but also understand the human feelings and warm service of local people. Rural tourism is the most popular craze among people. It can let you experience the original ecology, because there is no industrial pollution there. In addition, rural areas make a living by farming, the coverage rate of various vegetation is far higher than that of big cities, and the air is particularly refreshing. When you travel to the countryside, you can enjoy the warm service of the local villagers. Generally, the villagers are hospitable. Based on the above points, from the perspective of psychology, this paper analyzes the psychology of patients with affective disorder, and discusses the recovery of insight and influencing factors of patients with affective disorder, so as to play a certain role in its adjuvant treatment.

Subjects and methods: This study mainly investigates and studies from three aspects: the enjoyment of rural natural beauty, the process and fun of picking fresh fruits in rural areas, and the enthusiastic service of local villagers.

Study design: 20 patients with affective disorders were randomly selected for investigation and analysis in the form of interview. 20 patients were interviewed to make statistics on the impact of rural tourism on the adjuvant treatment of patients with affective disorders. The access time is about 10-20 mins.

Methods: Excel was used to calculate the impact of rural tourism on the adjuvant treatment of patients with affective disorders.

Results: To alleviate the condition of patients with affective disorders, we must start from their psychological activities, understand the needs of patients, and let them really enjoy the quiet and comfortable countryside and attract the purest natural air. In the garden of the orchard, you can taste the freshest and sweetest fresh fruits, understand the customs of local people, and truly experience the most simple and primitive style.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Conclusions: Rural ecotourism, a form of tourism aimed at improving physical and mental health, is a kind of health tourism. For the purpose of health, people leave their place of residence for convalescent tourism in rural nature. The change of modern people's lifestyle, the change of social structure, the continuous improvement of leisure, vacation and entertainment demand, and the progress of medical and

health care services all promote the rise of health care services and are rapidly welcomed by the public. Ecotourism is a combination of forest tourism and health tourism, with the main purpose of improving physical health and relaxing mood. Based on the forest ecological environment, ecotourism achieves the purpose of health care through scientific planning, management and health knowledge guidance. Combined with Chinese traditional health culture, ecotourism uses forest tourism resources and facilities to help tourists strengthen their health and prolong their life, so as to effectively alleviate the psychological pressure of patients with emotional disorders.

Table 1. Effect of rural tourism on adjuvant treatment of patients with affective disorders

Factor	Beauty enjoyment	Enjoy fresh fruit	Warm service
Economics	4	4	4

* * * * *

MEMORY IMPAIRMENT AND INTUITIVE IMAGINATION IN MATHEMATICS METACOGNITION TEACHING OF SENIOR HIGH SCHOOL STUDENTS

Jian Pan[1], Ying Zhou[2] & Su'an Lin[3]

[1]School of Mathematics and Statistics, Yulin Normal University, Yulin 537000, China
[2]School of Mathematics and Statistics, Guangxi Normal University, Guilin 541000, China
[3]Mathematics Group, Guangxi Nanning No. 2 Middle School, Nanning 530000, China

Background: Nowadays, with the rapid development of science and technology, knowledge has been rapidly increased and updated. In order to adapt to the development of society, learning becomes more and more important and becomes a lifelong process. That is to say, the 21st century is an era of knowledge economy and learning society, which requires the educated to learn to survive, learn to be, learn to learn to learn to learn to learn to cooperate to learn to create. But the learner life, in school's time is limited, but the knowledge development is infinite and is rapid. Only by enabling learners to acquire and apply new knowledge on their own, can they adapt to the needs of the 21st century. Nowadays, lifelong education is advocated all over the world, so we must pay more attention to the cultivation of mathematical metacognition. In the process of curriculum reform, senior high schools are gradually deepening the reform. The new curriculum reform advocates the teaching of mathematical metacognition, so that learners can master the methods of life-long learning and form a correct view of knowledge and science.

In the current environment of basic education, the cognitive knowledge of senior high school students has been paid more attention to, but there are still many problems, which are mainly manifested in metacognitive experience and metacognitive strategy ability, especially the weakness of metacognitive strategy ability, which is the main reason why students feel learning difficulties. Metacognitive strategies include planning behavior, manipulating behavior and evaluating behavior. Students lack of planning, passive learning, lack of interest in learning the phenomenon of widespread.

Objective: As an important part of education, mathematics education plays an important role in developing and perfecting people's educational activities, in forming people's attitudes and ways of thinking towards the world, and in promoting social progress and development. In modern society, mathematics and cognitive teaching is an important aspect of lifelong education, which is the basis for citizens to further their education and the need of lifelong development.

Subjects and methods: The teaching of mathematical metacognition plays a special role in school education. It enables students to master the basic knowledge, skills and ideas of mathematics, and to express clearly and think in an orderly way. It also enables students to have an attitude of seeking truth from facts, a spirit of perseverance, and to learn to solve problems and understand the world by thinking in

a mathematical way.

Study design: Using stratified group random sampling, 600 high school students of different ages and genders were surveyed, and a total of 600 questionnaires were distributed and 600 were recovered with a valid number of 593.

Methods: Excel was used to calculate the effects of memory impairment and intuitive imagination in mathematics metacognitive teaching in high school students.

Results: Mathematical metacognition is the cognition of mathematical cognitive activities. The organic combination of mathematical metacognition knowledge, cognitive experience and cognitive monitoring can improve students' intuitive imagination ability. Through the study of metacognition theory, teachers study how to improve students' metacognition ability, so as to improve their level of mathematics metacognition, innovate the way of learning and improve students' metacognition ability, so as to promote the promotion of learning interest and achieve self-efficacy.

The results of this survey adopt the five-grade scoring method, using 1 to 5 grades to quantify the influence values of specific factors, 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence, and 5 means full influence. The specific statistical table obtained is shown in Table 1.

Table 1. Effect of memory impairment and intuitive imagination in mathematics metacognitive teaching in high school students

Factor	Learning style	Metacognitive capability	Learning interest	Efficacy
Fresh students	4	5	4	5
Grade 2 in senior high school	5	4	4	5
Grade 3 of senior high school	4	4	5	4

Conclusions: Metacognition is a psychological process that involves many non-intellectual factors, such as learners' learning interest, learning motivation, learning methods, cognitive ability, self-efficacy, etc. In the ordinary teaching process, teachers should communicate more with learners and pay attention to the inner development of learners. At the same time, teachers should also strive to create an environment for students to learn independently, and promote the improvement of students' metacognitive ability in the school teaching environment. Through the daily teaching process of teachers, teachers should innovate the ways and methods of metacognitive ability training, so as to achieve the effect of alleviating students' memory barriers and improving intuitive imagination.

* * * * *

REFORM AND PRACTICE OF FINANCIAL ACCOUNTING TEACHING PARADIGM BASED ON EDUCATIONAL PSYCHOLOGY

Qin Yang

Business Big Data College, Chongqing College of Finance and Economics, Chongqing 402160, China

Background: Psychology is a science that studies psychological phenomena and their laws. It can provide scientific basis for the whole teaching process. Educational psychology is a group of subjects, and higher education psychology is a branch of school educational psychology. They have the same and different points, which is the relationship between individuality and commonness. Higher education psychology is the combination of psychology and education. It is a science to realize the aim of higher education. It provides psychological basis for realizing the social function of colleges and universities and teaching methods adapted to the characteristics of higher education. Since the 1930s, western financial accounting has been guided and restricted by the generally accepted accounting principles. The development of the generally accepted financial accounting is based on the accounting theory. In the 1970s, this task relied mainly on renowned accountants or academic groups to take responsibility for it. In the mid-70s of the 20th centuries, the western financial accounting showed a new trend. At the same time, financial accounting is the core course of accounting major, which is the foundation of learning follow-up courses. Traditional teaching methods cannot meet the needs of training accounting talents under the new situation. It is necessary to carry out teaching reform and research to improve students' enthusiasm and self-learning ability. Learning is everyone's own practice, is irreplaceable, modular teaching so that students complete the learning

practice, can well reflect the "self-learning experience" of the teaching essence. The financial accounting course is the core professional course of accounting specialty, which should enable students to change from traditional indoctrination education to purposeful active learning. Teachers should pay attention to guiding students to study independently in class. Teachers play a role of organizing, demonstrating, coordinating and assisting students to learn. How to scientifically study the psychological phenomenon in the teaching process of financial accounting, analysis and observation, experiment, investigation, case study and other methods of higher education psychology. Setting up the teaching of financial accounting on the basis of scientific research will shorten the process of teachers' self-exploration. Understanding the scientific theory of educational psychology will help young teachers change their roles as soon as possible, improve the quality of education and teaching, and help to carry out educational reform.

Objective: According to the needs of accounting personnel in the actual work, the post optimization, modular teaching design of the teaching design, focusing on accounting skills and accounting professional qualification examination requirements. We shall locate the posts oriented by financial accounting, analyze the tasks of financial posts, study the working ability of tasks, invite front-line personnel of enterprises and experts of accounting firms to participate in the guidance, and carefully design the financial accounting curriculum system through research. Applying the theory and research of educational psychology to the teaching of financial accounting is of great help to the students from three aspects: cognition, ability and emotion. Therefore, this study aims to analyze the reform direction and practical goal of financial accounting teaching paradigm from the perspective of educational psychology.

Subjects and methods: Take 200 students in a certain school as the research object, randomly divide them into experimental group and control group. There is no significant difference between the two groups. Using the same teacher, teaching the same financial accounting course, using two different teaching models, the experimental group teachers applied the knowledge of educational psychology in the teaching process. In the control group, only ordinary teaching was carried out, and two classes were videotaped. In the experimental group, the students should be divided into three levels according to their different learning ability, learning level and psychology, and different teaching methods should be adopted to meet different requirements. In the classroom teaching, let the students with good grades do some difficult exercises to achieve the goal of improvement, and let the middle students do some assured exercises to protect their learning enthusiasm. Ask students with poor grades to do some exercises that are easier to do to boost their self-esteem and confidence. So, every student has a chance to practice. In extra-curricular tutoring and homework requirements, should also be based on the different levels of students and different requirements, above the medium students, to do some extra-curricular exercises to expand knowledge. For some students with poor learning ability, poor grades and asked them to master the most basic knowledge of textbooks, in short, on the upper, middle and lower levels of students to take different teaching. Students should be treated equally in class regardless of whether their grades are good or bad. In teaching, teachers should give priority to praise and encouragement, and should not damage students' self-esteem in public. Some poor students, after class, the lack of knowledge and skills, respectively, to take different measures, enthusiastically give timely help and counseling. Test the results of two groups of students.

Results: The average scores of the two groups before and after the experiment are shown in Table 1.

Table 1. Statistical form of academic performance

Groups	Before experiment	After the experiment
Experimental group	81.56	91.57
Control group	79.96	82.43

The results of Table 1 show that the students in the experimental group have improved significantly after a certain period of time, which shows that the teaching of financial accounting by using educational psychology can effectively improve the students' academic performance.

Conclusions: Educational psychology plays a very important role in the teaching of financial accounting. An excellent financial teacher should have a comprehensive understanding and in-depth study of it so as to fully grasp the psychological law of students so as to carry out correct and effective education for students. The application of educational psychology in financial accounting teaching has become a development trend, and also an important factor to enhance students' knowledge and ability and classroom teaching quality. Teachers should control the rhythm more effectively, enrich the teaching content, attach importance to the influence and application of educational psychology to teaching, and let students actively participate in the study of financial accounting in various effective ways, so as to improve students' comprehensive application ability of financial accounting.

* * * * *

PREDICTION METHOD OF TRADITIONAL MUSIC PREFERENCE BASED ON BEHAVIORAL PSYCHOLOGY

Jie Cheng[1] & Jing Shen[2]

[1]Colloge of Music, Hubei Normal University, Huangshi 435002, China
[2]Institute of Marxism, Anhui Business College, Wuhu 241000, China

Background: Behavioral psychology is a school of psychology founded by American psychologist John Watson in the early 20th century. The school emphasizes that environment is an important factor that affects children's behavior development, and human behavior is acquired, so environment is very important for human development. Watson once said, "Give me a dozen healthy, defect-free babies, nurture them in the environment I have designed, and I can assure you that I can train any one of them to be an expert of any kind I choose-doctors, lawyers, artists, business chiefs, even beggars or thieves, regardless of their talents, tastes, tendencies, abilities, or the professions and races of their ancestors." Obviously, student's behavior development has the controllability, may mold student's behavior through the external environment. It is pointed out in the standards of music curriculum that music teachers should mobilize students' interest in learning, broaden their horizons of knowledge and cultivate their comprehensive quality. As an important part of excellent traditional culture, traditional music culture is also of great significance for the cultivation of students' comprehensive quality. In view of the teaching method of promoting students' comprehensive quality in music teaching, we should promote students' comprehensive quality development while improving music quality. Because traditional music covers a wide range of knowledge, if students like traditional music, it will be an important help for its development in all aspects. Therefore, this paper studies the prediction methods of students' preference for traditional music based on behavioral psychology, analyzes and sorts out the prediction methods of students' preference for traditional music based on behavioral psychology, sorts out the development and research status quo of each method, compares its corresponding advantages and disadvantages, and discusses the future research direction of students' prediction methods for traditional music preference.

Objective: With the rising status of education in the country, students will be exposed to multi-disciplinary knowledge since primary school, and schools pay enough attention to the cultivation of students' comprehensive ability and devote themselves to promoting the all-round development of talents. Traditional music culture plays an important role in traditional culture, which covers many aspects of knowledge. The integration of traditional music culture and music teaching activities can not only help students to cultivate their musical accomplishment, but also help them to understand the traditional culture of the country, promote the formation of students' healthy values and world outlook, and promote the development of students' comprehensive quality. This study focuses on the comparison of students' preference for traditional music, in order to arouse students' interest in learning traditional music, broaden students' knowledge horizon and achieve students' all-round development.

Subjects and methods: In this study, 300 students were randomly divided into experimental group and control group. There was no significant difference between the two groups in terms of average academic achievement and learning habits. Two different teaching models were adopted to teach the same music course by the same teacher, and the teachers in the experimental group applied the knowledge of behavioral psychology to the hierarchical teaching. In the experimental group, the students should be divided into three levels according to their different learning ability, learning level and psychology, and different teaching methods should be adopted to meet different requirements. Let the students with good grades do some difficult exercises in order to improve their performance, let the middle students do some assured exercises to protect their enthusiasm for learning, and let the students with poor grades do some easy exercises to enhance their self-esteem and confidence. So, every student has the chance to practice music. Students should be treated equally in class regardless of whether their grades are good or bad. In teaching, teachers should give priority to praise and encouragement, and should not damage students' self-esteem in public. Some poor students, after class, the lack of knowledge and skills, respectively, to take different measures, enthusiastically give timely help and counseling. Test the enthusiasm of the two groups.

Results: The results of this test shall be determined by means of 1 to 3 grades and quantitative influence values of specific factors, 1 for general preference, 2 for very preference, and 3 for special preference. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 300 college students shall be adopted and the average value shall be taken to determine the results by rounding off the results. The specific statistical table is shown in Table 1.

Conclusions: Generally speaking, behavioral psychology treats students as passive learners, which is not conducive to the cultivation of students' creative ability. But on the other hand, behaviorism pays attention to the influence of environment on education and the influence of model learning on children. It emphasizes that we should use the means of reinforcement and "small approach" to cultivate students' behavior habits

and daily study.

Table 1. Students' preference for traditional music

Groups	Before experiment	After the experiment
Experimental group	1	3
Control group	1	2

* * * * *

RESEARCH ON FOLK PRODUCT IMAGE DESIGN AND PROMOTION STRATEGY BASED ON CONSUMER PSYCHOLOGY

Depeng Liu

Department of Digital Arts, Suzhou Industrial Park Institute of Vocational Technology, Suzhou 215123, China

Background: With the rapid development of China's economy in recent years and the arrival of the era of knowledge economy, product image design and promotion in the country has been budding and developing. The emergence of this phenomenon is the inevitable requirement of economic restructuring, the symbolic embodiment of the era of knowledge-based economy, and the embodiment of human demand at a higher level. People's instinct is to constantly achieve their own material and spiritual "needs" to meet. After the physiological and security needs of the lower level are met, the higher level of social needs, respect needs and self-fulfillment needs begin to evolve. This demand usually connects the physical objects or service behavior, which is the original driving force of consumption. In other words, the rise and development of product image is to meet the high-level human needs, as well as stimulate consumer behavior. As one of the important branches of traditional industries, folk products need to be renovated in the face of the transformation of economic structure and the upgrading of consumption demand.

With the development of economy and society, we have entered the era of knowledge-based economy in the 21st century. A series of changes about people's life style and spiritual pursuit caused by information expansion are forcing industrial design to face the historical turning point. Folk products from the initial embroidery, Chinese painting, dough, tiger hat, calligraphy and other development to wine culture, tea culture, food culture, flower culture and other areas of life. But from the point of view of the whole national economy, the whole folk product is still a small category. From a fresh point of view, due to the contemporary people's love and pursuit of new things, to a certain extent, ignoring the folk products, and make the market share of folk products decreased. From the perspective of social development, science and technology in the development of progress, the replacement of new research and development of products, new technologies are in development. From the design point of view, the phenomenon of homogenization of folk products is extremely serious and the awareness of new functions research under the new life scene is weak. Folk products do not have enough innovative vitality factor, therefore, although the use of Folk products is increasingly widespread, but the impact on people is gradually weakened.

Objective: In recent years, with the rapid economic growth, the continuous increase of the urban population and the change of people's consumption ability and consumption concept, more and more people begin to pursue folklore products. Folklore products are generally based on national, customs and ideas as the core, people's knowledge, wisdom and inspiration in specific industries materialized performance. It is different from the traditional manufacturing industry and other labor-intensive industries relying on machinery, factory buildings, resources and labor force, but depends on folk product resources, knowledge resources, creative groups of high-tech, high-tech, high knowledge, high management of intelligent industries. it is different from the products produced by traditional industries, folk product can be tangible goods, can also be intangible services. From the final form of the product, the folklore product contains two interdependent parts: the product design content and the hardware carrier. The particularity of folk product design differs from general product mainly lies in its image design content, which is the core value of folk product design. But the content of folk product design cannot exist independently, it must depend on the specific hardware carrier. The key to understand the meaning of creative product lies in the research of folk product image design and development from the perspective of consumption psychology. From the final form of the product, the folklore product contains two interdependent parts: the product design content and the hardware carrier. The particularity of folk product design differs from general product mainly lies in its image design content, which is the core value of folk product design. But the content of folk product

design cannot exist independently, it must depend on the specific hardware carrier. The key to understand the meaning of creative product lies in the research of folk product image design and development from the perspective of consumption psychology.

Subjects and methods: The image design of folk products takes breaking tradition as the basic idea, innovation as the core thinking, culture as the development factor, and emphasizes the creation of cultural consumer goods. This article is mainly from the product function, shape, color, decorative methods of folk product development, image design, and then through marketing means to the market.

Study design: Stratified cluster random sampling method was used to conduct a random survey of 600 consumers of folk products. 600 questionnaires were distributed and 578 valid questionnaires were collected.

Methods of statistical analysis: The research on folk product image design and promotion strategy using excel statistical consumption psychology.

Results: With the development trend of socioeconomic and cultural diversification, cross-industry integration has become an inevitable topic in the next development exploration of each industry. Enterprises in the development of products if the use of folk product image design concept, through different forms of stimulation behavior, enhance product creativity.

In this survey, the influence value of specific factors is 0 to 4 grades, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 600 consumers of folk products shall be rounded off and the result shall be determined by means of averaging. The specific statistical table is shown in Table 1.

Table 1. Folk product image design and promotion strategies in consumer psychology

Factor	Function	Morphology	Color packaging	Decorative technique
Consumer	4	4	4	4

Conclusions: Consumption psychology mainly studies the psychological phenomenon and behavior law of consumers in consumption activities. Its aim is to study the psychological activity law and individual psychological characteristics of people in the process of daily consumption and daily purchasing behavior. Through the study of consumer behavior in the whole process, psychological changes in the image of folk products to design and promote. These psychological activities are the intrinsic determinants that motivate consumers to buy or give up a product and dominate the implementation of consumer behavior. Through the study of the psychological process of consumer behavior, we can provide theoretical basis for designers to create the image of folk products. Consumers create their own products independently, in order to show their uniqueness. Simultaneously this kind has the entertainment psychology to be able to increase the consumer when the creation joyful feeling.

* * * * *

PSYCHOLOGICAL CHARACTERISTICS OF CONTEMPORARY YOUNG PEOPLE FROM *TIKTOK* VIDEOS

Wei Song[1,2]

[1]*Department of Chinese and Media, Bozhou University, Bozhou 236800, China*
[2]*Media department, Sookmyung Women's University, Seoul 04310, Korea*

Background: The so-called psychological characteristics refer to the stable characteristics of individual or group psychological activities, which are reflected in differences in ability, temperament and personality. The short video of shaking *Tiktok* reflects the following five aspects of psychological characteristics of young people: (1) Advocating external beauty. (2) Eager to express themselves. (3) Look forward to being recognized. (4) Curious. (5) Seek a sense of belonging.

Short video *Tiktok* is the main user of App, and the jitter is one of the short video App used by young people nowadays. *Tiktok* is short of video content, and its content is diverse. It has both attributes and style in the characteristics. They reflect the psychological characteristics of contemporary young people, such as advocating external beauty, eager to express themselves, looking forward to recognition, full of curiosity, seeking a sense of belonging and so on. These psychological characteristics of young people have

enlightenment for the media, relevant departments and individuals, which is worthy of attention. With the mobile phone *Tiktok* technology developing, the main function of App video in China is expanded to live video (Kwai, Fighting fish, etc.) from watching video (Tencent, IQiYi, etc.), and then extended to the current system of video (Jitter, Fast hand, etc.). From watching others "play" and listening to others "sing", to now you can "go to battle in person". The city's *Tiktok* is the main audience of the second-tier cities in China. After analyzing their choice behavior and love degree, we can understand their psychological characteristics. According to their psychological characteristics, the media and relevant departments can give them correct education and guidance, so as to further improve their overall quality and moral level. *Tiktok* love video can be divided into five categories: first, the Yan value school. Second, creative school. Third, the straying faction. Fourth, the school of knowledge. Fifth, entertainment.

Objective: In the Internet age, the creativity and consumption power of the audience may be excavated and realized. Media should not only cater to the audience, pursue the number of users and utilization rate, but also guide users out of the cognitive comfort zone according to their psychological characteristics. Change the psychology and behavior of young people. Attracting user participation is the first step, and the media needs to improve the follow-up mechanism and feedback mechanism. *Tiktok* has high stimulation threshold and can attract users. However, in the era of fragmentation, user participation is only the first step. In the follow-up, it is also important to pay attention to young people's thinking and learning, and listen to young people's voices and needs. The media follow-up mechanism and feedback mechanism need to be improved: do not suppress young people's love of beauty and curiosity, strive to provide free and intimate platform services, make good use of big data, selectively recommend excellent works according to users' preferences, consciously introduce fresh and popular positive energy topics, and finally increase their aesthetic cultivation and connotation pattern, The purpose of expanding their realm and vision.

Subjects and methods: Contemporary young people are energetic, curious and sensitive. They do what they want and like to try new things. At the same time, in the fragmented and fast-paced information age, young people have a strong thirst for knowledge. Etiquette in life and skills in interview will trigger young people's desire to learn and curiosity. Curiosity is a powerful force of emotion and a powerful power for young people to *Tiktok*.

Study design: Using stratified cluster random sampling method, 1000 young people were selected for test paper survey, aged 20-35 years, regardless of gender. A total of 1000 test papers were distributed, 963 were recovered and 942 were valid.

Methods: Using Excel statistics to see the impact of changes in psychological characteristics of contemporary young people from mobile short videos.

Results: Through the questionnaire survey and statistical analysis, the changes of contemporary young people's psychological characteristics from mobile short videos have a great impact.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 500 students is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of changes in psychological characteristics of contemporary young people from mobile short videos

Factor	Focus on external	Express yourself	Expect to be recognized	Curiosity	Sense of belonging
Young people	5	4	5	4	5

Conclusions: *Tiktok* is a stage for young people to express their individuality, manifest their youth, pursue fashion and brush their faces. They share their interesting life and show their optimism. Relevant departments should fully mobilize social forces and make concerted efforts to realize universal supervision and comprehensive supervision, so as to gradually withdraw the contents of mischief, vulgarity and violence from the short video platform. Although short video app can enable young people to express themselves, relax themselves, obtain a sense of satisfaction, belonging and pleasure, young people should realize the virtuality of the online world. Some *Tiktok* users are more anxious about the more *Tiktok*, the important reason is that the happiness brought by real life is long, while the Internet world can release people's pressure for a while, but the positive feelings that people bring to them are limited. Behind "netizens" are real people, which means that they live in the dimension of reality all the time. In short, we should make the media, relevant departments and individuals make more efforts and take more measures at the same time, so as to realize the scientific, orderly and vigorous development of short video app, so as to improve the moral quality of contemporary young people.

* * * * *

TEACHING PRACTICE OF DANCE BASED ON BEHAVIORAL PSYCHOLOGY

Hanghai Yu

School of Music Dance, Chengdu University, Chengdu 610106, China

Background: Behaviorism appeared in the United States. At the beginning of the 20th century, the natural science developed rapidly. Some young psychologists were not satisfied with the Wundt School. Behavioral psychology is a school of psychology originated in the United States in the early 20th century. Its founder is American psychologist Watson. According to behaviorism, psychology should not study consciousness, but only study behavior. Behavior is the combination of various bodily responses that an organism uses to adapt to environmental changes. These responses are nothing more than muscle contraction and glandular secretion, some of them in the external performance of the body, some hidden in the body, the intensity of large and small. Behaviorists believe that people's psychological awareness, spiritual activities are unpredictable and unapproachable, psychology should study people's behavior. Behavior is a combination of bodily responses of an organism to environmental changes. These responses are nothing more than contractions of muscles and secretions of glands. Psychology studies behavior by identifying the relationship between stimuli and reactions in order to predict and control human behavior by inferring responses from stimuli and reactions. Behavioral psychology is characterized by creativity, activeness, adaptability and richness. On the one hand, it can increase the interest of dance learning, make students easy to accept and get into, and greatly enhance the enthusiasm and initiative of students in dance learning. On the other hand, under the guidance of Behavioral psychology, beginners can grow up along a systematic and normative path, neither too loose and random, nor can they erase creativity. Therefore, the study of dance teaching practice based on behavioral psychology has innovated the teaching method, enriched the teaching form, developed the students' interest in learning, enlightened the students' artistic and aesthetic ability, broadened the students' vision, protected the students' imagination, cultivated the students' creativity, and made the students form a comprehensive and healthy physical and mental development simultaneously.

Objective: In recent years, there are many problems in the creation of teaching environment, the setting of teaching objectives, the organization of teaching contents, the selection of teaching methods and the construction of teaching staff. And there are graduates in school to learn the basic skills of dance, folk dance, early childhood dance skills, works are not practical, dance teaching is very difficult, teaching effect is not good, etc. These problems not only affect the growth and employment of dance students, but also hinder the improvement of dance teaching quality in schools, as well as the improvement of dance teaching quality. Based on the perspective of behavioral psychology, this research analyzes the teaching practice of dance, and effectively carries on the school education specialized dance teaching.

Subjects and methods: Take 100 students in a school as the research object, randomly divide them into experimental group and control group. There is no significant difference between the two groups before the experiment. Using the same teacher, teaching the content of the same dance class, using two different teaching models, the experimental group teachers applied the knowledge of behavioral psychology. In the control group, only ordinary teaching was carried out, and two classes were videotaped. In the experimental group, the students should be divided into three levels according to their different learning ability, learning level and psychology, and different teaching methods should be adopted to meet different requirements. In the classroom teaching let the result good student do have the certain difficulty the practice, achieves the enhancement the goal. Make sure the middle school students do some exercises to protect their study enthusiasm, and let the poor students do some easy exercises to increase their self-esteem and confidence. Thus, each student has the opportunity to practice the dance movements. Students should be treated equally in class regardless of whether their grades are good or bad. In teaching, teachers should give priority to praise and encouragement, and should not damage students' self-esteem in public. Some poor students, after class, the lack of knowledge and skills, respectively, to take different measures, enthusiastically give timely help and counseling. Test the enthusiasm of the two groups.

Results: The results of this test are determined by using 1 to 3 grades to quantify the influence values of specific factors, 1 to indicate general preference, 2 to indicate great preference, and 3 to indicate special preference. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 100 students are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

Conclusions: The teaching of dance in all schools should meet the requirements of the socialist modernization construction of our country and the educational development of all colleges and universities,

have comprehensive professional accomplishment and ability, analyze and study the problems existing in the teaching practice of dance, and then apply the knowledge of behavioral psychology to the teaching practice, select appropriate teaching contents and methods to carry out teaching reform, and effectively carry out the teaching of dance specialty.

Table 1. Students' preference for traditional music

Groups	Before experiment	After the experiment
Experimental group	1	3
Control group	1	2

* * * * *

TOURISM SHOPPING PSYCHOLOGY AND TOURISM COMMODITY DEVELOPMENT

Wei Niu

International Business School, Global Institute of Software Technology, Suzhou 215163, China

Background: As an important part of tourism industry, tourism shopping can promote the development of tourism economy, which shows the trend of enlarging the industrial scale, diversifying the development trend and optimizing the industrial structure. Tourist shopping is one of the six elements of tourism, which is an important force to promote the development of local economy. In order to make tourism shopping flourish, it is necessary to study the psychology of tourism shopping, analyze the current situation of tourism commodities and develop tourism commodities. Tourism shopping in tourism consumption, there is a larger value-added space, we must develop tourism commodities, research tourists shopping psychology, strengthen shopping services to attract and meet the needs of tourists. Tourism commodity service is an indispensable part of the tourism service system, which plays an important role in meeting the physiological and psychological needs of tourists, developing tourism economy and prospering tourism market. The proportion of the revenue from the sale of tourism commodities in the total revenue of tourism shows the economic benefits of tourism in a country or a region. Many countries and regions in order to improve tourism revenue, have played a tourism shopping card, known as "shopping paradise" known as Hong Kong, and even launched a "shopping trip" to attract more visitors. At present, the average consumption index of tourism shopping in the world is 30%, the figure in the developed countries of tourism is 40% - 60%, and the tourism commodity income of our country only accounts for about 20% of the total tourism income. Are tourists not shopping? Obviously, it is not that tourists don't want to shop, but that the domestic tourism market doesn't offer the goods that tourists want. Therefore, in order to develop tourism shopping, we must develop tourism commodities, study tourists' shopping psychology, stimulate tourists' shopping motivation and promote the development of tourism shopping.

Objective: In the process of tourism development, tourism shopping is the basic link of tourism activities, the basic carrier and realization unit of tourism consumption. Tourism shopping can promote the growth of tourism consumption and is an important part of tourism producing economic value. The economic value brought by the development of tourism shopping can promote the development of tourism industry and the transformation of industrial structure, which directly reflects the development of tourism. Tourism commodity is the foundation of tourism shopping. As one of the attractions of tourism destination, it is necessary to develop tourism commodity vigorously. At present, our country's tourism industry is increasingly developed, the number of tourists increases year by year, the GDP produced by tourism increases year by year, but the development of tourism shopping is relatively slow, and does not match the development of tourism industry.

Subjects and methods: Tourism shopping in tourism consumption, there is a larger value-added space, which has become the consensus of China's tourism industry. Based on tourist shopping psychology, this paper studies the development of tourist commodities, stimulates tourists' shopping motivation, develops distinctive tourist commodities, makes them innovative, increases the practicability of tourist commodities, improves the quality and credibility of tourist commodities, and sets reasonable prices. Based on the analysis of tourists' shopping psychology, this paper studies the characteristics innovation, practicability, quality and price of tourist goods.

Study design: A stratified cluster random sampling method was used to conduct a random survey of 500 consumers of different ages, genders and occupations. 500 questionnaires were distributed, 488 questionnaires were collected, and 482 effective questionnaires were collected. Among them, 6 questionnaires that did not reach 50% of the questions were deemed invalid.

Methods of statistical analysis: Using Excel statistics tourism shopping psychology and tourism commodity development research between the influence degree.

Results: With the psychological analysis of tourist shopping, find out the direct reasons that affect the shopping, point to adjust and improve the tourist goods, to increase the proportion of tourist shopping in the tourist consumption, and recommend the development of tourist shopping.

In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the relatively large error caused by individual subjective evaluation, the evaluation value of 500 consumers shall be rounded off and the result shall be determined by means of rounding off the average. The specific statistical table is shown in Table 1.

Table 1. Influence degree between tourism shopping psychology and tourism commodity development

Factor	Commodity Features and Innovations	Commodity practicability	Commodity quality	Commodity price
Consumer	4	4	4	4

Conclusions: Shopping is an important part of tourists' consumption behavior. Doing a good job of this service can not only bring huge economic income to the tourism industry, but also promote the development of tourism. Therefore, the salesman should deeply understand the tourists' shopping psychology, actively take effective strategies, create a good soft environment for tourism services, provide tourists with high quality and efficient tourism shopping services, make the tourists come with pleasure and return with satisfaction, promote the sale of tourism commodities and promote the development of tourism economy.

* * * * *

APPLIED TRANSLATION TEACHING AND TALENT TRAINING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Yang Song

School of Foreign Studies, Henan Agricultural University, Zhengzhou 450046, China

Background: Educational psychology is the study of human learning, the effect of educational intervention, the psychology of teaching, and the social psychology organized by schools. Educational psychology helps to improve the level of teachers, the focus of the construction of teachers is teachers, and teachers' quality includes both professional quality and education quality. Educational psychology is an important part of educational theory and technology. It not only helps to improve teachers' theoretical accomplishment, but also helps to improve teachers' ability to solve practical problems. Educational psychology helps teachers understand students more deeply and improve the pertinence of education and teaching. By studying educational psychology, we can understand the psychological basis of teaching measures more deeply, so as to control teaching methods and means more actively and scientifically, enrich our teaching art and improve teaching quality comprehensively.

With the increasingly close global economic ties, English translation plays a more and more significant role in the world economic exchanges. However, language is only the cloak of thinking, and the behavior is also accomplished under the control of psychological activities. It is obviously difficult to reveal the law of translation process if we only focus on the study of the appearance of psychological activities such as language and translation behavior. Based on the market demand and professional translation ability, this paper analyzes the problems in the training of translation talents in independent colleges, and puts forward some suggestions. At present, enterprises, colleges and universities are generally concerned about a problem that employers need practical talents, while many college students pay more attention to theory than practice, knowledge is too narrow, and practical ability is poor. Therefore, after the transformation, local universities should guide students to practice more in real translation scenes and improve their practical translation ability on the basis of maintaining their characteristics. Taking the translation of English majors in a university as the main research object, this paper constructs an employment-oriented talent training model of translation, and how to use this model to cultivate more application-oriented translation talents in line with social and market demands.

Objective: Modern translation teaching aims at cultivating students' comprehensive translation competence, which is also the ultimate goal of foreign language teaching. Modern translation teaching keeps pace with the times, and employment- oriented translation teaching is also conducive to training

application-oriented translation talents for vocational training. The traditional translation teaching mode has been summed up vividly at home and abroad. According to Jean Delisle, it is a "Teaching Translation", a tool for foreign language teaching, attached to and serving the teaching of foreign languages. Traditional translation teaching model has been recognized by many scholars in the past, but with the shift of focus of foreign communication and the shift of translation study from the result to the process, the traditional translation teaching model has been criticized by more and more people. First, it cannot mobilize students' subjective initiative.

Subjects and methods: In this study, 300 students were randomly divided into experimental group and control group. There was no significant difference between the two groups in terms of average academic achievement and learning habits. In the experimental group, the teachers used the same course, taught the same English translation course, and used two different teaching modes. In the experimental group, the teachers used the knowledge of educational psychology to teach at different levels. In the control group, only the ordinary teaching was carried out, and the two classes were videotaped. In the experimental group, the students should be divided into three levels according to their different learning ability, learning level and psychology, and different teaching methods should be adopted to meet different requirements. Let the students with good grades do some difficult exercises in order to improve their performance, let the middle students do some assured exercises to protect their enthusiasm for learning, and let the students with poor grades do some easy exercises to enhance their self-esteem and confidence. So, every student has a chance to practice. In extra-curricular tutoring and homework requirements, should also be based on the different levels of students and different requirements, above the medium students, to do some extra-curricular exercises to expand knowledge. In teaching, teachers should give priority to praise and encouragement, and should not damage students' self-esteem in public. Some poor students, after class, the lack of knowledge and skills, respectively, to take different measures, enthusiastically give timely help and counseling. Test the results of two groups of students.

Results: The average scores of the two groups before and after the experiment are shown in Table 1.

Table 1. Statistical form of academic performance

Groups	Before experiment	After the experiment
Experimental group	80.76	92.74
Control group	78.98	81.26

The results of Table 1 show that the students in the experimental group have improved significantly after a certain period of time, which shows that the use of educational psychology in practical translation teaching can effectively improve the students' learning performance and contribute to the cultivation of talents.

Conclusions: Educational psychology plays an important role in the study of applied translation teaching and personnel training. Teachers should have a comprehensive understanding of and in-depth study of students so as to fully grasp the psychological laws of students, so as to educate students correctly and effectively and achieve the goal of training applied translators.

* * * * *

THE IMPACT OF GREEN TECHNOLOGY INNOVATION ON INDUSTRIAL ECONOMIC GROWTH UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

Min Gong[1,2] & Aiming Dai[3]

[1]*School of Management, Nanchang University, Nanchang 330031, China*
[2]*School of Economics and Management, Nanchang Hangkong University, Nanchang 330063, China*
[3]*School of International Trade, Jiangxi University of Finance and Economics, Nanchang 330013, China*

Background: Green technology refers to the technologies, techniques and products that follow the ecological principles and economic laws, save resources and energy, avoid, eliminate or reduce the pollution and destruction of the ecological environment, and have the least negative ecological effects. Its contents mainly include: pollution control and prevention technology, source reduction technology, waste minimization technology, recycling technology, ecological process, green products, purification technology.

It can be seen that green technology is a new type of modern technology system in harmony with ecological environment system. Green technology innovation, also called ecological technology innovation, is a kind of technology innovation. Generally, the management innovation and technology innovation aiming at environmental protection are called green technology innovation. There are two ways to define green technology innovation: starting from the characteristics of green technology innovation, to generalize the main characteristics and to systematically describe the process of green technology innovation. From the point of view of product life cycle, green technology innovation refers to the technological innovation that integrates environmental principles at each stage of the innovation process in order to minimize the total cost of product life cycle. It is the whole process of green technology from the formation of ideas to the market. This process can be summed up as a "design for the environment and the manufacturing side of the environment to the environment marketing" this green business chain. There is a certain correlation between green technology innovation and industrial economic growth. On the one hand, there is a positive correlation between the innovation and development of green technologies and the growth of regional industrial economy. on the other hand, the impact on the innovation and development of green technologies is analyzed based on the relevant data such as the GDP of the region, the R&D funds for industrial science and technology, the number of technical talents, and the number of achievements of industrial R&D technology projects, as well as the discharge of industrial water pollution and the treatment expenses for environmental pollution. At the same time, we use EViews software to empirically study the impact of multiple regression model on regional economic growth. The development of green technology innovation based on the indicators of industrial S&T R&D can promote the growth of industrial economy, but at the same time, the increase of emission of environmental pollutants and environmental treatment costs has a certain hindrance to the development of green technology and is not conducive to the sustainable growth of industrial economy.

Social psychology refers to the study of the psychological and behavioral development and changes of individuals and groups in social interactions. Social psychology explores interpersonal relationships at the individual and social group levels. Individual socialization process, communication, speech development, partners, family and living environment, and the influence of school on individuals are studied at the individual level. At the level of social groups, the study includes: group communication structure, group norms, attitudes, racial prejudice, aggression, customs and culture.

Objective: There is an interactive relationship between the development and innovation of green technology and industrial economic growth. Generally speaking, green technology has a positive relationship with economic growth. Advances in green technology capacity can drive industrial economic growth, while increasing pollution emissions and funding for environmental governance can hinder the strengthening of green technology and do not contribute to sustainable economic development. Therefore, this paper analyzes the impact of green technology innovation and industrial economic growth under the background of social psychology and studies the impact of other factors on technological innovation and economic growth.

Subjects and methods: In the past, GDP growth rate is basically used to measure industrial economic growth, without considering other factors. GDP growth rate represents the increase of GDP, which can show the degree of industrial economic growth. But not all of those industrial economies have a high awareness of green development.

Study design: In order to achieve the sustainable development of regional industrial economy, this paper analyzes the impact of water pollution discharge and environmental pollution treatment on green technology innovation and regional economic growth. Random sampling of 200 legal citizens of society to investigate. Randomly selected 4 cities, each city randomly selected 50 people, a total of 200 people to carry out a questionnaire survey, a total of 200, 189 recovered, the number of effective copies 183.

Methods of statistical analysis: The influence of Excel statistical social psychology on industrial economic growth in the case of green technology innovation.

Results: The application of social psychology to industrial economy based on green technology innovation is of great significance. Through the analysis of social psychology, green technology innovation is promoted and industrial economy is increased.

The results of this survey use 1 to 4 ratings to quantify the influence of specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, and 4 indicating obvious influence. In order to reduce the large error caused by individual subjectivity in the assessment, the results are determined by rounding off 200 people, and the specific statistical table is shown in Table 1.

Conclusions: In order to blindly pursue the industrial economic interests, while ignoring the economic development process brought about by the harm. Therefore, promoting the continuous innovation of green technology is the top priority in the current economic development. To give play to the promoting role of green technology innovation, it is necessary to have strict and reasonable environmental control policies and measures to guarantee the healthy and sustainable development of industries under green technology

innovation, so as to make green technology innovation more suitable for the industrial economy. Promote the continuous improvement of green technology, and thus promote the continuous growth of the industrial economy. We shall establish a reasonable and scientific concept of economic development, combine the sustainable development of industrial economy with the sustainable development of economy and society, formulate effective industrial economic policies, increase investment in environmental protection, create an industrial economy led by green technology and an industrial economy with green environment, and make contributions to the sustainable development of regional industrial economy.

Table 1. Effects of green technology innovation on industrial economic growth in the context of social psychology

Factor	Industrial environment treatment expense	Technical fund for industrial research	Industrial water pollution discharge
City 1	4	3	3
City 2	4	3	4
City 3	3	4	3
City 4	3	4	4

*   *   *   *

THE PSYCHOLOGICAL ORIENTATION OF MODERN COLLEGE STUDENTS IN TOURISM CONSUMPTION

Yue Ma[1] & Yan Wang[2]

[1]*Economics and Management College, Xianyang Normal University, Xianyang 712000, China*
[2]*Endicott College, Woosong University, Daejeon 300-718, South Korea*

Background: The special campus environment makes the college students become a special consumer group in the society. College students have different consumption needs and psychology from other consumers. Contemporary College students have their own unique consumption psychology and behavior. However, with the rapid development of our country's tourism, college student tourism has gradually become an important part of our country's tourism consumption. The contemporary university student is in the society special community, they both are one of current expense main bodies, have the independent expense consciousness and the expense characteristic. To some extent, it is also the main force of consumption and the guide of consumption trend in the future in China. Their consumption view reflects their living status and value orientation. Through the analysis of the psychology of tourism consumption of college students, the psychological characteristics and coping strategies of tourism consumption of college students are studied in this paper. Tourism, a new consumption hot spot, is being accepted by more and more people. In order to understand the current situation of college students' tourism consumption, explore the law of college students' tourism consumption, study the impact of tourism on college students' growth, and how to guide college students' tourism behavior correctly, further research is needed.

Consumption psychology refers to the series of psychological activities of consumers in the whole process of purchasing behavior. It is the comprehensive response of consumers to objective consumption objects and their subjective consumption needs. According to its occurrence, psychologists have summed up it as three stages: cognitive process (feeling, perception, memory, thinking, imagination), emotional process and volitional process. Consumption psychology is a decision-making process of consumer purchase, which is not known by the consumers themselves, but can be observed and analyzed by the consumption behavior. At the same time, college students are full of physical strength, energy, active thinking, curiosity, adventurous spirit, with great interest in tourism. On the one hand, the wonderful outside world has a strong and magical attraction for college students, full of the charm and adventure color that college students yearn for. on the other hand, with the fierce competition for study, the range of activities of college students is often limited to the line of three points one, and this narrow activity space makes the study life become monotonous and boring. Tourism in the enjoyment of the United States to expand the space of life, but also to eliminate the era of knowledge-based economy is facing a variety of tensions and pressures. Therefore, they have the desire to travel, at the same time they want to travel rich and colorful content.

Objective: With the development of our country's economy, the topic of tourism is not uncommon, and college students become the important consumer group of tourism consumption because of time and other

specific factors. However, college students as a special consumer group, the education received by college students in the campus environment, the age characteristics of college students and other factors are very special. Therefore, the university student and other social groups have the completely different expense demand and the expense psychology.

Subjects and methods: Motivation is the subjective factor to motivate people's behavior and the form of expression of need, while tourism motivation is the internal motivation for people to travel. Through a series of analysis of the psychological status quo of college students' traveling consumption, their motives of traveling consumption and their traveling behavior, this paper explores the law of college students' traveling consumption, studies the influence of traveling on college students' growth and how to guide college students' traveling consumption behavior correctly. Using the method of questionnaire survey, statistics of modern college students' psychological orientation of tourism consumption.

Study design: Stratified cluster random sampling method was used to investigate 500 college students. Randomly selected 10 universities, each grade randomly selected 20 students, a total of 25 classes of students to conduct a questionnaire survey. A total of 500 questionnaires were distributed, with a recovery rate of 97.8% and 489 recovered, of which 477 were effective and 95.4% were effective. In this survey, the proportion of male and female college students surveyed is basically the same, the age is about 20 years old. The content of the questionnaire involves the factors of knowledge seeking, curiosity, extrication, obedience, fashion, comparison and visiting friends.

Methods of statistical analysis: Using Excel statistics of modern college students' tourism consumption psychological orientation results.

Results: The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective errors in the evaluation, 500 college students were evaluated and the results were rounded off. The statistical table is shown in Table 1.

Table 1. Investigation and research on the psychological orientation of tourism consumption of modern college students

Factor	Psychology of seeking knowledge	Curiosity	Liberating mind	Submissive mind	Fashion-able mind	Compari-son's psychology	Psycho-logy of visiting friends
Male undergraduate	2	3	1	1	2	1	1
Female undergraduate	3	3	1	1	1	1	1

Conclusions: Grasped the contemporary university student traveling expense psychology tendency and the present situation basically, university student's basic traveling expense psychology is generally realistic, reasonable. But the discrete tendency is obvious, the individual difference is big, this mainly comes from the national each place, because the family situation and so on different and the traveling expense custom difference creates. Therefore, it is very important to cultivate the independent ability of self-reliance, accurate judgment, scientific concept of value and credit, and healthy and positive psychology of tourism consumption.

*　*　*　*　*

THE ANIMATED FILM CREATION CONCEPT BASED ON THE PERSPECTIVE OF AUDIENCE PSYCHOLOGY

Yue Zhou

School of Art, Nanjing University of Information Science & Technology, Nanjing 210044, China

Background: Audiences are the basis of the survival and development of the animation film industry. A good ecological environment for audiences is the basic premise of the artistic value, social value and market value of animation film. Since 2010, three consecutive years, the output of Chinese animation films than the United States, Japan, South Korea and other animation powers and firmly ranked first. But behind this

halo, there are many problems, such as poor quality, low production value and so on. Domestic animated films as a whole do not seem to have much impact in the world. An important criterion to measure the creation quality of animated films is the acceptability of the audience, which is the basic starting point and final destination of the animated films and their derivatives. The fundamental foothold of the animation film industry prosperity is the stability and development of the audience groups, and improve the acceptability of the audience. Based on the analysis of the current situation of the animation audience from the perspective of audience psychology, this paper studies the psychological demand characteristics of the animation appreciation of the domestic audience and the changes of aesthetic trend in the background of the times, and analyzes the creative concept of the animation film from the angle of the audience in terms of the integration of the entertainment elements of the film, the choice of the subject matter of creation and the design of the animation image. With the progress and development of the society, animation art, which is closely related to social life, applied economy and rapid development of new media technology, appears in the new media in the form of innovation. Provides the spiritual aspect unceasingly for the populace the nutrient and the cultural aspect edification. Animation creators should have profound knowledge, in-depth views, need to natural things, social culture, outlook on life, mainstream cultural values and other aspects of their own unique life experience and life perception, to create good works. Animation art is a kind of dispersive and creative thinking activity, which is interpreted from a new visual angle with modern consciousness instead of traditional one-sided thinking.

Objective: In recent years, the image of domestic animation with the progressive progress of cultural exchange will be constantly changing. First, the use of cultural symbols in the heart, aesthetic weariness will follow. Second, with the development of cultural industries, the accumulation of the formation of stereotypes are gradually weakened. Animation creators will use these vivid images to express their own freestyle and the depth of advancing with the times, it will burst out more extensible thinking, inclusive and open, far-reaching and other diverse forms and animation encounter a wonderful spark.

Subjects and methods: In order to break through the current predicament, domestic animated films must change their ideas and gain more audience's approval, and must realize the change from animated cartoon to audiences. The acceptability of the market and audience is an important criterion to test the success of an animated film. Using the method of questionnaire, this paper investigates and analyzes the creative concept of animated films based on audience psychology from psychological needs and aesthetic characteristics.

Study design: Stratified cluster random sampling method was used to investigate 300 groups of different ages, different genders and different occupations. Randomly selected 3 cities, each city randomly selected 100 people, a total of 300 people to carry out a questionnaire survey, a total of 300 questionnaires, 294 questionnaires back, the number of valid questionnaires 287.

Methods of statistical analysis: Excel statistics are used to analyze the concept of animation film creation based on the perspective of audience psychology.

Results: It is of great significance for audience psychology to be applied to the creation concept of animated films. Through the analysis of audience psychology, the cognitive psychology of the audience is studied, relying on the aesthetic characteristics of the audience in the new era, and creating excellent animated films that all the audience can accept. The results of this survey use 1 to 4 ratings to quantify the influence of specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, and 4 indicating obvious influence. In order to reduce the large error caused by individual subjectivity in the assessment, the results are determined by rounding off 200 people, and the specific statistical table is shown in Table 1.

Table 1. Analysis of the animation film creation concept based on the perspective of audience psychology

Factor	Psychological need	Aesthetic characteristics
City1	4	3
City2	4	4
City3	3	3

Conclusions: As a special kind of contemporary films, animated films have innate advantages in creation and industry. As the soul and source of animated films, animation creation has always been tied up with the audience. The quality of the creation is related to the recognition of the audience, which determines the vitality of the animation film. Therefore, to get out of the current downturn, domestic animated films must study the audience's cognitive psychology, learn from the essence of international successful animated films, and create excellent animated films which are popular with the audience.

*   *   *   *   *

THE INNOVATIVE DEVELOPMENT OF MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF PSYCHOLOGY

Kai Zhang

School of Music, Shandong University of Technology, Zibo 255000, China

Background: Music psychology takes the education brought by music course as its core idea. At the same time, music can embody the perceptual side of people. Music can embellish the beautiful scene of the world and be composed by people. Through continuous development, music education will release itself from the traditional concept and realize music education with people as the main body. At the same time, music art can be formed through people's thinking, and in the music to reflect the composer's inner feelings and experience. The development of music art has extended from the conflict of genre and genre to the integration of society. Music psychology has realized the status of cognitive subject through this change. What it wants to show in the music works is the real value and meaning in the music works. Therefore, the psychology of music can shape people's spiritual thinking, through the realization of students' concern for art to carry out music education, so that students can come from the heart of art perception. The combination of music education and psychology education in the 19th century, in the middle of the continuous study of laboratory psychology school began the development of modern music psychology. Many foreign music psychologists initially studied the relationship between objects and sensation, then found the relationship between music and sensation after investigation. Through continuous exploration and exploration, they constructed psychophysical research methods and established 16 related laws of psychology and physics. Since then, music educational psychology has gradually embarked on the road of development. In view of the current situation of music education, the overall development is good and healthy, especially with the development of the market economy, the improvement of productivity level and the improvement of people's material and cultural living standards, which strongly promotes the development of education and the popularization of music education and the improvement of education quality. However, due to the education system, society and people's ideological and other reasons, the current music education is still relatively weak, the national, especially the students generally low quality of music. Therefore, music education should be reformed, developed and innovated continuously with the development of market economy and the increase of people's demand for music education to meet the needs of people's material and cultural life.

Objective: In recent years, with the economic development of our country, great changes have taken place in the cause of education, music education has also changed historically with the development of education, forming a basic music education system suitable for our national conditions. However, there are many difficulties and problems in music education. Based on psychological perspective, music psychological education enables learners to find their true feelings, integrate them into the music, and improve it. A good musical work can directly embody the importance of music psychological education. When we feel the meaning of a musical work, we can also analyze the psychological cognition contained in it. There are many world-renowned musicians. The reason why their music works are still worth more and more after their death is that they integrate their life into art, and have high aesthetic ability and psychological cognition, together with their unique aesthetic ability and perception of art. Thus, forming a series of excellent works, the reason why they can endure is also because of their perception of art and musical expression.

Subjects and methods: In the view of psychology, we should innovate the mode of music education in colleges and universities, that is, change the idea of music education and the original music teaching method. Thus promotes the music education the popularization and the teaching quality enhancement. Through the questionnaire, statistics and analysis of the psychological perspective of the innovative development of college music education research.

Select 500 college students to investigate. Randomly selected 10 universities, each grade randomly selected 25 students, a total of 20 classes of students to conduct a questionnaire survey, a total of 500, 476 recovered, the number of effective 465.

Results: In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 500 college students shall be adopted and the average number shall be calculated by rounding off the results. The specific statistical table is shown in Table 1.

Conclusions: On the one hand, it inherits the development and continuation of human music art culture, creates valuable cultural spirit and knowledge wealth, and satisfies people's spiritual needs through music emotion. At the same time, psychology plays an educational role in the integration of music education. It

aims at studying people's creation and psychology, finding inspiration and emotion in the process of music creation, and studying people's psychological activities in this process, so as to make clear the feeling and music emotion of music teaching assisted by psychology education.

Table 1. Research on innovation and development of college music education from the species of psychology

Factor	Pay attention to students' thinking	Pay attention to students' emotions	Pay attention to students' ability
Freshman	2	3	3
Sophomore	2	3	2
Junior student	3	2	3
Senior student	3	22	2

* * * * *

NEW TREND OF URBAN CULTURAL GEOGRAPHY RESEARCH IN THE CONTEXT OF SOCIAL PSYCHOLOGY

Jianjun Kang[1,2] & Li Hou[2]

[1]Institute of Literature & Culture, Jiangxi Academy of Social Sciences, Nanchang 330077, China
[2]Academic Affairs Office, Liaocheng University, Liaocheng 252059, China

Background: From the geographical point of view, urban culture can be regarded as a collection of a large number of geographical and cultural information in a given geographical region. These information sets can objectively reflect the geographical characteristics of a city, and can be divided into three elements according to their essential communication significance, namely, material elements, spiritual elements and relational elements. Therefore, the essence of urban cultural communication can be regarded as the transformation of geographical spatial relations to some extent. Social psychology refers to the study of the psychological and behavioral development and changes of individuals and groups in social interactions. In recent years, with the continuous deepening of China's industrialization and urbanization, the field of communication of information culture centering on urban culture, big data and Internet of Things has become a new research focus in contemporary geography, and has also put forward new research directions for the future development of human geography. Under the influence of urban sociology, the issues of urban cultural geography have also attracted attention from three levels: First, the geographical distribution and structure of urban cultural space, including urban squares, urban minority spaces, urban advertising clusters, urban leisure spaces, urban consumption spaces, etc. Second, the discussion of the relationship between urban culture and urban economic and urban development, noting that cultural capital, cultural strength and cultural soft strength have become the core competitiveness of urban development. Third, the spatial behavior of urban culture in different subjects and the spatial and complex of urban cultural carriers, as well as the symbolization of urban cultural landscapes. Generally speaking, the current domestic urban cultural geography research is at the beginning. In addition to the influence of regional integration and cultural globalization, new topics are emerging, such as the evolution of urban cultural ecology, the continuous influx of foreign cultural carriers, the isolation and polarization of residential space, the complexity of consumption objects and cultural space, and the increasing complexity of urban cultural components and elements.

Objective: Urban geography, from the content of the study, urban spatial structure, urban land use and urban economic location and other areas are the mainstream of concern. In recent years, most of the researches on urban social geography focus on the definition and description of the change of urban social spatial structure, as well as the polarization and differentiation of social spatial factors, residential areas or social zones and the travel behavior of different classes of residents.

Subjects and methods: Influenced by the continuous and rapid development of China's economy and the increasingly close integration with the global social economy, urban social culture is undergoing drastic changes. This causes the Chinese city social culture to appear generally remolds with the construction tendency, and manifests more and more obvious "internationalization" or "globalization" the characteristic. In particular, with the intensification of urban social differentiation, the internationalization of public space, and the settlement of foreign population (international migrants and migrant workers, etc.), the social space of many large cities has become increasingly diversified, international, complex and fragmented.

Study design: Randomly selected 5 cities, each city randomly selected 60 people, a total of 300 people

to carry out a questionnaire survey, a total of 300, 279 recovered, the number of effective copies 268.

Methods of statistical analysis: New trends in urban cultural geography in the context of Excel statistical social psychology.

Results: Culture has become a major cause of the intensification of social differences and urban conflicts. The application of social psychology to the research of urban cultural geography is of great significance. Through the research of urban cultural geography under the background of social psychology, the theoretical system should be improved to provide a guarantee for the sustainable social and economic development of the region.

The results of this survey use 1 to 4 ratings to quantify the influence of specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, and 4 indicating obvious influence. In order to reduce the large error caused by individual subjectivity in the assessment, the results are determined by rounding off 200 people, and the specific statistical table is shown in Table 1.

Table 1. Influence of green technology innovation on industrial economic growth in the background of social psychology

Factor	The evolution of the urban culture	Cultural and geography research	Research progress
City 1	4	3	3
City 2	4	3	4
City 3	3	3	4
City 4	3	4	3
City 5	3	4	4

Conclusions: Compared with the study of urban social space reconstruction from the perspective of social and urban transformation, it is urgent to analyze the impact of globalization on China's urban cultural development. In particular, under the influence of cultural globalization, the evolution and transformation of new urban culture in cities has emerged, the functions of traditional urban culture and cultural soil in the process of cultural development and reconstruction in future big cities have been re-evaluated, and attention has been paid to the possible impact of the transformation of cultural elements from nature to humanities, the development of urban culture and the flourishing of urban cultural industries on the evolution of urban cultural era, as well as the protection of local culture and the effective integration with foreign culture, the intrusion and exclusion of culture and other research topics triggered on this basis. At the research level, it has become the mission and responsibility of cultural geography research in the new era to respond to this series of new phenomena. Taking a comprehensive view of the research on Chinese cultural geography in recent years, although it has made considerable progress and emerged many new research fields (such as the discussion of women's geography, the development of literature from the geographical perspective, etc.), it is also faced with such problems as the urgent need to expand the disciplinary field, the need to strengthen the research system, and the need to improve research methods. Summing up the trend of cultural geography development of China's big cities under the background of cultural and social psychology has positive significance in filling up the insufficiency of domestic cultural geography research, perfecting the theoretical system of the subject, sustainable development of regional social economy and effective exertion of cultural soft power on regional stability and sustainable promotion.

* * * * *

ANALYSIS OF THE INFLUENCE OF THE IDEOLOGICAL AND POLITICAL EDUCATION DISCOURSE POWER ON STUDENTS' PSYCHOLOGICAL EMOTION UNDER THE PERSPECTIVE OF INTERNET PLUS

Xunchun Zhu[1] & Xiang Meng[2]

[1]School of Marxism Studies, Chongqing Open University, Chongqing 400052, China
[2]Library, Chongqing Open University, Chongqing 400052, China

Background: The practice of Ideological and political education in colleges and universities is an important part of the talent training system. The reason is that it not only undertakes the important task of teaching and educating people, building morality and cultivating excellent talent resources for the motherland, but also undertakes the research, promotion and dissemination of Ideological and political education in colleges and universities. The purpose is to carry out targeted and carry out political, ideological and moral education and influence on college students in a planned way, so as to correct students' ideological understanding, cultivate students' moral quality and improve students' comprehensive quality. Over the years, ideological and political education in colleges and universities has formed its own valuable experience and fine tradition, and also has a distinct sense of the times. With the development of society, the ecological environment of Ideological and political education in colleges and universities is constantly changing, fully adapting to different times, solving different problems of the times, and ensuring the effectiveness of Ideological and political education in colleges and universities, constantly innovating the working concept of Ideological and political education in colleges and universities, optimizing the working methods and expanding the working means are the era topics that the ideological and political education in Colleges and universities has to face. In the new era, network culture has become the "main media environment" for college teachers and students. Network culture is the crystallization of the combination of network technology and culture, which provides a new research perspective and new research topics for the promotion of discourse power, and also makes it face the "biggest variable". It can be seen that based on the perspective of "network culture", it is necessary to study the promotion of the discourse power of Ideological and political education in colleges and universities.

Objective: Based on the "Internet plus" perspective, this paper studies the related issues of the discourse right of Ideological and political education in colleges and universities, and analyzes the challenges faced by the discourse power from the perspective of the two main bodies of educators and educator. From the perspective of educators, the specific manifestations are as follows: the guiding power of discourse context is differentiated, the persuasive power of discourse content is dispelled, the attraction of discourse communication is weakened, and the regulation power of discourse effect is weakened. from the perspective of the educated, the specific manifestations are: lack of sense of responsibility of the discourse subject, lack of discourse recognition ability, and anomie in the expression and exercise of discourse power. In view of these problems, new thoughts are carried out: cultivate the ideological and political network culture team in colleges and universities, and improve the voice of educators. Strengthen the theoretical construction and innovation of network culture and enhance the discourse right of educates. Use the laws and means of network culture communication to realize the common promotion of the discourse right of educators and educates. Colleges and universities should make improvements in innovative ways of expression and means of communication in order to comprehensively solve the challenges faced by improving the right to speak.

Subjects and methods: A total of 800 questionnaires were distributed by randomly selecting college students from multiple colleges and universities, using the way of online and offline synchronization, including 500 online and 300 offline. The questionnaire includes the impact of Internet plus era on students' life and learning styles, how to look at the discourse power of Ideological and political education, the Reconstruction Path of Ideological and political discourse power in the Internet plus horizon, the quality of discourse, the connotation of discourse and the channels of discourse. The questionnaire is collected on the spot. A total of 800 questionnaires are collected, with a recovery rate of 100%. If there is more than one blank or most options are the same continuously and all options are the same, the questionnaire will be invalid. The final effective questionnaire is 729, and the effective rate of the questionnaire is 91.125%. SPSS 17.0 software was used to count the questionnaire results.

Results: The survey results show that the current ideological and political discourse power in colleges and universities is still weak in influence, insufficient guidance, insufficient authority and insufficient initiative. Some students doubt the ideological and political discourse power in colleges and universities, think that the content is miscellaneous and the form of expression is single. The results are shown in Table 1.

The popularity of smart phones and tablets and the operation of Chinese Internet users on the comprehensive platform of social, entertainment and business activities have changed people's lifestyle and affected college students' thinking mode, thinking habits, psychological consciousness and discourse paradigm. Now we are facing the "post-95" college students with strong self-awareness of personality. They have a broad vision, master information quickly, and their thoughts are diversified and decentralized, which makes the ideological and political education in colleges and universities must innovate their own voice to influence and guide the students. Under the new media, we should innovate the discourse power of Ideological and political education, spread our positive energy in the discourse expression form loved by young students, infect and attract students, for example, make full use of direct and fast communication methods commonly loved by students such as micro video and webcast, enhance interaction, find students'

political and ideological problems and solve them in time. Network language is also constantly new, strange and brilliant, with fresh vitality and strong appeal. Modern timely interaction and other network platforms are often mixed with some "emoticons" and some strange "codes", which students like and easy to accept. Therefore, the ideological and political work in colleges and universities should learn to use new languages and sentence patterns adapted to the network language environment to narrate, express and spread. It is necessary to spread the socialist road with Chinese characteristics and our theoretical culture, capture the hot media events, follow the concerns of students, highlight the timeliness, and pay attention to the innovation and enrichment of content, Strengthen the voice of college students in Ideological and political education.

Table 1. Some results of students' psychological emotion about "discourse power of Ideological and political education in Colleges and universities"

Psychological emotion	Query	Miscellaneous content	Single form of expression	Nonstandard
Proportion of people / %	21.3	47.2	32.4	15.2

Conclusions: Improving the discourse power of Ideological and political work in colleges and universities is the embodiment of actively responding to the call of the state and doing well the ideological and political work in colleges and universities. It not only plays an important role in enhancing the effectiveness of Ideological and political education in colleges and universities, but also helps to maintain the correct orientation of national ideology to a certain extent. The research on improving the discourse power of Ideological and political education in colleges and universities is not achieved overnight. It is a gradual, long and complex process. Its promotion needs to cooperate with all forces and coordinate various factors. It requires educators and educates to work together to make the discourse subject, discourse content, discourse form and discourse carrier complement each other, so as to jointly realize the effective promotion of Ideological and political discourse power in colleges and universities and promote students' positive response.

* * * * *

ON THE DISSEMINATION AND CULTURAL CONNOTATION OF THE ECOLOGICAL CIVILIZATION OF THE YELLOW RIVER UNDER SOCIAL PSYCHOLOGY

Chenming Shen

School of Economics, Zhengzhou University of Aeronautics, Zhengzhou 450046, China

Background: The so-called ecological civilization, in a narrow sense, is to improve the relationship between man and nature, emphasize sustainable development, oppose the predatory use of resources and energy, and require the construction and protection of the ecological environment. Therefore, at the economic level, ecological civilization requires that economic activities meet the requirements of sustainable development and pursue the harmonious coexistence between man and nature. Specifically, we should vigorously develop the circular economy, strive to promote low-carbon production and green development, optimize the pattern of land and space development, and comprehensively promote resource conservation. At the political level, ecological civilization requires the party and government to establish a correct concept of ecology and development, and take ecological civilization as an important work to realize, develop and safeguard the fundamental interests of the people. Attach great importance to the institutional construction of ecological civilization, strengthen environmental supervision, govern strictly according to law, and actively carry out international cooperation with governments of all countries. As an important part of China's overall development strategy, the ecological protection and high-quality development of the Yellow River involves many disciplines and practical problems. Social psychology refers to the study of the occurrence and change law of psychology and behavior of individuals and groups in social interaction. Social psychology discusses interpersonal relationships at the individual level and social group level. Based on

social psychology, from a broad perspective, the ecological civilization of the Yellow River is a stage of the development of human civilization and an inheritance and development of primitive civilization, agricultural civilization and industrial civilization. The proposal of the concept of ecological civilization has deeply reflected on the living state of human beings, and once again systematically constructed the way of human existence, with special emphasis on and attention to human consciousness and self-discipline, which is a major progress and development of the form of human civilization. Specifically, in terms of cultural values, we should establish value needs, norms and objectives in line with the laws of nature, and pursue the form of cultural ethics with the basic purpose of harmonious symbiosis, virtuous circle, all-round development and sustainable prosperity. In terms of lifestyle, we should practice the concept of sustainable consumption with the goal of meeting our own needs without harming the interests of others. In terms of social structure, ecology infiltrates all aspects of social organization and social structure, and pursues a virtuous circle between man and nature. The cultural nature of ecological civilization is that ecological civilization has become the mainstream consciousness of modern society. Due to the worsening environmental problems, our understanding of the relationship between man and nature is also deepening and developing, emphasizing the harmonious coexistence between man and nature.

Objective: The early Chinese culture, namely the Yellow River culture, relied on farming as the mode of production and development. The ancestors of the Yellow River Basin knew how to get along with nature and how to obtain more development resources by using the laws of nature since ancient times. At the same time, they also summarized many unique ideas about ecology. The unique ecological concept in the Yellow River culture pursues the harmonious coexistence with nature and the living state of sustainable development.

Subjects and methods: The views and judgments of ecological civilization still need to be geographically and systematically, so as to form a discourse system with Chinese characteristics and characteristics of the times, enhance China's advantages in participating in international ecological protection, cultural exchanges and other fields, and effectively safeguard China's core interests and responsible big country image.

Study design: Three cities were randomly selected, and 100 people were randomly selected from each city. A total of 300 people were surveyed. A total of 300 copies were distributed, 289 copies were recovered, and the number of valid copies was 278. Based on social psychology, the questionnaire analyzes its impact from four aspects: understanding the culture of ecological civilization in cultural connotation, understanding the nationality of ecological civilization in cultural diversity, grasping the times of ecological civilization in cultural inheritance and understanding the value of ecological civilization in a cultural power.

Methods: The spread and cultural connotation of the ecological civilization of the Yellow River under social psychology are analyzed by Excel statistics.

Results: For the survey results, the influence values of specific factors are quantified in four grades 1-4. 1 means irrelevant, 2 means slight influence, 3 means average influence and 4 means obvious influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 300 people is adopted and the average is taken to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Communication and cultural connotation of ecological civilization of the Yellow River under social psychology

Factor	Culture	Nationality	Epochal	Value type
City1	3	3	4	3
City2	3	3	4	4
City3	4	4	3	3

Conclusions: Building ecological civilization and taking the road of sustainable development is the bounden moral obligation and responsibility of contemporary people. Ecological consciousness is the moral quality that modern citizens should have. The "Eight Honors and Eight Disgraces" in the socialist core value system clearly puts forward that "we are proud of loving the motherland, advocating science and working hard." the construction of an ecological civilized society needs the support of science and technology and everyone's concept practice. Ecological civilization can be used as an important entry point to strengthen ideological and moral construction, cultivate and carry forward socialist core values, and improve moral quality by guiding students to love nature, respect natural laws, protect the ecological environment, practice diligence and thrift. Through ecological civilization education, let each individual start from bit by bit, from around us, and contribute to the construction of a beautiful China.

* * * * *

RESEARCH ON THE CHANGE OF E-COMMERCE OPERATION MODE BASED ON THE CHANGE OF CONSUMPTION PSYCHOLOGY FROM THE PERSPECTIVE OF CONSUMPTION PSYCHOLOGY

Yan He & Linfeng Hu

School of Business, Jinling Institute of Technology, Nanjing 211169, China

Background: The emergence of E-commerce is the inevitable product of the development of the times. The rapid development of network technology in the 21st century is the backing of the rapid development of electronic commerce in modern times. E-commerce is a new way of marketing, which relies on network technology, so it has the characteristics of openness, low cost, high efficiency and no regional restriction. People can get the goods from any area they want through the Internet, which brings a lot of convenience to people's life, but people can't see the goods in time only by pictures to know the quality of products. E-commerce in people's lives more and more influence, consumer psychology is also with the development of E-commerce changes. The service subject of E-commerce is mainly individual consumers, not enterprise collectivity. The age, sex, occupation and education level of the consumers are different in different areas. The large proportion of young people in the consumption of modern E-commerce leads to the special psychological characteristics of the consumers. The goods in E-commerce not only include furniture, food, toys, clothes and so on, but also include travel service, stock and fund trade, which can reflect the special consumer group in E-commerce.

Objective: With the advent of the Internet era, the consumer groups under the E-commerce model are expanding day by day, and the development of media shape brings about the change of consumer mental model. Therefore, it is of great significance to study and analyze how E-commerce marketing changes and develops according to the psychological change law of marketing subject and object.

Subjects and methods: This paper mainly studies and analyzes the operation mode of E-commerce from the perspective of consumer psychology. Through cultural taste, personalized, convenient and efficient and cheap quality. A third-tier city was randomly selected to issue questionnaires to the citizens.

Study design: A population of 500 groups was investigated using stratified ensemble random sampling methods. Five hundred questionnaires 00 were issued, 478 were recovered and valid were 461.

Methods: The change effect of E-commerce operation mode by using the change of consumer psychology from the perspective of Excel statistical consumption psychology.

Results: Consumers' consumption motivation has much to do with their cultural education and social development. Consumers with different cultures and social backgrounds and their lifestyles have different consumption psychology and motives. With the collision of different cultures, the rise of modern E-commerce has also promoted the collision of global culture, but also played a great impact on people's consumer psychology. Modern people are receiving cultural information from all over the world, and people are more and more like to show their unique characteristics. The commodities in the traditional marketing mode can only meet people's basic consumption psychology and demand for services. People's growing curiosity and pursuit of personalized psychology bring greater challenges to the traditional marketing. The advent of E-commerce marketing model, reducing the geographical restrictions on the sale of goods, but also brought the pursuit of personalized demand for goods. Modern people are busy with work, life pressure no more time and energy to choose goods, people are increasingly pursuing efficient, convenient consumption patterns. Whether it is traditional consumption and E-commerce mode of consumption, people are very concerned about the price of goods. In the traditional consumption mode, people cannot intuitively compare the prices of the same item in different stores, traditional stores need to pay attention to salesmen and rental shops, these factors also increase the cost of the goods in the traditional physical stores, so the things that people buy in the traditional shopping mode are not very cheap. When people shop on the Internet, they can compare the prices of the same kind of goods intuitively, because the merchants don't need a lot of people and stores in the network platform, the cost is lower, and the prices of goods in the network marketing mode are more transparent, and the E-commerce marketing mode is easier to meet people's psychology of good quality and low price, which provides consumers with the convenience of price comparison.

The results of this survey use the influence values of 1 to 5 grades and specific quantitative factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 500 groups are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

Conclusions: Since the arrival of the 21st century, the rapid development of network technology. Along with the development of online shopping, the rise of E-commerce has also changed people's consumption

concepts and consumption patterns, for the development of business has brought new opportunities. The study of consumer psychoanalysis is of great significance to the development of modern business and people's consumption habits. However, E-commerce is a new type of marketing model, the historical experience is insufficient, so there are still many areas for improvement. Consumer psychological analysis can be more easily found in the shortcomings of modern electronic commerce, so as to promote the improvement of electronic commerce to promote socioeconomic development.

Table 1. Effects of changes in consumer psychology from the perspective of consumer psychology

Content	Cultural grade	Individuation	Convenient and efficient	Cheap and fine
College student group	5	5	5	5
White-collar group	4	4	4	4
Retirement group	4	4	4	5

* * * * *

ANALYSIS OF CHINESE TRADITIONAL CULTURE COMMUNICATION BEHAVIOR FROM THE PERSPECTIVE OF PSYCHOLOGY

Yan Jiang

School of International Education, Shandong University of Finance and Economics, Jinan 250002, China

Background: Chinese traditional culture is the root and soul of the Chinese nation and the spiritual support of the Chinese people. It has rich cultural carriers and appears in daily life in a variety of forms. Although people do not specifically study traditional culture, they always know some about traditional Chinese painting, Peking Opera and shadow puppet. It is this sense of cultural identity that makes Chinese traditional culture easier to arouse the emotional resonance of the public. Chinese traditional culture is the spiritual power of Chinese people. It has imperceptibly integrated into Chinese people's daily life and formed people's values and personality traits. The pace of social development is accelerating, and traditional culture is constantly adapting to social development. New media are being used to enter the public's view. Cultural carriers such as Peking Opera, traditional Chinese painting, calligraphy, shadow puppets and ancient Chinese are using new media to shine. Using traditional culture to integrate interpersonal relationships and harmonious community is the advantage of traditional culture. By analyzing the communication behavior of Chinese traditional culture from the perspective of psychology, it improves people's communication ability and enhances the communication between all sectors of society. Communication behavior refers to the behavior that people communicate with each other through symbols to achieve mutual understanding, recognition and consistency. It is considered that the interaction and reaction between people in social labor and social life is a communication behavior involving the relationship between people.

Objective: Chinese traditional culture includes three mainstream cultures of Confucianism, Buddhism and Taoism, and Confucianism's benevolence, morality, etiquette and integrity. Taoism governs by inaction, conforms to nature, and man and nature live in harmony. Buddhism's kindness to others and the circulation of cause and effect are the basis for the formation of Chinese traditional culture. In different historical periods, the development of the three cultures has been interrupted, or they have reformed and innovated to adapt to the national conditions, but their spiritual connotation has not been erased, and the inheritance of culture has not been interrupted. It has imperceptibly affected the spiritual life of Chinese people from generation to generation.

Subjects and methods: With the development of modernization and the popularity of the Internet, online information exchange behavior has become a new way of Chinese traditional culture exchange, which makes the traditional culture recognized by the public in a fragmented, situational, role-based and popular way, stimulates the cultural gene of the public's potential, deepens national pride and integrates into the personal experience of the role, so that the psychological satisfaction of the public arises spontaneously. Based on the analysis of Chinese traditional culture communication behavior from the perspective of psychology, starting from the audience psychology of the people, the combination of network information

exchange and traditional culture has played a great positive role in the inheritance and development of Chinese traditional culture, focusing on the following three points: First, stimulate people's cultural genes and awaken the cultural precipitation of subconscious. Second, make people understand traditional culture and deepen people's pride. Its triangle color brings into the situation, and a sense of satisfaction arises spontaneously.

Study design: Three cities were randomly selected by stratified cluster random sampling method. 300 people of different ages and genders were randomly selected from each city, a total of 900 people were investigated. A total of 900 questionnaires were distributed and 869 valid questionnaires were recovered. 31 of them were invalid questionnaires.

Methods: Using Excel to analyze the influence of Chinese traditional cultural communication behavior from the perspective of Statistical Psychology.

Results: The application of psychology to the exchange of Chinese traditional culture is of great significance. Through the research and analysis of people's psychology, we can find an appropriate way to awaken people's cultural awareness, meet people's spiritual and cultural needs, and combine the spirit of the times with the development of traditional culture.

The survey results are quantified by five grades of 0-4. 0 means irrelevant, 1 means slight impact, 2 means average impact, 3 means obvious impact and 4 means full impact. In order to reduce the large error caused by personal subjectivity in the evaluation, 1000 students are used to evaluate the value and take the average to obtain the result, which is determined by rounding, the specific statistical table is shown in Table 1.

Table 1. Influence of Chinese traditional culture communication behavior from the perspective of Psychology

Factor	Inspire	Deepen	Integrate into
Audience	4	3	4

Conclusions: Chinese traditional culture is the spiritual lifeline and outstanding advantage of the Chinese nation. The network revival of Chinese traditional culture realizes the integration of traditional culture and modern life. It is the combination of high-quality content and new communication methods, drives the development and inheritance of Chinese traditional culture, and enables more users to understand and develop traditional culture. Network information exchange promotes the practice and recreation of Chinese traditional culture, activates the cultural gene and awakens the cultural precipitation of the subconscious. It meets the needs of users to understand traditional culture and deepens national pride. Personal practice and role substitution have stimulated the satisfaction of participants and rooted Chinese traditional culture in the hearts of Chinese people in a new way.

* * * * *

APPLICATION OF COLOR VISUAL PSYCHOLOGY IN NEW MEDIA ADVERTISING DESIGN

Zhinong Liu

College of Art and Design, Hangzhou Polytechnic, Hangzhou 311402, China

Background: In today's society full of new media, the quickest way for us to obtain information is "vision", and our daily life cannot be completed without "vision". As one of the important sections in the visual communication specialty, advertising design exists with both practical and artistic values. Under the impact of new media on traditional media, advertising design has undergone new changes. "Advertising design" plays a very important role in the process of visual communication. As a conventional form of graphic language communication. Most of the audience only watch simply, but they can design from the perspective of the audience's visual psychology, which can give people different visual feelings. Through the study of visual psychology on the design of new media advertising, we mainly want to establish the interaction between design and audience through these. Design should serve mankind itself, so we need to establish

some connection to better design new media advertising. Visual psychology presents rich forms of communication. Nowadays, the popularization of computer technology has also brought a new visual experience to advertising design, making new media advertising and style more innovative and diverse. The new media is more reflected in the interactivity of the media, which is in sharp contrast to the traditional form of advertising design and promotes the innovation and replacement of the traditional format. With the rapid development of digital multimedia technology at home and abroad, multimedia digital technology mainly appears in the form of visual media. In the new media environment, new media layout design radiates new vitality. In this way, new media advertising design has become an intuitive means of publicity in the audience's vision.

Objective: The significance of the research on the new media advertising design of visual psychology lies in the rapid development of visual design in the information age, which has also become the symbol of mankind entering the new era of civilized design. The development of new media advertising design promotes the communication and exchange between people. This information is conveyed through psychological reaction. Because of this, visual psychology, as an important theoretical basis, is also very popular in the application of new media. The measurement in the research process of new media advertising design of visual psychology needs a huge background big data to be presented. There are many domestic and foreign scholars on advertising design, but there is less research on visual psychology and new media advertising, and the research content is not integrated enough.

Subjects and methods: Through the knowledge of visual psychology, combined with the excellent cases of relevant advertising design, this paper analyzes the methods and skills of new media advertising design, examines the new media advertising design based on the audience psychology, and summarizes the techniques of advertising design based on visual psychology and the visual psychological feeling in advertising design.

Study design: Use the method of investigation and analysis to select the scheme with different colors for any icon in the new media advertising design, and analyze the psychological situation of the viewer. The higher the influence value, the more influential the color design is. Randomly select 1000 people of different ages and genders to evaluate the comfort of the color matching of the design sample.

Methods: Using Excel to count the influence of color visual psychology on the application of new media advertising design.

Results: In chromatics, the adjacent two colors are called adjacent colors, and changes in lightness and purity are added in the design to give people a comfortable, natural and soft color effect. Contrast color and complementary color can quickly convey the visual effect. The application of cold and warm comparison usually appears more on leisure and entertainment websites and food websites. At the same time, in order to make the website achieve the effect of order, unity and harmony, it can be reconciled through color.

The survey results use five grades of 0-4 to quantify the influence value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, 1000 public evaluation values are adopted and averaged to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Audience's opinions on color matching in new media advertising design

Factor	Adjacent color matching	Contrast color matching	Complementary color matching	Warm and cold collocation	Color harmony
Audience	4	3	3	4	4

Conclusions: The charm of color is infinite. It can make itself very dull and tasteless things beautiful and beautiful in an instant. With the rapid arrival of the information age, the network has begun to become colorful. People are no longer limited to simple words and pictures. They require web pages to look beautiful and comfortable. Therefore, contemporary designers should not only master the basic media advertising production technology, but also master the design art such as website style and color matching. Among them, color occupies a very important position in website design. When we choose color, we should generally consider the following factors: 1. Clearly define what purpose we want to achieve with color. 2. Analyze the group of visitors, advertising subject thought and CI design. 2. Select the main color required to reflect the design. 3. After selecting the central solid color, arrange the color matching design. 4. Focus on the characteristics of design or people's feeling to make the available color selection more perfect. Therefore, when choosing color in new media advertising design, we can neither choose a single color nor be too fancy. Generally, there are no more than three basic hues.

* * * * *

INNOVATION OF ENTERPRISE DEVELOPMENT PATH FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

Yinglei Bao

School of International Exchange, Guangdong AIB Polytechnic, Guangzhou 510620, China

Background: As a part of modern productive forces, management psychology is inseparable from socialized mass production and production technology. With the progress and innovation of science and technology, the bourgeoisie has put forward new management theories and methods, thus improving the interpersonal conflicts caused by contradictions in production relations. Therefore, the emergence of management psychology plays an important role in solving the contradictions between all parties in social production relations, The emergence of this new management model theory has laid a certain theoretical foundation for psychology. Nowadays, the development path innovation of enterprises has gradually become a topic of concern in the field of psychology and entrepreneurs. The research problem gradually extends from how to finance and carry out technological innovation within the enterprise to how external factors such as financial policy and socialized service system promote the development of the enterprise. On the whole, although the research area is wide, the following two aspects still need to be further explored: (1) The construction of enterprise development path is lack of systematicness. Based on the viewpoint of system theory, the development of enterprises is the result of the joint action of internal and external factors. Most of the original documents start from the government level and start with optimizing the external development environment (financial policy, fiscal policy and socialized service system) to promote the development of enterprises, thus ignoring the two important dimensions in the development process-market and enterprise, there is little literature to explore how the market affects the development of enterprises and how enterprises achieve self-development by improving their core competitiveness. (2) The applicability of enterprise development path is not comprehensive enough. Management psychology can solve the problem of individual and team productivity in enterprises by adjusting interpersonal relationships and enhancing team cohesion. Through the exertion of the role of management psychology, the planning and arrangement of one's life will be clearer, the psychological laws in management will be mastered, the organization personnel will be reasonably and effectively allocated, and the group will be reasonably planned. The overall efficiency of the enterprise will be more efficient and faster, which will be more conducive to the development of the enterprise.

Objective: The survival and development of an enterprise is a systematic project. It is not only affected by the external environment, but also needs the enterprise to practice its internal skills and improve the quality of products and services through the application of management psychology. The thought of enterprise owners directly determines the survival of enterprises. Enterprise owners should take the initiative to participate in some high-level training, visits and other activities, and communicate with managers who do well in development, so as to improve their management awareness. Introduce energy-saving and environmental protection technologies to achieve mutual benefit and win-win situation of economic and ecological efficiency. Human resources are the first resource for enterprise development, so we should formulate a perfect human resources system, which involves all aspects of human resources. The organic combination of entrepreneurship and innovation is an important foundation for the survival and development of enterprises.

Subjects and methods: Based on management psychology, there is a large growth space in the innovation of enterprise development path. Mainly reflected in the following aspects: First, enterprise managers should enhance management awareness. Second, realize the organic combination of ecological efficiency and economic benefits. Third, pay attention to the construction of human resources. Fourth, innovative incentive mechanism. Based on the above four points, this study will also investigate the impact of enterprise development path innovation from the perspective of management psychology.

Study design: 500 people of different ages, genders and occupations were randomly investigated by stratified cluster random sampling method. A total of 500 questionnaires were distributed, 488 questionnaires were recovered and 482 valid questionnaires were valid, of which 6 questionnaires were deemed invalid if they did not reach 50% of the questions.

Methods: The impact of enterprise development path innovation from the perspective of Excel statistical management psychology.

Results: Under the guidance of management psychology, enterprises will pay more attention to the psychological needs of the audience and absorb more advanced management technology in the innovation of development path, so as to realize the mutually beneficial and win-win situation of economic benefit and ecological efficiency. Care for the employees of the enterprise, and the employees realize their importance and value, so as to improve the enthusiasm of employees, form a positive atmosphere within the enterprise and promote the long-term development of the enterprise.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means average influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 500 people is taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Impact of enterprise development path innovation from the perspective of management psychology

Factor	Enhance management awareness	Realize organic combination	Attach importance to human resources	Innovation incentive mechanism
People	4	4	4	4

Conclusions: Management psychology originated in western developed countries. There are still differences between it and the actual situation in China. There are still some problems in its application. This paper classifies and summarizes the factors affecting the strategic orientation, performance orientation and inhibition of enterprise open innovation, discusses the response of enterprises to different internal and external innovation resources in the process of open independent innovation, and analyzes some strategic motives, selection paths and orientation preferences in the process of innovation. Based on management psychology, choosing a reasonable innovative development path can more effectively promote the long-term development of enterprises.

* * * * *

LITERARY PSYCHOLOGY IN LANDSCAPE ECOLOGICAL PLANNING MODEL OF PASTORAL COMPLEX

Suning Gong[1], Yaohua Wu[1] & Jie Zhang[2]

[1]School of Media and Design, Nantong Institute of Technology, Nantong 226002, China
[2]School of Art Design and Media, East China University of Science and Technology, Shanghai 200030, China

Background: Literary psychology is a branch of psychology that studies the creative process of literature and art, the feelings of the audience, the understanding of artistic works and their regularity. Literary psychology mainly studies how writers and artists accumulate and refine materials through observation, experience and analysis of real life. The process of creative imagination based on perception and memory. study the relationship between emotion, abstract thinking and imagination. Study the interest, hobby, ability, character, temperament and other characteristics of writers and artists and their influence on creation. Study how people feel and understand literary works and cause emotional resonance in the process of appreciating literary works. Study how to enrich and improve people's spiritual life and inspire people's will and enthusiasm through literary and artistic works and artistic activities. Study how to cultivate teenagers' literary interest, appreciation and creative ability, and how to improve teenagers' aesthetic and creative ability. The main starting point of landscape ecological planning of pastoral complex is to meet the audience's preliminary approval and feeling ability of "beauty", and cultivate the planner's imagination and creativity. It is not only an indispensable part of quality education, but also a reform direction actively explored at present. The planning and design mode of pastoral complex is different from the traditional township planning and development ideas, and cannot be based on the existing urban planning and design methods. Based on literary psychology, the residential environment landscape is subdivided into characteristic residential landscape, leisure and entertainment landscape, humanistic experience landscape, etc. The ecological experience landscape includes the river and lake landscape and farmland natural landscape around the village, and then puts forward the corresponding landscape planning and development strategies for each development model. Since entering the 21st century, China's economy and society have entered a stage of rapid development, and people's living standards have been greatly improved. More and more rural labor resources are exported to cities, which makes many negative effects on rural planning and construction increasingly prominent, the number of hollow villages is increasing, and the phenomenon of agricultural land abandonment is becoming more and more common, and so on. Therefore, in recent years, it has gradually advocated the planning and construction of new rural complexes, characteristic towns and beautiful villages.

Objective: Literary psychology researchers advocate studying how people feel and understand literary works and cause emotional resonance in the process of appreciating literary works. The thought of literary

psychology has gone through the course of more than a century from its inception to now. In the planning process, on the basis of understanding and knowing the existing resource endowment and actual development status of the area where the pastoral complex is located, integrate the concept of ecological sustainable development, discuss the own advantages, future planning direction and suitable development ideas of the pastoral complex, so as to formulate a landscape planning model suitable for its coordinated development, and refine the relevant core contents, The guiding landscape planning concept, design principles and objectives of pastoral complex are put forward.

Subjects and methods: Due to various problems such as the source of funds for the planning and construction of pastoral complex and the construction mode adopted, it is difficult to control the landscape planning system and the construction quality. Therefore, there are still many problems to be solved in the landscape planning and construction of pastoral complex. Because the main map of the pastoral complex involves many aspects, and in the actual landscape planning and design process, the designer usually ignores the use will and feelings of the villagers, which is one of the subjects, so it does not provide specific material and spiritual use space for the villagers from the perspective of environmental behavior. Therefore, the application of literary psychology is extremely important.

Study design: Four cities were randomly selected, and 50 people were randomly selected from each city. A total of 200 people were surveyed. A total of 200 copies were distributed, 279 copies were recovered, and the number of valid copies was 265. The content of the questionnaire is to analyze the audience satisfaction in the landscape ecological planning mode of pastoral complex based on literary psychology from three aspects: characteristic residential landscape, leisure and entertainment landscape and humanistic experience landscape.

Methods: Using Excel to study the influence of statistical literary psychology on the landscape ecological planning model of pastoral complex.

Results: Literary psychology plays an important role in the ecological planning model of pastoral complex landscape, meets the visual needs of the audience, promotes the formation of the characteristics of pastoral complex landscape and mobilizes the subjective initiative of participants.

The survey results use four grades 1-4 to quantify the influence values of specific factors. 1 indicates dissatisfaction, 2 indicates general satisfaction, 3 indicates very satisfaction and 4 indicates special satisfaction. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 300 people is adopted and taken as the average, and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Influence of literary psychology on landscape ecological planning model of pastoral complex

Factor	Characteristic residential landscape	Leisure and entertainment landscape	Humanistic experience landscape
City1	3	4	3
City2	4	3	4
City3	4	3	3

Conclusions: The construction of landscape planning mode of pastoral complex needs the integration of multi-disciplinary knowledge system as the basis, and can be combined with the theories of ecological sustainability, pastoral urban design theory and bottom-up participatory thought as the theoretical basis for the construction of landscape planning system. The artistic landscape planning idea can meet the appreciation requirements of local residents and users, it can also effectively promote local residents and users to actively participate in the landscape planning decision-making process of rural complex, establish an interactive planning model, and finally fully mobilize the subjective initiative of people to participate in the planning and design of rural complex.

* * * * *

ANALYSIS OF INTERNET FINANCE PROMOTING THE DEVELOPMENT OF GREEN ECONOMY FROM THE PERSPECTIVE OF PSYCHOLOGY

Xuanyu Hu

Institute of Central China Development, Wuhan University, Wuhan 430072, China

Background: As China's economic development enters the new normal, the characteristics of green economic development will become more prominent. The development of green economy is mainly to further achieve energy conservation and emission reduction, and needs the support of finance, especially green finance. Green finance refers to the financial operation strategy that financial institutions use financial business to promote the coordinated development of environmental protection and economy, and finally realize the healthy and sustainable development of Finance and economy. In other words, financial institutions readjust their business philosophy, business processes and business policies from the perspective of environmental protection, and fully integrate the potential risks, costs and benefits related to ecological and environmental protection into the daily financial business processing, so as to support green economic growth and protect the ecological environment. The concept of green financial development has been accepted and gradually practiced by the financial industry. Internet finance, which represents the new development trend of the financial industry, has become a subject worthy of comprehensive and in-depth research on how to give full play to its advantages, better promote the development of green finance and promote the development of green economy while challenging the business model of the traditional financial industry and showing its development potential. In promoting the development of green finance, if the main advantages of the traditional financial industry are large capital scale and rich experience in financial services, the advantages of Internet finance are more prominent, and it has obvious advantages in operation cost, customer coverage, operation flexibility, technical familiarity and so on. The name of psychology comes from Greek. It is a discipline that studies the behavior and psychological phenomena of human and animals. It is not only a theoretical discipline, but also an applied discipline. Including theoretical psychology and applied psychology. Psychological research involves many fields such as perception, cognition, emotion, personality, behavior and interpersonal relationship, and is also related to many fields of daily life-family, educational psychology, health and so on. On the one hand, psychology tries to explain individual basic behavior and psychological function with brain operation. At the same time, psychology also tries to explain the role of individual psychological function in social behavior and social motivation. at the same time, it is also related to neuroscience, medicine, biology and other sciences, because the physiological functions discussed in these sciences will affect the individual's mind.

Objective: The premise for Internet finance to fully realize and promote the development of green finance is to obtain better development, so as to lay a foundation for it to play a greater role in the development of green finance. Therefore, Internet finance needs to fully understand the development requirements of green finance, recognize its own advantages in developing green finance, from policy support, product innovation Actively make efforts in institutional cooperation and risk management, expand their own strength and promote the development of green finance.

Subjects and methods: Based on the relationship between Internet Finance and green finance, the advantages of Internet Finance in promoting the development of green finance, and the path of Internet finance to practice and promote the development of green finance, in order to enlighten the theoretical and practical circles.

Study design: Five cities were randomly selected by stratified cluster random sampling method. 60 people aged over 20 were randomly selected from each city. A total of 300 people were investigated by questionnaire. A total of 300 copies were distributed, 285 copies were recovered, and the number of effective copies was 278. The questionnaire includes four points: first, whether the policy support from the perspective of psychology has better created a good policy environment. Second, whether to accelerate product innovation and improve customer service satisfaction from the perspective of psychology. Third, whether the comprehensive service capacity has been enhanced and the institutional cooperation has been done well from the perspective of psychology.

Methods: Use Excel statistics to analyze the impact of Internet Finance on the development of green economy from a psychological perspective.

Results: From the perspective of psychology, the entry of the Internet promotes the development of green economy more significantly, improves the service attitude and customer satisfaction, and improves the speed of product innovation and the overall comprehensive service ability.

The survey results use four grades 1-4 to quantify the influence values of specific factors. 1 indicates dissatisfaction, 2 indicates general satisfaction, 3 indicates very satisfaction and 4 indicates special satisfaction. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 300 people is adopted and taken as the average, and the results are rounded. The specific statistical table is shown in Table 1.

Conclusions: In the process of developing green finance, Internet finance first needs to give full play to its own advantages, make better use of big data and other means, analyze customers' credit status, study

customers' psychological needs, and use professional and technical means to do customers' risk management. Secondly, we should strengthen the research on the government's industry development-oriented policies to ensure that the business development conforms to the government's industry development policies and avoid the risks of industry policies. Thirdly, we should actively learn from the risk management experience of traditional finance, continuously enhance the professional ability of risk management, and actively identify and manage customers' environmental protection risks. Finally, combined with the characteristics of green economic development, we should analyze the possible credit risk points in the development of green finance and take corresponding risk management measures.

Table 1. Influence of literary psychology on landscape ecological planning model of pastoral complex

Factor	Create a good policy environment	Improve customer service satisfaction	Enhanced comprehensive service capacity
Audience	-	-	4

*   *   *   *   *

THE POSITIVE INFLUENCE OF THE CONSTRUCTION OF LITERATURE RESOURCES IN COLLEGES AND UNIVERSITIES ON THE OBSTACLES OF THINKING LOGIC

Lei Zhao & Zhixun Hu

Library, Shandong University, Jinan 250100, China

Background: Thinking is an advanced form of human understanding of objective things. It refers to the generalization and indirect response of human brain to objective things. It is opposite to "perceptual knowledge". Human thinking activities include several processes such as comparison, analysis, synthesis, generalization and abstraction. During this period, the brain will have intense activities such as judgment, reasoning and verification intermittently. Normal people's thinking follows a certain logic. The formation of ideas and concepts, the judgment and reasoning of thinking all follow a certain objective law. If it is cloudy and cloudy, it can be judged that it will rain, so be prepared for rain prevention, which is the normal logic of thinking. On the contrary, people with psychological disorders have certain rupture and incompleteness in their thinking logic, lack of certain logical relevance, loose thoughts and loose associations, patients' answers are not what they ask, it is difficult to communicate with others, and their words and deeds are often puzzling. Among them, schizophrenic patients have typical thinking logic disorders. Logical barriers to thinking include: when thinking runs away, there will be a faster speed and more quantity of thinking. There will be slow thinking, which is difficult to associate, slow to think about problems, and significantly slow down thinking activities. Poor thinking, when thinking about things, there will be a relatively slow situation, and the thinking will be slow and slow. In recent years, China's comprehensive national strength has been continuously strengthened, and the people's quality of life has also been greatly improved. People pay more and more attention to the pursuit of the spiritual world, and knowledge is people's spiritual food, and library is one of the main places to obtain knowledge. In particular, university libraries not only provide massive literature for University Teachers' teaching and students' learning, but also lay a solid foundation for the continuous improvement of teaching quality and scientific research level, and provide great convenience for students to access materials. With the increase of students' pressure, psychological problems have generally existed in the student group, resulting in abnormal thinking logic of students, which requires certain changes in the construction of literature resources in colleges and universities to better adapt to the logic of college students.

Objective: With the continuous development of economy, people begin to pay more and more attention to the pursuit of the spiritual world. Library is an important place for people to learn knowledge and obtain spiritual food. University libraries can provide students and teachers with a large number of domestic and foreign literature, lay a good foundation for the improvement of teaching and scientific research level, and provide convenience for college students' learning.

Subjects and methods: Make full use of the significance of the construction of university literature resources to improve students' thinking logic. The construction of document resources in university library is conducive to strengthening students' analysis of data. The users of document resources in university library are basically students. Students use the library's literature to assist learning and expand their horizons. In the process of using library materials, they will produce a series of data as their thinking basis. Books and literature resources have not been supplemented in time. Students will disrupt students' original thinking plan because they can't find the materials they want in the library. The document resources of

university library realize the co construction and sharing of resources, improve the service efficiency of the library, make the data resources more comprehensive, provide diversified services for more and different students, and enable students to carry on according to their original thinking logic.

Study design: A random sample of 1000 college students is distributed with a questionnaire, which is required to be completed at one time and within the specified time. A total of 1000 copies were distributed. 923 copies were recovered and 883 copies were valid.

Methods: Excel is used to count the positive effects of the construction of university literature resources on the obstacles of thinking logic.

Results: In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 adults are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Positive effects of university literature resources construction on thinking logic obstacles

Factor	Data correspondence	Sufficient resources	Resource co construction
Student	3	3	4

Conclusions: The development of university library does not leave the continuous injection of literature resources. In the process of purchase, we need to deeply understand the user's use needs and market orientation, so as to better ensure the applicability of the purchased materials. This requires careful investigation and analysis with big data before purchasing literature resources. The emergence of big data effectively simplifies the actual operation of this link. In the process of carrying out management work, colleges and universities should form a harmonious relationship with students, have good ideas, and care for students. In the process of strengthening the daily management of the class and improving the management ability, it shows its exemplary role. Constantly strengthen the management of teachers and live-in harmony with students. Teachers and students develop together and get good development opportunities. Upgrade and improve the management of colleges and universities.

* * * * *

THE INFLUENCE OF HUMANISTIC SPIRIT ON PERSONALITY DIVISION IN MARXIST PHILOSOPHY EDUCATION

Yuanyuan Zhao

Department of Marxism, Sichuan University, Chengdu 610064, China

Background: Personality split is a very extensive human mental symptom. In reality, many parts have slight personality division. Typically, such as sudden joy and anger. Often feel bored and depressed. Are symptoms of mild personality division. Nowadays, people's high-pressure life, high-pressure learning and high-pressure work, as well as the collectivization, cooperation and knowledge explosion of the world, lead to more and less personal role, which will make some people have the idea of personality division at some time and at some moment. Individuals with split personality often limit their consciousness due to negative experience and blindly reject everything, so they are rarely able to think about their positive side. Humanistic spirit is not only the due meaning of Marxist philosophy, but also the meaning of Marxist philosophy education. Humanistic spirit is a universal human self-care, manifested in the maintenance, pursuit and concern for human dignity, value and destiny, the high value of various spiritual and cultural phenomena left by human beings, and the affirmation and shaping of an all-round development ideal personality. The humanities is a knowledge education system that focuses on the expression of humanistic spirit. It pays attention to human value and spiritual expression. Therefore, dialectical thinking helps college students actively deal with emotional problems and reduce emotional distress. When it comes to emotions, especially negative emotions, such as sadness, sadness, anger, tension, anxiety and pain, people's first reaction is that these emotions are bad, because these emotions will limit our thinking, reduce our work and learning efficiency and affect our quality of life. Therefore, many people can't accept their negative emotions. The problem is that they can't accept their negative emotions, so we should guide them to accept their negative emotions. Starting from the idea of evolution, any emotion is preserved only when human

beings contribute to individual survival in the process of evolution. Therefore, any emotion has its positive significance. There is no good or bad mood in itself. The key is how you treat it. What is used here is still the dialectical thought of dividing into two.

Objective: The working method of concrete analysis of specific problems is the basic method and important principle of materialist dialectics and the living soul of Marxism. In the psychological analysis of people's healthy personality, the working method of specific analysis of specific problems requires us to correctly understand the universality and particularity of contradictions, clarify the relationship between them, use the viewpoint of unity of opposites, comprehensively analyze the essence, general laws and special laws of contradictions, so as to find out effective methods to solve contradictions.

Subjects and methods: 300 people were randomly selected as the research object, regardless of age, gender and occupation. 300 subjects were randomly divided into study group and control group. The research group uses the humanistic spirit in Marxist philosophy education to teach the research object to look at problems dialectically. The subjects in the control group only received general education. The symptom sub comment scale was used to test the scores of each variable of the two groups after two months of experiment, and SPSS 18.0 software was used for statistical analysis.

Results: The experimental results of the two groups are shown in Table 1. It is found that the experimental indicators of the research group are significantly different from those of the control group, which is due to the guidance of Marxist Humanistic Spirit thinking in the research group. In Marxist theory, contradictions are universal and special, contradictions exist in all things, and different things have different contradictions, Different parts of the same thing have different contradictions at different stages. At the same time, the universality and particularity of contradiction are dialectical unity. Particularity contains universality. Universality exists in particularity. The two are interrelated and inseparable. We cannot avoid the universality of contradictions and talk about particularity, nor can we talk about universality without particularity. Therefore, in carrying out ideological and political work, we should base ourselves on the foundation, use the theory of humanistic spirit, correctly understand and deal with the universality and particularity of contradictions, and adhere to the working method of specific analysis of specific problems.

Table 1. Comparison of scores of various indicators (mean ± variance)

Factor	Research group	Norm	t value
Force	1.96±60	1.62±0.58	11.70[***]
Interpersonal sensitivity	1.84±63	1.65±0.51	7.70[***]
Hostile	1.68±61	1.48±056	6.02[***]
Paranoid	1.70±55	1.43±0.57	8.49[***]
Psychotic	1.63±54	1.29±0.42	14.45[***]
Total symptom index	1.68±48	1.45±0.45	9.33[***]

Conclusions: Starting from Marxist Humanistic Spirit, we should look at pressure and frustration from the perspective of development. On the one hand, it leads people to realize that most of the personality split problems they encounter are common phenomena with their age, not the performance of psychological problems. For example, with the awakening of self-consciousness, self-differentiation and a series of contradictions have emerged, such as the contradiction between subjective and objective, the contradiction between ideal self and realistic self, the contradiction between independent consciousness and dependent psychology, the contradiction between communication needs and self-locking, the conflict between desire for success and self-depression, the conflict between reason and passion, the need for attention and passive waiting, etc. These conflicts are more or less experienced by everyone in his youth. Our whole life is developing towards a more positive, perfect and powerful direction. The pressure or setbacks at each age are only temporary. As long as we actively deal with the development tasks at this stage and solve the contradictions and puzzles brought by growth, with people's growth, psychological and physiological maturity and experience accumulation, the intermediary system of pressure will continue to improve, and the ability to resist pressure will be enhanced, and many pressures and setbacks will be solved.

* * * * *

COLLEGE STUDENTS' ANXIETY IN ENGLISH LEARNING UNDER THE BACKGROUND OF INTERNET AND ITS COUNTERMEASURES

Yinwen Chen

College of Foreign Studies, Guilin University of Technology, Guilin 541004, China

Background: Anxiety is one of abnormal emotions, also known as psychological abnormalities. It is generally believed that anxiety refers to the nervous and fearful emotional state formed by the frustration of self-esteem and self-confidence, or the increase of failure and guilt due to the expectation that individuals cannot achieve their goals or overcome the threat of obstacles. From a clinical point of view, psychologists regard anxiety reactions as normal adaptive behaviors with unpleasant emotional tone, and describe them as strong expectations of dangers, threats and distress that require special efforts but can't do anything about it. We should change the negative psychological stereotype formed by students, activate students' self-education mechanism, change passive acceptance into active and autonomous learning, and change the teaching process from passive acceptance to students' active exploration, active acquisition, self-development and self-improvement under the guidance of teachers, so as to improve students' comprehensive quality and improve students' foreign language learning ability, Achieve the best teaching effect.

Objective: College Students' professional learning, college course construction and English learning are directly or indirectly related to the Internet. Different majors have different needs for English, and they also have different motivation and strategies for students' English learning. In order to give better play to the beneficial role of Internet technology and computer technology and improve English teaching, English learning anxiety is an important factor affecting college students' motivation and effectiveness in learning English. Therefore, understanding college students' Internet English learning anxiety not only provides reference for targeted English teaching, but also provides countermeasures for English teaching reform and improving teaching level.

Subjects and methods: 300 students, aged (21.15 ± 2.08) years, were randomly divided into experimental group and control group, with 200 students in each group. In order to increase the reliability and recovery rate of the questionnaire, the class teacher read out the filling instructions, distributed 400 copies uniformly, and 398 copies were effectively recovered, with an effective recovery rate of 99.5%. The results show that the reliability of the effective questionnaire is high and can meet the needs of research. The students in the experimental group were given special psychological intervention, and the students in the control group were given daily English learning. The students were given the self-rating Anxiety Scale (SAS) the day before the experiment. The experimental period was 3 months. The intervention measures of the experimental group were as follows: (1) psychological counselors contacted and interacted with the experimental group in different grades and classes, so as to increase mutual understanding and obtain trust, which is conducive to the smooth implementation of psychological intervention. (2) Lectures on mental health knowledge: invite mental health professionals to give lectures on mental health knowledge to all students in the experimental group, so as to improve the students in the experimental group's understanding of possible psychological problems, countermeasures to common psychological problems, and ways to obtain psychological assistance. (3) Individualized psychological intervention, that is, in the psychological counseling room of the school, accept the psychological counseling of the students in the experimental group, and carry out active psychological intervention on the students with obvious mental and psychological problems. Psychological intervention is provided with individualized psychological counseling by professional psychological counselors to understand the actual psychological problems of students in the process of learning English and give targeted solutions. After the experiment, the self-rating Anxiety Scale was distributed to the students again, and the results were counted by SPSS 15.0 software.

Results: Compare the anxiety state of the experimental group and the control group before and after the experiment, and the specific results are shown in Table 1.

It can be seen from Table 1 that there is no significant difference in the anxiety status between the two groups before the experiment. After the intervention, the psychological anxiety of students in the experimental group was significantly relieved, while the psychological status of students in the control group was not significantly improved. It can be seen that language anxiety is fundamentally an unfavorable factor in the process of foreign language learning, which hinders the development of students' language ability and the improvement of foreign language level. Therefore, teachers should start with the causes of students' anxiety and explore methods and strategies to avoid, reduce and eliminate students' language anxiety. Therefore, specific countermeasures are put forward:

(1) Establish a harmonious relationship between teachers and students. Good teacher-student relationship helps to reduce classroom language anxiety. As the organizer of teaching activities, foreign language teachers should pay attention to the control of students' emotional factors.

(2) Adopt flexible teaching methods to cultivate students' self-confidence. In teaching, teachers should consciously ask students with low self-confidence to answer questions and give more encouragement and praise.

(3) Create a relaxed classroom environment for communication in English. The purpose of teaching should be to communicate in English, but when students use English to express their thoughts, lives, experiences and our local cultural information, they can't think of appropriate English words for the moment. In case of urgency, they will use Chinese instead. At this time, the students will feel very interested in thinking, and the classroom atmosphere will become active, If the teacher treats the expression of "blending English and Chinese" with a tolerant attitude and humorous response, the students will express their ideas freely and their ideas will not be interrupted by anxiety.

Table 1. Comparison of anxiety between the two groups before and after the experiment proportion of people/%

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Experience group	Before the experiment	34	32	18	16
	After the experiment	69	22	9	0
Control group	Before the experiment	35	29	21	15
	After the experiment	46	29	15	10

Conclusions: We should change the negative psychological stereotype formed by students, activate students' self-education mechanism, change passive acceptance into active and autonomous learning, and change the teaching process from passive acceptance to students' active exploration, active acquisition, self-development and self-improvement under the guidance of teachers, so as to improve students' comprehensive quality and improve students' foreign language learning ability, Achieve the best teaching effect.

* * * * *

ANTI-POVERTY, SOCIAL SUPPORT AND PSYCHOLOGICAL CONSTRUCTION OF RURAL WOMEN IN THE POST-POVERTY ERA

Hong Cai & Yu Chen

School of Public Policy & Management, Anhui Jianzhu University, Hefei 230000, China

Background: In 2020, China will achieve a historic victory in poverty alleviation. In December 2011, my country issued the "China Rural Poverty Alleviation and Development Outline (2011-2020)" in response to the poverty alleviation issue in rural areas in December 2011. The document puts forward the leading position of respect for poverty alleviation goals, which reflects the understanding of the poor in the history of poverty alleviation in China. The poverty of rural women is not only an economic problem, but also contains many historical problems. Rural women cannot obtain better development resources. For this group of people, they should also be guided according to their psychological state to complete psychological construction. From the "pre-poverty era" to the "post-poverty era", rural women's poverty alleviation problems need to be improved through the promulgation of certain policies and innovations in institutional mechanisms to promote gender equality and the overall development of rural women.

Objective: In recent years, both at home and abroad have been actively studying the issue of poverty alleviation, especially the issue of feminization of poverty alleviation. American sociologist Di-ana Mary Pearce first proposed the "feminization of poverty" proposition in 1978, describing the fact of gender inequality in poverty. Through research, they found that most of the poor are women, and the household structure headed by women is the most vulnerable to falling into poverty. Since then, many scholars have begun to focus on the feminization of poverty.

Subjects and methods: After years of research, they have been quite effective. Many scholars have proposed a large number of poverty reduction measures to help them reduce poverty. The feminization of poverty is mainly affected by the following aspects: First, restricted by traditional gender concepts, women's poverty, especially rural women's poverty, is more concealed. It is difficult for rural women to obtain good development resources in the process of studying and working. Many managers have certain prejudice towards women, and some jobs have certain gender restrictions, which restrict the development of women to a certain extent. Second, it is mainly reflected in the material aspect. Poverty includes the acquisition and distribution of economic resources, employment and income, education and training, health and health care, household division of labor and time distribution, community participation, and social

interaction. Rural women are susceptible to discrimination in obtaining the above resources. Most rural women in particular cannot obtain better social resources and choose to become manual workers or housewives. This is also an important reason for the feminization of poverty. Three is reflected in the cultural aspect. Poverty includes intangible values such as achievement motivation, cognitive models, social emotions, social attitudes, and interpersonal communication. Women need to receive orthodox education for their ideological emancipation. At present, many rural women do not receive a complete education, resulting in their low cultural background, and the level of social emotions, cognitive models, interpersonal communication and other concepts is still relatively simple. The current poverty alleviation practice is one-sided on gender to a large extent, and the implementation of poverty alleviation measures without taking account of gender difference can hardly guarantee the long-term and effective poverty alleviation of the female poor. In the post-poverty era, it is necessary to incorporate gender development awareness into anti-poverty for women, and build a path for rural women's anti-poverty and individual development in the post-poverty era which shall combine inputs of external resources and cultivation of intrinsic motivation.

Results: In terms of external resources input, it is important to ensure the continuity of the early poverty alleviation policies of local government, on the other hand, it is essential to actively rely on social organizations and their influences in women's anti-poverty process. It is necessary to incorporate gender perspective into the policy making process of women's anti-poverty, as well as empowering rural women after solving economic poverty. In terms of cultivation women's intrinsic motivation, it is necessary to notice the limitations of Western women's development theories in solving problems of anti-poverty among the Chinese rural women, and to fully consider the inherent relationships between Chinese traditional rural culture, family structure and women's poverty. It is also important to reposition the gender value of rural women in the fight against poverty, while constructing the analysis under the framework of "Anti-poverty-gender tension-female development". This will help to cultivate rural women's motivation for personal achievement, improve their cognitive models, adjust social emotions, change social attitudes, enhance rural women's sense of security in their own development, and enhance their main development capabilities.

* * * * *

THE INFLUENCE OF DIFFERENT TRAINING SCHEMES ON PSYCHOLOGICAL ADAPTABILITY DISORDER OF SPORTS ATHLETES

Linghao Qu & Yu Zhang

College of Physical Education, Hunan Normal University, Changsha 410000, China

Background: In the case of establishing a competition training mode that can reflect the athletes' ideal physical level, technical and tactical level and psychological quality, the athletes' psychological adaptation training for the upcoming competition will be completed more smoothly. In this case, it is of great significance to collect the training indicators of competitors and compare them with the established model data. If the research parameters are almost the same, the psychological preparation of athletes for sports competition should be put in the first place.

Objective： The training program is customized into two modes: different training and competition. When formulating the psychological adaptation methods of different training and competition loads, this study noticed the following psychological factors: (1) He degree of interest in sports, the degree of cognition of target performance and the ambition to achieve the goal. (2) Performance required for participating in competition activities. (3) Develop special ability, master special knowledge and pursue the motivation level of leading performance. (4) High degree of self-discipline and self-discipline in order to achieve a higher level of motor skills. (5) Spiritual support from parents and social environment.

Subjects and methods: In order to test the effectiveness of the psychological adaptation training method used in this study, 36 football players (first-class and second-class athletes) aged 15-17 with high sports skills were selected for teaching experiment. 36 people were divided into control group and experimental group. Each group was composed of 18 football players in different positions on the field: 6 forward, 6 guard and 6 center guard. Before the teaching experiment, the initial levels of general physical training load and special physical training load were determined, and the following tests were used: 15 m and 30 m standing start, 15 m and 30 m running, standing long jump and high jump. The test results showed that there was no significant difference in general physical training load between the control group and the experimental

group ($P > 0.05$). The initial level of special physical skill training load is determined by the following tests: dribbling, passing and grabbing the ball. Heading, shooting and long-range shooting. By analyzing the test results, no significant difference was found between the special physical training load of football players in the control group and the experimental group ($P > 0.05$) (see Table 1). The training course of the control group was carried out according to the commonly used psychological training method. The experimental group used the psychological adaptation training method for different training load and competition load.

Table 1. Changes of general physical training load and special physical training load indexes of football players aged 15-17

General indicators	Before pedagogy experiment $X \pm S$		Special indicators	After pedagogy experiment $X \pm S$	
	Control group	Experience group		Control group	Experience group
15 m standing start /m	2.51±0.16	2.49±0.14	30 m with ball /s	7.03±0.50	7.06±0.52
15 m running/m	2.13±0.18	2.14±0.17	Ball grabbing / times	6	7
Standing long jump /m	2.11±0.16	2.09±0.13	Heading / times	2-3	3-4
High jump/m	18.1±1.06	18.0±1.19	Shoot far /m	66.3±4.96	65.8±5.18

After the teaching experiment, repeated tests were carried out in order to compare the changes of general physical training load index and special physical training load index of football players in the control group and the experimental group. The teaching experiment results show that under the systematic training load, the indexes of the two groups have improved, but the football players in the experimental group have obvious advantages. The indexes of general physical training load and special physical training load of football players in the experimental group have higher values, which shows that the psychological training specially organized has produced an effect in order to ensure the psychological adaptation of football players to training load and competition load under different training conditions (often changing training places, changing training load, etc.). The sports technical training load index of the juvenile football players in the experimental group has been more significantly improved, which is due to the addition of psychological training in the training process. This helps to improve the confidence of young football players in their own ability, form the skills of self-control movement and adjust their psychological state. In order to complete the movement technical movements formed in football matches, there is a need for self-training to improve the movement technology.

Conclusions: To sum up, the teaching experiment results show that the psychological adaptation training to the changing training load and competition load is an important factor to improve the sports literacy of football players aged 15-17 with high sports skills, which will ensure to improve the stability of stress response of juvenile football players to external adverse factor stimuli and focus on completing football technical actions, and maintain the movement synergy with peers when fighting against opponents, and so on. The criteria for evaluating the psychological adaptation level of juvenile football players are: The consistency of competition activity simulation, the effect of completing training tasks, the accuracy of their own temporary state, and the enthusiasm index of completing sports actions under low tension. The results of teaching experiment confirmed the effectiveness of the psychological adaptation training method of juvenile football players with high sports skills.

*　*　*　*　*

APPLICATION OF EDUCATIONAL PSYCHOLOGY IN PHYSICAL TRAINING PRACTICE TEACHING IN COLLEGES AND UNIVERSITIES

Juanjuan Xu[1] & Pengfei Lu[2]

[1]College of General Education, Chengdu Jincheng College, Chengdu 611731, China
[2]Physical Education Center, Tianfu College of Swufe, Mianyang 621000, China

Background: With the development of China's education, the reform of college physical education has become an important content of college education in the current period. Under the influence of the concept of core literacy education, modern college education has paid more and more attention to physical education. The development of physical education has become a necessary measure for talent training in colleges and universities. By expanding the application of training practice in college physical education, we can effectively improve the efficiency and quality of College Physical Education and promote the development of talent training in colleges and universities. Educational psychology is a subject based on the effect of intervention in human learning and education, teaching psychology and school organization. Therefore, the application of educational psychology plays an important role in teaching. At the same time, educational psychology helps to improve the overall teaching and teacher level of teachers. Teachers are not only the focus of teacher team construction, but also the core figure of teaching and educating people. The quality of teachers includes not only professional quality, but also educational quality. Educational psychology is an important part of educational theory and practice. It can not only help teachers improve their theoretical literacy, but also help teachers solve practical problems encountered in teaching practice. Educational psychology starts from psychology, makes teachers further understand students' psychological needs, fundamentally solves problems and improves the pertinence of education and teaching. Learning educational psychology can deeply understand the psychological basis of teaching measures, so as to more actively and easily control teaching methods and means, enrich their own teaching experience and achieve the purpose of improving teaching quality.

Objective: With the deepening and development of China's educational reform, the importance of physical education is increasing in the teaching work of education system at all levels. As the base of talent training and output in China, colleges and universities, innovative physical education teaching mode plays an important role in promoting the implementation of their talent training plan. The application of practical expansion training in college physical education teaching has been highly recognized by people in the industry, which can effectively improve the efficiency and quality of college physical education teaching and realize the expansion and innovation of college physical education teaching content, it is of great significance to promote the cultivation of talents in colleges and universities. This study is based on educational psychology, through the investigation and research on students' physical and psychological aspects, to count the influence of the subjects on the practical teaching of educational psychology in college physical training.

Subjects and methods: Three universities were randomly selected, and 200 students from each university were randomly divided into experimental group and control group. There was no significant difference in physical condition and learning habits between the two groups before the experiment. The same teachers were used to carry out the expansion training of the same sports, but the teaching modes were different. In the process of practical teaching, the teachers in the experimental group applied the knowledge of educational psychology to carry out hierarchical teaching. The control group only carried out ordinary teaching, and recorded the whole process of the two classes. In the experimental group, it is required to adopt different methods according to students' different abilities, physical conditions and psychology. According to students' different physical fitness and the principle of capacity and acceptability, students are divided into three levels: good, medium and poor. Different teaching methods are adopted for students at different levels and different requirements are put forward. In classroom teaching, let students with good physical fitness do some difficult training to achieve the purpose of improvement. Let secondary school students do confident training to protect their learning enthusiasm. Let the students with poor grades do some easier training to enhance their self-esteem and self-confidence. In this way, every student has the opportunity to practice. In teaching, teachers should give priority to praise and encouragement, and should not hurt students' self-esteem in public. For some students with poor training practice, different measures are taken to give timely help and guidance with enthusiasm. Test and count the influence of the two groups of students on the practice of Outward-Bound Training Based on the background of educational psychology.

Results: According to the results of this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means average influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Conclusions: Under the influence of physical education reform, the application of practical expansion training in college physical education teaching has become an inevitable way to innovate college physical education teaching. When expanding training is applied in college physical education, we should think

deeply about its existing problems, apply educational psychology and adopt scientific application practice strategies to promote the modern development of college physical education.

Table 1. Effect of physical exercise on relieving students' mental stress

Group	Physical condition	Psychological situation
Experience group	3	4
Control group	0	1

* * * * *

PSYCHOLOGICAL ANALYSIS AND EDUCATIONAL COUNTERMEASURES OF COMMUNICATION ADAPTATION OBSTACLES OF COLLEGE STUDENTS

Dehua Hou

Department of Preschool Education, Shuozhou Normal Technical College, Shuozhou 036000, China

Background: College students are in their youth, and their psychological development level is in the stage of rapid maturity but not yet fully mature. Setbacks and difficult problems in study and life will bring some psychological pressure. The psychological problems of college students are the result of the joint action of many factors in this special environment. College students have become a high-risk group of psychological problems. Among many psychological problems, adaptation disorder is particularly common, which mostly occurs in freshmen and college students. "Adaptation disorder" is a psychological concept, which refers to the subjective pain and emotional disorder in the adaptation period of major life changes or stressful life events. After entering the University, many students can't adapt to the changes of the environment, resulting in emotional reactions such as anxiety and homesickness, which leads to physical symptoms, and can't deal with them through their own adjustment in the short term. Communication adaptation disorder generally refers to the sense of maladjustment caused by the sudden change of life and learning environment when freshmen enter the University, which is often accompanied by certain emotional symptoms and language symptoms. It mainly reflects the following characteristics: First, students are introverted. Second, pay attention to personal privacy. Third, it has certain language symptoms. Fourth, there may be psychological abnormalities. As the server and manager of College Students' specific work in school, counselors are responsible for students' ideological education, daily management and so on. When carrying out work, often communicate with students. However, in practical work, the communication between counselors and students often has obstacles. Facing the obstacles of students' communication adaptation, college counselors need to take certain educational countermeasures, adopt appropriate communication skills and innovative educational methods through reasonable psychological analysis, improve the countermeasures and solve the corresponding problems. At the same time, counselors should actively popularize mental health knowledge in their work and give early warning of possible psychological problems among college students. Therefore, it is very important to choose good educational countermeasures.

Objective: Although they are different from psychological counselors, counselors often play the role of psychological counselors in practical work and intervene in students' psychological problems. Using reasonable conversation skills can understand students' inner world and carry out positive psychological intervention, so as to help them achieve a healthy psychological state. This study changes the traditional communication methods to deal with the communication adaptation obstacles of college students, selects innovative methods, selects a step-by-step way for students through the application of counselors' psychological knowledge, and organizes students' regular communication and exchange from small group activities.

Subjects and methods: Taking alleviating college students' interpersonal communication as an index to alleviate college students' communication adaptation barriers, 50 freshmen were selected as researchers to fill in the questionnaire. Mainly through the investigation and analysis of active communication, personality change, fluent language and thinking and psychological situation, statistics are made on the improvement satisfaction of college students with communication adaptation barriers after the application of psychological education countermeasures.

Study design: Fifty freshmen were randomly selected, regardless of gender, class and major. Fifty college students were randomly divided into two groups: experimental group and control group. There was no significant difference in personality between the two groups before the experiment. The same counselor is

selected. By studying the students' psychology, the counselor regularly organizes large and small group activities for the students in the experimental group, such as class meetings, gatherings, interesting competitions, etc. The control group only communicated through the most basic ways of listening, encouragement and inquiry. After one month, the state of students was observed, and the impact of the implementation of this program on the psychological analysis and education of communication adaptation barriers of college students was analyzed through communication with researchers. In this study, the questionnaire is required to be completed at one time, and the specified time is 10-15 minutes. A total of 50 questionnaires were distributed, 50 were recovered and 49 were valid.

Methods: After the application of Excel statistics in psychological education countermeasures, college students' satisfaction with the improvement of communication adaptation barriers.

Results: The investigation and research show that the psychological analysis and educational countermeasures of college students' communication adaptation barriers really need to be improved and innovated. It not only requires counselors to be familiar with psychological knowledge, but also to be well applied to educational practice, and try to popularize psychology for students, so as to give early warning to the possible psychological problems of college students.

The survey results are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, 50 students are used to evaluate the value and take the average to obtain the result, which is determined by rounding, the specific statistical table is shown in Table 1.

Table 1. College students' satisfaction with the improvement of communication adaptation barriers after the application of psychological education countermeasures

Factor	Psychological aspect	Character aspect	Communication
Student	4	3	4

Conclusions: Some freshmen have outlined their ideal self-image in their mind before entering the university hall. However, after entering the university, they find that there is a day outside the sky, the original advantages no longer exist, and they suddenly become very mediocre. In the face of this gap between ideal and reality, freshmen often can't correctly evaluate themselves and face reality objectively. Therefore, it is necessary for instructors to carry out psychological education, and it is very important to choose a reasonable and effective way. It is conducive to the smooth progress of the educational process and achieve the educational effect satisfactory to counselors, students themselves, parents, schools and society.

* * * * *

THE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN CHILDREN'S CALLIGRAPHY EDUCATION

Kuipeng Xin

Academy of Fine Arts, Qujing Normal University, Qujing 655011, China

Background: The current situation of calligraphy teaching in primary school is not as good as we think, nor as bad as we think, but it is not very satisfactory. Calligraphy course, like other courses, also has rules to follow. We should start from the characteristics of the classroom and teach this course well in combination with pedagogy and psychology. Teachers are the engineers of human soul. In order to correctly and effectively shape the "soul" of students, psychology must be used in teaching in order to achieve the close fit between teaching and learning between teachers and students, so as to achieve good teaching effect. Children's calligraphy teaching is no exception, mainly through the following aspects: Curiosity is the mother of attention, stimulate students' curiosity, take calligraphy education as a guide, and induce children's learning motivation. guided by campus culture, create a good learning environment, cultivate children's interest in learning calligraphy, and pay attention to the cultivation of children's correct habit of learning calligraphy. take calligraphy education as an opportunity to tap the function of calligraphy education, teach students according to their aptitude and publicize their personality. In teaching, teachers should also study children's psychology. It is necessary to correct some students' bad psychological tendency of learning books in time. take calligraphy anecdotes as resources, educate students with image perception and improve their consciousness of learning calligraphy, guided by inheriting the tradition, deepen the perception of books and

posts, and strengthen the corresponding training of learning books, take the calligraphers of past dynasties as a model, constantly practice basic skills and cultivate self-confidence spirit. Based on life experience, expand students' artistic vision and understand the mystery of "Kung Fu outside words". Inherit and carry forward the educational function of calligraphy culture.

Zhang Taiyan once said that to destroy a country's words is to destroy a country. Nowadays, the world is becoming more and more information-based and digital, and the ability of handwriting is deteriorating. In particular, many people show that they can't write commonly used words in some daily writing. Once they write, they are typos. In short, the environment has a great impact on the inheritance and development of calligraphy art. Nowadays, calligraphy courses are offered in primary and secondary schools, and teaching materials are compiled systematically. The arrangement is reasonable and appropriate according to the characteristics of students in all grades, step by step. Calligraphy education is a basic and fundamental cultural construction and bears great social responsibility. Calligraphy education also carries the following functions: literacy education, cultural inheritance, moral education and art education.

Objective: Learning calligraphy is learning to be a man. As the saying goes, "people are regular, pens are positive, and calligraphy is positive, so people are also positive". As the saying goes, learning all depends on self-study, and teachers are no guide. Calligraphy is the art of handwriting, which is a ritual to get along with yourself. The practice of calligraphy has always been a personal behavior, so it needs meditation to succeed. Since ancient times, calligraphy has been the business of scholars. However, a famous calligrapher is first and foremost a cultural man. Therefore, to learn calligraphy, we must let students read more books, classics and history, and improve their cultural cultivation, so as to improve the artistic connotation.

Subjects and methods: Under the application of educational psychology knowledge, innovate the calligraphy education and teaching mode for children, that is, change the teaching concept of educators under the existing objective environment, change the teaching objectives from correcting children's behavior deviation to guiding children's positive psychological quality, change the focus from a few problem children to all children, and change the teaching method from full classroom teaching to experiential teaching, the only way from the main channel of the classroom to the first classroom theory teaching, practical teaching group counseling and relying on associations to carry out psychological activities are combined and complementary to each other.

Study design: Using stratified cluster random sampling method, 100 children were selected for investigation. 10 schools were randomly selected, and 10 students were randomly selected from each grade. A total of 100 questionnaires were distributed to students in 10 classes, 89 were recovered, and the number of valid copies was 72.

Methods: The effect of the application of Excel statistical educational psychology in children's calligraphy education.

Results: The application of educational psychology plays an important role in children's calligraphy education. Through the analysis of the application of educational psychology, it enhances children's interest in calligraphy learning, corrects children's wrong habits of calligraphy, improves children's consciousness of learning calligraphy, cultivates the formation of children's good learning habits, and then improves children's cultural cultivation.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect and influence of the application of educational psychology in calligraphy education for children

Factor	Consciousness	Interest formation	Error correction
Children	3	4	4

Conclusions: The focus of educational psychology is to apply the theories or research results of psychology to education. As a bridge science connecting psychology and pedagogy, the research objects of educational psychology include the psychological phenomena and laws and their interaction between students and teachers in the process of learning and teaching. Through the application of educational psychology knowledge in children's calligraphy education, while improving teachers' teaching quality level, it starts to cultivate and enrich children's internal quality from childhood, so as to preserve their pure and lively artistic creative thinking and enrich their artistic expression. Many gifted children have entered the palace of calligraphy.

character writing in primary schools in Yunnan Province (No. 2019j0598), a project approved by the scientific research fund of the Department of education of Yunnan Province.

* * * * *

COLLEGE STUDENTS' PHYSICAL EXERCISE BEHAVIOR AND AEROBIC EXERCISE ON THE CURE OF COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

Yuanjian Yao[1,2] & Yu Zhang[1]

[1]Department of Physical Education, Myongji University, Yongin 17058, South Korea
[2]School of Physical Education, Hunan Normal University, Changsha 410000, China

Background: Various behavioral disorders of adults generally stem from anxiety caused by social pressure, which are mainly manifested in dependence, eating disorder and Internet addiction. Aerobic exercise refers to the physical exercise carried out by the human body under the condition of sufficient oxygen supply, that is, in the process of exercise, the oxygen inhaled by the human body is equal to the demand to achieve a physiological balance. A large number of studies have found that aerobic exercise can widely improve the speed of fat decomposition, and its mechanism is to improve the activities of lipoprotein lipase, liver lipase and other key enzymes of fat decomposition in muscle, liver and other tissues. Aerobic exercise can also reduce the blood lipid index causing arteriosclerosis and increase the level of protective factors against arteriosclerosis. Aerobic exercise can also reduce lipid peroxidation, increase free radical scavenging ability and reduce the harm of free radicals to human body. In the methods of increasing bone calcium absorption and reducing bone loss, aerobic exercise can also significantly increase bone mineral density. Aerobic exercise can also enhance self-confidence, reflect self-worth, improve personality, enhance happy experience, reduce depression and reduce the occurrence of mental diseases. In addition, aerobic exercise plays an important role in the prevention and treatment of aging, obesity, cardiovascular disease, diabetes and respiratory diseases. Aerobic exercise can improve the mood and well-being of patients with substance use disorders, improve the excessive anxiety of patients with eating disorders about weight and body shape, effectively divert the attention of patients with internet addiction and reduce Internet dependence. "Anxiety" is a state of tension, worry and anxiety caused by certain stimuli. "Anxiety reaction" is a normal psychological phenomenon. Anxiety occurs when a person's desire is not realized for a long time or the possibility of realization is estimated to be very small. If it's serious, it's a disease, such as "anxiety disorder". Deep in the heart of anxiety disorder, there is often a psychological problem that cannot be extricated and unwilling to face up to. Anxiety is only the manifestation of contradictions and conflicts, which can be used as a defense mechanism to avoid contacting the deeper troubles. At present, the incidence of anxiety and anxiety disorders in adults is on the rise. Therefore, we should pay attention to and timely explore the prevention and treatment of adult anxiety disorders.

Objective: Aerobic exercise, fully known as aerobic metabolic exercise, is relative to anaerobic exercise. It refers to the exercise that provides energy by aerobic metabolism in cells. Its characteristics are low intensity, rhythmic, uninterrupted and long duration. The rhythm of contemporary adults' life and learning has changed greatly compared with the previous ones. Their interpersonal relationships are tense. At the same time, they are subject to multiple pressures from family and society. They are impatient and impulsive. On the one hand, aerobic exercise can increase the human body's demand for oxygen, improve the human body's oxygen consumption and improve cardiopulmonary function. On the other hand, it can distract attention and divert the experience of anxiety, so as to relax body and mind, regulate emotion and reduce anxiety symptoms.

Subjects and methods: Due to the fast pace of modern people's life, resulting in great life pressure, adults suffering from anxiety has become the norm, and has seriously affected adults' life and learning. Exercise can prevent and treat anxiety disorder. According to the incidence of adult anxiety disorder, aerobic exercise can be used to prevent and treat adult anxiety disorder. This paper mainly investigates and analyzes the degree of relief of adult psychological anxiety by aerobic exercise. The effect of aerobic exercise was statistically analyzed by issuing questionnaires.

Study design: A questionnaire is distributed to 600 adults. The questionnaire is required to be completed at one time. It takes about 10-20 minutes for each person to fill in the questionnaire. A total of 600 copies were distributed, 582 copies were recovered, and the number of valid copies was 475.

Methods: Excel was used to count the relief degree of aerobic exercise on adult psychological anxiety.

Results: Aerobic exercise can enable adults to effectively regulate anxiety and relieve psychological tension, so as to form a more stable psychological state. Adults engaged in sports activities in line with their

age and interest characteristics can make the excitement and inhibition of their cerebral cortex tend to be coordinated. In particular, long-term and low-intensity aerobic exercise has irreplaceable special curative effect on regulating adult mental diseases. It is one of the effective means to reduce anxiety.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 adults are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Relieving effect of aerobic exercise on psychological anxiety of adults

Factor	Mentality	Excited consciousness	Physical condition
Adult	4	4	5

Conclusions: The impact of aerobic exercise on adult behavior disorders is mainly reflected in that aerobic exercise plays a positive role in adult material use disorders, eating disorders and Internet addiction. Aerobic exercise can promote some students with behavior disorders to change their behavior of thinking and dealing with problems, so as to eliminate inferiority and depression, so as to show self-confidence, strength and vitality. Physical exercise is one of the effective means to treat mental diseases. Aerobic exercise has a positive impact on the health of adults. Regular participation in aerobic exercise can improve physical quality, enhance the body's resistance to diseases, and make people energetically invest in daily study, work and life, so as to shape the healthy physique of adults and lay a solid physiological foundation for their mental health.

* * * * *

THE INFLUENCE OF CONSUMER PSYCHOLOGY IN INTERNATIONAL E-COMMERCE MARKETING AND ITS APPLICATION COUNTERMEASURES

Jing Zeng[1,2], Lei Zhou[1] & Xiaoyi Hu[3]

[1]*School of Business and Trade, Nanchang Institute of Science & Technology, Nanchang 330108, China*
[2]*Institute of Educational Sciences, Hubei University of Education, Wuhan 430205, China*
[3]*Construction Management Office, Hubei Engineering University, Xiaogan 432000, China*

Background: Among consumers' purchase motives, there are two most basic ones, namely, the psychological motivation of pursuing practicality and the psychological motivation of seeking honesty. On the E-commerce platform, businesses can save the rent, labor cost and advertising cost required by physical stores, which naturally brings the impression of low price to consumers who consume online, and quality is the general requirement of consumers. If the commodity price is low, but the quality cannot meet the standard, consumers will not buy it. If these two aspects meet consumers' psychological expectations, consumers are likely to buy. At the same time, people pursue the psychological characteristics of convenient and fast consumption. The traditional business is characterized by fixed sales place and fixed sales time. Network sales is carried out through online stores characterized by information base, so its sales space extends with the extension of network system. There are no time and space obstacles. Therefore, E-commerce sales have time and space advantages over traditional sales, which can meet the psychological needs of online users to a greater extent and in a wider range. In recent years, the E-commerce industry has developed rapidly, but the relevant laws and regulations are not perfect. Therefore, some illegal acts have been transferred to the E-commerce platform. Illegal acts such as fraud, MLM, unfair competition, publishing false advertisements, infringing the exclusive right to use registered trademarks and unlicensed operation occur from time to time, which will affect the order of E-commerce transactions and reduce consumers' trust in transactions. From the perspective of payment, E-commerce transactions still lack a safe and effective credit system and online payment means. Online payment has three security problems: system security risk, man-made security risk and credit security risk. With the rapid development of Internet technology, E-commerce has become an integral part of people's daily consumption. Under the operation of

the new model of E-commerce, how to grasp and cater to the consumer psychology of consumers, formulate effective marketing strategies according to the obtained information, increase the income of enterprises and accelerate the development of E-commerce in China is of dual significance of social benefits and economic value. This paper focuses on the consumer psychology of E-commerce consumers, and puts forward the corresponding marketing strategies according to the consumer psychology.

Objective: E-commerce belongs to the characteristics of the Internet era. It has gradually become a global operation and management means with strategic significance, and has brought new challenges and opportunities to social development. At present, there is no unified definition of the concept of E-commerce, which is only summarized on the basis of practical application. E-commerce is a business activity based on information technology, which connects different links to all activities of production and consumption. E-commerce has the characteristics of network openness, flexibility, globalization, high efficiency and low cost. Consumer psychology and consumer behavior are the starting point and basis for enterprises to formulate business strategies, especially marketing strategies. Facing the special consumption form of E-commerce, consumers' consumption psychology and behavior are more complex and subtle, which directly affects the business effect and development space of E-commerce. In depth study of consumer psychology and consumer behavior is of great significance to further expand E-commerce.

Subjects and methods: This paper mainly synthesizes the influence of consumer psychology on the development of international E-commerce marketing, pays attention to the characteristics of consumer psychology from all aspects, defines the main forms of international E-commerce marketing, and analyzes the effective ways of E-commerce marketing. Based on the questionnaire survey, according to the literature and practical problem experience, the consumer groups are selected and sent through the online questionnaire invitation link by using the network questionnaire system and random sampling method. At the same time, Epi Data is used to establish the original database, implement comparative research methods, and pay attention to consumers' self-diagnosis. Using the case analysis method, this paper analyzes the typical cases caused by the problems of international E-commerce marketing, and points out the main problems and relevant paths of international E-commerce marketing.

Results: Firstly, most of the commodities in E-commerce are virtual, and it is difficult for consumers to understand the real value of enterprises or commodities. At this time, establishing a correct corporate image and cultivating brand value, whether due to the herd mentality, the pursuit of the brand, or the popularity of the brand, a certain understanding of the brand's goods and services will promote consumers' purchase behavior. Kevin l Keller, a famous American brand research expert, put forward the concept of brand asset value, which is mainly measured from the psychological response of consumers to the brand, rather than from the financial aspect. Therefore, cultivating brand value and promoting consumers' dependence on brand are two-way processes. Secondly, in order to meet the psychological motivation of consumers to pursue practicality and honesty, E-commerce enterprises should keep product prices open and preferential, and consumers can make purchase decisions through E-commerce. Most of the current E-commerce market belongs to the buyer's market. In this case, enterprises must choose a flexible pricing strategy, that is, flexibly adjust the price according to factors such as seasons, holidays, changes in market demand and prices of similar commodities, or allow consumers to negotiate the price directly with merchants online. Under the trend of increasingly fine division and specialization of social division of labor, consumers are tired of and distrust the traditional single marketing. In E-commerce, consumers often take the initiative to obtain commodity related information through various possible ways and analyze and compare it. They can obtain a psychological balance to reduce the sense of risk and enhance their trust in products and psychological satisfaction. Under E-commerce, consumers can choose more abundant and diversified commodities, and the competition among businesses is becoming increasingly fierce.

According to the actual needs of customers, they can stand out in the fierce competition and occupy the dominant position in the market. At present, businesses can use the advantages of big data technology to sort out and plan the actual needs of customers in the huge customer information, and accurately locate the needs of customers, so as to formulate appropriate marketing methods and launch corresponding products or services to attract more customers to consume. Businesses can also use computing technology and network technology to establish their own customer communication platform, so that businesses can receive customer feedback in time, master customers' actual needs according to customers' feedback, and then improve their own shortcomings and adjust their own marketing strategy.

Conclusions: Under the E-commerce mode, consumers have unique consumer psychological characteristics, which puts forward higher requirements for the development of E-commerce. In order to improve the better development of E-commerce mode, it is necessary to continue to study and explore from the perspective of consumers.

* * * * *

DISASTER AVOIDANCE GREEN SPACE PLANNING IN URBAN GREEN SPACE SYSTEM PLANNING BASED ON PUBLIC PSYCHOLOGY

Wenshu Chen

International School of Design, University of Sanya, Sanya 572000, China

Background: As a type of urban land, urban green space is relative to other urban construction land. It is a green open space with unrestricted attributes (or multiple functions). At ordinary times, people see more ecological, recreational, landscape, cultural and other contributions of urban green space. Yes, so in the eyes of a considerable number of people, green space is just "good-looking" and "fun" "Play" problem. At present, when advocating an energy-saving society, because of the need of "land saving", the city urban green space is once again facing the situation of being "shrunk". However, Tangshan in 1976 Earthquake, Hanshin earthquake in Japan in 1995, Wenchuan earthquake in Sichuan in 2008. When people must face huge natural disasters again and again, the disaster prevention and avoidance of urban green space Its contribution to urban security has been gradually recognized by people. In the of "every inch of land, every inch of gold". The necessity of green space in urban area, the rationality of green space layout and the scientific of green space design and the sociality of green space use has once again become our topic.

Objective: With the emphasis on urban public safety and the development of related planning research, there are some definitions and concepts related to the disaster prevention and avoidance function of urban green space, but there is no unified standard or consensus. It should be said that at present, our research on the disaster prevention and avoidance function of urban green space is still in its infancy. Therefore, it is necessary to deliberate and discuss some basic concepts, to facilitate the follow-up research and the scientific development of planning and design practice. In order to facilitate the scientific development of follow-up research and planning and design practice. The policy of "putting prevention first and combining defense with relief" is the key to improve the city's ability to resist disasters comprehensive embodiment, emphasizing the common positive actions in peacetime and disaster time. Current "urban green" "Land classification standard" is classified according to the function of green space in normal, and "protective green space" is reflected it is the protection and defense function relative to disasters at ordinary times, such as sanitary isolation and protective green space setting of windbreak, etc. The concept of "urban disaster avoidance green space" reflects the time of disaster urban green space that can play the role of disaster reduction and bear the function of disaster avoidance, such as the "park green space" used in emergency shelters can ensure the disaster relief channel and disaster avoidance channel in case of disaster smooth "protective green space" and "road green space" with a certain width.

Subjects and methods: Disaster avoidance green space is an integral part of urban emergency shelter system venues, cultural and educational facilities, sports venues and other urban facilities are used as the basis for urban disaster avoidance and disaster relief point. Therefore, the measurement of the rationality of disaster avoidance green space layout must be combined with what can be done in the city. The layout relationship of other open spaces and public facilities in disaster avoidance and disaster relief strongholds is generally analyzed body measurement, rather than simply measuring the service radius of disaster avoidance green space itself. In other words, in a certain area of the city, there are few disasters avoidance green space points and the layout is not reasonable, which does not explain this emergency hedging ability of a region is poor. The spatial layout of disaster avoidance green space cannot be equal to disaster avoidance green space. The analysis of service radius is helpful to the rational layout of disaster avoidance green space in space, but the service radius of disaster avoidance green space and park green space cannot be simply equivalent. (1) Disaster avoidance green space is not equal to park green space, so the coverage of service radius is only partial overlap. (2) At present, the coverage of 500 m service radius of park green space in most cities in China is not enough this paper analyzes the quantitative analysis relationship between the scale of park green space and the number of service population. It can be said that the construction of garden and green space is not critical, but for shelters (especially disaster-prone areas) the configuration of emergency shelters is a fatal factor. So, in people with high population density and small scale of a single refuge, the service radius of the refuge shall be less than 500 m. (3) At present, the coverage analysis of 500 m service radius of park green space in many cities is not enough "Harsh", the analysis of the use path is not in place, such as cutting of urban trunk roads, railways, etc. Service scope and other issues, which are inconvenient in daily use, but in case of disaster, it is a life safety problem that needs to be avoided.

Results: From the perspective of urban disaster avoidance green space planning, it is the main guidance for the design and construction of disaster avoidance green space. It should be reflected in: (1) Qualitatively define what kind of emergency hedging function to undertake. (2) Quantitatively put forward design requirements to ensure the implementation of planning indicators. (3) Put forward corresponding facilities and equipment according to the given functions.

Conclusion: Urban green space is a type of urban land, but it is compared with other types of land It has

many particularities. From the classification of land use, it is an independent type of land (G Class), which is also a land use form with strong permeability to other land, that is, the existence of ancillary green space. It is a complex of multiple functions, with different functions in different periods and different periods use status. Therefore, the understanding of urban green space, from different levels of society, from the perspective of the city different departments and professionals need to re-examine and understand to make the city green in terms of quantity (reasonable land occupation ratio) and quality (scientific spatial layout), the land has been most widely used. The basic guarantee is to give full play to the green space as the urban green infrastructure in peacetime and disaster alternative comprehensive effect.

* * * * *

OPTIMIZATION OF GARMENT PRODUCTION MANAGEMENT SYSTEM BASED ON COMPARATIVE PSYCHOLOGY THEORY

Xiang Chen

Leizu Clothing Intelligent Manufacturing College, Huanghuai University, Zhumadian 463000, China

Background: In the information age, in order to adapt to the rapid market changes, the ideal production base management mode of garment enterprises can be simply summarized as follows: (1) The production base always tells customers exactly when to deliver according to the production capacity and material supply in the process of order confirmation. (2) The quality can always be guaranteed to the greatest extent, and the production management system can automatically arrange the plans and tasks of each post in the production base according to the order. (3) According to the plan, task completion and production capacity change of each position, the production management system can dynamically analyze whether the order can be completed according to the original plan and remind when it cannot be completed according to the original plan. (4) According to the change of orders, the production management system can automatically adjust the plans and tasks of each position in the production base. (5) It can shorten the production planning preparation time, improve the production cooperation efficiency and shorten the product production cycle. For order processing enterprises, if the order business processing department realizes the complete networking with the production base, the order business processing department generally does not need to contact the production base to confirm the delivery date. The production management system can automatically calculate and confirm the delivery date according to the priority of orders, which will play a certain role in international trade. For production enterprises with independent brands and sales networks, due to the shortening of production cycle, the stock of finished products can be reduced, so as to reduce enterprise operation risks, save costs and improve benefits, enhance market competitiveness. The ultimate goal of production base management is to assist enterprises to achieve this ideal management mode. Of course, it also takes a certain time and stages, and requires comprehensive cooperation and efforts of enterprises.

Objective: Comparative psychology is a branch of psychology that studies the basic theory of animal behavior evolution and various behavior characteristics of animals at different evolutionary levels. It not only provides evidence and experimental proof for the development of scientific psychology, but also lays an unshakable experimental foundation for the rise and development of functional psychology, Gestalt school and behaviorist psychology. With the development of domestic economy, people's consumption concept is upgraded, and the demand for personalized customized clothing is gradually increasing, which puts forward many new requirements for garment manufacturers. In order to quickly respond to market changes and meet market demand, manufacturers need to improve production efficiency. Garment production is a labor-intensive industry, which is inseparable from labor, which determines that labor has a great impact on production efficiency. Realizing intelligent production is the development trend of garment production enterprises, but many enterprises are limited by the high cost of purchasing intelligent equipment. In terms of improving efficiency, they can only choose to maximize the role of labor. How to use comparative psychology to stimulate employees' motivation in the process of garment production and promote production efficiency, I will analyze it from two aspects: garment enterprise organization and garment production.

Subjects and methods: Comparative psychology is a branch of psychology that studies the basic theory of animal behavior evolution and the behavior characteristics of animals at different evolutionary levels.

John Archer believes that in the broadest sense, comparative psychology includes: (1) Any branch of psychology that compares human behavior and animal behavior, such as attachment theory in developmental psychology, comparison of human and animal sexual behavior, game and community development, comparative study of nonverbal behavior. (2) Historically, it has been called the psychological branch of comparative psychology because it pays special attention to the behavior comparison of different kinds of animals. The research object of comparative psychology is the behavior of animals on different evolutionary steps, focusing on the comparative analysis of different kinds of animal behavior. In principle, this comparison does not exclude people, and its purpose is to better understand human itself and position in nature. Through the discussion of the five basic problems of comparative psychology: historical origin, research content, research methods, research significance, research dilemma and turning development, this paper further clarifies the process of comparative psychology towards scientific and objective research, and points out its dilemma and turning development process.

Results: Starting from the organizational structure of garment enterprises. In order to make garment enterprises operate normally and achieve the purpose of production and operation, enterprises need to establish an organizational structure with clear functions, clear levels, foresight, coordination and restriction. When designing the organizational structure of garment enterprises, the superior subordinate relationship is inevitable. Due to the complexity of garment production links and functional departments, the weights of each link of garment production are different, and the functions and powers of each functional department are also different, resulting in a variety of complex superior subordinate relationships. Based on this, whether leaders in garment enterprises can effectively stimulate employees' work motivation has a great impact on the development of enterprises. The basis of incentive power is people's needs. Only when managers really understand what employees want, can they formulate corresponding incentive methods. They not only have a basic understanding through the information they submit, such as family members, economic status, housing, etc., but also need to pay attention to their work performance through daily work, pay attention to their life changes during conversation, etc. Based on understanding, care and support employees, respect their personality and dignity, listen to their suggestions, and praise their excellent achievements. In this way, managers can understand the target value and expected probability of employees, combine their personal goals with collective goals, and continuously mobilize the enthusiasm of employees. The behavior motivation of leaders also plays an important role. Leaders' words and deeds are the flaunt of employees. They should improve their own quality to convince people, enhance natural influence, reduce the influence of administrative power, and achieve the consistency of words and deeds and standards. What employees are required to do. They should do it first.

From the aspect of garment production, determining performance Adams of the United States believes that people's work enthusiasm is not only related to their actual remuneration, but also more closely related to whether people feel fair about the distribution of remuneration. If you think that the income to expenditure ratio is not equal, you will feel that you have been unfairly treated, resulting in resentment, and affecting your enthusiasm for work. Even produce a sense of frustration, righteous anger, hatred, and even destructive psychology. When a garment factory makes different garment styles at the same time, the number of garment production pieces of different orders is different. Secondly, the sewing process of each part of the garment is difficult, and the time and energy spent are also different. Finally, the workload of each worker is different, but the salary is the same. The complexity of the traditional production line leads to different pay for equal work, which is easy to cause unfair psychology of employees. After this unfair psychology is generated, employees may have irresponsible attitude when they work. They think that the salary they get is the same as that of less, good, or bad. Why should we pay attention to quality? If multiple employees have such ideas, the production efficiency will decline. Everyone is hanging on the production line and does not want to make progress, which will directly affect the delivery date and quality of clothing. Using RFID technology, database technology and network computer to form electronic tags, we can collect the working conditions and quantity of workers in real time, judge the performance of workers through scientific data, and give reasonable remuneration. It can be seen at a glance that the amount of pay depends entirely on the workers themselves, and the unfair phenomenon almost does not exist, which solves this problem to a great extent.

Position and position allocation. In response to the current market situation of changing styles and increasing demand for personalized customization, factories usually adopt division of production. Its production form is to disassemble the whole production process into several processes. Each worker is only responsible to produce one part, which will be transferred to the next process. Therefore, the allocation of Posts and the cooperation of workers between the front and rear processes are very important. This is the need for managers to play their organizational role. On the basis of good relationship with employees, fully understand what they are good at and what their personal goals are and arrange them to suitable jobs. Maslow's hierarchy of needs theory holds that there are two different needs in human value system, one is low-level needs and physiological needs, and the other is high-level needs. Man's high-level needs, namely

self-realization, is to express his own potential in the most effective and complete way. Meeting their senior needs can effectively mobilize people's enthusiasm. When the value of workers is fully demonstrated in their fields, they can obtain high-level satisfaction, to improve work efficiency. Secondly, understand the employees' personality and interpersonal relationship, straighten out the relationship, take the initiative to avoid negative factors for employees and keep them happy at work, so as to make the whole garment production line unimpeded.

Employee training. In the garment operation method, people are studied, and time is saved through standardized methods. Divide each process into units and remove unnecessary actions to achieve the principle of action economy, to shorten the operation time. This is the "time action analysis" advocated by Taylor, which greatly facilitates managers to find problems through scientific and clear numbers, rather than through error prone intuition. Reaching the principle of action economy cannot only understand the employees' interest and enthusiasm in work and apply the medicine to the case, but also improve the working procedures and procedures, reduce the working time, and improve the production efficiency. When clothing styles change more rapidly and complex, workers will inevitably encounter thorny problems. For this, managers should pay attention to the education and training of employees. People's needs are divided into material and spiritual. When the material aspects are met, the spiritual needs will be highlighted. Education and training are a spiritual achievement strategic incentive and a direct way to improve people's quality. Training personnel into talents not only improves the local production level, but also the academic atmosphere of the whole enterprise, and the management level is also improved accordingly.

Conclusions: To meet the diversified and changeable personalized clothing consumption demand, major manufacturers are constantly moving towards intelligent production, but at present, the threshold of realizing intelligence is still very high. Focusing on the existing and easy methods is undoubtedly a wise move for many manufacturers. In China, the labor cost is also rising. The garment manufacturing industry should pay more attention to the role of labor in enterprise production. Using psychological management, on the one hand, pay attention to economic benefits, make garment enterprises run well through scientific and rigorous management, and make production links high-speed and effective. On the one hand, people-oriented, humanized management, stimulated employees' sense of responsibility and honor, and fundamentally solved the problem of production enthusiasm.

*   *   *   *   *

ON THE ALIENATION OF COLLEGE STUDENTS' COGNITIVE PSYCHOLOGICAL BARRIERS IN THE ERA OF GLOBALIZATION

Yan Chen

School of Medical, Nantong University, Nantong 226001, China

Background: Globalization is not only a concept, but also a phenomenon and process of human social development. There are many definitions of globalization. Generally speaking, globalization refers to the continuous enhancement of global ties, the development of human life on the basis of global scale and the rise of global consciousness. Countries are interdependent in politics, economy and trade. Globalization can also be interpreted as the compression of the world and the view of the world as a whole. After the 1990s, with the expansion of the impact of globalization on human society, it has gradually attracted the attention of various countries in the fields of politics, education, society and culture, and triggered a large-scale research upsurge. For example, globalization is a double-edged sword for local culture. It will also gradually blur and lose the connotation and self-renewal ability of local culture. The tide of economic globalization has brought great changes to all countries in the world. The main driving force of economic globalization comes from scientific and technological progress. Driven by the new scientific and technological revolution, the growth rate of the world economy has greatly accelerated, and talents have become the basic guarantee of scientific and technological progress and social and economic development. As the cradle of cultivating high-level talents, colleges and universities should create favorable conditions from all aspects to deal with economic globalization, actively cultivate college students' innovation ability, and serve China's scientific and technological progress and social development in the new era. Cognition is an intelligent processing process for the body to recognize and acquire knowledge, which involves a series of random, psychological

and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the pathological process of abnormal brain advanced intelligent processing related to the above learning, memory and thinking judgment, resulting in serious learning and memory impairment, accompanied by aphasia or apraxia, or agnosia or disability. The basis of cognition is the normal function of cerebral cortex. Any factor causing abnormal function and structure of cerebral cortex can lead to cognitive impairment. Because the function of the brain is complex and different types of cognitive impairment are interrelated, that is, cognitive problems in one aspect can cause cognitive abnormalities in another or more aspects (for example, if a patient has defects in attention and memory, there will be obstacles to solving problems). Therefore, cognitive impairment is one of the most difficult problems in the diagnosis and treatment of brain diseases. College students' self-cognitive impairment is an important issue concerned by college students' mental health education. Psychological cognitive impairment mainly includes inferiority complex, pride and vanity. The main causes of college students' self-cognitive impairment are college students' self-positioning errors, the negative effects of family members and the negative effects of social external environment. Maintaining a healthy psychology requires college students to correctly locate themselves, do a good job in self-regulation, require family members to exercise self-discipline, continuously strengthen the construction of campus culture, optimize the atmosphere of public opinion, and establish a corresponding system to protect college students' mental health.

Objective: With the development of information technology and scientific and technological revolution, the wave of economic globalization has swept all over the world. People's vision has shifted from the perspective of region, country and nation to the world. The distance between people and countries has been shortened, and people's understanding of the relationship between individuals and the whole has also crossed national boundaries. Therefore, there has been the development trend of world economic integration and political multiploidization, the new order of international relations and narrow nationalism, and the fierce collision between the convergence of global cultural development and the diversification of national cultural development. Therefore, the cognition of contemporary college students has changed from local, national to global. Generally, college students can not adjust themselves well, resulting in new cognitive psychological obstacles based on the era of globalization.

Subjects and methods: Six criteria should be considered to evaluate the mental health level of college students: normal intelligence, emotional health, sound will, complete personality, correct self-evaluation and harmonious interpersonal relationship. A questionnaire survey was conducted on 500 students' self-cognition in a university. The forms of questions include open and closed questions, including factual questions, opinion questions, embarrassing questions and hypothetical questions. The survey found that a considerable number of students have varying degrees of self-cognitive impairment, which accounts for about 35% of the survey. Among many self-cognitive disorders, mainly include the bad psychological state of pride, inferiority and vanity. Among many self-cognitive disorders, mainly include the bad psychological state of pride, inferiority and vanity. According to the results of the questionnaire, the 500 students were divided into experimental group and control group. The same teacher was used. The experimental group and control group were used knowledge communication and general communication in the era of globalization. In the process of communication, treat every student equally and actively solve students' problems. After the experiment, the mental state and psychological emotion of college students are counted, and then the students in the experimental group and the control group are investigated and analyzed by means of questionnaire, so as to get the influence of college students' cognitive psychological disorder alienation in the era of globalization.

Results: The survey results are quantified by four grades 1-4. 1 means irrelevant, 2 means slight influence, 3 means extraordinary influence and 4 means special influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 500 college students is adopted and the average is taken to obtain the result rounded. The specific statistical table is shown in Table 1.

Table 1. Self-cognitive impairment of college students and its impact on the requirements of educators

Group	Intelligence	Emotion	Will	Personality	Self-evaluation	Interpersonal relationship
Experience group	1	4	4	3	3	4
Control group	1	2	2	2	1	2

Conclusions: The survey found that although both groups have different degrees of self-cognitive impairment, the degree of self-cognitive impairment of college students in the experimental group is deeper than that in the control group.

name is: Research on Contemporary College Students' life values and their cultivation system (NO.18HQ025).

* * * * *

PSYCHOLOGICAL RELIEF METHODS OF COLLEGE STUDENTS' ENGLISH LEARNING ANXIETY BASED ON SELF-EFFICACY

Manfeng Guo

School of Humanities and Social Sciences, Xinjiang Institute of Technology, Aksu 843100, China

Background: Self efficacy refers to people's speculation or judgment on their ability to carry out a certain behavior. Its basic feature is to emphasize the necessity of subject factors for learning and the decisive role of human potential. Self-efficacy affects students' behavior through several mediators, such as the choice of activities, the degree of effort, the persistence, perseverance and anxiety in the face of difficulties. Non intelligence factors such as interest, motivation, self-confidence and self-esteem are regulated and controlled by self-efficacy. In learning, students with high self-efficacy are more likely to choose difficult tasks, and pay more efforts in the process of task completion, less fear and anxiety. students with low self-efficacy tend to procrastinate and try to avoid to deal with difficult tasks. In addition, self-efficacy affects the arousal level of individual autonomic nervous system. These biochemical substances, as neurotransmitters, affect the functional regulation process of human immune system. When faced with the same stress factors, people with a strong sense of self-efficacy secrete these biochemical substances normally, thus ensuring the normal balance of the immune system. When the sense of self-efficacy is insufficient, the secretion of these biochemical substances will increase, so as to break the balance of the immune system and destroy its immune function. Therefore, self-efficacy is of great practical significance to promote individual physical and mental health and maintain the function of immune system.

The cognitive structure of English learning includes the attitude, interest, strategy, experience, experience, English knowledge and skills in the deep consciousness of cognitive subjects. The process of learning is not only the development process of continuous organization and re organization of internal knowledge structure, but also the process of emotional experience, but also the formation process of self-efficacy. English is a subject with the longest duration and the most class hours in school education in China.

Objective: The proposal of self-efficacy not only provides a new research direction for psychology, but also finds a new way to solve the problems existing in practice. By improving self-efficacy, it can have a practical impact on college students' English learning. In the process of learning English, it can improve the ability to complete learning tasks and strengthen the level of self-awareness.

Subjects and methods: Self-efficacy can effectively alleviate college students' anxiety in learning English and help college students establish a correct outlook on learning. This paper mainly discusses that improving college students' sense of self-efficacy has a positive impact on strengthening college students' sense of pleasure and participation in learning English. By means of questionnaires, this paper statistically analyzes the impact of self-efficacy on alleviating college students' English learning anxiety.

Study design: 500 college students were investigated by stratified cluster random sampling. A total of 25 students were randomly selected from 10 universities and 20 classes. A total of 500 copies were distributed, 489 copies were recovered, and the number of valid copies was 472.

Methods: Using Excel to count the impact of self-efficacy on alleviating college students' English learning anxiety.

Results: Self-efficacy plays an important role in alleviating college students' English learning anxiety. After improving college students' self-efficacy, college students' English learning anxiety has a significant downward trend, can actively and spontaneously learn English, and their willingness has been strengthened. At the same time, when you encounter difficulties in learning English, you will finally achieve the ideal effect of English learning through your own efforts and persistence.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Conclusions: The essence of college students' negative emotion in English learning is a problem of self-efficacy. Teachers' direct emotional intervention can awaken students depressed will and increase their confidence in behavior. However, the key to solve the problem of self-efficacy is for teachers to change their teaching ideas and provide students with ways and opportunities to experience success through

humanized teaching activities. Self-efficacy can help college students effectively improve their sense of pleasure and participation in learning English, make them more clearly realize their great potential in learning English, promote college students' better development, and comprehensively improve college students' English literacy. Self-efficacy can also stimulate college students' learning interest and motivation, give full play to their autonomy, so as to improve learning efficacy and promote their all-round development. It is of great significance to study the impact of learning self-efficacy on college students' English learning.

Table 1. Effect of self-efficacy on alleviating college students' English learning anxiety

Factor	Willingness	Effort	Persistence
Freshman	4	3	3
Sophomore	3	4	4
Junior	4	3	3
Senior	3	4	4

* * * * *

THE STUDY OF NEWS AND COMMUNICATION PSYCHOLOGY: REFLECTIONS ON THE REAL SOCIETY AND MEDIA

Ying Dai

School of Literature and Journalism, Shandong University of Finance and Economics, Jinan 250000, China

Background: Since the 1980s, news psychology has gradually become a research field of academic attention. With the development of news communication practice and the deepening of research, the research of communication psychology has joined in, the research topics have become richer, and the research vision has become broader. Professor Zhang Junde of Fudan University reviewed the research of Chinese journalism and communication psychology and pointed out that the research of Chinese journalism and communication psychology has generally experienced three stages: the embryonic stage of journalism psychology, the initial stage of journalism psychology and the initial stage of mass communication psychology. At present, in addition to continuing the research on the theoretical topics of Journalism and broadcasting, the research on journalism and communication psychology in China has two remarkable characteristics: (1) The research on applied psychology closely combined with the practical activities of Journalism and communication is rich and colorful and fruitful. (2) The research on Internet Psychology (Network Psychology) attracts people's attention. Professor Liu Jinglin of Communication University of China pointed out that the development trend of news and communication psychology research has the following characteristics: First, the research on news and communication psychology radiates from single to multiple, including the research content of news and communication psychology radiates from single to multiple. The knowledge structure of research team has changed from single discipline to interdisciplinary. Research methods have developed from qualitative research to the combination of qualitative and quantitative (empirical) research. Second, from randomness to standardization, including the teaching and scientific research of news and communication psychology is gradually on the right track. This is reflected in the establishment of the Research Institute of Journalism and communication psychology: the Institute of communication psychology was established in Beijing Broadcasting Institute in 2000. In 2001, the Chinese society of social psychology decided to establish the professional committee of communication psychology, which is located in the school of Journalism and communication of the former Beijing Broadcasting Institute. National seminars on journalism and communication psychology are held irregularly. Third, the psychology of Journalism and communication is transitioning from pre science to science, which is manifested in the development of the psychological phenomenon of Journalism and communication from descriptive to discipline construction. Pay attention to the combination of theory and media practice. Lin Zhida, a researcher at the Institute of Journalism and communication of Sichuan Academy of Social Sciences, proposed at the meeting that we should pay attention to and explore China's ancient communication psychology. Professor Zhong Nian of Wuhan University discussed the relationship between communication psychology and open social science.

Objective: From November 4 to 5, 2005, the Fifth National Seminar on journalism and communication psychology and the second annual meeting of the professional committee of communication psychology of Chinese society of social psychology were held in communication university of China. The symposium was hosted by the Communication University of China and the Chinese society of social psychology and organized by the school of television and journalism of the communication university of China and the professional

committee of communication psychology of the Chinese society of social psychology. A total of 59 researchers from 37 institutions participated in the conference, including 26 colleges and universities such as Communication University of China, Peking University, Tsinghua University, Beijing Normal University, Wuhan University and Huazhong university of science and technology. There are scientific research institutions such as the Institute of Journalism and communication of the Chinese Academy of Social Sciences, the Institute of journalism of Xinhua news agency and the Institute of Journalism and communication of the Sichuan Academy of Social Sciences. There are 8 media organizations including people's daily, Central People's Radio and China news. 83 papers were submitted at the conference. The research topics involved many research fields, such as news and communication psychology, radio, film and television psychology, advertising psychology, network psychology, media and social and cultural psychology, as well as news and communication psychological education. Compared with the previous symposium, this symposium has the following characteristics: First, there are more participants with high professional titles and high education. Second, the number of empirical studies has increased, and researchers' empirical awareness of providing data to support their personal views has increased on the premise of controlling their own ideas. Third, new highlights were added to the content of the conference. Participants paid more attention to the impact of media content on the psychology of recipients and the social effect and value of communication, the significance of news and communication psychology research to media practice, and the development and trend of news and communication psychology teaching.

Subjects and methods: The vision of communication psychology research is not only in media practice, but also in social reality. The researchers participating in this meeting paid attention to the real society and put forward theoretical thinking. Professor Cheng Manli of Peking University and his doctoral student Chen Xiaoshen discussed the causes of these events from the perspective of communication psychology on the events such as Juneng calcium, Sudan red and Colgate that attracted great social attention and had a great impact on people's daily life some time ago. The topic aroused heated discussion among the participants. Researchers pay attention to the focus of real society, and it is very worth advocating to grasp the research sensitivity and problem consciousness of the receiver's psychology. Terrorism is highly harmful and globalized. Peng Weibu, a lecturer at Jinan University and a doctoral student at Peking University, discussed the media psychological warfare of terrorism and pointed out that while meeting the public's right to know, the media inadvertently served as a tool to cultivate terrorism and help spread terrorist psychology. Therefore, with a high sense of social responsibility, the media must stop reporting news conducive to the spread of terrorism, avoid becoming an important tool for terrorists to spread terrorism, and provide conditions and opportunities for terrorists to spread terrorism around the world. Why so many people like "super girl" and why Hunan Satellite TV's "super girl" program has attracted so many people's attention. Professor Wu Gengzhen of Hebei University and his master's student Guo Fang conducted an audience psychological analysis of the "super girl phenomenon" and put forward that behind the wave of "super girl" and the national viewing boom, it is a strong expression of the audience's reception and choice psychology. The enthusiasm of the audience for active participation, the psychology of conformity and curiosity, and the audience's loyalty to super girls make various effects accumulate in the long cycle of competition. Luan Yimei, a reporter of the Central People's radio station and a doctoral student of Tsinghua University, interprets the popularization of communication from two outstanding manifestations in the field of communication practice, namely, the rise of people's livelihood news and the popularity of star making programs, and analyzes the psychological motivation in the popularization of communication from a psychological perspective. Its research answers the motivation of people to participate in this popular program and what needs these popular communication meet. In addition, the research on the audience's viewing psychology of TV dramas and sports programs and the research on the psychology of TV program hosts have also become an important theme discussed by the participants.

Results: What information the media provides for people, what impact these informations have on the audience and even the whole society, and what is its significance and value? These are the basic essence of communication effect. Participants interpreted the communication effect from their own research perspective. Professor Liu Jianming of Tsinghua University has studied the psychotherapy of the media to the audience. These psychotherapies are as follows: the treatment of the psychological harm of the audience caused by false news. Psychotherapy for information abuse to hurt the audience. The suppression of the audience's personality and the psychotherapy of vulnerable groups. Repeated reports of the same content and psychotherapy of media language violence. Audience psychotherapy for social ugly phenomena and natural and man-made disasters. Professor Yu Xiaomei of Communication University of China explained the effect of advertising communication and pointed out that the purpose of advertising should not only obtain economic profits and marketing effects, but also have social effects related to corporate culture, which is also very important. In the process of advertising communication, we should pay attention to the changes of audience attention, memory, and attitude, which are the main psychological indicators to investigate the effect of advertising communication and its integration effect. Paying attention to the

psychological indicators of the audience receiving advertising information is the basic premise for advertising to produce good social effects. Wen Hua, associate professor of Hubei Jianghan University, discusses social cultural psychology from the image communication of media. The author points out that media image communication is the main form of visual culture, and its communication process is also the process of social and cultural communication. When receiving and perceiving this image information, the audience also presents various psychological states, such as nostalgia, tide chasing psychology, participation psychology, and so on. The research on the social and cultural psychology of media image communication is conducive to the progress of social culture and the return of social and cultural functions. Liu Xiaohong and sun Wusan, researchers of the Institute of Journalism and communication of the Academy of Social Sciences, take the Chinese people's achievement consciousness as the specific research object to investigate the role of mass media in the continuation of Chinese traditional culture. The researchers try to find the characteristics of social and cultural values in the media content, and whether and how to reflect the traditional cultural values in the current cultural values. Ding Mai and Zhang Xiaohui, associate professors at Communication University of China, take the modern theme TV dramas broadcast in prime time on the comprehensive channel of CCTV as the research object to explore the social mainstream values reflected by the mass media. From the analysis results, self-respect, social recognition, sense of achievement and family safety are the important ultimate values, while capable, honest, courageous, and willing to help others are the important instrumental values. Values have important guiding significance for people's social behavior. Li Meijin, a professor at the people's Public Security University of China, also talked about the impact of social cues in communication.

Conclusions: The media not only conveys the values of our society, but also carries out some hint and psychotherapy. The communication effect of the media pays more and more attention to the results at the social level. As a developing and constructing discipline, scholars in the field of Journalism and communication psychology have been working hard. The scientization of methods and the observation of real society and communication practice will certainly make this discipline an exciting and promising research field.

* * * * *

EFFECT OF MODIFIED SUANZAOREN DECOCTION ON CLIMACTERIC INSOMNIA WITH PSYCHOLOGICAL DISORDER

Guang Feng[1] & Yuhe Yang[2]

[1]Department of Youth League Committee, Heilongjiang University of Chinese Medicine, Harbin 150040, China
[2]College of Acupuncture and Massage, Heilongjiang University of Traditional Chinese Medicine, Harbin 150040, China

Background: Female climacteric syndrome is a series of mental and physical manifestations caused by the decrease of sex hormone content before and after menopause, accompanied by a series of physiological and psychological changes. There are great individual differences in clinical manifestations. Patients with serious symptoms will affect their normal work and life. Insomnia with psychological disorder is the most common manifestation, which needs active treatment. At present, there are many kinds of drugs for the treatment of climacteric insomnia with psychological disorders. Although western medicine has a good calming and tranquilizing effect, it has great side effects, and it is easy to rebound after withdrawal, affecting the curative effect. Some studies have pointed out that traditional Chinese medicine has a better effect on climacteric insomnia with psychological disorders. Both Jiawei Suanzaoren Decoction and Kuntai Capsule are traditional Chinese medicine preparations. Jiawei Suanzaoren Decoction can clear away heat and annoyance, nourish blood and calm nerves. Suanzaoren is reused in the prescription to nourish blood, replenish liver, condense Qi and calm nerves. Rehmannia can replenish blood, nourish yin, replenish essence and fill marrow. It is an important medicine for nourishing liver and kidney. Both of them are king medicine. Poria cocos and Anemarrhena asphodeloides have the effects of calming the mind, nourishing yin and clearing heat. They are both official drugs. Ligusticum chuanxiong can regulate qi and soothe liver qi. When combined with monarch medicine, it has the effect of nourishing blood and regulating liver. All kinds of herbs are combined with nocturnal vine and Albizzia bark to make licorice play the effects of nourishing liver and blood, benefiting heart Yin, eliminating internal heat, and clearing deficiency and annoyance. Kuntai Capsule is a Chinese patent medicine composed of Scutellaria baicalensis, Coptis chinensis, Paeonia lactiflora, donkey hide gelatin and poria cocos. Scutellaria baicalensis and Coptis chinensis can cool the

heart, remove heat, and reduce fire, Paeonia lactiflora and donkey hide gelatin can nourish the kidney yin, Poria cocos can strengthen the spleen and calm the heart. The combination of all drugs plays the effects of nourishing the kidney water, communicating the heart and kidney, nourishing yin and clearing heat. It has been used in the treatment of climacteric insomnia with psychological disorders. It is found that Suanzaoren Decoction is effective in the treatment of psychological disorders such as insomnia and anxiety in menopause. This paper discusses the effect of the combined application of the two, to provide a basis for clinical rational drug use.

Objective: To explore the effect of modified Suanzaoren Decoction on climacteric insomnia with psychological disorder.

Subjects and methods: 100 cases of patients with climacteric insomnia with psychological disorders treated in our hospital from June 2019 to June 2021 were selected as the research object. They were randomly divided into two groups with 50 cases in each group. The single drug group were treated with alprazolam (0.4 mg, QD), and the combined drug group were treated with modified Suanzaoren decoction (once a day in the morning and evening). The TCM symptom scores, curative effects, and scores of self-rating Sleep Scale (SRSS) and anxiety scale (SAS), and occurrences of adverse drug reactions were compared.

Results: Among the 50 cases of patients in the combined treatment group, 15 cases were cured, 22 cases were markedly effective, 12 cases were effective and 1 case was ineffective. The total effective rate was 98.00% (49/50). Among the 50 cases of patients in the single drug group, 13 cases were cured, 20 cases were markedly effective, 8 cases were effective, and 9 cases were ineffective. The total effective rate was 82.00% (41/50). The total effective rate of the combined drug group was higher than that of the single drug group ($P < 0.05$). The scores of dizziness, palpitation, hot flashes, night sweats, fatigue, irritability and irritability in the combined medication group before medication were (5.42±1.21), (5.02±1.23), (5.42±1.41), (5.42±1.32), (4.75±1.21) and after medication were (2.42±0.41), (3.62±1.21), (2.32±0.35), (2.24±0.30) and (3.20±1.02) respectively. The scores of patients in the single medication group were (5.23±1.75), (5.75±1.32), (5.32±1.26), (5.32±1.26) and (5.62±1.14) before medication and (3.62±1.21), (4.02±1.32), (3.25±1.03), (3.65±1.23) and (3.56±1.08) after medication. The scores of dizziness, palpitation, hot flashes, night sweats, fatigue and irritability in the two groups were lower than those before treatment ($P < 0.05$). After treatment, the scores of dizziness, palpitation, hot flashes, night sweats, fatigue, irritability and irritability in the combined treatment group were lower than those in the single treatment group ($P < 0.05$). The SRSS scores and SAS scores of patients in the combined medication group were (33.45±5.75) and (59.52±4.12) respectively before medication and (15.75±2.71) and (48.12±5.23) respectively after medication. The scores of patients in the single medication group were (33.52±5.62) and (59.13±3.75) before medication and (20.52±3.56) and (52.24±6.38) after medication. The SRSS scores and SAS scores of the two groups after treatment were lower than those before treatment ($P < 0.05$). After treatment, the SRSS score and SAS score of patients in the combined treatment group were lower than those in the single treatment group ($P < 0.05$). Among the 50 cases of patients in the combination group, there were 1 case of general fatigue and 1 case of drowsiness. The incidence of adverse drug reactions was 4.00% (2/50). Among the 50 cases of patients in the single drug group, there were 3 cases of systemic fatigue and 1 case of drowsiness. The incidence of adverse drug reactions was 8.00% (4/50). There was no significant difference in the incidences of adverse drug reactions between the two groups ($P > 0.05$).

Conclusions: Modified Suanzaoren decoction is effective in the treatment of climacteric insomnia with psychological disorders, which is worth popularizing.

*   *   *   *   *

EMOTIONAL EXPRESSION OF ENTERTAINMENT SPACE BASED ON CHILDREN'S COLOR PSYCHOLOGY

Yun Feng

Art Teaching and Research Section, Zhumadian Preschool Education College, Zhumadian 463000, China

Background: The emotional expression of children's entertainment space has an important impact on the practice of modern design. It also belongs to the main content of children's education and needs to be paid attention to. Children's entertainment space itself belongs to the area and important place for children's learning and communication. Childhood is a necessary stage for children's character formation

and consciousness development. Therefore, in the process of designing entertainment space, we should also pay attention to analyzing children's learning atmosphere and life needs, and consider children's physiological needs and psychological characteristics to a greater extent, design entertainment space to meet children's development needs, improve children's cognitive ability and aesthetic ability, and make children develop better.

Color itself is widely concerned and valued in people's social life. It belongs to an important embodiment or behavior of people's vision and feeling. Color psychology deeply explores the perception and preference of color sense, and has an important impact on children's growth stage and emotion shaping stage. According to the growth and development of children, psychologists believe that children can be divided into early childhood, pre-school and childhood. Among them, 1-3 years old is early childhood, 3-6 years old is pre-school and 6-12 years old is childhood. Children of different ages have obvious differences in their perception of color. Therefore, when choosing color in children's entertainment space, it is also necessary to carry out color matching according to children's age and psychological characteristics. For children in early childhood, these children have strong ability and strong curiosity when perceiving the outside world. They will imitate other people's behavior in the long clock. During this period, children pay more attention to bright and bright colors. For preschool children, these children have a desire to explore the world and will choose to personally experience the external world with more skilled behavior. During this period, children's cognitive ability of color is developing rapidly. In childhood, children begin to contact some text information and have unique appreciation ability. At this stage, they are more sensitive to color changes, have a deeper understanding of nature and its laws, and tend to fresh colors.

Objective: Emotional expression involves a variety of ways and techniques, and the emotional expression of entertainment space is obtained based on children's color psychology.

Subjects and methods: Based on the theory of color psychology, this paper deeply studies the emotional needs and functional characteristics of children's entertainment space. Color can further improve children's initial learning cognition, and guide them to improve their perception and thinking ability to a greater extent from the visual sensory experience. Children will have an intuitive feeling of what they see in life, and then take the initiative to imitate and let themselves continue to learn. Traditional teaching teachers mainly use books to let children learn directly. Although they can effectively accept and correctly identify information, there are some deficiencies and defects in cultivating interest and practical exploration. They want to improve children's interest and enthusiasm in learning, it is necessary to be able to combine space and color, and use some actual scenes and activities to realize the necessary teaching analysis. Most children's emotional needs should be changed in some things closely related to children's life. Positive colors can stimulate children's imagination and desire to pursue beautiful things to a greater extent, which has a positive impact on children's growth.

Entertainment space is required in the design of space. Based on the injection of their own emotions, designers can consider children's own needs as much as possible, and clearly conclude that different current methods can realize more reasonable and effective communication between space and children. Adding artificial emotional experience into space will further sublimate the feelings of space, it makes the emotional and humanized characteristics of entertainment space more prominent, and people can also realize the necessary emotional dialogue in entertainment space. When better integrating colors into the space, combined with the role of color matching, we can improve the effect of emotional expression in the design of children's entertainment space to a greater extent, and clearly promote that the colors in children's entertainment space can be bolder, which can significantly improve children's imagination, paying attention to the existence of color tells us that it is not only decoration, but also plays a guiding role. Children will naturally imitate and express their joys, sorrows and joys with color, describe children's own growth process, psychological change characteristics and even their own needs, which plays a promoting role and positive impact on children's growth to a certain extent.

Results: By analyzing children's behavior and cognitive ability, the selection and expression of color based on children's entertainment space can effectively meet children's psychological characteristics. When choosing the color of children's entertainment space, we need to be able to recognize how to experience children when designing this space, combine their own feelings with children's feelings, fully clarify the practical application of space color, choose the color that meets children's psychology, and make this space have more prominent artistic and educational characteristics. In the design of entertainment space, we should choose positive and more satisfying colors to match and decorate children's psychological needs. More positive colors can obviously promote children's mental health, and the diversified design combined with color and decorative patterns can fully improve children's imagination and creativity, and help children divergent thinking.

Conclusion: Considering the color of space from the perspective of children plays a positive and important guiding role in children's growth and development. The environment of children's entertainment space has a positive impact on the physical and mental health of children of different ages and plays a very

important role in the healthy growth and development of children. It clearly analyzes the impact and needs of color on children's psychology and makes the entertainment space more in line with children's entertainment and learning environment from the perspective of color and psychology, cultivate children's emotional cognitive ability, improve children's own learning ability, and create a relatively more comfortable environment for children.

*   *   *   *   *

MENTAL HEALTH FUNCTION AND IMPLEMENTATION STRATEGY OF DANCE TEACHING IN COLLEGES AND UNIVERSITIES

Ying Gao

Academy of Arts, Xi'an Physical Education University, Xi'an 710068, China

Background: Subject teaching is the main position of College Students' mental health education. Dance teaching has unique advantages in infiltrating mental health education. With the expansion of college enrollment and the increase of graduates, college students will have various psychological problems in their study and life. Dance, as a popular art course, has unique advantages in cultivating students' sound personality and psychology. This is because dance art is not only a physical art, but also a kind of sports spirit. Dance learning can not only cultivate students' artistic accomplishment, but also improve students' physical quality. In dance teaching, consciously increase students' mental health education and help students dredge the psychological problems they encounter, which is conducive to students' formation of healthy personality and psychology, but also conducive to students' improvement of their dance psychological quality and ability.

Dance teaching can help students develop their body symmetrically, shape their perfect body, improve the sensitivity, flexibility, and sense of strength of students' body organs, and form beautiful manners and correct posture habits, which is not only conducive to the improvement of students' physical quality, but also conducive to students' self-shaping a good image and lay a good foundation for the development of mental health. Moreover, the rich activities of dance teaching also provide a broad space for the all-round development of students. In dance teaching, there are both basic skill training, imitation and learning of action combination, creation of works, stage performance, etc. These activities can promote the healthy development of students' intellectual and psychological factors and improve students' observation, memory, imitation and thinking, promote the formation of students' ability to resist setbacks. Due to the influence of family conditions, psychological development, learning and emotion, college students often have psychological problems such as depression, inferiority complex, social difficulties and exam (or on-the-spot) anxiety in their life. These psychological problems can be alleviated and eliminated by using dance activities and appropriately taking some targeted psychological counseling measures. For example, for the more common adaptive psychological problems such as students' on-the-spot anxiety and social difficulties before the examination or performance, the rational emotion analysis, systematic desensitization technology or exposure therapy in psychological counseling can be used repeatedly in dance activities until they return to normal. Dance teaching can effectively improve students' psychological status and promote their physical and mental health.

Objective: To clarify the mental health function of dance teaching in colleges and universities and get more teaching measures to meet the actual situation.

Subjects and methods: The principles and methods of psychology and the specific techniques of psychological counseling were consciously used in dance teaching in colleges and universities.

There are many methods to cultivate students' healthy psychology in dance teaching in colleges and universities, but there are mainly timely evaluation method and information feedback method.

Evaluation is an essential link in dance teaching. In dance teaching, teachers can use different evaluation methods to adjust and guide students' mentality in time, so as to achieve the purpose of psychological counseling while completing the teaching objectives. There are mainly the following: First, positive evaluation. Positive evaluation is that when students learn dance movements, if they are standardized and excellent, teachers can respond positively in time and make positive evaluation and encouragement. This evaluation and encouragement can cultivate students' positive spirit. Positive evaluation should be based on the actual learning situation of students and cannot be simply evaluated from the standardization of students' dance movement learning. Students' every progress and positive learning spirit is worth encouraging and affirming. In the dance learning of college students, each action and form has relatively strict requirements. If it is not done in place, it cannot fully show the beauty of the body. For this, students

are easy to have a sense of frustration and show depression and depression. At this time, the teacher's encouraging evaluation can help students free themselves from anxiety. Through patient counseling and encouragement, students can reduce their psychological burden and re-establish their confidence in dance learning.

Information feedback is an important link in dance teaching. Timely information feedback can help students correctly understand themselves and constantly improve themselves based on feedback, so that they can have a more objective evaluation of their quality and ability and enhance their psychological adjustment ability. In the psychological feedback, the main methods are advance feedback method and synchronous feedback method. The so-called early feedback is that teachers give feedback on the possible problems in the training according to the basic requirements and task objectives of movement training before the beginning of dance teaching, so as to enable students to have a targeted goal in the training process and strengthen their students' confidence. The other is synchronous feedback method. In the process of dance training, for a past movement link, teachers can make the simplest feedback with some simple language, actions and gestures according to the completion of students' movements, so that students can timely remember and correct technical blind spots and enhance their psychological quality.

Psychologist Petrovsky said: "the implication is that a person is easily influenced by others. His behavioral motivation is not the result of his own ideas and beliefs, but the result of the influence of others". In a nutshell, suggestion is an ambiguous expression, which is a process of making a rapid impact on people's state by implicit and indirect methods. Psychological suggestion focuses on the influence of unconscious mental activity on a person's behavior and thoughts, which can be seen everywhere in real life. Therefore, in teaching, teachers can use implicit and indirect ways to give psychological hints to students' training behavior according to students' psychological characteristics, which will have an impact on students' training mentality.

Experienced dance teachers will find that after a long time and hundreds of movement training, although the movement technology and overall beauty will be greatly improved, the students' psychological burden will gradually increase, and they are always afraid that they will make mistakes when completing the movement or cooperation. To solve this problem, teachers can use the "catfish" stimulation method to help students eliminate psychological pressure and tension. According to the basic requirements of "catfish" stimulation method, teachers break the routine in dance training, find the right training, change the original formation environment, increase the difficulty and requirements of training, so as to stimulate students' emotions, so as to strengthen their psychological quality and reduce their psychological burden. The "catfish" stimulation method can not only activate the classroom atmosphere, but also help to form a benign competitive environment among students, let students adapt to various pressures in the performance process, and prevent the emergence of adverse psychological problems such as complacency and depression.

Results: The implementation of dance teaching in colleges and universities can effectively help students alleviate or even eliminate psychological problems and maintain students' mental health. We should stick to the value function of cultivating morality, mind and body in dance teaching. We should treat objectively the problems in subject setting and teaching methods. Rationally analyze the potential impact of dance teaching on college students' mental health, develop strengths and avoid weaknesses, combine dance teaching with mental health education, effectively improve students' personality and improve students' positive learning attitude. Dance teaching plays a unique role in cultivating students' healthy psychology and personality. Teachers should carry out psychological counseling education in dance teaching, help students solve various psychological problems encountered in dance learning and life, and use various psychological counseling methods to help students establish self-confidence in learning, so that students can form a healthy psychology and sound personality.

Conclusion: Dance teaching plays an important role in college education. It can help students maintain healthy psychology, stimulate their own potential, enable students to achieve independent development, and enable students to form a sound personality.

* * * * *

HUMAN -COMPUTER INTERACTION INTERFACE DESIGN BASED ON USER'S PSYCHOLOGICAL NEEDS

Haiyan Han[1,2], Zhuang Li[2] & Jing Wang[2]

[1]*School of Art and Design, Wuhan University of Technology, Wuhan 430070, China*
[2]*School of Design Art, Inner Mongolia Normal University, Hohhot 010022, China*

Background: With the continuous development and maturity of computer science, digital multimedia and network technology, the quality of human life has undergone a revolutionary change. The advance development of science and technology not only provides humans with highly developed material production, but also the most advanced the realization of the full liberation of human nature provides a guarantee. The interactive experience born in the 1980s is the best proof that science and technology serve the liberation of human nature. With the popularization of computers, mobile phones, iPads and mobile networks, the "human-centered" human-computer interaction technology has gradually dominated people's lives and has become an indispensable part of people's daily lives.

Objective: Human-computer interaction interface design focuses on the study of human cognition and behavioral psychology and promotes the further development of technology in demand research, so that technology can better serve the liberation of human nature.

Subjects and methods: User-oriented information system interface design method, the core content is to design a user-oriented visual interface development environment and the entire user-oriented interface design basic principles will be introduced below.

(1) The basic interface template (Base Form) is not a good example. It is a form that contains the basic architecture of the interface and implements the most basic functions of the interface, and also blocks some professional software development techniques, such as connecting databases and database basic tables.

(2) Visual interface controls (Controls) and Control Palettes. Provide some commonly used visual interface controls based on the user's interface usage needs. You typically need to provide three basic visualization controls: form controls, graphic controls, and data access controls. The control panel is a collection of all visual controls.

(3) Runtime Form Designer. The interface editor is designed as an unreal component with interface editing function that meets the basic principles of user-oriented interface design. The design of the interface editor component is mainly to implement and integrate the three important functions of the basic principles of user interface-oriented design described later:

Design and implement the Windows message processing mechanism in design mode. Design the management function of inserting, deleting, modifying and so on of visual interface controls. Realize the function of storage and call of the system interface.

(4) Property Editor. The main properties that the property editor uses to get, display, set, and modify visual interface controls can be edited forms that contain object inspector, as well as specific edit forms such as text, fields, and so on, as needed.

(5) Code Edit Module. The code editing module is used to implement the ability to edit and modify events of visual interface control objects. The main designs of the code editing module include user-oriented programming language (User-Oriented Language), code editing form (Code Form), code editor (Script Editor), and code runner (Script Runner). Scripting language is a relatively simple and feasible programming language for the user at present, so the script language is used in this method. Due to space constraints, the code editing module is no longer discussed in detail in this article. This research method is based on the knowledge organization and knowledge technology of the 11th issue of 2007 in modern book and intelligence technology and simulates its scientific research method.

Research on the Design of Interactive Interface Based on the Psychological Needs of Users.

The development of science and technology ultimately serves human beings and the development of technology is to create a more convenient human life. Therefore, the need for a clear target is the driving force behind the development of technology.

Research the meaning of user behavior psychology in human-computer interaction interface.

The groups that use these terminals are no longer limited to those professional computer technicians. More and more ordinary groups and even middle-aged and elderly people have to learn to use these technological products due to the needs of their lives and the changes in the social environment. Human, machine, and environment are interactive and interdependent, and they jointly determine the overall performance of the system. Therefore, for many ordinary groups, the simplicity and convenience of interface operations are very important. Concise and easy-to-operate human-computer interaction can naturally increase people's success rate and interest in operating these terminals, and at the same time make more people, especially middle-aged and elderly people, more confident to use these terminals: the complex and messy interface will immediately make people produce Bored mentally.

Psychological needs of user behavior in human-computer interaction interface.

Humans understand objective things mainly through feeling, perception, memory, thinking and imagination. When people use various multimedia and mobile terminals, most of their knowledge of a certain product depends on the visual sense of the interface, followed by the sense of hearing and touch.

(1) Psychological needs of users' senses. When the user interacts with the interface, he first hopes to have a cognitive approach to the product to be understood through Cai Ti's observation of the interface.

Hope to see that the layout of the entire interface appears clear and harmonious, and the operations have a certain logical sequence. And this feeling will increase the user's confidence in interacting with the interface. While interacting with the interface, in addition to a clear visual experience, along with the touch experience of the interface, if the interface can give it an auditory response, it can help users to confirm the cognition acquired through vision.

(2) Psychological needs for expected consistency in the process of user interaction. When human beings understand objective things, they must not only rely on their own feelings, but also their past experience and experience as an important way of cognition. In this way, when interacting with the interface, users always expect that the exploration of their cognitive process can meet their expectations. When the user touches a certain setting area ofthe interface, there is a certain expected value in the user's mind.

(3) Psychological needs of users. Human habit is an automated reaction tendency or mode of activity. "The Dictionary of Psychology" believes that "habit is a person's need or tendency to automatically perform a certain action in a certain situation." In the operation of the interface, the touch with the interface shows the automation of a certain behavior of people. The vast majority of people are more accustomed to using the right hand when operating the interface. And this habit, whether it is thinking, emotional or physical, is extremely difficult to change. In the human-computer interface interaction, the user's habitual psychological needs naturally also exist.

The popularization of computer multimedia and various mobile terminals has caused fundamental changes in the user groups. The design and research of products should naturally be carried out around the psychological needs of ordinary groups. Only by designing products that can meet the needs of ordinary users can we win a larger market.

Interactive interface design based on users' psychological needs. The value of any product is inseparable from its users, and only when the product meets the needs of users, it is possible to realize its ultimate value. Donald Arthur Norman, a well-known design expert in the American IT industry, once said in his book "Design Psychology" that "a mature product should bring joy to the soul in use." Regarding the increasingly complex advanced product design, he mentioned in his "The Design of Everyday things" published in recent years, "Our lives are complicated, and our tools must meet the tasks we do. We need to understand and master the situation, once mastered, even seemingly complicated things will become simple." Therefore, only by grasping the psychological needs of the user's human-computer interaction interface interaction and following the user's psychological and behavioral activities, can we design an interactive interface product that satisfies the user.

(1) Interface display design. The design of the interface display mainly covers the overall layout of the interface, the matching of colors, the accuracy of the words and the clarity of the display.

In the layout, the combination of all display elements on the interface should have a sense of balance, and there should be no crowded listing of information and data. In the case of abundant information, it must be sorted logically and arranged in an orderly manner. The entire picture should be symmetrical and standardized, and try not to make people feel fatigued, disrupt their psychological expectations, and lead to errors in information reception.

Only when the collocation of various elements in the interface reaches a balance, the user's understanding of the interface will be clear. The interface display is the user's first impression during human-computer interaction. Only a pleasant display effect can attract users' attention and stimulate their interest and enthusiasm for interaction.

(2) Interface control design. During human-computer interaction, to understand the use of the product, the interface conversion must be controlled by the user. However, when designing these control methods, the design concept of "people-oriented" should be followed. Whether it is the switching of the window screen, the display of the size, or the combined display of many windows, it should meet the needs of users to obtain more information conveniently. But according to people's daily behavior habits, it is best to scroll up and down. It is natural and convenient without affecting the display effect of other areas in the screen. The control area in the interface should be designed on the right side as much as possible, so that the user can use it easily.

A sense of accomplishment will only be generated when the user is in control of the interface, and will stimulate more enthusiasm for operation.

(3) Interface dialogue design. In order to facilitate the user to continue to explore in the interface that has been presented, in the design of the dialogue mechanism of the interface, it is necessary to pay attention to the information of what Mei is doing to the user at any time. The design of the dialogue steps should be as simple as possible, and ellipsis or codes can be used to reduce the number of user keystrokes: set default values as much as possible for users to choose, saving users work. For user operation errors, restore operations can be designed to help users return to the previous the interface restarts, and allows the user to abort a mention, leave the selection, and avoid user deadlock. In order to cope with the user's unclear thinking and difficult operation problems in the dialogue process, a help dialog box can be designed,

and online help is provided as much as possible to enhance the user's confidence in use.

(4) Design of data input interface. The operation of the interface dialogue requires the user to input a certain amount of data, and this data input interface often takes up a lot of user time. In order to reduce the input error rate as much as possible, simplifying the user's operation is an important goal of the design. In this regard, the list selection method can be used to reduce the user's memory, and the system automatically filling in the content that the user has entered: confirm the entered information, and delete The behavior must be reconfirmed, warning and exit for serious errors, suggestions for untrusted data input to prevent user operation errors: the user's previous input must be repeatedly checked, allowing the user to input In order to adapt to the user's habits, the design of the interface should consider the user's control of the data input sequence, speed, etc., and adopt a data input interface consistent with the system environment, so that the user is fully capable of controlling the data input in the interface. User's willingness to regulate and control the product.

Results: (1) A method for designing a new computer interface, so as to optimize the design for the required attributes (such as learnability, discoverability, and use efficiency). (2) A method for implementing an interface through a software library, for example. (3) Methods used to evaluate and compare the usability of interfaces and other required attributes. (4) There are more extensive methods for studying the use of human computers and their social and cultural implications. (5) Views that can critically reflect the values of computing design, computer use and human-computer interaction research and practical foundation.

Conclusions: The human-computer interaction user interface is responsible for managing the interaction with the user, such as displaying data to the user, obtaining data from the user, explaining the events caused by the user's operation, and helping the user to view the progress of the task. Therefore, the research of human-machine interface must not only solve the problem of functional technical design. It will also involve human factors, human psychology and other aspects of activities. The psychological and behavioral needs of users will directly promote the research and development of the effectiveness of the human-computer interaction interface. It is precisely because of human factors and human needs that these high-tech terminal products have the momentum and potential for development.

* * * * *

PROTECTION MEASURES OF INTANGIBLE CULTURAL HERITAGE FROM THE PERSPECTIVE OF PSYCHOLOGY

Zhangqiang He

Nanhai Academy of Art, Haikou University of Economics, Haikou 571127, China

Background: Intangible cultural heritage plays an important role in the treasure house of Chinese culture. With the strong promotion of the modernization process, the inheritance of many intangible cultural heritage has been seriously affected, and its inheritance and protection has become one of the topics of common concern in various fields. At the same time, for intangible cultural heritage, it is not only an important representative and concentration of a national memory, but also condenses a nation's wisdom and strength. In the process of globalization, many excellent intangible cultural heritages are seriously damaged, so it is very important to strengthen protection. Therefore, the protection and inheritance of intangible cultural heritage should be actively put on the agenda to fully show the charm of intangible cultural heritage. Analysis of the importance of intangible cultural heritage there are significant differences between material cultural heritage and intangible cultural heritage, which is fully reflected in different carriers. For intangible cultural heritage, it mainly includes intangible and spiritual levels. Its liveness and inheritability have been highly penetrated. Intangible cultural heritage is an important representative and symbol of the crystallization of people's wisdom, and it also condenses the national spirit and strength. At the same time, among nations, intangible cultural heritage is an important bridge and link for the transmission of national cultural values. National values have a great impact on the development of human culture and can clarify the development direction of human culture. Strengthening the protection of intangible cultural heritage can maintain national unity, cultivate the national cultural protection thought, enhance the national "cultural consciousness" thought, further enrich China's national culture, innovate and develop national civilization, so as to effectively inherit intangible cultural heritage. The protection of

intangible cultural heritage is related to the future of the Chinese nation and has great strategic significance. This requires that all our leaders, experts and staff engaged in this work must make arduous and meticulous efforts with the concept of dialectical materialism at both the theoretical and practical levels of this work, and find out the most scientific, practical and effective protection methods and methods through active and in-depth exploration.

At present, in the intangible cultural heritage protection plans formulated by governments at all levels, many relevant views and opinions are put forward in the seminars and lectures on the protection of intangible cultural heritage held in all aspects. These views and opinions have an overall grasp and specific analysis, which has indeed played a very important guiding role in the protection of intangible cultural heritage. However, the author believes that most of these views and opinions emphasize the importance of census, excavation, rescue and protection, while the discussion on rational development and utilization is relatively lacking. Therefore, from a dialectical point of view, this paper focuses on the protection and utilization of intangible cultural heritage from the perspective of rational development. Of course, because the concept of intangible cultural heritage covers a wide range, involves a variety of traditional cultural manifestations, and the differences between projects are very general, the argument of scientific and rational development and utilization discussed in this paper may not be suitable for every category of intangible cultural heritage, especially those projects that obviously do not meet the needs of the times. But theoretical cognition should still have a relatively universal significance.

Objective: With the intensification of the popularization of higher education, the number of graduates continues to rise industry competition is becoming increasingly fierce. Due to the lack of social experience, lack of self-awareness and other factors, college graduates will also cause students to have bad employment psychological problems, which will become a stumbling block in the process of employment. Psychological problems in employment. It is not only attributed to students' own factors, but also closely related to the social environment, family education and school education. This also requires in-depth analysis from many aspects in combination with the main psychological problems of college students in the employment process, in order to provide useful reference for helping college students cultivate a good employment mentality and promoting the effective development of employment guidance in colleges and universities.

Subjects and methods: All stakeholders in the protection of intangible cultural heritage have their own needs, and the psychological needs have become an important impact on the dynamic changes of the interests of various stakeholders. Therefore, we need to pay attention to the analysis of the psychological requirements of different groups and clarify the balance state. Pay attention to the degree of economic interests involved, further take more necessary protection measures, carry out publicity work, pay attention to helping different groups play their leading role and seek psychological satisfaction. These measures temporarily meet the advantages of various relevant groups and need coordination, to promote the effective protection and development of intangible cultural heritage.

Results: Firstly, it is concluded that regional governments should explore the correct ways to protect intangible cultural heritage. The government should actively organize intangible cultural heritage inheritors and social volunteers to carry out professional training and learning. Organizations should adhere to the correct principles and development orientation, and actively participate in the innovative development of intangible cultural heritage, Gradually form the protection methods and protection requirements of intangible cultural heritage that adapt to the development path of contemporary Chinese culture, so that China's intangible cultural heritage can be developed by leaps and bounds, and China's intangible cultural heritage protection organizations can better meet the needs of modern development. To make intangible cultural heritage lasting and ensure it more effectively in the process of development, the key is to rely on the policy support given by the state. The state improves the relevant laws and regulations on the protection and inheritance of intangible cultural heritage, so that more people can understand what intangible cultural heritage is and how to protect and inherit it, so that it can get more and more support from the masses. In addition, the government's protection and inheritance of intangible cultural heritage is inevitably inseparable from adequate financial support. The government can raise special funds for the protection of intangible cultural heritage by appealing for social donations and financial allocations. Make the inheritors of intangible cultural heritage have more funds for self-education and training, and the inheritors of intangible cultural heritage can also devote more attention to the protection and inheritance of intangible cultural heritage.

Secondly, strengthen the basic protection of intangible cultural heritage, strengthen the top-level design, pay attention to the protection and inheritance of intangible cultural heritage in the local economic development planning, and put the local legislation of intangible cultural heritage on the agenda. In the municipal and district performance evaluation index system, intangible cultural heritage protection should be covered, the construction of assessment management system for intangible cultural heritage inheritors should be strengthened, the performance of inheritors should be clarified, the perfection of intangible cultural heritage protection system should be improved in combination with the assessment results, and the

application and identification of intangible cultural heritage projects at and above the level should be put in place, It also identifies the city's intangible cultural heritage productive protection base, adds the financial budget of intangible cultural heritage projects, and continuously improves the intangible cultural heritage of all districts and counties. The perfection of cultural heritage has improved the protection and inheritance ability of intangible cultural heritage industry.

Conclusions: Promote the protection of intangible cultural heritage. Intangible cultural heritage is an important heritage. Based on respecting sovereign countries and surpassing the values of national heritage, the identification subject of intangible cultural heritage has risen to a global level. In the historical process of China's continuous integration into globalization, intangible cultural heritage plays an important role in cultural exchange and enhancing national soft power. The promotion of Chinese culture through intangible cultural heritage, the cultural exchange of intangible cultural heritage and the promotion of Western understanding of Chinese culture through intangible cultural heritage all highlight the strategic direction of the role of intangible cultural heritage from the overall level.

* * * * *

APPLICATION OF PSYCHOLOGY IN IDEOLOGICAL AND POLITICAL TEACHING IN COLLEGES AND UNIVERSITIES

Huaili Hu

School of Marxism, Anhui University of Science and Technology, Huainan 232001, China

Background: Psychology belongs to a constantly improving system, which is mainly a discipline that studies the psychological law of the human body. There are significant connections for the teaching of Ideological and political courses in colleges and universities. In recent years, ideological and political courses in colleges and universities have achieved remarkable results under the support of educational reform. Starting from the whole, it also needs to be clear that college students' ideological beliefs and values are always positive. At present, social development and changes are relatively fast, information development is faster, and all kinds of ideological values can be blended together. This itself has a positive impact on the formation of students' active thoughts and values. For some students with limited experience, if there is no effective guidance for students, it will also cause students to be confused and even go astray, which will also bring more severe challenges to the ideological and political course in colleges and universities. Educational psychology is an independent subject, which is the product of psychology and education. It can meet the basic laws of Ideological and political teaching in colleges and universities. Therefore, in the teaching of Ideological and political course in colleges and universities, we should take educational psychology as an important breakthrough, focus on the actual ideological situation of college students, and explore more effective teaching ways. Positive psychology has been proved beneficial for ideological and political course if it is properly utilized in the course among higher vocational colleges.

Objective: When the ideological and political course is carried out, we should always adhere to some laws and principles of psychology in combination with the nature of the discipline.

Subjects and methods: Paying attention to the creation of curriculum related scenes can really meet the current psychological characteristics of students. College students are relatively active in thinking and have a certain degree of curiosity and desire for knowledge. At present, China's society is in an important stage of transformation and development. The integration of various ideas and values will also have a certain impact on the implementation of Ideological and political teaching for college students. Ideological and political teaching in colleges and universities is always facing severe challenges. In the specific implementation of Ideological and political teaching, teachers can not only pay attention to the teaching of knowledge content, but need to guide students to further explore relevant laws, promote students' awareness of active learning and cultivate students' good ideological and moral quality. In addition, we should also pay attention to the differences of students themselves, carry out ideological and political teaching activities under the condition of analyzing the characteristics of students' psychological interaction, and teachers should also pay attention to the actual situation of students, provide students with a good learning environment and help students cultivate a good learning attitude. And pay more attention to the operation of emotional education theory use it to make students have a good emotional experience and improve the learning effect.

Under the background that the effect of traditional ideological and political teaching in colleges and

universities is not ideal, making full use of psychological counseling is also the main way to make up for the existing ideological and political teaching methods to a greater extent. In the process of communicating with students in speech or other ways, psychological counseling can fully solve students' psychological problems, help students establish correct values, promote students' mental health level, and enable students to better meet the needs of social development. Pay attention to psychological counseling in the way of propaganda, adjust the moral psychology of college students, effectively teach the skills to alleviate psychological contradictions, and solve the confusion of students' thoughts. On the other hand, the way of communication with students can effectively realize psychological counseling, find out the problems of students' Ideological and psychological problems in the process of face-to-face dialogue and information exchange with students, and clarify the importance of making students form a positive and healthy state. In this process, teachers should also pay more attention to the equal relationship with students, reflect democratic dialogue and exchange, and win the trust of students. Through students' talk and teachers' guidance, we should implement good ideological and political education for college students. No matter what kind of teaching method is adopted, students can benefit and build a college ideological and political classroom with teachers' improvement.

Results: To further optimize the teaching links and create the ideal final teaching effect of Ideological and political course in colleges and universities. The traditional teaching mode of Ideological and political course in colleges and universities is easy to ignore the personalized characteristics of students, which makes students passively accept knowledge content, which will also have an extremely adverse impact on students' individualized development, and cannot better guide college students to establish correct values. If students' behavior meets the requirements of traditional behavior mode and value system, it should be effectively affirmed and encouraged. On the contrary, if it does not meet the requirements, it needs to be criticized and educated. When psychology is applied to the teaching of Ideological and political courses in Colleges and universities, it clearly puts forward that educators do not have the right to deny students, and pay more attention to understanding and respecting students, which can meet the scientific and reasonable personalized learning situation of students to a greater extent, It also makes it clear that the applied teaching psychology of Ideological and political course in colleges and universities can help teachers fully grasp the psychological characteristics and individualized differences of students.

At present, some colleges and universities in China have effectively obtained more mature teaching plans and countermeasures when teaching ideological courses. In addition to grasping students' own psychological laws, the combination of Ideological and political teaching and educational psychology can help teachers master students' ideological changes in time, and teaching psychology includes knowledge contents such as memory, thinking and feeling, It can make the intuitive and visual characteristics of Ideological and political teaching content more remarkable, actively mobilize students' learning enthusiasm and enthusiasm, take new studying abroad as the main breakthrough, and combine it with college ideological and political teaching experience and students' actual situation, so as to ensure the teaching effect.

In the past, when the ideological and political teaching in colleges and universities was carried out, some teachers overemphasized the importance of the ideological and political theory system, and it was easy to ignore students' solving ideological problems, resulting in insufficient interaction between the two sides of teaching and unable to obtain satisfactory results. The ideological and political teaching in colleges and universities applied educational psychology, it can more comprehensively understand the hobbies, personality and interest differences of students, evaluate students' own psychological characteristics, and pay attention to students' own ideological dynamics and emotional changes. In addition, we can also use the laws of thinking, perception, and memory in educational psychology to innovate classroom teaching methods, highlight the interest and knowledge of teaching, further mobilize students' learning initiative and greatly enhance the vitality of classroom teaching.

Conclusions: Taking this as the subject, this paper studies the practical application of educational psychology in Ideological and political course, hoping to play a reference value for the development of related work. The ideological and political course is the main channel and the main front for ideological education of the college students, which shoulders the mission of cultivating a higher political quality, as well as a lofty mission and sacred duty of comprehensively and sound developing the scientific outlook on world, outlook on life and values as a qualified socialistic builder. This paper carries out the quantitative analysis about the efficacy and implementation of the course in the construction of the college students' harmonious psychology based on the analytic hierarchy process model. The construction of the college students' harmonious psychology is the function of the ideological and political course.

* * * * *

MENTAL HEALTH EDUCATION IN KINDERGARTEN ON THE MENTAL STATE OF RELATIVES OF SCHIZOPHRENICS

Shengwei Hou

College of Teachers, Chengdu University, Chengdu 610106, China

Background: Preschool children between 3 and 6 years old are the key period of psychological development, growth and personality formation, which is characterized by strong plasticity, but is extremely immature in psychological development, low level of self-regulation and self-control, weak self-awareness, and easy to form unhealthy psychology and personality under the influence of environment and adverse factors. The mental health of preschool children will have a profound impact on their cognition, emotion, personality, moral development and social adaptation. At present, due to the influence of traditional education concepts, culture and other factors, ignorance of the cultivation of healthy psychology and personality of young children has led to widespread problems among children, such as poor independence, psychological vulnerability, fear of hardship and fear of difficulties, willfulness, lack of care for people, lack of creativity, lack of awareness and ability of cooperation and communication, and poor self-control. Many children also have various psychological and behavioral deviations, such as loneliness, aggressive behavior, timidity, hyperactivity, sucking fingers, and emotional disorders. This situation, if not taken seriously, is bound to affect the development of young children. Preschool education, as the basis of national quality education, should lay a good foundation for the development of children's mental health and personality. Therefore, my garden of children's mental health education conducted a related exploration and research, while attaching importance to children's physical health, but also have opened a prelude to children's mental health education.

Objective: In recent years, the incidence of schizophrenia is on the rise, there is no effective cure plan, and the disease has a high recurrence rate, long course and so on. The longer the course of disease and the more times of recurrence, the worse the prognosis of patients, and the heavier the burden of caring for the family members of patients. But most family members cannot vent the bad mood effectively, forms a series of psychological problems finally. Studies have shown that people with schizophrenia are not optimistic about their family members' mental health, and they are more prone to depression and anxiety. They can improve their family members' negative emotions by strengthening their family members' correct understanding of schizophrenia and helping them learn necessary stress management skills.

Subjects and methods: 50 patients with schizophrenia in a mental health center were divided into study group and control group by random number-table method, 25 cases in each group. There was no significant difference between the two groups ($P > 0.05$) in sex, age and other general data. The control group was given routine health education, including family health education, explain the symptoms of mental illness, clinical manifestations and control methods, medication, prognosis and so on. The researchers gave kindergarten mental health education on the basis of the control group. (1) Cognitive nursing: the psychiatrist and the responsible nurse shall explain to the family members the relevant professional knowledge on mental diseases and the matters needing attention so as to enable them to have a full understanding of the knowledge system of mental diseases. Monthly health education lectures shall be organized for family members. Through group discussions, lectures, interviews and other forms, various knowledge about mental diseases shall be explained, such as the cause, incidence, type, inducing factors, diagnosis, clinical manifestations, prognosis, treatment methods, etc. of mental diseases, so as to inform family members of how to discover and observe the early symptoms of patients, guide each family member on how to deal with and prevent the adverse reactions caused by antipsychotics, repeatedly emphasize the importance of taking medicine on time and returning to hospital for referral, guide family members to treat patients' diseases with a positive, optimistic and correct attitude, and improve family members' compliance with medical treatment. (2) Psychological education: medical personnel shall do a good job in the role of listener, express understanding and sympathy for the mood of the family members, and do transposition thinking, formulate psychological counseling programs for the psychology of the family members, strengthen the psychological nursing of the family members, and teach them how to vent their negative emotions. (3) Team support: organize family members to participate in outdoor and collective activities, strengthen communication with each other, and encourage family members to communicate with each other when organizing the above activities, so as to establish a relationship of trust that can vent bad emotions to each other and reveal their feelings to each other. At the same time, medical staff can properly participate in family communication and exchange and correct guidance, improve the main care of family members of schizophrenics in the treatment of episodes.

Results: The psychological state scores of the two groups were compared before and after nursing. There was no significant difference between the two groups ($P > 0.05$) in the scores of SCL-90 before and after nursing ($P > 0.05$), and the scores of SCL-90 after nursing were significantly lower than before nursing, and

the study group was significantly lower than the control group ($P < 0.05$). The behavior of the two groups was compared. The study group's compliance behavior score (6.95 ± 2.46) was significantly lower than that of the control group (9.54 ± 3.21), and the difference was statistically significant ($t = 5.123$, $P = 0.000$).

Conclusions: Mental health mainly refers to the mental state and mental activities are normal. In this study, under the active communication, guidance and communication with family members, psychiatrists and duty nurses encouraged family members, increased trust, strengthened affinity between nurses and patients, improved psychological status and behavior of family members, so that patients could get better, long-term effective and stable treatment and return to the society as soon as possible.

* * * * *

TEACHING METHODS AND PSYCHOLOGICAL EFFECTS OF COLLEGE ORAL ENGLISH TEACHING

Lihua Huang

Public Foundation Department (Ideological and Political Department), Guangzhou Kangda Vocational Technical College, Guangzhou 511363, China

Background: English is an important language tool that the international community will use in communication, learning and work. It plays an important role for college students. For non-English majors, they often use oral English when working in foreign or state-owned enterprises after graduation, such as training abroad, communicating, and negotiating business with foreign customers, receiving foreign businessmen, participating in international conferences, etc. Therefore, in this rapidly developing information society, it is more important for college students to learn oral English well. They pay more and more attention to improving students' oral English communication and professional ability. However, at present, in many colleges and universities in China, most college students are handy in reading and written expression, but in the actual oral communication, it is difficult to express their ideas in appropriate English, let alone talk in fluent English, resulting in the phenomenon of "dumb English". Therefore, college teachers must change their teaching ideas and constantly reflect and reform oral English teaching. In college oral English teaching, the improvement of students' oral communication ability is closely related to teachers' teaching methods and psychological effects. Teaching methods and psychological effects play an important role in education and teaching. Therefore, the author discusses and studies the teaching methods and some psychological effects in recent years in order to be helpful to college oral English teaching.

Objective: Psychological suggestive effect refers to the use of implicit and indirect methods to induce people's psychology and behavior, so that they can unconsciously achieve the goal of the suggestive. The Bulgarian psychologist George Lozano was the first to apply the suggestion effect to foreign language teaching. Suggestive teaching method can not only mobilize individual learning potential, but also play a great role in edifying students to establish their confidence in communicating in English. This paper pays attention to the teaching of college public oral English, tries to apply psychological suggestion effect to college oral English classroom, and stimulates students' learning potential and motivation through language suggestion and students' self-suggestion, which has a positive impact on the enhancement of oral English teaching effect.

Subjects and methods: This paper mainly synthesizes the relevant contents related to the teaching method and psychological effect of college oral English teaching, pays attention to the practical application of college oral English teaching method, defines its psychological effect, promotes the characteristics of college oral English teaching method and psychological effect, and analyzes the development direction and demand of college oral English Teaching. Based on the questionnaire survey, according to the literature and practical problem experience, using the network questionnaire system and random sampling method, through the questionnaire invitation link and the original database based on Epidote, and using the methods of comparative research and case analysis, this paper points out the relevant paths of College English oral teaching method and the realization of psychological effect.

Results: First, college oral English teachers' action cues mainly refer to gestures or other body language and manners. Appropriate gestures can make the finishing point in oral English teaching. Teachers can use body movements to hint students, so that students can get specific understanding or association faster. When teachers explain sentence intonation, teachers can use their fingers to indicate the ups and downs of English intonation. Teachers can use a small nod to express their approval and recognition of students' speeches. Although these body languages are silent, they can contain great inspiration and encouragement. Secondly, oral English teachers can also cooperate with relevant expression cues in teaching. Oral English

teachers' facial expressions, such as joy, anger, sadness, and joy, will directly affect students' psychology and class state. If the teacher is full of spirit in class and looks at the students with a smile, the students can get affirmation and praise, which is a great encouragement for them. And in class, teachers can combine expression suggestion with gesture action suggestion, so that students can have a more intuitive understanding of teachers' suggestion. For example, when students answer correctly, teachers can not only smile in the affirmative, but also make great gestures to make students full of confidence in themselves and actively participate in classroom activities. On the contrary, if the teacher has no expression, no smile or goes to class with worry and resentment, it will affect the atmosphere and progress of the whole classroom. Especially in college oral English classroom, active classroom atmosphere is an essential element. Teachers' rich and modest facial expressions can reduce students' tension and make them answer questions more actively, to achieve the purpose of raising their oral level. Finally, college oral English teachers should guide students to learn self-suggestion, so that students can give better play to their subjective initiative in the process of English learning. Teachers should let students learn positive self-suggestion and believe in themselves "I can do it". Suggestive effect plays an important role in college oral English teaching. Appropriate and effective use of language suggestive, action suggestive, expression suggestive and self-suggestive methods play a role in stimulating students' initiative in learning oral English and improving oral skills with half the effort.

Conclusions: Everything has the characteristics of two sides, and the psychological effect itself will also have positive and negative significance to education and teaching. College English teachers should be able to constantly explore new teaching practice methods that can meet the current requirements of college oral English teaching, make good use of the advantages of psychological effect, avoid its negative influence and the combination of psychological effect and English teaching practice can better understand students' psychology, innovate teaching methods suitable for their students, and produce the best effect of teaching and learning. The improvement of oral English ability will not happen overnight. For college oral English teachers, the application of appropriate and effective teaching methods and some psychological effects in college oral English teaching will have a positive impact on oral English teaching. We need to pay more attention to this situation.

* * * * *

THE CONSTRUCTION OF INDUSTRIAL DESIGN EVALUATION SYSTEM BASED ON PROJECT QUALITY MANAGEMENT UNDER THE BACKGROUND OF PSYCHOLOGY

Zhenggang Huo, Xiaoting Zha & Yifan Shen

School of Architectural Science and Engineering, Yangzhou University, Yangzhou 225127, China

Background: With the development of new industrialization, taking design as the main line to promote industrial development, with the development of science and technology and the complexity of design objects, higher requirements are put forward for industrial design. Design based on intuition and experience alone cannot meet the requirements, so more advanced theories and methods must be used to evaluate and select design schemes. The so-called industrial design evaluation refers to the comparison and evaluation of problem-solving schemes in the design process, so as to determine the value of each scheme, judge its advantages and disadvantages, and screen out the best design scheme. There are many factors considered in the evaluation, such as price, functionality, safety, reliability, aesthetics and so on.

Objective: Using the knowledge of project quality management, industrial design knowledge and customer demand psychology, starting with design evaluation and focusing on customers, this paper constructs a simple industrial design evaluation model, provides a relatively clear and comprehensive evaluation system, helps designers make qualitative analysis of design objects, and improves the pertinence and accuracy of evaluation. It provides an objective basis for the selection of scheme in product development and design.

Subjects and methods: Concept and process of project quality management project quality management is to ensure that the project is completed according to the requirements specified by the designer. It can enable all activities of the whole project to be implemented according to the expected design quality and objectives. It mainly depends on the quality assurance system formed by quality plan, quality control, quality assurance and quality improvement. The quality plan mainly determines which quality standards are applicable to the project and determines how to meet the standards. Quality assurance is to evaluate the implementation of the whole project on a regular basis to ensure that the project will meet relevant quality standards. Quality control monitors the implementation results of specific projects

to determine whether they meet relevant quality standards and ensure that the causes of nonconformities are eliminated by appropriate means. According to the requirements of project quality management, the completion of the project mainly needs the steps of design, inspection, correction and implementation. It is to ensure that all phases, sub items and relationship points within the scope of the project are modified in the process of realizing its various requirements. In each project phase, each procedure usually goes through one or more times. These working procedures interact with each other and with procedures in other areas of knowledge. According to the needs of the project, there are corresponding control key points in each procedure. To complete these contents may involve the efforts of one or more teams.

Industrial design process and evaluation industrial design process is a sub process of new product development process, which runs through every stage of product development. According to its function, it can be divided into four steps, namely, the generation of conception, the design of concept, the detailed design and the production of prototype. Each stage is accompanied by the evaluation of the results of each stage.

Psychological evaluation of product design. (1) The concept of satisfaction. Satisfaction refers to the feeling state formed by comparing the perceptible effect of a product and service with its expected value. Consumer satisfaction refers to the degree of consistency between the final performance of goods and services provided by enterprises and consumers' expectations and requirements, corresponding to a series of different degrees of satisfaction. That is: satisfaction = product performance - consumer expectation. (2) Three levels of consumer satisfaction. a. Material satisfaction level refers to consumers' satisfaction with the product itself, including product quality, function, appearance, packaging, etc. Material satisfaction is the cornerstone of consumer satisfaction. If the product itself does not have excellent quality, unique appeal points and attractive appearance, it is impossible to satisfy consumers. b. The level of spiritual satisfaction refers to the spiritual pleasure experienced by consumers in the process of purchase and use. Specifically, it is the impact of the service promised by the merchant on consumers in the sales process, as well as the spiritual pleasure caused by the product in the use process. Spiritual satisfaction is reflected in all stages of the product life cycle. Therefore, only doing well at the material level of the product cannot make consumers feel really satisfied. In all stages of the product life cycle, different service means must be adopted to make the product full of human feelings, so that consumers can really accept the commodity. c. social satisfaction level this satisfaction level is no longer limited to the business product consumer model. It faces the whole society and requires enterprises to consider not only consumer groups, but also the needs conducive to the development of social civilization, human environment, survival and progress. Products are not only to bring benefits to the target consumer groups, but also the impact of the new relationship between people and society brought by new products.

The above three levels reflect consumers' expectations of products. In the first level, products can meet consumers' basic material needs. In the second level, products can meet consumers' expectations. In the third level, products exceed customers' expectations and achieve very satisfactory results.

Results: The participants of design evaluation. The pillar of the relevant theories of project quality management is dominated by customer satisfaction, and the industrial design management theory is also based on consumer satisfaction. The subjects of the two theories refer to the same goal - customers. In fact, for designers, the concept of "customer" has a dual meaning, that is, product producers and users. In a design project, due to different subjects, the corresponding customer meaning is also different. For the project results, customers are consumers, and all activities in the process of completing the project take meeting consumers as the ultimate goal. The designers are different. On the one hand, they should be responsible for the producers and operators. At this time, the operators are the customers. On the other hand, it is also responsible for the users of the product. At this time, the consumer is the customer. The producer and operator also have a dual identity. For the designer, he is the customer, and for the consumer, the consumer is his customer. Therefore, we can clearly get the interests of designers, operators and consumers.

The model of design evaluation is established in the general industrial design evaluation. According to the different subjects of design evaluation, design evaluation can be divided into consumer evaluation, producer evaluation, designer evaluation and so on. They have their own characteristics in evaluation criteria and requirements. Consumers' evaluation mostly considers the impact of environment, agreeableness, aesthetic value and so on. Producers and operators often evaluate from the aspects of cost, profit, feasibility, production cycle and sales prospect. Designers often evaluate the social benefits brought by products and the relationship with people's lifestyle. As a service provider, the designer's design concept has been integrated into the design scheme. Therefore, we only take the evaluation of operators and consumers as a reference. (1) The process model of design evaluation combines the steps of project quality management and the process of industrial design evaluation, and gives the process model of design evaluation. This model lists the different objectives and corresponding key points to be achieved in different stages of the product design evaluation process. The evaluator can clearly understand whether the

requirements of the design scheme at the evaluation points in the corresponding design stage are met, help the designer to analyze and evaluate, and is of great help to the selection of the design scheme. (2) The content model of design evaluation combines the steps of project quality management and the content of industrial design evaluation, and gives the content model of design evaluation. This model lists every detail and key points in the process of product design evaluation. This model can be directly used when evaluating a design scheme. The evaluator can clearly understand whether the requirements of the evaluation points of the design scheme in the corresponding design stage are met, so as to help the designer make judgment and decision. (3) The satisfaction model evaluation of design evaluation should not only evaluate the design process and content, but also evaluate the psychological and physiological aspects of users according to the shape, color, texture and other elements of the product, and give the satisfaction model. Combined with the content of customer satisfaction, this model evaluates the product satisfaction from low too high to three satisfaction levels. Among them, the contents at the basic level and demand level need to be focused. The excitement level is based on the customer's potential goal, which the customer may not notice, but once this goal is achieved, the customer will be very satisfied and the design will achieve excellent results.

Conclusions: The selection of evaluation method is an important factor affecting the evaluation decision-making. The selection and evaluation of industrial design scheme involves multiple evaluation factors and evaluation criteria. Therefore, the reasonable selection of evaluation method will directly affect the order of evaluation results and the decision-making of product development team. At present, many domestic design companies mostly rely on experience to choose design schemes, and the products themselves are mostly copied or imitated, which show the lack of current domestic design ability. Using the knowledge of project quality management, industrial design knowledge and customer demand psychology, starting with design evaluation and taking customers as the center, this paper constructs the process model, content model and satisfaction model of design evaluation, and forms a complete product design evaluation system to make the evaluation system and content of industrial design product development clearer, The evaluation work is simple and easy to improve the pertinence and accuracy of the evaluation. It helps the designer to make a systematic analysis of the evaluation process, evaluation content and customer satisfaction of the design object, provides a more objective basis for the designer to select the product design scheme in the product development and design, and is helpful to understand the design, grasp the design, promote the design and improve the design idea and level.

*   *   *   *   *

PSYCHOLOGICAL STRATEGIES FOR THE DEVELOPMENT OF REGIONAL CULTURAL TOURISM PRODUCTS BASED ON TOURISTS' PSYCHOLOGY

Ruoxin Lei

School of Tourism Management, Chaohu University, Chaohu 238000, China

Background: With the development of social economy and the improvement of people's quality of life, regional cultural tourism has gradually realized brand development. China itself belongs to a country with a long history and cultural tradition and has unique advantages in tourism. Most regions have distinctive regional cultural characteristics, which makes significant contributions to promoting the inheritance of history and culture and local tourism economy. Tourism products are an important aspect derived from the tourism industry. The publicity and sales of tourism products will not only help to increase the added value of the local tourism industry, but also help to spread the regional cultural characteristics. How to embody the regional cultural characteristics in the design of tourism products, make tourism products more local characteristics and show the regional cultural brand is a problem that product designers must think deeply. It is of great significance for the development of regional cultural tourism products to deeply analyze the psychological needs of tourists faced by regional cultural tourism and obtain the corresponding psychological strategies combined with the psychological needs of tourists.

Regional cultural tourism is the product of the organic combination of the core of regional culture and tourism forms. With the improvement of people's branding requirements for tourism quality, people's psychological needs in the process of regional cultural tourism are increasingly diversified, mainly reflected in the psychology of seeking truth, novelty, strangeness, beauty, profit and convenience, analyzing these psychological needs of tourists will help to provide them with more accurate services, and provide psychological basis and reference for the brand development of regional cultural tourism. Shu-Hsien Chang,

R explore the psychological process between culture and tourism. The data analysis shows that tourism is affected by the supply side and demand side of the destination, including tourists' diet, ecotourism activities and emotional motivation. By emphasizing the need to pay close attention to tourism psychology, especially in the natural and ecological environment, taking tourism as the marketing strategy for the development of cultural tourism products has made an important contribution to the management. Martin, Jin, Trang investigates the emotion and choice of tourists' psychological rights to different tourism products with cultural distance. Qualified tourists respond more negatively to the hotel environment with high cultural distance. It is mainly caused by tourist stimulation. On the basis of clarifying how rights regulate cultural distance effects, we can better reveal tourists' stimulation as a mechanism to explain these effects, and show how psychological rights affect tourists' response to hotel environment when visiting foreign destinations.

Objective: Analyzing the psychological characteristics of tourists in the process of regional cultural tourism has important support for exploring the direction of tourists' psychological needs faced by regional cultural tourism.

Subjects and methods: As to obtain strategies to meet tourists' psychology from the aspects of tourists' realistic psychology and convenience psychology. According to the realistic psychology of tourists in the process of regional cultural tourism, make tourism products closely focus on the goal of value as much as possible. Culture belongs to the soul and core concern of tourism activities. On the one hand, it shows that the first culture should not only have a long history and rich connotation, but also include its historical value, social value, artistic value and economic value, educational value, etc., so that tourists can obtain more knowledge content and improve their aesthetic ability after tourism. There are many factors affecting tourists' mood. Aspects, including whether the journey is smooth, whether the tour guide service is good or bad, whether the tourism environmental health status, whether the accommodation arrangement is reasonable, etc., will affect the satisfaction of tourists. Therefore, when it is necessary to develop tourism products, we should pay attention to providing tourists with all-round and thoughtful services.

To meet the convenience seeking psychology of tourists, we should pay attention to the ideas of tourists, effectively realize the scientific management of tourists, provide accurate services for tourists, and provide the best services for tourists all the time, to make tourists feel smooth and satisfied, and this pleasure and satisfaction is likely to be transformed into tourists' psychological identity and word-of-mouth publicity. Realistic psychology is people's psychology of pursuing practicality, function, and utility. In the process of regional cultural tourism, pharmacist Hu will feel more worthwhile during or after tourism, which will be satisfied both in material and spiritual aspects. When people travel, they will inquire and collect information about tourism destinations, and they will be full of expectations for tourism products, However, when tourists arrive at their destination on schedule, they begin to understand the beauty in their hearts and. If they are consistent or even exceed expectations, they will be satisfied, and their realistic psychology will be satisfied. On the contrary, they will be disappointed and regret.

Results: Helpful to provide more accurate services for tourists, it also provides an important basis and theoretical reference for the development of regional cultural tourism products. Convenience seeking psychology is people's psychology focusing on convenience and speed. Such tourists have a strong sense of time and pay attention to efficiency. This aspect is usually reflected in the process of regional cultural tourism, which is reflected in that tourists pay more attention to those convenient, reasonable, and more efficient tourism routes and projects. If they are not for the purpose of research, they will prefer convenient and fast tourism products.

Conclusions: When developing the tourism industry, it is necessary to deeply analyze the psychological needs of tourists and their causes in the process of regional cultural tourism, to effectively put forward the corresponding psychological strategies from the aspects of tourists' realistic psychology and convenience psychology, which is of great significance to the brand development of regional cultural tourism. With the continuous improvement of people's quality of life, regional cultural tourism has developed towards high-end and branding. This paper analyzes the tourists' psychology in the process of regional cultural tourism, and discusses the difficulties and reasons of tourists' psychological needs faced by regional cultural tourism, so as to start from the tourists' realistic psychology, novelty psychology, strange psychology, beauty psychology, profit psychology and convenience psychology, Putting forward corresponding psychological strategies will help to provide more accurate services, and provide psychological basis and theoretical reference for the brand development of regional cultural tourism.

* * * * *

DEVELOPMENT COUNTERMEASURES OF INTERNATIONAL E-COMMERCE BASED ON NETWORK CONSUMPTION PSYCHOLOGY

Jing Zeng[1,2], Lei Zhou[1] & Xiaoyi Hu[3]

[1]School of Business and Trade, Nanchang Institute of Science & Technology, Nanchang 330108, China
[2]Institute of Educational Sciences, Hubei University of Education, Wuhan 430205, China
[3]Construction Management Office, Hubei Engineering University, Xiaogan 432000, China

Background: Consumer psychology is an objective social phenomenon. It is in the whole consumption process, that is, determining the shopping intention, shopping method, understanding the properties of various specifications and performance of purchased products, selecting the purchase brand and merchant, price negotiation, commodity quality evaluation, brand after-sales service quality evaluation. The comprehensive results of various psychological activities in the process of business service quality evaluation. Consumer psychology directly determines consumers' consumption behavior and the success or failure of commodity trading process. Therefore, both consumers and enterprises can only deeply understand and analyze consumers' consumption psychology in the process of online shopping and explore the internal regularity and inevitability factors, so that consumers can buy satisfactory goods, and enterprises can carry out targeted marketing activities and achieve success. Therefore, to explore the psychological characteristics of consumers' online shopping and the network marketing countermeasures of enterprises has positive promoting significance and important practical significance for enterprises to seize market opportunities, capture market opportunities and meet the challenges of the network era.

Objective: Nowadays, enterprises are facing unprecedented market competition, and products are in short supply. The seller's market will gradually become history, and the buyer's market dominated by consumers has come. In the buyer's market, consumers will face a wider range of goods and their brand choices. This change makes the shopping psychology of contemporary consumers present a new trend and characteristics compared with the past.

First, consumption initiative is enhanced. The enhancement of consumption initiative comes from the increase of uncertainty in modern society and human pursuit desire for psychological stability and balance. Under the trend of increasingly fine division and specialization of social division of labor, consumers' sense of risk of purchase increases with the increase of choice, and they are tired and distrustful of one-way "spoon feeding" marketing communication. In the purchase of many daily necessities, organizations should allocate resources around brands, so as to stand out in the complex market and defeat competitors. Brand evergreen is not the goal of the marketing department, but the goal of the whole organization and the whole enterprise. No matter whether the brand management is in the charge of the brand manager or not, there is no doubt that the brand management should be promoted to the height of organizational strategy. Therefore, only relying on one department cannot complete this responsibility, which requires the unified coordination and planning of senior managers. Once the core value of the brand is established, it should be maintained for a long time and should not change frequently. Usually, the core value of the brand should not be changed. This is because if the core value of the brand is changed, a series of activities such as brand positioning and brand communication will follow. In this way, the existing brand image in the minds of consumers is easy to be blurred. More extreme, once the new core value and the old value. In a sudden, consumers will be at a loss. With the further development of the market economy and the gradual strengthening of the degree of openness, China's national brands will face the competition of international brands to a greater extent. While strengthening the enterprise's own strength and improving the management level, the brand construction is also a long-term process, which cannot be achieved overnight. We should look at it from a long-term perspective. Especially in the purchase of some large durable consumer goods (such as refrigerators, air conditioners and computers), consumers will take the initiative to obtain, analyze and compare the information related to the goods through various possible channels. These analyses may not be sufficient and accurate, but consumers can obtain a psychological balance to reduce the risk or the possibility of regret after purchase, increase trust in products and strive for psychological satisfaction. Second, price is still an important factor affecting consumer psychology. In order to avoid vicious price cutting competition, although a considerable number of enterprises have taken various measures to weaken consumers' sensitivity to price, but price always has an important impact on consumer psychology. For example, in the price reduction war of microwave ovens in recent years, although Galan, as a market leader, has the advantages in technology, quality and service, it was finally forced to announce its return to the price reduction competition and fight for market share. This shows that even in the face of contemporary

developed marketing technology, the role of price cannot be ignored.

Subjects and methods: The biggest characteristic of network marketing is that it is dominated by consumers have greater freedom of choice than in the past. Consumers can look for goods around the world according to their individual characteristics and needs, without geographical restrictions. By entering the interested enterprise website or virtual store, consumers can obtain more relevant information and make shopping more personalized. This development of personalized consumption will urge enterprises to reconsider their marketing strategy and take consumers' personalized needs as the starting point of product and service provision.

Results: Network marketing has established convenient and fast communication channels between consumers, producers and operators, so that small and medium-sized enterprises can collect consumers' opinions on a series of issues from product design to pricing and services at a lower cost through electronic bulletin boards, online discussion squares or e-mail, which can make the enterprise's marketing strategy targeted, improve consumer participation, enthusiasm and satisfaction.

Conclusions: The network provides 24-hour service without holidays or business hours. Eliminate consumers can check the required information or shopping at any time. The inquiry and shopping process takes very short time, and the program is simple and fast. This feature is especially favored by analytical consumers who need a lot of information to make decisions or consumers who aim to shorten shopping time. Network marketing has jumped out of the traditional manufacturers, wholesalers, middlemen and retailers, the logistics mode of consumers can directly deliver goods to consumers. Businesses can face consumers directly and put aside the middle dealers, which can save huge promotion and circulation costs for enterprises and businesses and make it possible to reduce product costs and prices.

* * * * *

THE INFLUENCE OF AUDIO-VISUAL LANGUAGE ON AUDIENCE PSYCHOLOGY IN FILMS

Guang Li

School of Animation and Media, Qingdao Agricultural University, Qingdao 266109, China

Background: Film is a new industry developed after the second industrial revolution. It is an art form developed with the use of and the gradual maturity of photography technology. It continuously highlights a specific theme with an intuitive performance and combined with the corresponding emotion and atmosphere, bringing unprecedented visual feeling and psychological shock to the audience, to achieve the purpose of educating and displaying folk culture. This is an effect that previous art forms could not achieve. The prominence of the film theme and the shaping of the atmosphere not only rely on the scene and the performance of the actors, but also rely on the sound. Whether it is music or sound, it can make the audience empathize and completely enter the film world. The development of film can be traced back to the 1890s. Film was born in December 28, 1895. At that time, Auguste and Louis of France screened the factory "Gate" and "baby lunch", these are two short films without any modification and processing, and only less than forty people watched them, but later people regarded them as the history of film. The beginning of indicates the emergence of film. At first, the film just passed the real performance camera technology moved to the screen without any processing, but it promoted the development of art dissemination. The films at this stage only play images and do not cooperate with others. The auxiliary facilities have no sound cooperation, so it is called the silent era of film. The film at that time was called "mime", which vividly explained the film and television at that time characteristic, this stage lasted about thirty years. In the early nineteenth century, the film Jazz. The king of songs was released. The play was shot by Warner film company in the United States. The difference between the short film and the short film is that the film adds some music and accompaniment to it and cooperates with its part of the actor's dialogue was. This indicates that the development of film has entered a new stage, that is, the audio era of film. Today, the film has become a door is a perfect art form, which not only combines sound and other means to deepen the feelings of the audience. There are 3D and even 4D films, which make use of unique shooting skills and 3D glasses, the audience has the feeling of being in the scene.

Objective: Audio visual language is an important means of expression of film and television art. Through the comprehensive application of music, color, language, and sound, it can convey information vividly, three-dimensional, and vividly rest. Film and television films not only need scientific information transmission, but also need artistic expression. Exploring the application rules and methods of audio-visual language in film and television films and observing its impact on the psychology of the audience, has certain guiding

significance for practice.

Subjects and methods: The application of audio-visual language in film and television advertising involves film ology, linguistics color science, psychology, aesthetics, and other fields, it is not simply based on business sales and entertainment for the purpose of creation, but to reflect the times, aesthetics and humanity. Therefore, it puts forward higher requirements for creators. First, they should have many rich theoretical knowledge and build a complete contemporary. The theoretical framework of audio-visual language features. Secondly, the creator should have the sense of innovation and creativity. Aesthetic consciousness can show the real inner thoughts through audio-visual means come out and perfectly integrate technology and art. Only in this way can we create more and more excellent film and television advertising works.

Results: In deepening the theme, the sound is mainly completed by theme songs and episodes, which cooperate with the shaping of characters to make the audience more like it. We found that most of the theme songs of war movies are sonorous and powerful, and the rhythm is particularly dynamic. In the film works, each character has extremely distinctive personal and personality characteristics, which can be seen from the character's dialogue and the narrator of the third party. For example, in the film "Shawshank's redemption", the narrator and the dialogue between the characters vividly show Shawshank's solitude and pride. Music has a kind of magic, that is, it can use the tunes of transition to express human inner feelings, so that people can achieve this purpose without using language. Music can express people's inner feelings, so the narration can accurately convey people's psychological activities. If the audience can understand the actors' inner feelings from the actors' facial expressions, the background music can infinitely enlarge this perception and make the audience's feelings clearer, and the narration is like an unknown substitute performing the inner world of the role, The psychological activities of the character will be easier to be understood by the viewer under the action of various sound effects. If we want to play up the atmosphere and set off the mood, we have to mention a special film theme "horror film", which is undoubtedly a kind of theme to maximize this role. It is often said: "if you don't put the sound, I don't think the horror film is so scary, and I dare to watch it, but if you turn on the sound, it will be very scary. There will be a creepy feeling when listening, not to mention watching the film." This is the most intuitive and real feeling of sound effect to the audience in horror films. Its effect is obvious.

Conclusions: The development of information technology and network technology has changed people's ideology and ideology The concept of beauty, simple, direct, and old-fashioned film and television advertising can no longer attract the audience. Sound is particularly important in modern films. It highlights the film background and sets off the atmosphere and controlling emotional changes play an important role. It is hoped that the above discussion can promote the further development of film and television industry.

* * * * *

ANALYSIS OF INTERNET BEHAVIOR CHARACTERISTICS AND PSYCHOLOGICAL RISK FACTORS OF ADOLESCENTS WITH INTERNET ADDICTION

Mingliang Li[1] & Hongyan Liu[2]

[1]School of Film and Television, Shanghai Normal University, Shanghai 200234, China
[2]Shanghai Modern Education Development Center, Shanghai 200234, China

Background: With the improvement of network technology, the network has entered thousands of households and various fields, which greatly facilitates people's daily life and work. However, the negative effects of the Internet are also prominent. For example, the emergence of online games makes some teenagers addicted to them and unable to extricate themselves. Due to factors such as inner depression and only child, teenagers' Internet addiction is more prominent, which has an adverse impact on Teenagers' physical and mental health and growth and has become a problem of great concern to the whole society, it is also an urgent research topic. Therefore, it is of great significance to explore the problem of teenagers' Internet addiction and clarify the relevant factors for the prevention and treatment of teenagers' Internet addiction.

Objective: To explore the characteristics of Internet behavior of teenagers with internet addiction under the conditions of Chinese economy and culture, comprehensively evaluate the relevant psychological risk factors of Internet addiction, find out the psychological causes of teenagers' Internet addiction, and provide theoretical basis and practical guidance for the prevention, diagnosis, consultation, and clinical intervention of Internet addiction.

Subjects and methods: (1) Characteristics of Internet time and frequency of Internet addiction

adolescents. Teenagers with internet addiction are younger, older, online longer and more times for the first time. Therefore, controlling the time and frequency of teenagers' Internet use may also be an effective measure to prevent teenagers' Internet addiction.

(2) Internet access conditions and location characteristics of Internet addicted adolescents. Whether at school or at home, as long as they have their own computers and more convenient Internet access conditions and opportunities, the rate of Internet addiction among teenagers is higher. Therefore, it can be inferred that convenient Internet access conditions are an important influencing factor of teenagers' Internet addiction. In terms of online locations, addicted teenagers are more likely to surf the Internet in student dormitories and Internet cafes. This may be because surfing the Internet in student dormitories and Internet cafes is less supervised and controlled by family and teachers than at home, school computer rooms and libraries, and can engage in their favorite network activities more freely and arbitrarily. Due to the lack of supervision and control of parents and teachers, and their lack of control over their own network behavior, Therefore, teenagers who usually surf the Internet in student dormitories and Internet cafes are more likely to be addicted to Internet.

(3) The characteristics of Internet content, Internet attitude and Internet emotion of Internet addicted adolescents. In terms of Internet content, teenagers may use the two-way interaction function of the network to establish or maintain network interpersonal relationships. May use the Internet to share technology and information, while Internet addicted teenagers are more likely to choose to play video games, browse adult websites, browse pornographic websites and engage in online gambling. In terms of Internet attitude, because teenagers have strong learning ability and master relevant Internet knowledge quickly, they are convinced that they have enough ability to control the Internet whether they are addicted or not, and can experience the convenience brought by the Internet to their life, study and work. Therefore, they all have a positive evaluation of the Internet. However, in terms of Internet behavior tendency and negative evaluation of the Internet, Internet addicted adolescents are more likely to choose to engage in Internet related work, use the Internet more frequently, and have more negative evaluation of the Internet. This may be because of Internet addiction, they are more inseparable from the Internet, and use the Internet longer, longer and more frequently, so that they have a more practical experience of network problems such as network security and network trust. At the same time, they are more likely to experience that because of the Internet, they hurt their body and mind, hinder or lose important interpersonal relationships, and lose opportunities for education and employment, so they show more negative evaluation of the Internet. In terms of Internet emotion, Internet addicted teenagers feel more anxious about the Internet, but at the same time, they show higher satisfaction with the Internet. This may be because teenagers with internet addiction feel that they lack the ability to control their own Internet behavior. They want to control, reduce or stop surfing the Internet for many times, but they can't insist. When they try to reduce or stop surfing the Internet, they feel irritable and depressed. However, in the face of cruel social competition and heavy social responsibility, people are more willing to communicate with strangers. The anonymity of the network allows people to play various roles on the Internet, communicate with all kinds of people, engage in anything they like, escape from real troubles, and find social support on the network, you can get a sense of satisfaction and vanity that you can't experience in real life online. On the one hand, Internet addicted teenagers show a high sense of anxiety about the Internet, but on the other hand, they can't get rid of the temptation of the Internet and show high satisfaction with the Internet. This contradiction exacerbates the pain of Internet addicted teenagers.

Results: (1) Depression. Depression refers to significant and persistent depression. The lack of face-to-face communication on the Internet can enable users with high levels of depression to talk to others by means of anonymity or fictional roles, which can effectively overcome their difficulties in communicating with others in their daily life, reduce negative events and avoid triggering depression. The successful experience of making friends on the Internet makes depressed people more dependent on virtual friendship, and gradually shrink back in real-world social interaction, resulting in more serious depression. The results of Young's Zung Depression test show that the level of moderate to severe depression is related to Internet addiction. It is speculated that depression is a main factor leading to IAD. Whang found in the study that the scores of depression scale of Internet addicts are different from those of non-internet addicts, and when Internet addicts have depression, they are more likely to alleviate their bad emotions by surfing the Internet. Martin, a psychology professor at Brent college, summarized the research of more than 40 psychologists since the 1990s and found that individuals with internet addiction tendency are often lonely and depressed.

(2) Self-esteem. Self-esteem is one of the important personality variables to predict emotional and life changes. Individuals with low self-esteem tend to seek recognition and self-affirmation of others on the Internet. They may seek to improve their self-esteem through continuous scoring in online games, or fighting side by side with netizens in role-playing games, obtaining the affirmation of netizens, obtaining the response or heated discussion of netizens from the information published in the discussion area, and playing an important role in the virtual community. However, it is also possible that excessive addiction to network

addiction has a negative impact on our real-life work performance, Grandpa Xu's achievements and interpersonal relationships, but reduces our sense of self-esteem and self-efficacy. The research of Petrie Armstrong, Phillips and sailing found that people with low self-esteem have a better tendency to win Internet addiction, and speculated that Internet addicts may use the Internet as a means of escape because of poor social skills and low self-confidence.

(3) Anxiety. Anxiety not only makes people produce subjective tension in social activities, but also affects their way of social communication. At this time, not only will there be an increase in internal alertness, but also unwilling to meet people and interrupt the behavior at that time. In online communication, there is no embarrassment in the face of communication. This unique way of communication can provide a sense of intimacy that is difficult to provide in the traditional way. Therefore, its spiritual communication often exceeds the "interview" way in depth, which can make strangers who have never met quickly become confidants. Those who have social anxiety are more willing to find friends on the Internet, because this can avoid bad emotions such as anxiety when communicating with others in real life. Obviously, this is easy to cause internet addiction.

(4) Loneliness. Loneliness is also a boring topic concerned by Internet addiction researchers. There are two views on this issue: Internet addiction leads to loneliness and loneliness leads to Internet addiction. Those who hold the former view believe that long-term use of the Internet leads to the isolation of Internet users from the real world. They develop hypocritical and fragile network interpersonal relationships at the expense of interpersonal relationships in the real world. Therefore, loneliness is a by-product of excessive use of the Internet. This view is supported by the results of kraut et al. Found that excessive use of the Internet will increase loneliness and depression, reduce social involvement, and reduce psychological well-being. Some scholars pointed out that people with loneliness, lack of social support, and dissatisfied love and belonging are easy to seek emotional sustenance on the Internet. Because of this superficial connection in virtual society, people with a sense of loneliness cannot meet their sense of belonging and feel more and more lonely. The latter view holds that lonely people are more likely to be attracted by the Internet. The overuse of the Internet is because it provides a broader social network and a variety of online communication forms. Lonely people will be attracted by some interactive social activities in the network, which can provide a sense of belonging, friendship and communication opportunities. Shapiro believes that those who are already lonely will spend more time online, that is, loneliness leads to Internet addiction. McKenna's research shows that people with high loneliness are more likely to connect with others on the Internet, but this does not increase their loneliness.

Conclusions: Compared with non-internet addicted adolescents, Internet addicted adolescents have obvious differences in Internet behavior characteristics and psychological risk factors. It has important guiding value for guiding the diagnosis and treatment of Internet addicted adolescents and preventing them from Internet addiction.

* * * * *

ANALYSIS OF TOURISTS' PSYCHOLOGICAL BEHAVIOR AND TOURISM PERCEPTION BASED ON NETWORK INFORMATION DATA

Sifan Li, Linfeng Dong & Huili Yan

Tourism College, Hainan University, Haikou 570228, China

Background: Internet and tourism are the most influential technical solutions and the most promising consumer field. In 2015, the State Council issued the "guiding opinions on actively promoting the" Internet plus "action and the" opinions on further promoting tourism investment and consumption, aiming to give play to the reform and innovation power of the Internet and actively promote the integration and development of the Internet and tourism. The opinions clearly put forward that we should actively develop "Internet Tourism", innovate and open up the tourism market and cultivate new consumption hotspots. With the strong influence and support of Internet technology, the development of tourism is undergoing subversive changes. First, tourism in the "Internet plus" era has made tourists no longer passively attached to the tour group's travel service. Tourists can understand the information of tourist destinations through the Internet, arrange tours for hotels and scenic spots, and arrange tours freely. Secondly, as a big data platform, the Internet enables online tourism service enterprises to collect tourism behavior perception

information data such as tourist users' travel sharing information and consumption comment data in daily website operation, so that tourism related enterprises and scenic spots can better understand the travel needs of tourists, improve their own products, management, and services, and provide reference for tourists to formulate more suitable tourism products help.

Objective: With the advent of the era of "Internet plus tourism" and the increasing demand for tourism, more and more tourists have made travel trips, booked travel services and shared their travel experiences through the Internet. Mining the network information shared by tourists for tourism behavior perception has become a hot spot in tourism research.

Subjects and methods: (1) Research on tourists' psychological behavior. As for the study of tourism motivation, Lu Lin, the earliest scholar in China, investigated the tourism motivation of Huangshan tourists with the method of empirical investigation and analysis, summarized the tourism motivation of mountain tourists, compared its motivation characteristics with relevant foreign studies, and then obtained the differences of tourism motivation of different types of tourists at home and abroad. Su Qin, Cao Youhua, Zhang Hongxia, etc., take Xidi tourists as the research object. Through the investigation and analysis of their tourism motivation, interest pursuit and behavior mode, they can be divided into four types according to the different tourism motivation of tourists: professional learning tourists, exploratory cultural tourists, developmental cultural tourists and recreational cultural tourists, Finally, it analyzes the basic characteristics of different types of tourists' social attributes, tourism behavior and interest pursuit. Based on the questionnaire data of Korean tourists in Jiuhua Mountain, and through factor analysis, Liu Li and Wu Huiji come to the conclusion that there are five main motives for Korean tourists to travel to Jiuhua Mountain: Buddhist worship, getting close to nature, leisure and relaxation, cultural experience and tourism shopping. Xu Xingxing uses the method of cluster analysis to analyze the tourism motivation of tourists. Tourists can be divided into three types: Fitness escape type, social emotion type and exploration seeking type. Qiu Hailian, Hong Xia, Li Minglong, etc., used the questionnaire survey method to study the tourism motivation and behavior of self-driving tourists in Urumqi, to find the problems existing in self-driving tourism products and tourism services in Urumqi, and then provide suggestions on the development of self-driving tourism products.

(2) Research on tourism perception. Bai Kai, Ma Yaofeng and Li Tianshun studied the tourism perception and evaluation of inbound tourists in Beijing by means of random sampling questionnaire, analyzed the distribution of tourist sources, tourism evaluation and cognition, summarized the overall perception and impression of foreign tourists on Beijing, and put forward the development countermeasures of inbound tourism market in Beijing. From the perspective of tourists, Fang Fang conducted a questionnaire survey on visiting tourists with the West Lake scenic spot as a case to explore the relationship between the specific composition of tourist destination image and behavior intention. Wen Tong and Liao Haimu conducted a sample questionnaire survey on Hong Kong residents, analyzed their perception and attitude towards the uncivilized behavior of mainland tourists, and concluded that at present, Hong Kong residents belong to the type of "contradictory supporters". Although their attitude is generally to support the development of tourism, they also have many dissatisfactions and complaints in their hearts. In the long run, this perception attitude of destination residents caused by tourists' behavior will directly affect the development of destination tourism. Through empirical analysis, Yu Yong, Tian Jinxia, Su Juan found that post tour behavior perception is not determined by a single variable, it is the result of multi variables such as local dependence, value perception and experience quality. Wang Chaohui, Lu Lin, Xia Qiaoyun, taking domestic tourists of Shanghai World Expo as the survey object, conducted in-depth research on tourists' perception and behavior intention by constructing the relationship model between tourists' perceived value and behavior intention, which has important guiding significance for China to continue to host major events in the future. Yang Yang designed a questionnaire to investigate tourists' perception and satisfaction of low-carbon tourism, so as to formulate targeted countermeasures for the development of low-carbon tourism. Taking Zhangjiajie, a typical tourist city, as a case area, Wang Zhaofeng used factor analysis and multiple regression analysis to analyze the perception dimension and performance of Zhangjiajie tourists' public transport, as well as the impact of the perception dimension of public transport on the overall satisfaction and behavior intention of tourists' destination.

Results: From the research progress of tourists' behavior perception at home and abroad, the research can be divided into macro and micro levels. At the macro level, the research focuses on the model of tourism spatial behavior, tourism spatial structure, tourism flow characteristics and tourism destination image. At the micro level, the research mainly includes tourists' travel motivation, spatial behavior, consumption preference, tourism perception and satisfaction. This paper is based on the micro level of tourists' behavior perception based on network information data. Therefore, it summarizes the research on tourism motivation, tourism spatial behavior, consumption behavior preference, tourism perception and satisfaction. Comparing the research contents of domestic and foreign scholars, it is found that foreign scholars pay more attention to the research on individual behavior perception of tourists at the micro level, and the research scale of

domestic scholars is large, mostly at the macro level, such as the behavior characteristics of tourists in typical tourist cities and popular scenic spots, tourism spatial structure, destination image perception and so on. In terms of research perspectives, foreign scholars' topics are more detailed and novel, mostly based on the perspectives of psychology, behavior and other disciplines. In terms of research methods, foreign scholars have a wide range of disciplines and diverse research methods. Although the research on tourists' behavior perception is mainly empirical research at home and abroad, the empirical analysis of the specific content needs to be further studied by domestic scholars. There are few studies on analyzing tourists' behavior perception based on network information data, and in the few existing studies, scholars only conduct research and analysis based on network travel notes, and the structural elements of the research are relatively scattered, while the analysis of the results is generally obtained only through word frequency analysis, and the logical main line and content analysis depth of the research need to be strengthened, There are defects in spatial analysis and visual expression combined with ArcGIS and other software. On the basis of summarizing previous relevant studies, this study takes tourists in Bama longevity and health international tourism area as the research object to study and analyze the perception of tourism behavior. Firstly, based on the online travel notes and tourist comments, this paper studies and analyzes the tourists' travel motivation, spatial behavior, tourism consumption preference and post travel perception evaluation, then discusses the factors affecting the formation of tourists' behavior perception in the tourism area according to the behavior perception analysis results, and finally puts forward suggestions for the tourism development of the tourism area according to the needs of tourists.

Conclusions: First, the change of travel time and number of tourists is that April and October are the peak of travel. Most tourists choose a short-term sightseeing tour of 2 days, and few tourists choose a deep tour of more than 4 days. Most tourists choose to travel by car (including renting a car in a transit city). Most tourists taking other modes of transportation choose Nanning as a transit station. The main tourist motivations are "Relaxation" and "cognition". The specific behaviors are exploring health culture, leisure vacation, natural photography and sightseeing, escaping from work and relaxing. Second, the hot spots and spatial distribution formed by the tourism area are consistent with the actual development of the tourism area, that is, Bama is the core gathering area of the tourism area, with the most mature tourism development and the largest number of tourists. Fengshan and Donglan are close to Bama. Driven by Bama's radiation, the tourism market has developed well and become the main gathering area for tourists. Dahua, Du'an and Tian'e are not affected by the core tourism radiation, and the overall tourism development is weak, which is in the primary or initial stage. Third, the consumption items of tourists in the scenic area are mainly tickets, cruise ships, performances and red envelopes. In terms of accommodation selection, tourists prefer Hotels with good accommodation conditions, high grade and service level and rich entertainment activities, followed by places near the scenic spot with convenient transportation, life and shopping. In terms of diet choice, tourists prefer local health food and characteristic foods, such as natural spring water, fragrant pig, hemp, oil fish and Pearl yellow corn. In terms of tourism shopping, tourists prefer commodities with affordable prices and local characteristics. Fourth, tourists' foreign perception of tourism experience is greater than emotional perception of tourism experience, and the factors affecting tourists' perception are the local natural environment and cultural atmosphere. In terms of tourist evaluation, tourists should be satisfied with the life of the tourist area, and are dissatisfied with the problems such as environmental damage caused by disorderly development and construction and population overload, backward tourism infrastructure, low level of management and service, homogenization of scenic spots and insufficient product innovation, which also leads to a slightly lower loyalty of tourists to the tourist area and a lot of lost tourists.

* * * * *

A STUDY OF PSYCHOLOGICAL NARRATION IN LITERARY DISCOURSE FROM THE PERSPECTIVE OF PRAGMATIC STYLISTICS

Jun Liao

School of Foreign Language, Jiaying University, Meizhou 514015, China

Background: In recent years, the study of interface has become the focus of linguistic research. In pragmatic studies, there are pragmatic semantics, pragmatic phonetics, pragmatic grammar, pragmatic

rhetoric, pragmatic translation, and other interfaces. Among many interface studies, cognitive pragmatic stylistics combines cognition, pragmatics, and literature, and has attracted more and more attention in the academic circle. Language and literature have always been in the state of "separation" as leech said. Writers believe that linguistic methods are too formal, while linguists question the systematic Ness and validity of literary research, believing that their terms are loose, and their methods are arbitrary. Linguistics and literature have always been strangers and lack of dialogue. Scholars who try to combine linguistics with literature are also accused of academic incompetence. However, with the continuous development of the two fields, the research prospect of stylistics is optimistic, because some authors believe that literary criticism can benefit a lot from linguistics, and then explore the possibility of applying linguistic theory to the analysis of literary works. In fact, linguistics and literature are adjacent disciplines, both involving language, communication, and users. Although the speech act model of literary discourse has its uniqueness, this kind of communication is not fundamentally different from other types of speech communication. "It is the speech communication between the author and the reader. In this communication, the author directly or indirectly invites (or may persuade, stimulate, induce, etc.) the reader to understand the formal structure and conceive its context." Linguistic research cannot be separated from literature with highly concise language, and literary research cannot be separated from the language showing the means of literary expression. Therefore, language research and literary research are interdependent and inseparable.

Objective: Compared with traditional stylistics, pragmatic stylistics shows the breadth of thinking in interpreting the text and its connotation. Psychological narration is one of the branches of pragmatic stylistics. It can better explain the complicated inner world of the characters. This paper intends to take Cohn's psychological narration as the theoretical framework and take the stream of consciousness novel Mrs. Dalloway as an example to explore how the author skillfully uses different psychological narrative categories to express the theme of the work.

Subjects and methods: With the emergence of discourse linguistics, pragmatics, discourse analysis and other disciplines, stylistic theory continues to push through the old and bring forth the new, and various schools are colorful. As two important branches of linguistics, pragmatics, and stylistics blend with each other. Mutual penetration is a form of appreciation and interpretation of literary works. "Only by combining pragmatics, stylistics and literary works research can we understand the essence of literary communication and explain the connotation of literary works." The combination of pragmatics, literary research and literary stylistics forms a new interdisciplinary - literary pragmatics. It can also be said to be pragmatic stylistics. Pragmatic stylistics better unifies the basis of language and literary meaning, provides a new vision for literary appreciation, and has developed vigorously in literary research. However, from the perspective of pragmatic stylistics, the research on the psychological narration of characters in literary works, especially stream of consciousness works, is still shallow. Taking Mrs. Dalloway as the research text, this paper analyzes and explains the production and stylistic style of the work by the way of reproduction of characters' thinking - psychological narration, so as to present the "unspoken" words of the protagonist. Help readers establish a conscious awareness of language and style.

The psychological narrative mode synchronously transmits the narrator's voice and the character's voice. These narrative voices are cleverly mixed in the text to further show the ideological and Semantic Connotation of the characters in the work. The third person psychological narration is not only an effective way to depict the characters in the novel, but also an important perspective for readers to interpret the characters' thinking. Woolf's exquisite work Mrs. Dalloway focuses on the details of Clarissa Dalloway's life one day after World War I. The current context of this excerpt is Clarissa's elaborate party. Clarissa learned about septes' suicide and resonated with it. She believed that the meaning of death was liberation. After septes' freedom was violated, her thought and courage to challenge the society were transmitted to Clarissa, which brought rebirth to her spirit.

Results: (1) Narrator review (NCOD) and narrative style of thinking and behavior (NRTA). The narrator's comment is an important discourse feature in the novel. M Almgren pointed out: "in the process of narration, the speaker occasionally makes some descriptive and narrative comments on the characters, events and their fictionality in the fictional world". Here, it focuses on "comment" and "Narration" The narrator analyzes and summarizes the psychological tendency of the characters and combines the viewpoints and views based on the characters' events. In contrast, the narrative style of thinking behavior is that the narrator directly comments or refers to the "narrative behavior" itself, which is similar to description and comment. Its more prominent feature is that the comments made by the narrator use clear lexical means such as adverbs to express the meaning of the discourse, so that the readers can more clearly feel the subtle relationship between Narration and comment in the "Discourse".

(2) Indirect thinking (IT) and free indirect thinking (FIT). In psychological narrative theory, indirect thinking is the most open expression of formalization. With the dual transformation of context and characters, the change of discourse meaning is complex. Free indirect thinking reduces the intervention of the author. It is a silent language expression in the character's heart, which creates the effect of inner

monologue. Its flexible use fully shows that the author is good at capturing the impression in the character's mind and does not break the continuity of style.

(3) Direct thinking (DT) and free direct thinking (FDT). Direct thinking, as the name suggests, the author directly quotes the character's thought in the statement to maintain the integrity of the original character's thinking. Direct thinking can fully show the personality characteristics of the characters and enhance the psychological speaking function of the characters in the novel. The use of the first person and the subjective narrative tone makes it easy for readers to distinguish the unique personality characteristics of the characters in the novel. Free direct thinking refers to those sentences that directly quote people's thinking discourse by omitting quotation verbs, quotation marks, or both. In free direct thinking, the characters' thinking clearly expressed in language is directly reported. The narrator can freely inherit the characteristics of the inner independence of the repeater, that is, he can directly state his thoughts in the first person and describe the content of the repeater's thoughts in the form and words of the repeater's inner independence. It is the freest way of telling the inner monologue of the person being told. The flexibility of its formal features makes readers immersed in the subjective world of the characters.

Conclusions: Take a glimpse to see the whole picture. Due to space limitations, only part of the content that is the complete psychological description is selected in the article. But it is not difficult to see that psychological narration is the main narrative mode of the novel "Mrs. Dalloway". Psychological narration makes it break away from the framework of traditional novels. Make emotional and spiritual experience the main body of the novel structure. It plays an important role in the development of the plot of the novel and revealing the character and relationship of the characters. The author does not retreat behind the scenes, but acts as a "bridge", guiding readers to read from beginning to end. This kind of discourse analysis enhances the explanatory power of mental narrative theory for literary text research, and guides readers to understand the theme of the work from a psychological point of view.

* * * * *

RESEARCH ON THE INTEGRATION OF IDEOLOGICAL AND POLITICAL HISTORY EDUCATION AND PSYCHOLOGICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Chu Liu

The School of Naval Architecture and Ocean Engineering, Guangzhou Maritime University, Guangzhou 510725, China

Background: Patriotic education is the core content of the four histories and ideological and political education. The integration of the four histories and ideological and political education can enable students to understand the party history, national history and development history, so as to know the history and love the country. In the four histories and ideological and political education, teachers can guide students to visit museums or historical sites, have a deep and comprehensive understanding of the four histories, enrich students' learning experience, make students deeply understand Chinese traditional virtues, guide students to establish correct values, carry forward and inherit traditional culture. The four histories and ideological and political education can enable students to understand the development history of the party and the country, realize that the current peaceful life is hard won, guide students to strengthen their ideals and beliefs, and strive for China's further development and realize the Chinese dream of great rejuvenation.

Objective: In the educational practice of colleges and universities in China, there are still many deficiencies and gaps in college students' mental health education and ideological and political education, which makes it necessary to pay attention to and study the development direction of contemporary college students' mental health education and ideological and political education.

Subjects and methods: 1. Improve the ideological and political curriculum system. At present, the curriculum system of Ideological and political education in colleges and universities mainly focuses on Mao's concept and modern Chinese history, and the teaching content involves the knowledge of the four histories. For example, the construction of the collaborative education system of the four histories and ideological and political education can systematically discuss the embodiment of the four histories in the ideological and political curriculum, expand the ideological and political education resources, make the ideological and political education curriculum more organized, improve the ideological and political curriculum system, make students have a comprehensive understanding of the party history, national history and development history, and more deeply understand the national spirit and the spirit of the times. 2. Strengthen the effectiveness of Ideological and political education. Ideological and political education in colleges and universities can be brought into the field of ideology. The educational goal is to guide students to understand

the relevant theories of the party and arm students' minds with the thought of socialism with Chinese characteristics. After the construction of the collaborative education system of four histories and ideological and political education, teachers can use historical facts to integrate theory and practice, clarify the relationship between history and logic, improve the credibility and persuasion of socialist thought with Chinese characteristics, enhance the appeal of Ideological and political knowledge to students, and strengthen the effectiveness of ideological and political education. 3. Guide to establish cultural self-confidence. Colleges and universities are an important position for cultivating talents in the new era. The construction of the collaborative education system of four histories and ideological and political education can enable students to understand Chinese stories, experience Chinese spirit, guide students to establish correct values, strengthen cultural self-confidence and enhance China's soft power.

Results: (1) Pay attention to integrated teaching. To realize the effective integration of Ideological and political education and mental health education, we should first establish a correct concept, clarify the teaching objectives, and then transform the idea of integrated teaching into teaching practice, so as to effectively improve students' Ideological and moral quality and mental health. Specifically, teachers should give full play to the positive role of psychological education in Ideological and political education. When explaining ideological and political knowledge, introduce mental health education and carry out targeted teaching according to students' psychological status. For the common psychological anxiety or psychological problems among students, teachers can use classroom teaching time and relevant knowledge to dredge students. For example, the mentality of hating the rich will hit students' own life confidence, and it is not conducive to students to establish a correct outlook on money. Teachers can help students correctly understand their own values with the relevant knowledge of the outlook on life, understand that hard work is the way to realize the value of life, and money is not the only standard to measure personal value. In fact, to carry out ideological and political education, we must carry out necessary psychological education for students, so that students can really accept the knowledge they have learned, and try to understand and practice, so as to form a positive psychological state and ideological attitude.

(2) Respect students' subjectivity. Both ideological and political education and mental health education must take students as the main body. Schools and teachers mainly provide services and guidance, rather than forcing students to accept one set of value system after another through cramming education. Only by respecting students' subjectivity can we find out the puzzles and problems that students need to solve most urgently from the perspective of students and according to their actual psychological state. Only starting from the teaching objectives and completely ignoring the students' subjective thoughts for ideological and political education and psychological education, classroom teaching will become dull and boring, with a strong preaching nature, and can't really touch the students' hearts, let alone affect or change the students' hearts and thoughts. Such teaching not only can't achieve the ideal teaching effect, but also may cause students' rebellious psychology. If we respect students' subjectivity, we can arrange teaching according to students' learning interests, and classroom teaching will be more targeted, which can improve students' learning efficiency and classroom participation. The teaching classroom becomes lively and interesting, and can make students have a subtle impact on students' Ideological and psychological state in a relaxed and pleasant atmosphere, and gradually realize the fundamental goal of Ideological and political education and mental health teaching.

(3) Optimize teaching methods. The reform and innovation of teaching methods is one of the problems that should be paid attention to in integrated teaching. Because the choice of teaching methods directly determines the teaching effect. Due to the combination of Ideological and political education and mental health education, the previous classroom teaching model must be changed in order to meet the requirements of teaching. Specifically, teachers can use multimedia technology to optimize teaching resources and collect some teaching materials Integrating Ideological and political knowledge and mental health knowledge for students' analysis and learning. In this way, students can learn two aspects of knowledge at the same time in limited classroom time, and the use of multimedia technology will make the classroom atmosphere more active, which is conducive to the establishment of a student-centered teaching model. In addition, we should also pay attention to urging students to practice these ideological and moral principles in their daily life through practical activities, strictly restrict their words and deeds, and constantly improve their ideological and moral cultivation. When they or others encounter psychological problems, they should know how to use the knowledge learned in time to correctly dredge their emotions. When necessary, they can ask teachers for help to avoid adverse psychology affecting their normal study and life.

(4) Strengthen teacher training. Teachers play a very important role in the integration of Ideological and political education and psychological education in colleges and universities. Teachers' personal ability and comprehensive quality will have a great impact on the effect of the integration of Ideological and political education and psychological education in colleges and universities. In this case, to effectively improve the efficiency of integrated education, teachers should carry out self-learning and supplement in addition to

daily teaching, especially in today's rapid development of science and technology, they should strengthen their own learning. At the same time, colleges and universities should strengthen teachers' training, spread, and explain some advanced teaching methods, and effectively guide teachers' teaching, so that teaching can become more efficient.

Conclusions: For quality education, students' Ideological and political education and psychological education are very important. To effectively integrate the two in teaching and improve students' Ideological and moral quality and psychological quality is a place that every university should pay great attention to. Therefore, how to effectively integrate ideological and political education and psychological education has become an important part of college education. After analysis and research, this paper puts forward the above four main strategies, hoping to improve the effectiveness of current college integrated education.

*   *   *   *   *

BUSINESS ENGLISH TRANSLATION STRATEGIES FROM THE PERSPECTIVE OF PSYCHOLOGY

Xiling Liu

School of Foreign Languages, Henan Finance University, Zhengzhou 450026, China

Background: With the deepening of economic globalization, English, as a universal language in the world, plays an increasingly important role in economic and cultural exchanges. Business English translation cannot be completed only by translating business specific words or terms, because it involves all aspects of social production and daily life under different cultural backgrounds. Therefore, cross-cultural knowledge plays an important role in business translation. Therefore, when implementing business English translation activities, we should not only recognize the laws and characteristics of business English, but also understand the cross-cultural factors involved in Business English. Business English translation activities are not only the transformation between two languages, but also need to realize business communication activities according to the context of globalization and the content of different national cultures. Business English translation is always closely related to culture and is always restricted and influenced by cultural factors. This paper analyzes and explores Business English translation from the perspective of cultural psychology, deeply analyzes the cultural view in Business English translation and the influence of cultural psychology on business English translation, and deeply discusses the practical value of business English translation strategies.

Both business English and general English belong to linguistic content, but what needs to be determined is that business influence is more significant than general English. Business English itself belongs to the complex of general English. Business English will be more complex in translation and more difficult in deep understanding. However, at present, the degree of globalization is gradually strengthened, which makes the role of business English in international trade more prominent and has a positive impact. Both international sides can also get more economic benefits in business exchanges. When translating business English, we should pay attention to the following aspects.

When translating business English, it is necessary to always adhere to the characteristics of integrity and authenticity. When translating English, it is necessary to clearly show the deeper contents of the original text, especially the information content contained in the original text and the meaning that the original text wants to express, effectively show the potential internal meaning of the original text. This is because when business English communication activities are carried out, the purpose of business English translation is to promote readers to have a deeper understanding of the information and relevant requirements contained therein. Business English translation needs to fully and faithfully show the specific cultural information contained in the original text.

Objective: To pay attention to the role of business English translation in world economic communication and the special influence of psychology on translation.

Subjects and methods: Guided by psychological theory, this paper discusses the relationship and influence between business English translation and cultural psychology. In international trade exchange activities, translation contains a lot of content, and usually there will be a lot of economic, legal and other information. For business English translators, they should also understand the contents of professional terms involved in different fields and effectively express the information in the original text accurately. Therefore, accurate and corresponding professional terms should be used in translation, its main purpose is to better

strengthen the accurate correspondence and correct use of words, so that relevant readers can fully understand the meaning they want to convey in the original text. When business activities are carried out, the pursuit of both parties is to effectively achieve the purpose of efficient activities in a relatively short time. This requirement is obviously the most basic activity requirement in business activities. In the process of carrying out business activities, it is necessary to start from language and action etiquette, so that the content you want to express can be expressed concisely and accurately, which has become a necessary factor to improve business efficiency. Therefore, the translation of business documents should also be simpler and concise, effectively highlight the key points, be simple and objective in the translated content, At the same time, politeness is also more important. Objectivity and truth are the basic direction of business translation, which does not require exaggerated language to modify it.

Clarifying the impact of psychological factors on cross language communication information and paying attention to the effective translation process of business English can be transformed from the traditional process of dismantling the text to recoding to the effective transformation of the meaning of the core concepts of the text. Through this method, we can further solve the problem of business English translation difficulties caused by understanding deviation in inter language communication. In the process of business translation, it is necessary to transform the core concepts of source language conversation in combination with the actual situation, so as to better achieve the communicative purpose of translation.

Results: Psychology has an important influence on the effect of business English translation.

Conclusions: Based on this in-depth analysis, the translation strategies of business English from the perspective of psychology are clearly drawn. From the perspective of syntactic features, English usually focuses on circular sentences, while Chinese mainly focuses on loose sentences. In Business English translation, long sentences with complex sentence patterns are mainly used in English in order to show the requirements of language accuracy and logical accuracy. In the process of Chinese-English conversion, we also need to pay better attention to the different characteristics of Chinese and English, so as to leave more language features and communication content in cross context translation. In the process of business English translation, the sentence structure should be adjusted more appropriately in combination with context, language and cultural factors, so as to make the translation closer to the readers' psychological needs and daily habits, and make it more convenient for readers to extract more effective information from it.

* * * * *

THE EXPRESSIVE CHARACTERISTICS OF IMMIGRANT PSYCHOLOGICAL AND MENTAL TRAUMA OF ANGEL ISLAND POETRY CREATORS

Lin Gao[1,2]

[1]School of Foreign Studies, Guangxi University for Nationalities, Nanning 530006, China
[2]School of Foreign Languages, Guilin Tourism University, Guilin 541006, China

Background: Moving to a new country is by no means easy. There are many immigrants, and many countries are built on the shoulders of immigrants, but this does not mean that changing a country is like walking in a park. The pressure of emigration, adjusting oneself to the new country, and many losses caused by leaving the original country may lead to psychological problems such as anxiety and depression. In the whole immigration experience, one of the first pressures is to pack and sell family property. This can be said to be a long and painful process. Because the shipping fee is relatively expensive, many people choose to give up their original possessions and replace them at their new home. This not only leads to more items in the new home than before, but also gives up beloved items. It is a psychological experience that makes both adults and children sad. For new immigrants, the most difficult thing to deal with is to stay away from family and friends, which may lead to a kind of loss and miss in their hearts, which may eventually lead to depression. In a family, it is often those family members who are least enthusiastic about immigration who feel the most pain. The sense of powerlessness in life may exacerbate their sadness. The telephone and the Internet can reduce pain, but these means of communication cannot make them feel their relatives and friends far away from them in touch and smell. Moreover, immigrants can hardly rent a house without a job, credit rating and references who rent a house locally. Even new immigrants from poorer countries often can't afford rent, deposit and furniture. They can only sleep on the floor and sofa of the living room. Although living with experienced immigrants can help new immigrants adapt to a new country in many ways, living together in a narrow space without a fixed place is like living in a suitcase every day, which will not only increase personal psychological pressure, but also affect self-esteem. The key is the language barrier. Language barriers often add to the plight of new immigrants. Even those who have the ability to speak

English as a first language often have to face the problem of making their accent understandable. Language problems will cause obstacles to your social and professional integration, increase stress, reduce self-esteem, and increase your isolation from society. Cultural differences will have a great impact on immigrants. The differences in dress styles and ways and eating habits have brought great psychological confusion and psychological pressure to immigrants. For immigrants, the most difficult problem is to find a job. Since the original professional qualifications are often not recognized or recognized locally, those immigrants with high qualification level and many years of work experience in management and professional level may find that they can only support their families by cleaning toilets or driving taxis.

Objective: Angel Island is an island in San Francisco Bay. It was put into use as an immigration detention center in 1910. Two thirds of these new immigrants are from China and Japan, and the rest are from India, Australia, the Philippines and other countries. In the process of immigration qualification examination, American immigration institutions have the most stringent examination system for Chinese people, and the cycle is longer. A 13-year-old boy named Li Shounan and his mother were imprisoned for 18 months, while another woman named Li Peiyao was imprisoned for 20 months. When Chinese immigrants set foot on Angel Island, their "Golden Mountain dream" began to encounter Waterloo. In the long and anxious waiting, they wrote and engraved poems on the walls of the detention center, or expressed their feelings of family and country, or expressed their resentment. The simple words hide a history of immigrant blood and tears.

Subjects and methods: 500 people were randomly selected, regardless of age, gender and occupation. A questionnaire survey was conducted among the 500 people. Before issuing the questionnaire, first popularize the background and experience of Angel Island poetry writers among the 500 people, and then randomly select several poems to read aloud and tell relevant stories. Let the 500 people feel the same and observe their mental and emotional changes. Then a questionnaire survey was conducted, 500 questionnaires were distributed, 500 questionnaires were recovered and 498 valid questionnaires were obtained. Two of the invalid answers are filled in the wrong position, resulting in a blank in the answer area of the normal questionnaire. The questionnaire mainly investigates the psychological, mental, physical and life trauma of immigrants, and analyzes the impact of immigrant psychology and mental trauma of Angel Island Poetry creators.

Methods: Excel was used to calculate the reaction degree of people to the immigrant psychological and mental trauma of Angel Island Poetry creators.

Results: In this survey, the influence values of specific factors are quantified in five grades of 1-5. 1 means no response, 2 means slight response, 3 means general response, 4 means obvious response and 5 means strong response. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 500 people is taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Reaction degree of people to immigrant psychology and mental trauma of Angel Island Poetry creators

Factor	Psychological aspect	Spiritual aspect	Physical aspect	Aspects of life
People	5	5	5	5

Conclusions: "There is sorrow and hatred through the ages. Homesickness is empty to homesickness. Unpaid ambition buries the soil, and you know your ambition will not die." Now Angel Island is no longer an immigration detention center, but has become a beautiful state park, attracting a large number of tourists every year. The history of blood and tears of immigrants 100 years ago has never been forgotten. It is vividly told in simple and simple words.

* * * * *

APPLICATION OF ENVIRONMENTAL PSYCHOLOGY IN THE PRACTICE OF WATER ECOLOGICAL ENVIRONMENT PROTECTION FROM THE PERSPECTIVE OF ECOLOGICAL CIVILIZATION

Zhenggang Huo & Zhenguo Zhou

School of Architectural Science and Engineering, Yangzhou University, Yangzhou 225127, China

Background: The psychology of consumers and the purchase behavior decided by them are always the focus of enterprises. For enterprises, to maximize profits, they must accurately predict and fully meet the needs of consumers. At present, E-commerce, which has caused fundamental changes in the field of information and commerce, has a great impact on people's way of life, work, and entertainment. Subsequently, consumers' psychology is bound to be affected by it and produce a series of changes. Because E-commerce has great "money" power and the online consumer market is expanding, many enterprises are extremely optimistic about the E-commerce model between B to C (enterprises and consumers) and vigorously enter this field. Therefore, a clear understanding of consumers in E-commerce environment plays an important role in enterprises' marketing planning and firmly mastering consumers. In the modern life with the gradual spread of E-commerce, the characteristics of consumer psychology are mainly reflected in: advocating individuality, paying attention to self and going its own way. Strive for independence, autonomy and equality. Eager to gather and communicate. Show fashion and cultural taste. Enjoy convenience and quickness. Avoid interference, self-protection and reduce pressure. Pursue high quality and low price. Enjoy shopping, entertainment and so on. In such a new and special sales background, enterprises under E-commerce must start from the needs and desires of consumers, consider all aspects of marketing mix more comprehensively, and provide products and services that can satisfy consumers.

Objective: Under the condition of E-commerce, the psychology of consumers changes accordingly, and operators should take corresponding measures. In terms of products, we should pay attention to the personalization, spiritualization, entertainment and supporting of products. In terms of price, the price positioning of commodities should be more flexible. In terms of distribution channels, we should adopt the method of combining online procurement and online distribution to accurately deliver goods to consumers on time. In terms of promotion, in order to use the network to attract more consumers, strategies such as search engine, online and offline promotion, public relations publicity and so on can be adopted. In terms of customer management, implement customer relationship management strategy and establish marketing database.

Subjects and methods: (1) Segment customer groups and fully understand the market in combination with customer portraits. More and more consumers begin to pursue personalized consumption, especially young groups. Network marketing should move closer to this aspect and bring consumers a more convenient, reliable and personalized platform. Especially for more and more E-commerce enterprises, if they want to be unique, they need to take consumers as the main body in marketing strategy, take consumers' position as the fundamental starting point, and do the corresponding personal design work in combination with the market situation. The personal design mentioned here includes not only the external publicity of the enterprise, but also the internal cultivation of the enterprise. Only on the basis of fully understanding the consumer demand of consumers and market reform, can we formulate relevant objectives in more detail. In the formulation of objectives, we should combine various new technologies, such as virtual reality technology, online and offline synchronous development technology, and do a good job in the design of corresponding marketing strategies. With the help of such corresponding adaptation strategies, the overall marketing efficiency will be greatly improved, and the recognition and reputation of the enterprise will be gradually improved. (2) Improve relevant laws and regulations and enhance customers' trust. As mentioned above, some false marketing and network security problems have seriously affected consumers' psychology. Therefore, the resulting changes in consumers' psychology are unfavorable to the actual development of E-commerce enterprises. Therefore, in the development process of E-commerce enterprises, we should improve the corresponding laws and regulations in combination with the design of the environment and the overall management, so as to improve the guarantee of the phenomenon and the standardization of the overall transaction process, so that the transaction behavior of customers can be truly guaranteed. The overall marketing strategy will also become more realistic, which is also very helpful to improve customers' trust. If the trust of customers is fundamentally improved, the overall psychological changes of consumers will change in a positive direction, and all kinds of marketing strategies made by enterprises as a whole will be fundamentally improved. (3) Improve the quality of products and services and establish a correct concept of price. Compared with traditional commerce, the advantage of E-commerce lies in price, which also meets the psychology of consumers trying to buy products at a low price. Therefore, while improving the quality of products and services, E-commerce enterprises should try to reduce the price, combined with the reduction of marketing channels and the reduction of agent costs to make profits to consumers. Combine the strategy of small profit and quick turnover to carry out the corresponding marketing design. However, it should be noted that the price also needs to be within the correct range. Price war is not a reasonable marketing method. Only by formulating the correct price can it be truly recognized by consumers.

Results: The favorable impact of consumer psychological changes on online shopping. (1) Herd mentality promotes follow-up buying. Consumers will be influenced by herd psychology in many purchase behaviors.

For example, when searching for goods, choose businesses with high sales volume to buy, and choose those with high public recognition in the choice of brand. The double 11 event launched by Alibaba in 2009 had a turnover of 50 million yuan, which had exceeded the estimated sales volume. When the "double 11" sign was launched, consumers followed suit after initial questioning. By 2017, the total transaction volume of mall double 11 shopping Carnival had reached 168.2 billion, including 90% of wireless sales. Consumers were all over 235 countries. This is also another embodiment of the herd mentality of consumers. E-commerce enterprises form an image of shopping in the "double 11" to attract consumers to shop and achieve the marketing of E-commerce enterprises. (2) Seeking cheap psychological stimulation sales. Seeking honesty is a psychological attitude to seek cheap and applicable goods. When purchasing goods, consumers pay special attention to commodity prices, hoping to buy high-quality and low-cost goods, and repeatedly compare the prices of similar products in the purchase process. Consumers' personal subjective feelings make consumers have the illusion of high quality and low price, but there is no real sense of high quality and low price. The psychology of seeking honesty exists in different levels of income, and the corresponding degree is different, which shows that the psychology of seeking honesty is not only affected by income, but also other factors. (3) Easy to repent can eliminate concerns. Consumers' suspicion, uneasiness, regret and other disharmonious negative psychological emotions after purchase, and lead to dissatisfied behavior. Consumers have an impulse to buy when they first contact the goods, so they make a purchase decision without thinking. However, after the impulse psychology of consumers subsides, they will regret the goods they have no plan to buy. On this point, major E-commerce companies have given corresponding solutions. There is no reason to return and exchange goods within 7 days. This special after-sales strategy promises that consumers can return, and exchange purchased products after impulsive consumption in accordance with the rules of the regulations and other publicity rules. 7 days of no reason to return and exchange goods is also written into the consumer protection service rules. The "right to regret" of online shopping also gives online shopping more choices.

The adverse impact of consumer psychological changes on online shopping. (1) The crisis of trust leads to the loss of consumers. In online shopping, there are some phishing websites, and consumers are deceived. The products that were originally hyped are found to be defective, and the sellers ignore the consumers after selling out, and the return and exchange of goods has also become a difficult problem. Traditional consumption is to conduct actual transactions in shopping malls, supermarkets and other stores. Consumers can get in touch with products at the first time and control the quality of products, which also increases consumers' trust. With the rise of online shopping, consumers are newly exposed to the virtual shopping environment, and their trust in E-commerce enterprises is not high to a great extent. Consumers feel that the biggest problem of online shopping is that the quality of goods is difficult to guarantee. (2) The problem of transaction security damages the corporate image. When consumers enjoy the convenient service of online shopping, there is the possibility of information disclosure, which will lead to the fraud of criminals and fall into the situation of online fraud. For E-commerce enterprises, the biggest problem in the process of online shopping and payment is still security. In 2004, Taobao first introduced the third-party payment software "Alipay", which used Alipay to play a balance role among buyers and sellers. It also effectively monitored and controlled the seller's delivery and buyer's payment process. But there are two sides to everything. While Alipay is playing a supervisory role, it also brings new problems. The registration of Alipay requires more detailed personal identity information and often brings more risks.

Conclusions: With the increasingly vigorous development of E-commerce, the wide popularity of online consumption concept and the favorable support of social environment, enterprises can accurately grasp the consumer psychology and behavior under E-commerce, and the prospect of online consumption will be infinitely bright.

* * * * *

ENGLISH TRANSLATION PROBLEMS AND TRANSLATION METHODS OF CHINESE SCENIC SPOTS UNDER THE BACKGROUND OF PSYCHOLOGY

Kundan Zheng[1,2]

[1]*School of Travel and Aviation Management, Haikou University of Economics, Haikou 571127, China*
[2]*School of Hospitality, Tourism & Events, Taylor's University, Subang Jaya 47500, Malaysia*

Background: Recently, with the rapid development of China's tourism, the number of foreign tourists

entering China has increased year by year. According to the prediction of the World Tourism Organization (WTO), by 2020, China will become the most popular tourism destination in the world. Foreign tourists will travel to China every year, reaching 1.3 million, ranking first in the world. In order to attract more foreign tourists and promote local economic development, local tourist attractions also further strengthen the work of tourism English. In scenic spots, signs, road signs, hotel brochures and tourist atlases, travel documents and other publications, the use of English as a means of information transmission is increasing. However, there are some phenomena in tourism translation, such as nonstandard and incorrect translation and Chinese-style English. Some tourist translations are full of mistakes, which makes people laugh. This will not only have a serious adverse impact on scenic spots, scenic spots and tourist destinations, but also have a great negative impact on the healthy and sustainable development of local tourism.

Objective: In recent years, nonstandard and incorrect translation and Chinese English have appeared in the translation of scenic spots. Some tourism translation errors will not only have a serious adverse impact on scenic spots and tourist destinations, but also have a negative impact on the healthy and sustainable development of local tourism. This paper analyzes the problems existing in English translation of scenic spots, and puts forward specific ideas to standardize English translation of scenic spots.

Subjects and methods: 1. The basic knowledge is not solid, and there are grammar, word spelling and other errors in translation. The differences between English and Chinese are manifested in many aspects. On the one hand, English is diverse and Chinese is repetitive. English words themselves have singular, plural, tense and other changes, and different forms have different meanings. Inaccurate expression can be seen everywhere in English translation of scenic spots. The sign translation needs to be simple, clear and easy to understand, so some translations are inaccurate. For example, the "water room" in the boiling water room is written as "water between" in some places. The room cannot be expressed by prepositions, and there are grammatical errors in translation. As another example, picking up pieces of paper is translated as "pick up piece of papers". Paper is an uncountable noun, which should be expressed by a piece of paper or pieces of papers. And toilet is written as toilet in many places, which is an obvious spelling mistake. Similar translations can be seen everywhere, and these problems need to be found and corrected in time.

2. The lack of cultural background or the differences between Chinese and Western cultures lead to the deviation of translation meaning. English translation of scenic spots includes not only the translation of daily life such as food, clothing and housing, but also the translation of scenic spot culture. Chinese scenic spots are dominated by traditional culture, including religion, architecture, history and so on. If the translator does not have a thorough understanding of culture, there will be meaning deviation. In addition, many foreign tourists do not have a deep understanding of Chinese history and culture, and there will be meaning deviation in their understanding of translation, so it is difficult for scenic spot translation to convey the connotation of culture itself. For example, Buddhist Maitreya is literally translated as "Mile", which has the corresponding translation "matriya" in English, which comes from Sanskrit. If the translator does not know about Buddhism, it is difficult to translate it accurately. Another example is Guanyin Bodhisattva's "the goodness of mercy". It is difficult for foreigners to understand these translations about Chinese traditional culture, so supplementary explanations should be added during the translation, so that foreign tourists can better understand them. At the same time, we are not familiar with the expression habits of western languages. For example, "restroom" now means toilet in the west, and it will be used in the rest areas of some scenic spots, which has a deviation in its meaning. Among all aspects of English translation in scenic spots, meaning deviation caused by self-errors and cultural differences is a common problem. In order to better play its explanatory role in English translation of scenic spots, we need to combine Chinese culture on the basis of translation theory, improve the translation level, and make tourists from all over the world better feel the long-standing cultural connotation of China.

Results: 1. Standardization, faithfulness to the original text, and no deviation in the meaning of the translation itself. To achieve "faithfulness", the translator not only needs to have a good command of English, but also needs to have a strong knowledge of Chinese language, so as to achieve semantic communication. English expression should be standardized, that is, solid basic knowledge and no spelling, grammar and other errors. Because these are small mistakes, the phenomenon of non-standard translation can be seen everywhere. Only by avoiding small mistakes can we achieve a higher level of translation. Being faithful to the original text means paying attention to the meaning, purport and details of the original text without adding personal views.

2. On the basis of accurate expression of meaning, it is necessary to make the translation smooth and coherent" "Reach", that is, smooth and coherent. The content is loyal to the original text, and the expression is smooth and smooth, so that the translation can be better understood. If you only translate word by word, there will be meaning deviation in understanding. Many contents need to grasp the overall meaning and be understood coherently. We can combine literal translation with free translation, not all literal translation, transliteration or hard translation. The four beauties we often mention cannot be expressed by "four loves". This kind of literal translation will have doubts about the meaning. How can it

be understood? Therefore, we need to combine the specific content and apply relevant equivalent expressions to make the translation more reasonable.

3. English translation of scenic spots not only needs to be accurate, accessible, but also elegant. English translation of scenic spots is not only the expression of content, but also the inheritance of ideas. How to endow simple translation with certain cultural connotation needs to integrate the cultural connotation with traditional cultural knowledge by means of four-character lattice and rhetoric. In the process of translation, it not only adjusts the order according to the Western expression habits, but also expresses the information vividly. With the development of Chinese, some contents can be translated according to Chinese Pinyin, such as "Kungfu" and "Doufu", but not all Chinese can be translated directly. Therefore, we should analyze specific problems in detail, and on the basis of reasonable expression, carry out increase or decrease, four-character lattice replacement and free translation, so as to make the translation more elegant.

Conclusions: In short, no matter what method is used to translate the name of scenic spots, the translator must be familiar with the cultural connotation of scenic spots under the understanding of cultural background, so as to avoid spelling errors or conceptual errors in translation. At the same time, as a tourism translator, we must always be guided by tourists, take the dissemination of Chinese culture as our own responsibility, and take tourism as an opportunity to let the world know more about China and China's colorful national culture.

* * * * *

INTERVENTION ANALYSIS OF GLOBAL VALUE CHAIN RECONSTRUCTION ON CONSUMERS' PSYCHOLOGICAL ANXIETY UNDER THE BACKGROUND OF COVID-19

Bing Bai

School of Economics, Central University of Finance and Economics, Beijing 100000, China

Background: Novel coronavirus pneumonia outbreak, spread and spread worldwide will accelerate the process of global value chain reconstruction, that is, in the short term, the production, consumption, trade and policy will impact the division of the global value chain, and then there will be a certain degree of contraction. But in the medium to long term, it will continue to extend in the horizontal and vertical dimensions, and will be accompanied by profound structural adjustment. China has China's China novel coronavirus pneumonia, which is facing challenges in foreign investment, foreign trade and going global. This affects the value chain division of labor. However, considering the time lag of outbreaks and China's lead in controlling domestic epidemic, China has a further retention of industrial chains even in the short run of the value chain. Opportunities to take root in the value chain and consolidate the position of division of labor. In the medium and long term, the epidemic forced the structural adjustment brought by innovative development, which will also help to win new competitive advantages in the new round of in-depth evolution of the value chain. To meet challenges, seize opportunities, give full play to China's role and role in the reconstruction of the global value chain, and promote the construction and optimization of the global value chain, China needs to take the concept of a community with a shared future for mankind as the guide, respond to the impact of the epidemic with greater openness, take effective short-term response measures and make favorable long-term development plans. In real life, the motivation behind people's consumption behavior is often very complex, especially when society is in a period of major changes, it often sets off an upsurge of nostalgic consumption. When society is in a period of major changes, violent turbulence and rapid innovation, people often have a sense of confusion, insecurity and uncertainty due to the need to adapt to new changes, which leads to the formation of anxiety. In previous studies, no scholars have studied the formation mechanism of nostalgic consumption based on the deep-seated psychological mechanism of consumer anxiety.

Objective: Novel coronavirus pneumonia epidemic spread and spread will undoubtedly affect the flow of funds, technology flow, personnel flow, product flow and industrial flow between countries and regions. To a more extent, the overall level will block the cross-border flows of products and elements to a certain extent, thus affecting the normal operation of the established global value chain division system. Among them, from the practical needs of epidemic prevention and control, especially from the perspective of transnational cooperation, it is not ruled out that it may give birth to some emerging industries and emerging trade formats, so as to promote the development and evolution of the division of labor in the global value

chain to a certain extent. However, on the whole, the negative impact caused by the blocking effect caused by the epidemic is bound to be dominant. In real life, the motivation behind people's consumption behavior is often very complex, especially when the society is in a period of major changes, it will often set off a consumption boom. Therefore, in the process of social changes, consumers often have anxiety. To study the influence of global value chain reconstitution on consumer psychological anxiety intervention in the context of COVID-19 can provide some reference and reference for the psychological intervention of consumers in the context of social change.

Subjects and methods: Under the background of COVID-19, 50 consumers were interviewed. The interview time was set to 50-90 min to understand the anxiety state of the respondents. At the same time, explain the theory of global value chain reconstruction for consumers who are determined to have anxiety, so that consumers can make it clear that enterprises can obtain the right to sustainable survival under global value chain reconstruction, and consumers do not need to feel excessive anxiety and tension. Explain from shallow to deep, 1-2 times a week, 50-90 min each time. Interview again 2 months later to understand the impact of global value chain reconstruction on consumers' psychological anxiety.

Results: Before and after the 2-month explanation, the anxiety of the respondents is shown in Table 1.

Table 1. Statistical results / proportion%

	No anxiety	Occasional anxiety	Constant anxiety
Before experiment	0.8	63.6	35.8
After the experiment	28.9	58.4	12.7

Usually, anxiety is a normal and adaptive negative emotional state, which often brings people unpleasant or even painful psychological experience, which leads people to take corresponding strategies or actions to send signals to the surrounding people for help, adapt to the external environment of social changes and alleviate their own anxiety. Understanding the generation of anxiety can play a positive guiding role for psychologists to reasonably regulate national psychology and control or reduce people's social anxiety.

Under social changes, people's consumption behavior mainly comes from their internal psychological needs. The stronger the demand for this behavior, the more people will try their best to alleviate or eliminate it, and this purpose will be achieved through corresponding consumption behavior. In the process of transforming psychological needs into nostalgic consumption behavior, external incentives such as smell, sound and music are often needed to induce. At present, when exploring the incentives, many scholars focus on consumers' own needs, but pay little attention to external factors, such as the marketing means of enterprises. The formation mechanism of consumers' nostalgic consumption behavior should be the result of the interaction between consumers' individual factors and enterprises' external factors. Therefore, the correlation between its influencing factors needs to be further discussed.

Conclusions: People's anxiety often corresponds to their preventive response. It is a defense mechanism that can help people avoid threats. This defense mechanism goes through the processes of autonomous physiological activation, selective attention, unconscious perceptual processing and expectation evaluation, and this process is continuous and uninterrupted. Consumer anxiety is a complex of people's socialized complex emotions. When consumers try to eliminate their psychological fear, they are prone to failure, danger, threat and other situations. If these situations exist for a long time, they will lead to consumers' inability to cope. At this time, consumers will have an uncontrollable burden, which will lead to consumers' inner anxiety. At the same time, pain, fear, anger Feelings such as shame, guilt and interest will follow, and will vary from person to person and from situation to situation.

* * * * *

RESEARCH AND PRACTICE OF ENGLISH LEARNING STRATEGIES FOR CROSS-BORDER E-COMMERCE MAJORS IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

Xiaorong Liu

Wuxi Vocational College of Science and Technology, Wuxi 214028, China

Background: In the process of carrying out cross-border E-commerce professional English teaching, higher vocational schools should pay attention to cultivating the comprehensive quality of their students and improving the relevant professional abilities of students majoring in cross-border E-commerce.

Therefore, when setting up English courses for cross-border E-commerce majors in higher vocational colleges, it is necessary to better strengthen students' ability to use business English. In the past, when most higher vocational schools offered cross-border business English courses, most of them only focused on cultivating students' language communication and communication skills, and paid insufficient attention to the unity and connection between English and business processing, making it easier to separate language and business, As a result, the professional talents in the training of cross-border E-commerce Specialty in higher vocational colleges can't meet the needs of society and posts, resulting in the problem of insufficient talent training. At present, English talents required by society and enterprises are comprehensive talents with communication ability and business practice ability. Positive psychology research hopes to help people give full play to their positive potential, improve the quality of life and feel the happiness and beauty of life through positive theory. The research contents of positive psychology include: positive landlord experience research, positive personality traits research and positive social environment research. The rise of positive psychology not only brings new vision and Enlightenment to psychology, especially in the field of mental health education and psychological counseling, but also puts forward new theoretical support for the reform and development of education. Applying the theory of positive psychology to higher vocational English teaching is mainly reflected in two aspects: subjective aspect. Teachers improve their comprehensive quality by learning positive psychology. Make full use of positive psychology in the teaching of English courses for cross-border E-commerce majors in higher vocational colleges, pay attention to the emotions of students in higher vocational colleges, excavate students' positive personality and carry out emotional teaching. Objectively, we should create a positive English teaching environment and improve all aspects of teaching.

Objective: With the support of the "Internet plus" era and the support of national policies, the cross-border electricity supplier industry has been developing rapidly in China and has become a new driving force for China's trade and economic development. Cross border E-commerce provides people in different regions with more convenient commodity supply capacity, and fully supporting the healthy development of cross-border E-commerce has become the consensus of current economic development. Many higher vocational colleges have also set up relevant courses to meet the needs of industry development and cultivate professionals familiar with the English content of cross-border E-commerce business. So that higher vocational colleges can better meet the needs of enterprise talents in talent training and teaching mode, and finally realize the English curriculum teaching reform. Through the investigation of the professional talent structure of cross-border E-commerce enterprises, this paper effectively obtains the teaching direction of cross-border E-commerce professional English in higher vocational colleges, and the curriculum meets the actual needs, and makes a simple exploration on the curriculum setting and improvement direction of cross-border E-commerce professional English from the perspective of positive psychology.

Subjects and methods: This paper mainly synthesizes the influence of positive psychology on cross-border E-commerce professional English courses in higher vocational colleges, pays attention to the characteristics of positive psychology from all aspects, defines the characteristics of positive psychology and cross-border E-commerce professional English courses in higher vocational colleges, and analyzes the development direction and demand of cross-border E-commerce professional English courses in higher vocational colleges. Based on the questionnaire survey, according to the literature and practical problem experience, using the network questionnaire system and random sampling method, through the questionnaire invitation link and the original database based on Epi Data, using the methods of comparative research and case analysis, This paper points out the main problems and relevant paths in the implementation of cross-border E-commerce professional English courses in Higher Vocational Colleges under the influence of positive psychology.

Results: First, we can use the flipped classroom and project teaching method to effectively strengthen the communication between teachers and students. It is necessary for higher vocational schools to use the new teaching method and implement reform. Therefore, higher vocational schools can adopt classroom and project teaching methods to effectively strengthen the communication between teachers and students and shorten the distance between teachers and students. Due to the lack of teaching resources and successful experience of cross-border E-business English, the use of flipped classroom can make up for the lack of teaching content. Cross border E-commerce professional English teachers can use the Internet to set learning goals for students so that they can take the initiative to deal with these problems. If students encounter problems they don't understand, they can also get teachers' guidance through wechat and other communication platforms, so as to promote teaching progress and improve teaching quality. Similarly, teachers can also use the simulated cross-border E-commerce environment on the network to build an online foreign trade platform to enable students to further understand the practice. The online cross-border E-commerce platform can also provide college students with detailed business processes and funds, which helps students continuously improve their business English use level. Secondly, we can establish school enterprise cooperation, strengthen the construction of business English major, and reform the business English education model in higher vocational colleges. Therefore, teachers can actively build a school

enterprise cooperative education model, constantly strengthen the construction of business English major, so that schools and enterprises can fully show their role, so that enterprises can provide students with relevant practical opportunities in the process of growth and development, So that they can use their learned knowledge in a real cross-border E-commerce environment to find out the differences and continuously improve their knowledge system and development ability. Establish a scientific and standardized school enterprise cooperation platform to help students cultivate their practical ability of business English in addition, on the road of reform in higher vocational colleges, the professional ability of teachers also has a very key promotion effect. Therefore, improving the practical ability of business English teachers has become a very key part. Enterprises can provide relevant practice platforms and funds, so that teachers can grasp the new E-commerce foreign trade processing process in the process of practice. In this way, teachers can use their rich experience in teaching to guide students' practical learning.

Finally, build a positive teaching atmosphere and learning environment. When teaching cross-border E-commerce professional English in higher vocational colleges, teachers' actions and facial expressions have a far-reaching impact on students' emotions. Therefore, teachers need to strengthen the communication with students and build a positive and healthy learning environment, so as to effectively strengthen the enthusiasm of higher vocational students to learn English. Because higher vocational students still have some problems in self-discipline and lack of concentration. Therefore, teachers need to use a positive attitude to guide and strengthen students' learning enthusiasm, to improve the English teaching ability of students majoring in cross-border E-commerce in higher vocational colleges. For example, teachers can find materials related to psychology in network resources and select the corresponding English teaching content according to the actual situation, which can not only ensure the richness of English content, but also effectively mobilize students' enthusiasm for learning English, to strengthen the comprehensive ability of students majoring in cross-border E-commerce in Higher Vocational colleges.

Conclusions: In the cross-border E-commerce professional English Teaching in Higher Vocational Colleges from the perspective of positive psychology, teachers need to combine the psychological factors that easily hinder students from entering the active learning state in the cross-border E-commerce English Teaching in higher vocational colleges, so as to enable students to achieve better development, cultivate students' positive personality quality, continuously optimize the environmental support system and help students grow in an all-round way, promote the improvement of students' practical English ability. To gradually improve students' academic performance, teachers must be patient with students, constantly enhance students' learning confidence, and promote the overall improvement of cross-border E-commerce professional English Teaching in higher vocational colleges.

* * * * *

THE AESTHETIC EDUCATION FUNCTION OF MUSIC AND ITS VALUE OF PSYCHOTHERAPY

Hongyan Luo[1,2]

[1]College of Music, Gannan Normal University, Ganzhou 341000, China
[2]Conservatory of Music, Sungshin Women's University, Seoul 02844, Korea

Background: Music is the art of emotion, it can express people's thoughts and emotions through various musical elements, people in the beauty of music has been edified and infected, so as to purify and sublimate the emotional world. The process of appreciating music is also a self-emotional experience, and also a process of mutual integration and outburst of the feelings of the audience and music, so as to generate resonance. Therefore, music for cultivating people's noble sentiment, edify and purify people's mind, has irreplaceable, at the same time, the beauty of music on people's mind, but also has a "good medicine" like the magical effect, for the treatment of psychological disease is also a great prospect.

Objective: The function of music aesthetic education. Music has unique emotion, skill and image. We can call it "aesthetic education" to feel music's cultivation of emotion, inspiration of soul and edification of beauty in the process of music education. Cultivate aesthetic consciousness, so that people can receive beautiful things imperceptibly, discover beauty through music feeling, and thus create beauty in life. The function of music aesthetic education is mainly embodied in purifying the mind, cultivating sentiment, infiltrating art, cultivating aesthetic feeling, adjusting function, balancing body and mind.

(1) Purify the mind and cultivate sentiment. Music is the most emotionally rich art. It is not only an auditory art, but also an expressive art. Scientific studies have shown that songs with different rhythms, melodies, timbre, pitch and speed can produce different emotions, resulting in different emotional and

organic effects. For example, cheerful and strong music can bring happiness and excitement, and strengthen muscle stretching. The soft and soothing music brings people a feeling of peace and harmony, can make people breathe gently, with a sedative effect. Beautiful melody can let people feel the good breath of life, let people feel relaxed and happy mood. Let people immersed in sadness to give a warm and beautiful hope, so that people's ideological realm to get a higher level of sublimation.

(2) Infiltrate art, cultivate aesthetic feeling. Music art is the product of people's language, thought, ballad, interest, custom, is closely related to our life art. The aesthetic feeling of music and the field of music art are the products of people expressing their feelings. It emphasizes the social role of music and holds that music can reflect people's thoughts and feelings and express their inner feelings. The beauty of music melody also has their own different styles, magnificent beauty, tragedy beauty, joy beauty, praise of the United States and so on. The beauty of these different melodies and styles also brings different artistic enjoyment to people. For example, the symphonic music "Butterfly Lovers" adopts the expression techniques of symphonic music and Chinese folk opera music to describe the delicate love story, marriage resistance, and the magnificent emotion and artistic concept of butterfly transformation between Zhu Yingtai and Liang Shanbo. All of these are derived from the elements of love in people's life, so as to obtain the magnificent aesthetic feeling from the collision of love and art.

(3) Regulate function, balance body and mind. Music has a therapeutic effect on the body and mind. Studies have shown that people's blood pressure slows down when they hear certain rhythms and melodies, their breathing rate and basic metabolism slow down. Music can promote the brain nerve center of the reasonable operation, can cause the excitement of the cerebral cortex, can secrete a kind of healthy favorable materials such as enzymes, hormones, acetylcholine, the excitement of nerve cells and blood flow regulating effect, can let pulse, blood pressure, metabolism, breathing, the secretion of digestive juice, coordinate with each other. For this reason, the history of medicine is full of examples of music used in clinical therapy. In Australia, for example, "music therapists" work with government permission to treat children with paralysis, stuttering, deafness and mental retardation, with remarkable results. In addition, people in the process of music appreciation, let the melody of music, tone, rhythm and so on adjust the viscera body and mood, improve qi and blood operation, and play a role of excitement, adjust heart rhythm, sedation, analgesia, blood pressure regulation, promote digestive function.

Subjects and methods: Explore the value of using aesthetic education function in psychotherapy.

(1) The effect of emotional feeling of music hearing on human physiological mechanism. The energy of music can promote people's emotional development, and people's physiological state is related to emotional changes. For example, when people shout slogans, it can relieve a bit of fatigue. When the bugle sounds, the mood of the soldiers can achieve an exciting effect, making each other's hearts more united. Gentle music, on the other hand, makes people behave gracefully, relax their emotions, coordinate their bodily functions and slow down their movements. On the contrary, in the music with strong sense of rhythm, the organs of the human body are also mobilized, so that people's emotions become passionate and powerful, and the various parts of the body are also dancing. In medicine, the spleen is able to digest and absorb food, and the absorbed food energy to each organ, is also an important source of energy in our body. For the current way of life, we can commonly see people who overeat, so that the spleen and stomach bear a heavy burden, resulting in abdominal distension and indigestion. So, in music therapy, you can choose the quiet style of the palace debugging music, can adjust the function of the spleen and stomach, promote the smooth human qi.

(2) The adjustment of people's thinking mode by synesthetic imagination of music aesthetics. There are two indispensable ways in music aesthetics: association and perception. Human psychological activities can be divided into three kinds: knowledge, emotion and meaning. Knowledge is a process of knowledge, which can be divided into feeling, perception, memory, imagination and thinking. Emotion refers to the activity of emotion, meaning the presentation of will. In perception, the most important feature is the ability to distinguish background and object, and the sense of space and time that can be generated. These characteristics can be fully used in music. For example, when people are listening to a concert, there are some other sounds to interfere with it, voices, noises, but we can always tell what is music and what is background sound. Perception is also related to habits. The richer people's experience, the more developed their perception ability is, so they can form an aesthetic habit. In the aesthetic of music, association is also very important, and association is divided into two kinds, one is free association, the other is directed association, free association is where I think, and directed association is imagination in accordance with the direction of music title provided by the composer. Imagination, though creative, is well-founded. Although imagination may extend beyond the boundaries of our own lives, it is ultimately rooted in our daily lives. Music aesthetic of synesthesia on people's way of thinking will have different change, thinking we usually divided into two kinds, one kind is abstract thinking, also known as logical thinking, it has the characteristics of generality, indirect and transcendency, is based on the analysis of characteristics of things when extracting the most essential things to form a concept, use of concepts and reasoning and judgement of

thinking activity. However, image thinking is a more perceptual way of thinking, as long as the use of intuitive image representation, and solve the problem of thinking.

(3) The emotional expression of music language resonates with people's hearts. Some people think that music is the language of the world, and indeed the language of music has a common pattern in many works. Music appreciation is an aesthetic process. When people encounter the same experience and environment in real life, they will inevitably have the same interests and hobbies. Therefore, the same characteristics will be triggered in the process of music appreciation. For example, in many of Beethoven's works, people will be shocked by the power of his work to express. It can be seen that the language of music not only has the commonalities that people of the same experience can perceive, but also has an international language that inspires people around the world to resonate with psychological activities. Music is not confined to adult can touch feelings, for newborn baby, the world everything is unknown, but when he heard the music, it will produce psychological activity, he could not speak, but he can use a mood to listen to the cheerful music, will begin to dance, listen to sad music, will also was moved to cry, the language of music can be expressed in lyrics and poetry, or in simple melodic tones. When people who have not systematically learned music listen to music, they can perceive the ups and downs and flow changes of music and start to have psychological activities. People who have similar experiences and similar environments will have resonance of music.

Results: The case list in practice. (1) The spiritual impact of music aesthetic memory on patients with cerebral palsy.

Cerebral palsy is a common clinical symptom, refers to the patient after from birth to the birth of a number of progressive brain injury, patients may appear central dyskinesia, posture, the symptom such as abnormal, can be characterized by mental decline, the language barrier, epilepsy and other complications, which can influence the patient's growth and development, which are the symptoms of common mental retardation. Research reports have shown that the rhythm and melody of music, as well as music for children with cerebral palsy have a certain appeal. Music therapy for cerebral palsy patients for auxiliary treatment, and improve the rehabilitation of patients, improve the cognitive function of patients. First turn on the cerebral palsy patients were divided into two groups, one group as the experimental group, the experimental group of children given music therapy at the same time, apply to accept music, improvisation music involved in the patient's rehabilitation, patients with induced a series of actions (up, roll over, sit, climbing, etc.), combined with the music rhythm, melody, let patients improved action control ability and the coordinated ability, At the same time, impromptu music was used to encourage and praise children. The other group was the control group, which received routine rehabilitation therapy, including physical therapy, occupational therapy, and speech therapy. The abnormal posture, abnormal posture reflex and abnormal movement pattern were inhibited by inhibitory manipulation, and the patients were improved by cervical upright, sitting upright, standing upright, static balance and dynamic balance by means of promoting passage. The body reflexive movement of patients was carried out by The German Wert method to improve the body's motor development. The children were induced by reflexive turning over and reflexive abdominal climbing. Two groups of patients with continuous observation for 3 months, and with the method of statistical results, and abstract, said the current rehabilitation therapy for cerebral palsy is more, to make a full recovery to the specific solutions: not yet, there is still a certain potential, especially in patients, music has a strong interest and ability of patients. The aesthetic memory in music, including rhythm, melody and melody, has a certain ability to infect, which is consistent with children's lively and active characteristics. Therefore, compared with other subjects, children's ability to accept music will be stronger. The rhythm and tone of music can effectively stimulate and inhibit brain cells through auditory nerve, and the therapeutic effect of music has been widely recognized, so it can be concluded that aesthetic memory of music has therapeutic effect of rehabilitation function for patients.

(2) The emotional expression of music style for mental patients. Mental patient refers to the brain disorder caused by other harmful factors, specific performance for sensory perception, thinking, attention, memory, emotion, behavior and will intelligence as well as consciousness and other aspects of different degrees of obstacles. In music therapy, different music styles bring different feelings to patients. Wang Fengjiao, Wang shuo in Qiqihar medical journal published an article about the practice of music therapy was applied to observe clinical curative effect of depression research report, this report research shows that music therapy can improve the effect of treatment of depression, in the process of practice, they choose the music style of genre of music treatments for joy, excitement, lively style is given priority to, and after grouping and contrast the conclusion of practice. First, they randomly divided depression patients into two groups. One group was a music therapy group, in which music therapy methods were used: targeted singing, playing, appreciating, learning certain kinds of Musical Instruments, and communicating with the treatment staff to achieve results. The therapeutic repertoire should mainly choose the kinds of passion, excitement, liveliness and joy. Soft and beautiful music. Patients mainly through the emotions generated after appreciation, with changes and a variety of associative activities to achieve the goal of treatment. A

control group received no music therapy, just regular treatment with antidepressants. USES statistical analysis to the results, the abstract of the research shows that music therapy can improve the patient's depressed mood, strengthen the subjective will activities, arouse the enthusiasm of patients, stimulate the patient's mood, enhance the patient's confidence, increase the ability of patients with stress, and the experiment, for music tracks, is lively and lively style, In conclusion, the change of psychological state may be the basis of music therapy for psychological diseases.

Conclusions: Listening to music is not only a process of art appreciation, also is a best medicine treatment of people's mind world, this article from the perspective of the value of music and music aesthetic education to think about for the treatment of music analysis, from the direction of the music aesthetic education function to explain music bring mental and physical changes of people's life, and reach the adjustment function, the role of the balance of body and mind. It explains the changes of human body function brought by music auditory feeling, the changes of thinking mode brought by music aesthetic synesthesia, and the resonance experience brought by emotional expression of music language to human psychological activities. It is concluded that different styles of music can arouse patients' positive attitude, stimulate their different emotions, enhance their self-confidence and improve their stress ability.

* * * * *

ON THE COMPLEMENTARY PATH BETWEEN CHINESE TEACHING AND MENTAL HEALTH EDUCATION IN HIGHER VOCATIONAL COLLEGES

Xia Miao[1] & Ming Liu[2]

[1]*School of Chinese Language and Literature, Anyang Preschool Education College, Anyang 45500, China*
[2]*College of Liberal Arts, Henan Institute of Science and Technology, Xinxiang 453003, China*

Background: College students are at-risk populations of mental health problems and risky sexual behaviors, teaching and educating people is an important responsibility of teachers. Qualified Chinese teachers in higher vocational colleges also need to pay attention to students' psychological problems and guide students correctly. With the development of science and technology and economic progress, social competition is more intense. At present, we are always facing the problem of people's mental health. For higher vocational students, students' mental health education should also become an important task in vocational education, which requires vocational education staff to pay more attention to it. Chinese teaching in higher vocational colleges has special characteristics, which will more easily affect students' psychology, which requires the infiltration of mental health education in Chinese teaching in higher vocational colleges, which meets the actual requirements of curriculum teaching in higher vocational colleges, we should focus on the association between mental health problems and risky sexual behaviors.

Objective: This paper focuses on analyzing the relationship between Chinese teaching and mental health in higher vocational colleges, clarifying the importance of students' mental health.

Subjects and methods: The methods of literature collection and practical research, clarifying the combination of teaching and educating people in Chinese teaching. At present, a few teachers include mental health education in the curriculum teaching objectives, which is easy to ignore the students' mental health education in the curriculum teaching. The mental health education objectives are the same as the knowledge objectives and ideological education objectives, which belong to the important contents of the educational objectives. Some educational contents also contain mental health factors, which are randomly infiltrated in the teaching, paying attention to Chinese teaching in higher vocational colleges is the service content needed to cultivate secondary technical talents. Play a more active role in promoting relevant health education, focusing on helping teenagers develop positive self-esteem.

When the Chinese teaching in higher vocational colleges is carried out, it infiltrates the content of mental health education and transmits the Chinese knowledge containing positive and healthy content for students, so that students can learn the great spirit involved in the Chinese curriculum content and promote students to receive subtle education. According to the analysis and explanation of the Chinese curriculum content according to education, help students have a deeper understanding of the great figures and great historical events in the Chinese curriculum, promote students to get spiritual washing on the basis of learning more literary knowledge, guide students to correctly understand themselves, develop a down-to-earth and enterprising character and get better development.

When higher vocational college students' study, there is a problem that their learning foundation is relatively weak. They are prone to laborious problems in the process of learning the knowledge content of Chinese curriculum, and the personalized differences of students are also obvious. Some students also have

a prominent inferiority complex when learning, which has an adverse impact on the development of students. Therefore, Chinese teachers in higher vocational colleges need to recognize this feature, actively apply the hierarchical teaching model, provide equal learning opportunities for class students, play a positive role in promoting students' development, and enable students at all levels to get a greater degree of development and progress. Conduct classroom questioning, discussion and exchange activities for some students with good foundation, so as to make the communication between students at different levels more in-depth, continuously tap the potential of students with good grades, and appropriately reduce the difficulty of problems for some students with relatively weak foundation, so as to make students have a sense of harvest and improve the enthusiasm of this part of students to participate in classroom learning, Help students realize the fun of hard work.

Composition teaching is an important way for Chinese teachers to help students understand their own thoughts and emotions. Some higher vocational college students usually have fear when learning Chinese content, and will be more depressed when facing writing requirements. When Chinese teachers in Higher Vocational Colleges assign compositions, we should also pay attention to the combination with the actual learning needs of higher vocational college students, and help students have something to say. This also needs to pay attention to the understanding of students' composition topics, and strengthen the effect of students' composition evaluation, so that students can more accurately understand the main idea of the article before writing, arrange the structure of the composition, and make students divergent thinking on the basis of group discussion. Teachers can also give appropriate guidance to students during patrol inspection. In addition, when explaining the composition, Chinese teachers can use the way of group discussion to pay attention to the more interesting content in life in most cases, so as to make students actively feel the life content, apply the life materials to the process of composition writing, and improve students' writing enthusiasm to a greater extent.

Colorful campus activities provide more opportunities for the cultivation of students' writing ability, fully alleviate students' tension in learning, help students actively participate in the process of Chinese learning, stimulate students' enthusiasm in composition writing, and significantly enhance students' enthusiasm in writing. It can educate students in collective activities and carry out rich campus activities related to writing for students, which can stimulate students' learning enthusiasm. For students with high learning enthusiasm, relevant incentive measures can be taken to stimulate students' learning enthusiasm and make students have stronger self-confidence. Although Chinese teachers in higher vocational colleges are not psychological experts and Chinese teaching in higher vocational colleges does not take psychological knowledge as the main teaching content, we also need to realize that if Chinese teachers in higher vocational colleges can pay attention to the infiltration of mental health education according to the psychological characteristics of students in higher vocational colleges, they will obtain better teaching results, help students become talents with all-round development and physical and mental health.

Results: Finally infiltrating students' psychological quality education while imparting knowledge and cultivating ability, so as to better cultivate students' good psychological quality, enable students to become talents with all-round development.

Conclusions: It is also necessary for Chinese teachers in Higher Vocational Colleges to improve their knowledge transmission ability, cultivate students' own psychological quality, help students become mentally healthy people and enhance students' psychological adaptability.

* * * * *

PROTECTION AND RESEARCH OF HISTORICAL AND CULTURAL BLOCKS FROM THE PERSPECTIVE OF PSYCHOLOGY AND ARCHITECTURAL ARCHAEOLOGY

Linjuan Pei[1,2]

[1]School of Culture Heritage, Northwest University, Xi'an 710069, China
[2]College of Architecture and Civil Engineering, Xi'an University of Science and Technology, Xi'an 710054, China

Background: Compared with the guiding significance of field archaeology theory and method for excavation in underground archaeology, the protection and research of aboveground cultural relics and ancient buildings and their historical and cultural blocks have been lacked of relatively fixed theoretical guidance for a long time. In the past, the research on historical and cultural blocks mostly focused on the macro protection planning, but the basic micro restoration work has not been paid enough attention. This is due to the lack of attention to the study of aboveground cultural relics and ancient buildings under the

historical background of "hoe archaeology" for a long time. It also has its own reasons for the slow establishment of disciplines. At present, the academic research on historical and cultural blocks mainly involves the definition of relevant standards, the standardization of concepts, the protection modes and principles, the practice of technical methods and so on. Cao Changzhi defined the concepts of historical buildings and historical and cultural blocks, and analyzed the causes of confusion. When analyzing and summarizing the experience and lessons in the protection of historical blocks in China, Ruan Yisan and others put forward the determination criteria of protection scope and scale in combination with practice. Wu Liangyong 131 put forward the concept of "organic renewal" in the practice of Ju'er Hutong in Beijing. In terms of protection methods, Wang Jinghui proposed three schemes: internal and external repair, gradual rectification and improvement of infrastructure. Zhu Ying and Sheng Ye discussed the application of typology in the renewal design of historical blocks, and began to pay attention to the application of archaeological theories and methods to the protection of historical blocks. From this to that, as a branch of archaeology, Architectural Archaeology may play a more reference role in the protection research and restoration design of historical and cultural blocks.

Objective: Historical and cultural blocks are not only the cultural cards of a city, but also better inherit and carry forward the excellent urban culture. With the accelerating process of urbanization, street protection is facing great challenges. This paper makes an in-depth investigation on the "three streets" and two lanes" historical and cultural blocks in Nanning, discusses the protection and repair of historical and cultural blocks and cultural relics and ancient buildings from the perspective of architectural archaeology, and brings the concept of authenticity into the scientific way of historical and cultural block protection, in order to provide reference for the sustainable protection of historical and cultural blocks and coordinate the contradiction between protection and development.

Subjects and methods: As one of the important branches of archaeology, Architectural Archaeology takes the remains and relics of historical buildings as the research object to explore and restore the original historical appearance of the relics. Architectural archaeology is the basis of architectural history research. The systematic research of Chinese architectural history originates from the China construction society. It was founded by Zhu Qiqian and others in February 1930. Liang Sicheng served as the director of the French style department and Liu Dunzhen served as the director of the literature department. It was the first to carry out systematic investigation and research on Chinese ancient architecture. From the division of responsibilities between the two gentlemen, we can see that the main method of studying architectural heritage sites is to pay attention to case study and textual research combined with historical documents. However, due to the influence of various objective reasons in the later stage, its discipline structure has not been formed. Until the 1970s and the late 1990s. Architectural Archaeology was established by Yang Hongxun and standardized the theory and research methods: That is, comprehensively using the research methods of philology, archaeology, architectural history, typology and other related disciplines, taking architectural remains or relics as the research object, textual research their historical age, clarify the temporal evolution relationship of architectural form, and finally restore the historical face of architecture. Admittedly, there are some different voices, but there is no doubt that it has opened up a new paradigm and idea for the study of architectural heritage and relics. As the largest space carrier of human social production and life in each historical period, historical and cultural blocks are investigated and studied by introducing Architectural Archaeology theories and methods, based on the combing of block history. Combined with the analysis and textual research of architectural examples, we can better grasp its construction background, identify the original state of cultural relics in different periods, restore its historical features, maximize the historical information of cultural relics and ancient buildings in the block, and accurately evaluate the historical value of architectural heritage. Promote the benign interaction between historical and cultural blocks and the protection of cultural relics.

Results: 1. Textual research on the restoration of the original truth of French. Based on the general principle of "authenticity" protection and repair, cultural relics protection is required to eliminate the false and preserve the true in the initial cultural relic exploration, carefully identify the architectural forms and processes of different ages, and highlight the scientificity and research of cultural relics repair. According to the shape layout, French characteristics, building materials and process characteristics of cultural relics and ancient buildings in different periods, combined with the records of ancient books, documents and historical inscriptions, we can comprehensively identify the historical components of the existing building body at the beginning of construction, reconstruction or reconstruction, verify the construction background of the building, and formulate protection measures that respect historical facts according to the shape characteristics of the original state. Finally, the architectural form and process characteristics in a specific historical period are restored through the repair design scheme, so as to provide guidance for the subsequent daily maintenance. 2. Screening type classification protection. Firstly, the complex and diverse architectural forms in the historical and cultural blocks should be classified as a whole and protected accurately. Specifically, they should be classified according to the typology of ancient sites, cultural protection buildings,

historical buildings and modern buildings. Among the above four types of buildings, ancient sites and cultural protection buildings should be protected in strict accordance with the norms for the repair of cultural relics, and the principle of "authenticity" should always be run through. Historical buildings and modern buildings should be subdivided according to the structural stability, and different implementation measures should be formulated. Among them, buildings in disrepair, poor stability, defective facade structure and no cultural added value shall be demolished. Secondly, for the buildings with complete overall structure, good current situation of building components and clear surrounding space, the principle of "repairing the old as the old" should be followed to restore the facade style. 3. Standardize building foundation archives. The basic information of cultural relics and ancient buildings mainly includes two parts: architectural history and existing conditions. The former is mainly obtained through literature review. The latter is more complex. In addition to the basic building form, it is also necessary to carry out stability exploration in combination with the actual situation, mainly including the stability of geological foundation, the load of load-bearing wall, the support of roof components, etc. Therefore, the study of auspicious buildings is not for the field survey and mapping of relics. The cultural relics protection department may entrust relevant cultural preservation and repair units, academic organizations and ancient architecture experts to survey, map, record and evaluate the cultural relics and historical buildings, and do a good job in sorting out the archives of cultural relics and ancient buildings, building components and accessories of historical buildings in historical and cultural blocks, do the duties of cultural and museum workers, and inherit the spirit of China construction society, It will retain valuable historical data for future protection and repair work.

Conclusions: Protecting architectural heritage is an important content and mission of cultural relics protection. With social development and civilization progress, the awareness of cultural relics protection has been significantly improved, and the understanding of cultural relics repair has also undergone new changes. The traditional concept of cultural protection and repair is becoming more and more perfect, and some new repair technologies and protection materials are gradually emerging. However, the protection and repair of cultural relics and ancient buildings must be carried out under the guidance of correct theories, and Architectural Archaeology is based on the textual research of the shape and French style of architectural heritage. Combined with the analysis of historical documents, it provides a research method for restoring the authenticity of cultural relics and ancient buildings and historical and cultural blocks, which can serve the restoration of cultural relics and ancient buildings and the sustainable protection of historical and cultural blocks, and promote the benign interaction and symbiotic development of the two. At the same time. We can't completely copy the theories and methods of Architectural Archaeology. We should analyze specific problems with examples. This paper aims to discuss its significance in promoting the protection and research of historical and cultural blocks, so as to make a brick of jade and seek advice from Fangjia.

* * * * *

ON THE INFLUENCE OF LEI FENG SPIRIT ON COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION UNDER THE BACKGROUND OF PSYCHOLOGY

Wenquan Qu[1] & Zhiwei Qin[2]

[1]College of Chemical Engineering, University of Science and Technology Liaoning, Anshan 114051, China
[2]College of Civil Engineering, University of Science and Technology Liaoning, Anshan 114051, China

Background: Lei Feng spirit is a valuable spiritual wealth with rich connotation. Lei Feng's spirit embodies the traditional virtues of the Chinese nation and the mainstream values of society, has positive educational significance and value orientation, and has important contemporary value for college students' Ideological and political education. Under the new historical conditions, excavating the rich connotation of Lei Feng spirit, endowing Lei Feng spirit with the value of the times, and strengthening Lei Feng spirit education will help to strengthen and improve college students' Ideological and political education and further enhance the effectiveness of College Students' Ideological and political education. Lei Feng's spirit, which was formed in the 1950s and 1960s, always shines with the glory of communist morality. Lei Feng spirit not only embodies the traditional virtues of the Chinese nation, but also embodies the socialist spirit of the times. Lei Feng spirit has had a great impact on the youth thought of generations in China, so it is very necessary to closely combine Lei Feng spirit with the ideological and political education of college students in the new era.

Objective: Lei Feng spirit is a high combination of Chinese excellent traditional culture and socialist spiritual civilization, which embodies the ideological characteristics of an era. Lei Feng spirit has been affecting the healthy growth of several generations of Chinese people. Today, for college students, it is more

necessary to study Lei Feng spirit among them to help students establish a correct outlook on life, values and world outlook.

Subjects and methods: (1) Strong self-awareness and weak collective concept. Most college students in the new era belong to the only child group. They have been regarded as the center of the family for a long time. A considerable number of college students have formed a relatively strong concept of self-consciousness, which shows too much strong personal interests in life. They do not care enough for the interests of the collective and even the country, so they relatively lack high ideals and firm beliefs. (2) Obvious sense of demand and weak concept of dedication. Influenced by the negative factors in all aspects of society, a considerable number of college students show strong individualism and self-worth. They talk about claim and power one sidedly, pay everything back, only care about their immediate interests, do not talk about dedication and social value, and are unwilling to pay more for the collective and others. (3) Waste is obvious, and the concept of thrift is weak. A considerable number of college students have formed a bad atmosphere of seeking food, pursuing clothing, and even leading consumption, extravagance, extravagance and extravagance, and the concept of thrift is extremely weak. (4) Strong sense of enjoyment and weak concept of labor. Affected by the living environment since childhood. A considerable number of college students lack the concept of labor. Work lightly, fear warblers, love leisure and hate work, and be greedy for the enjoyment of the pavilion. Although some students dress well, they never wash clothes. Although the dormitory environment is comfortable, it never arranges personal housekeeping, let alone public health such as classes and dormitories.

Results: (1) Combine the promotion of Lei Feng spirit with the daily ideological and political education of college students. Make full use of various media of the school, such as school newspaper, radio, network, window, etc. firmly grasp the main line of excellent national morality and carry out the publicity of Lei Feng spirit with rich content and lively forms. By organizing and studying Lei Feng's deeds, holding situation reports, visiting the exhibition of reform and development achievements, and carrying out activities in combination with festivals and memorial days, we will closely combine the activities of promoting Lei Feng's spirit with the education of ideals and beliefs, patriotism, national spirit and socialist concept of honor and disgrace for students. Guide the majority of students to enhance national self-esteem, self-confidence and pride, and let the majority of students understand that only the great cause of integrating people into the country and the nation can reflect greater value, so as to turn patriotic enthusiasm into specific actions to learn newspaper skills. (2) Combine the promotion of Lei Feng spirit with the construction of study style. By carrying out educational activities on the construction of the study style with the theme of analyzing phenomena, formulating measures, establishing models and guiding the study style, formulating measures to strengthen the construction of the study style, Shusha has selected a number of effective collective models for the construction of the study style, selected a number of advanced individuals who "learn from Lei Feng on campus and study as a pioneer", and guided students to carry forward the "nail" spirit like Lei Feng, Learn scientific and cultural knowledge well. (3) Combine the promotion of Lei Feng spirit with the construction of campus culture. Adhere to the principle of "close to reality, close to life and close to students", combine the promotion of Lei Feng spirit with campus cultural activities, and effectively use the carrier of the second classroom to carry out ideological and political education for college students. More students will be enlightened and educated by organizing thematic reports, seminars, essay competitions, performance comparison and speaking competitions, picture exhibitions, film exhibitions and other activities to learn from Lei Feng. At the same time, actively establish and guide Lei Feng learning associations, deeply carry out social practice activities such as voluntary service, so that students can deepen their understanding and understanding of Lei Feng spirit in the practice of serving Fengshi society, and guide students to learn skills, make contributions and grow talents in practice.

Conclusions: Today, with the development of socialism, the proposal of building a harmonious society makes us feel the greatness of Lei Feng's spirit. The development of society needs Lei Feng's spirit. People's life needs Lei Feng spirit. Lei Feng spirit is needed in work. College students can't live without Lei Feng's spirit. For the construction of socialism and the realization of a harmonious society, let us always take Lei Feng spirit as our starting point and strive for the prosperity of the motherland and the rich life of the people.

* * * * *

THE CONSTRUCTION FUNCTION OF THE FORM OF PSYCHOLOGICAL EDUCATION OF ETHNIC MINORITIES ON GENDER IN CHINA

Linhong Shi

Faculty of Teacher Education, West Yunnan University, Lincang 677099, China

Background: Feminist English feminism, originated from feminisme in France, entered the English vocabulary at the beginning of the 20th century. Its meaning is the social revolution to realize the complete change of women's role. It not only refers to a political struggle, but also a unique academic phenomenon that can't be ignored in the 20th century, that is, it focuses on the recognition of women's rights Provide strategic guidance and theoretical support for the struggle for gender equality and the redefinition of women's characteristics. Among them, gender theory is the academic basis and theoretical core of feminism. The proposal of gender has important value and significance. It destroys the traditional views of physiological difference determinism and sexual essentialism and provides practical possibility and operability for finding gender inequality in the social field. Because it is more feasible to change the social structure, cultural concept, and psychological education than to transform the physiological differences and structure of men and women, it puts forward hope and outlet for women's Liberation and gender equality.

Objective: Gender theory is the academic foundation and theoretical core of feminism. Social gender is different from the innate biological gender, but the social construction of multiple factors such as economy, politics, culture, and education. This paper focuses on the role and influence of three basic forms of psychological education: family education, school education and social education on the formation of gender, as well as the guidance and requirements of gender theory for the form of psychological education.

Subjects and methods: First, family education is the first chapter of life and the initial cradle of individual socialization. The first environment a person meets at birth is the family, and the first teacher is his parents. Children grow up under the direct influence of their parents. They first understand the world and the relationship between people through their families and parents. Therefore, family education refers to "purposeful and conscious education for the new generation and other family members by parents or other adult elders in the family". Family education is very important for children's physical development, acquisition of knowledge, cultivation of ability, cultivation of sentiment and formation of personality. At the same time, family education plays an important role in the formation of children's gender. According to China's scientific survey, 57% of parents buy toys such as dolls for girls, while only 11% buy such toys for boys. Only 18% of parents buy toys such as knives and guns for girls, while 59% of parents buy such toys for boys. This shows that there is a difference between men and women when parents buy toys for their children. This virtually promotes the formation and difference of gender between men and women.

Secondly, school education is the second important place for the formation of gender. School education refers to "a purposeful, planned, organized and systematic educational activity for the educated through special educational institutions to impart knowledge and skills, cultivate ideological and moral character, and develop intelligence and physical strength". With the popularization of nine-year compulsory education and higher education, individuals spend most of the period from six or seven years old to twenty-five years old in schools. Therefore, schools play a very important role in the formation of gender between men and women.

Results: One is the influence of social role expectation in social education. Social expectations will make parents treat infants differently, which will affect the infant's response. For example, when a boy learns to walk and falls, his parents will pick him up and encourage him to continue learning. For girls who fall, their parents often give more comfort. In this way, boys tend to form an independent and brave character, while girls tend to form dependence. More importantly, because social expectations will form social pressure, most members of both sexes will have a clear sense of gender identity belonging to a gender group, so as to consciously take some behaviors in line with social expectations.

The second is the influence of mass media education. Such as books and periodicals, television, film, radio and other media also play an important role in the formation of the concept of gender roles. Children begin to cultivate gender roles very early through books and stories they read to them. In the monograph Dick and Jane as victims (1972) published by the international women's organization, by examining 2760 stories in 134 children's books, it is found that the ratio of boy centered stories to girl centered stories is 5:2, the probability of adult men as the main character is four times that of adult women, and the number of times people describe men as smart is 131, Women only 33 times. Studies by Kortenhaus, Carole, etc., show that in children's books published in the United States from 1940 to 1990, although the frequency of boys and girls tends to be equal, girls are mostly engaged in instrumental activities, passive and dependent on others. Similarly, television, especially television advertising, will also affect the formation of people's concept of gender roles. According to the investigation, relevant experts summed up one of the most common TV advertising modes: women, as parents or wives, take care of children and husbands, eat, drink and do housework in the family, and are also the main consumers of clothing, cosmetics and gold jewelry. Men, on the other hand, use mechanical, electronic and technological advertisements to show that men manipulate the world with technology and expertise. Obviously, this phenomenon is based on a gender bias, which is also the way men explore the world, and trample, suppress, ignore or lose women's voice, which

is also the most basic problem concerned by the gender perspective.

Conclusions: As a central concept of feminist researchers, "gender" inevitably brings a strong feminist emotional color in their analysis of problems, and the theoretical perspective is biased. However, the emergence of the concept of "gender" is a powerful challenge to the long-standing prevailing gender "biological determinism". It is the product of cultural construction and is operable, which is conducive to the construction of a new gender knowledge and cultural system with gender equality as the ideal and the realization of gender equality, and gender has had a broad and far-reaching impact on the development of education and discipline research. Research on education from the perspective of gender is also popular in China. In 1995, the Education Department of Beijing Normal University opened a special research course on "education and gender". In 2001, gender education took the lead in entering the university classroom in Shanghai. People have recognized the importance of gender in the field of education. Therefore, in education, we should recognize the limitations of the traditional gender concept and build a correct gender concept. Educators and educates should break the specificity of gender characteristics, and fully realize that the positive aspects such as initiative, self-confidence, intelligence and strength do not belong to men, and the negative aspects such as passivity, inferiority, slowness and weakness do not belong to women, We should pay attention to and analyze gender culture at all levels and forms of education, emphasize gender recognition and gender tolerance, eliminate gender bias, and establish a correct gender concept. In today's multi-cultural background, the greatest happiness is harmony. Equality replaces hierarchy, sharing replaces control, and mutual benefit replaces subordination. This is the smooth road that harmonious male female relations should take. Take off the colored glasses of their gender, surpass gender, respect, and cooperate with each other, make sexism disappear, and men and women become equal partners, go hand in hand and create a better life. This is the concept that we should uphold and adhere to in various forms of psychological education at present.

*   *   *   *   *

BUSINESS MODEL INNOVATION AND DEVELOPMENT OF RETAIL ENTERPRISES IN THE ERA OF "NEW RETAIL" FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

Yuxia Song[1,2] & Yuxiang Bai[3]

[1]Shijiazhuang Engineering Vocational College, Employment and Entrepreneurship Guidance Center, Shijiazhuang 050061, China
[2]Institute of Industrial Economics of Cass, Graduate School of Chinese Academy of Social Sciences, Beijing 100836, China
[3]Hebei University of Economics and Business, School of Management Science and Engineering, Hebei 050061, China

Background: With the development of commodity economy, the research on consumer psychology has been paid more and more attention in China. It has developed from a general theoretical introduction to the research on most consumers in China. In the theoretical system of consumer psychology, marketing psychology is directly for the eyes of commercial enterprises. Consumer psychology and behavioral characteristics are the most concerned problems of zero consulting commercial enterprises. For a retail store, its business content and scale are limited. Therefore, each store has its own specific service scope and service object. In other words, each store serves a relatively stable customer group within a certain range. This stability is mainly reflected in the stability of the scale and composition of the customer group, including the stability of gender composition, occupation composition and age composition within the customer group. Due to the different regions where stores are located, there must be great differences in the composition of customer groups, consumption psychology, consumption behavior characteristics and demand conditions. Accordingly, the services provided by stores are also different. In order to further develop consumer psychology in practical application, it is necessary to make the research focus from the research of consumer psychology of the whole society to the research of consumers in the area where stores are located and the research of consumers attracted by stores or business districts. Its main content is to investigate, study and analyze the age composition, occupation composition, consumption stage and scale of consumer groups of consumers in the area where the store is located and within the scope attracted by

the store or business district. These basic situations are called consumption background. According to the consumption background information and the operation characteristics of retail stores, and using the research results of consumption psychology, we can further clarify the consumption psychological characteristics, consumption behavior characteristics and demand characteristics of the main business objects of stores, master their consumption laws, and enable enterprises to provide consumers with needed goods and good services, So as to further improve the scientific management level of stores and achieve good social and economic benefits.

Objective: Under the background of consumption upgrading in the era of digital economy, the traditional retail industry is experiencing a rapid iterative period and officially entering the new retail era. Some market analysts predict that the new retail will achieve a high-speed growth of more than 100% compound annual growth in the next few years, and the overall market scale will reach 1.8 trillion yuan in 2022. In the face of the business opportunities of the times, the traditional retail industry has carried out the exploration and practice of the innovation path of the new retail business model, in order to achieve its fundamental business purpose of reducing cost and increasing efficiency through the new retail and new model. By analyzing the change of business model in the new retail era, this paper explores the innovation path of new retail business model of traditional retail enterprises.

Subjects and methods: (1) Retail + Omni channel. The channel layout of traditional retail enterprises is single, mainly relying on physical stores, service outlets and other places to sell goods or provide services. Omni channel is to break the original single offline channel mode, expand the marketing channels of retail enterprises by means of online and mobile commerce, and enrich customers' consumption scenes. Online and offline channels are not a separate value creation but use advanced technology to realize information sharing and channel integration, so as to bring customers the same brand, service and value. Omni channel layout is not a separate layout online or offline, but to re optimize the internal operation and management of the enterprise. Joint marketing mode, process optimization mode and management optimization mode can be adopted.

(2) Retail + experiential consumption. The advent of the era of experience economy has promoted the development of "experience consumption" mode, and has experienced it in various retail formats, but the current situation is very few successes. The core reason is that most retail enterprises have not changed their thinking mode and business model, and have not mastered the core of "new retail" - through commodity operators. For example, from the perspective of users, the digitization of consumers and commodities is not realized, and the user needs and behavior characteristics cannot be accurately grasped, so it cannot provide a suitable consumption experience. From the perspective of employees, it is impossible to attract and retain talents without reasonable benefit distribution.

(3) Platform strategy. The focus on people in "new retail" not only refers to consumers and internal employees, but also includes business partners upstream and downstream of the industrial chain. Many parties carry out deeper and broader cooperation on a public platform, and finally achieve mutual benefit and win-win results, so as to jointly develop healthily in a constantly improving Internet environment. An enterprise is no longer a single closed enterprise. It connects closely with the market through the Internet and communicates flexibly with consumers at any time.

Results: (1) Innovate in customer value proposition. The basis of business model innovation is the innovation of retail enterprise value proposition. In order to provide goods or services that meet customers' needs, we must clarify customers' value proposition, strengthen communication with customers, understand and meet customers' diverse and unique needs. Retail enterprises should not only provide customers with a good shopping environment, but also pay attention to customers' experience value, adjust the layout and design of stores, and provide convenience for customers' consumption.

(2) Innovate in resource integration. Through the integration of human, financial and material resources of traditional retail enterprises to realize business model innovation. Traditional physical retailers can quickly carry out individual and organizational online business through the platform, accurately locate customers with excellent data ability, integrate resources and their own positioning, or establish their own website, carry out vertical E-commerce business with the help of special categories, and adopt differentiation strategy to choose their own business sales model.

(3) Innovate the business process. Enterprises should use big data, virtual reality, Internet of things and mobile payment to rebuild the business value system. To realize the innovation of business model, we need to innovate the business process of the enterprise, use today's advanced technology to carry out key business activities, manage partnership, analyze customer data, accurately locate customers and quickly collect information about customers. In order to realize the innovation of business model, we need to change the organizational structure including internal enterprises, suppliers, brand owners and customers, and shape a flat and networked organizational structure.

(4) Innovate the profit model. Profit model is the core of retail industry. The current profit model of retail enterprises in China includes commodity gross profit and background gross profit. Some enterprises

have weak commodity profitability and low enterprise profits. These enterprises can use intelligent technology to change a single sales model and improve their corporate image without being limited by time and space. Only by changing the profit model can we completely change the current situation of the development of retail enterprises.

Conclusions: In short, in the era of digital economy, data has become the ultimate important production resource of enterprises. Whoever has the possession and application ability of data will become the most valuable enterprise. Because digitization and information technology improve the overall efficiency of society and enterprises, encourage enterprises to design better business models and improve competitiveness. In the future, mankind will build a smart society, smart business and smart services through the interconnection of all things. All these require the design of digital intelligent interconnected products and services, which will continue to emerge more innovative business models and paths of new retail enterprises, so as to improve the quality of the development of the whole society.

* * * * *

THE CHARACTERISTICS OF PSYCHOLOGICAL TRAUMA OF IMMIGRANTS BY BRITISH WORLD WAR I POETRY CREATORS

Yunzi Chen & Xiangying Kou

Department of Public Courses, Xi'an Traffic Engineering Institute, Xi'an 710300, China

Background: The first World War from 1914 to 1918 brought great harm to the participating countries and their people. Countless writers have expressed this unprecedented catastrophe in human history from different positions. Rudyard Kipling (1865-1936), Britain's first Nobel Prize winner for literature, who is known as the "trumpeter of the Empire", naturally paid the same attention to the war. Long before the war broke out, he warned the British to be prepared for the coming war in his poems. After the beginning of World War I, he paid close attention to the war process and actively encouraged his son John to join the army and serve the motherland. But as the war became more and more tense, Kipling witnessed more and more death and pain. He began to re-examine his enthusiasm for Empire and war. As early as the first World War, mental disorders among soldiers were found. At that time, the situation on the battlefield was obviously more tense than in previous wars. Some soldiers are emotionally unstable, some are over excited, and some have other psychological disorders. People call this syndrome contusion and think it is the consequence of brain and whole-body concussion caused by shock wave. Today, after research and demonstration, experts began to regard these manifestations of mental disorders as combat psychological trauma. The causes of injury may be the fear and fear of injury or murder, the stimulation of the scene of death of comrades in arms, the guilt of unnecessary killing for self-help, and even extreme physical and mental fatigue. The characteristics and manifestations of combat psychological trauma are various. The most typical is the frustration and indecision when performing the task, the distorted (confused) feeling of the surrounding environment, living alone, stubborn or inexplicably angry and angry. Hysterical spasm and dyskinesia (paralytic dementia, limb paralysis), aphasia and deafness, stuttering, pathological or perceptual changes in different parts of the body may also occur. The movement and secretion of internal organs are often intensified. It can be found that the longer people feel nervous, the greater the possibility of psychological trauma development. Psychological trauma can weaken people's will and promote the spread of alcoholism and drug abuse. During the Vietnam War, such phenomena occurred in the US military. In order to prevent the mental disorders of the combatants and improve the help to the patients, the foreign army is taking some special measures.

Objective: Poetry is the natural expression of people's emotions. After World War I, the leaders of the romantic poetry movement changed the direction of some poets' poetry creation, from emphasizing the harmonious coexistence between man and nature and placing their emotions on nature to reflecting and criticizing the social reality. Therefore, by studying the immigrant psychological trauma of British World War I poetry creators, we can effectively analyze the psychological changes of people after the war.

Subjects and methods: Due to the influence of war trauma over the years, poets will fully express their feelings in their poems. This paper mainly interviews the poets who experienced the British World War I through interviews to analyze their psychological situation, so as to improve their personal spirit.

Study design: It mainly interviewed 20 poets who experienced World War I for 30 minutes.

Methods: Excel was used to make statistics on the performance characteristics of psychological trauma of immigrants, the creators of British World War I poetry.

Results: from a psychological point of view, this trauma model is a disjointed model, which often falls

into the contradiction of struggle and escape. It not only tends to be assimilated by other (cognitive) structures, but also may be involved in the process of a chronic disease. When mental trauma occurs, it can also extend to the so-called (traumatic process), causing depression, confusion and hysteria.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in evaluation, the results are determined by rounding. The specific statistical table is shown in Table 1.

Table 1. Expression characteristics of psychological trauma of immigrants by British World War I poetry creators

Factor	Depressed	Blank	Hysteria
Poet	4	4	4

Conclusions: Psychological trauma has attracted the attention of scholars and relevant people. Although their life has returned to calm, their experience seems to be always on the battlefield every day, constantly flashing pictures of war, dead comrades in arms, scenes of killing, gunshots and so on. Sleep disorder, emotional instability, no sense of happiness in life, living in memories of the past every day, and fragmented. Therefore, by analyzing the performance characteristics of psychological trauma of immigrants, the creators of British World War I poetry can effectively alleviate the degree of personal psychological trauma experienced by the war.

* * * * *

CONSTRUCTION OF MENTAL HEALTH EDUCATION AND PSYCHOLOGICAL CRISIS INTERVENTION SYSTEM IN HIGHER VOCATIONAL COLLEGES

Junli Sun

Changzhou Vocational Institute of Engineering, Mental Health Education Center of the Ministry of Education and Work, Changzhou 213164, China

Background: With the rapid development of China's economy, high-efficiency, fast-paced life and strong competition make people's psychology in a highly nervous state. In addition, the society is also under different degrees of pressure from all aspects. When we can't use the usual psychological mechanism and existing resources to deal with things, individuals will be hindered in a certain life goal, which is often called psychological crisis. College students have just meet society and are still in a period of contradiction and conflict between ideal and reality. These contradictions and conflicts they have not encountered before also make them anxious and more prone to psychological crisis. In addition to the common adaptation problems, emotional problems, interpersonal problems and academic problems of ordinary college students, the causes of Higher Vocational Students' psychological crisis also have their particularity. At present, there is a lack of social recognition for higher vocational education. Vocational education is often regarded as the first class of low and middle-class people in colleges and universities. At the same time, higher vocational students do not achieve ideal results in middle school, fail in the college entrance examination, fail to adjust their mentality in time after entering higher vocational colleges, it is difficult to quickly get out of the shadow, or even lose confidence and think that there is no hope for the future. Many higher vocational students come from poverty and study in Higher Vocational Colleges in order to get employment early. Therefore, many higher vocational students do not agree that higher vocational education is an ideal institution of higher learning, and lack a sense of identity for themselves. Higher vocational students are generally sensitive and have low self-esteem, and are prone to depression and frustration. Compared with undergraduates, higher vocational students have only a three-year transition period from enrollment to employment. Therefore, the task of higher vocational students is more arduous. They need to make effective use of these three years, systematically master professional knowledge, and skills, quickly change their roles and enter the society from the campus. However, many students can't adapt to the mode of higher vocational education for a long time, lack of planning for their future, and feel at a loss about their career. At the same time, in the employment competition, higher vocational students are relatively at a disadvantage compared with undergraduates, which increases the psychological pressure and anxiety of higher vocational students.

Objective: Higher vocational colleges pay attention to cultivating high-quality applied talents and skilled talents as the educational goal. The increasingly prominent mental health problems of higher vocational students will further affect the realization of the goal of higher vocational education. Although higher vocational colleges have gradually paid more attention to students' mental health education in recent years, the educational effect still needs to be improved to a greater extent, and it has not been able to effectively improve students' mental health. This paper mainly takes the mental health problems of higher vocational college students as the starting point, and reveals the current situation of mental health education from different levels. On this basis, we build a crisis intervention system for students' psychological crisis, hoping to improve students' mental health level and eliminate students' psychological problems and psychological crisis.

Subjects and methods: The object of this study is the students at local higher vocational colleges, including students in different grades from freshman to senior, mainly the students with positive results in the measurement of SCL-90. At the same time, on the basis of literature collection and questionnaire analysis, convenient sampling and random sampling are effectively adopted, after selecting the students who meet my interview requirements through the counselors of each department, I will make a separate contact with these students. The interview is carried out on the principle of students' willingness and who has time and who participates, which has a certain randomness. According to the interview outline compiled according to the measurement results of SCL-90, this paper investigates the initiative of higher vocational students to choose private higher vocational colleges. Students' impression and feeling of higher vocational colleges. The current situation of Higher Vocational Students' learning and its influencing factors. The current situation of Higher Vocational Students' daily life and its influencing factors. The influence of the management of Private Higher Vocational Colleges on students. The employment psychology of private higher vocational students. Through interviews, we can understand the causes and influencing factors of psychological crisis of private higher vocational students. Of course, the interview has a certain randomness. Random questions can be asked according to the specific situation and content of the interview and in combination with the needs of the research. The interview was recorded on site by mobile phone. After the recording, the respondents were required to fill in their personal data. After the interview, the recording, transcription, and data sorting were carried out.

Results: Higher vocational colleges need to pay more attention to students' psychological crisis and establish a three-level prevention model of publicity and prevention in the initial stage, timely discovery in the middle stage and intervention and correction in the later stage. In the process of early publicity and prevention, strengthen the psychological survey of students in higher vocational colleges, and establish detailed psychological files, which are managed by professionals. In the medium-term and timely discovery stage, it is necessary to focus on the serious psychological problems based on the psychological survey, and help the students with psychological crisis solve the problems. Archivists shall conduct regular investigation, classify students who need special care and help separately, arrange time for regular counseling and treatment, and help them regain their confidence as soon as possible. In the process of later intervention and correction, it is clear that the professional quality of the professional team of psychological crisis treatment that meets the actual needs is improved, and the psychological counselors who are professional and hold relevant qualification certificates are required to be the core figures of campus psychological crisis. Carry out special training for relevant teams and actively send them to participate in major psychological special interview seminars. Summarize experience and enrich their professional knowledge. Work with parents and teachers to formulate psychological counseling programs, scientifically, reasonably and quickly help students with psychological crisis, and strive to build a psychological crisis team with knowledge, experience, high literacy and strong comprehensive ability to ensure the effective implementation of the later intervention process. Psychological disease treatment is a long-term continuous process. In addition to the school's psychological crisis intervention of relevant students in school, it should also strengthen the establishment of contact with the society. When students enter the society for employment, psychological pressure also follows. In the face of fierce competition in the job market, insufficient education, finding a job that is inconsistent with the major and can't keep up with the fast-paced life, it will also lead to excessive pressure and the occurrence of psychological diseases. The school should do a good job in connecting students before they step into the society, establish contact with the society through forums, seminars, and other forms, and obtain the help, support and understanding of the society.

Conclusions: With the gradual increase of psychological crisis accidents of college students, schools should focus on psychological crisis in pre-education, strengthen the attention to mental health education in higher vocational colleges, avoid the occurrence of psychological crisis and reduce the accidents caused by psychological crisis, which is of great significance to the cultivation of higher vocational college students. Building a high-quality psychotherapy team and improving the psychological crisis intervention system can also enable higher vocational colleges to cultivate more professionals with physical and mental health and all-round development for the society.

* * * * *

WIND MUSIC TRAINING TEACHING FROM THE PERSPECTIVE OF STUDENTS' PSYCHOLOGICAL NEEDS

Yu Sun

College of Music, Shanghai Normal University, Shanghai 200234, China

Background: Psychological demand is the key to affect students' learning efficiency. It is of great significance to students' growth and development and has become the focus of attention. The psychological needs of students in traditional wind music training have not been paid enough attention. Teachers only teach according to the syllabus, which frustrates students' subjective initiative in wind music training to a great extent. According to the students' psychological situation, it is urgent to grasp the main needs and personality demands in their teaching and form an interesting, practical and open wind music teaching system in the current wind music training and teaching.

Objective: Wind music education occupies an important part in music teaching. However, wind music training and teaching in China is restricted by many factors, which is not conducive to the improvement of students' music level. Wind music training teaching based on students' psychological needs is a common teaching method for music majors in recent years. This paper puts forward the precautions of wind music training teaching based on students' psychological needs from many aspects, in order to provide reference for students' wind music learning.

Subjects and methods: As an important part of students' instrumental music teaching, wind music education takes "aesthetic education" as the teaching concept. Taking playing musical instruments as the basis and cultivating students' ensemble and solo ability as the way. The main purpose is to cultivate students to appreciate and participate in music. The wind music training works are mainly Chinese and Western classical music tracks, which help students feel western culture and inherit national music, so as to improve students' perception of traditional culture and music. In recent years, with the development of quality education reform, people pay more and more attention to the development of students' overall quality. Music curriculum has also become an important curriculum in primary and middle schools. Wind music education, as an important part of music curriculum, is of great significance to cultivate students' sense of Art and participants' team spirit.

Results: (1) Reasonably select teaching materials according to students' needs. With the change of educational environment, students' understanding of teaching has changed greatly. They begin to pursue their core position in learning and hope to be respected and valued in the process of teaching. In the process of wind music training and teaching, teachers should grasp the above students' subjective needs, reasonably set the teaching content, fully combine the students' individualized situation to form targeted teaching materials, so as to fully stimulate the students' talent in wind music. In the process of wind music training, the author pays great attention to the needs of students, often discusses students' views on wind music teaching materials with students after class, and adjusts the teaching materials in combination with students' views, so as to realize the comprehensive optimization of teaching materials and coordinate the teaching materials with students' needs, which improves the teaching quality of wind music training to a great extent.

(2) Create teaching background and realize efficient introduction. In the process of communicating with students, the author found that many students have the problem of "difficult entry", that is, students lack understanding of the primary knowledge of wind music, resulting in follow-up learning obstacles, which seriously affects the quality of students' wind music training. Therefore, in the process of wind music training and teaching, teachers should make all-round settings for classroom introduction, and build interesting, high story and more vivid teaching situations combined with the things that students are interested in, so as to reduce the difficulty of wind music knowledge, enable students to smoothly enter the wind music knowledge teaching and lay a solid foundation for students' follow-up learning. In the process of clarinet training and teaching, the author introduces the "birth" of clarinet into the classroom as the background, shows the production process of clarinet through dynamic video images, and allows students to understand the structure of clarinet during watching the video, so that students can fully master and operate each performance part of clarinet in the process of subsequent clarinet training, Comprehensively，optimize the benefits of clarinet training.

(3) Enrich teaching forms and stimulate students' enthusiasm. In the process of wind music training and teaching, teachers should grasp the development direction of students, implement corresponding teaching adjustment under the personalized development needs of students, do a good job in teaching guidance, constantly enrich the teaching path, stimulate students' enthusiasm for wind music training, make students actively participate in the process of wind music training, and fundamentally improve the quality of wind music training. Classroom collective teaching is an important way for students to obtain wind music knowledge and conduct wind music training. It plays a very good role in promoting students' wind music training. In the process of teaching, teachers should grasp the division of levels in classroom collective teaching, and set teaching tasks to varying degrees in combination with students' individual differences, so as to ensure that students can continuously improve their teaching tasks and realize the improvement of teaching benefits. Multimedia teaching can enrich the classroom content with the help of multimedia pictures and videos, reduce the difficulty of wind music teaching, make students deeply understand wind music knowledge, and greatly improve the classroom capacity of wind music training. It is an indispensable key part of wind music training and teaching in the new era. As a new teaching method of wind music training, group teaching can form targeted training on the basis of students' needs, and form hierarchical groups in combination with students' individual differences, so that students can closely follow the progress of wind music training, complete wind music training tasks with high quality and efficiency, and fundamentally improve the benefits of students' wind music training. In the process of Xiao training, the author forms different difficult training tasks through group teaching, allows students to train freely, learn and help each other in the group, and forms a harmonious group atmosphere, which is of great positive significance to the growth of students.

(4) Build a practice platform and expand training space. In the process of wind music training, teachers should grasp the practice platform in an all-round way, form a targeted platform system on the basis of students' psychological needs, and let students carry out corresponding training, so as to ensure the coordination between wind music training and students' development. In the process of carrying out the above practice, teachers can first let students appreciate the wind music works, let students improve their artistic creation ability in combination with specific wind music content, apply the knowledge and skills in training to the practice process, and comprehensively improve the students' wind music performance level. Secondly, teachers can provide students with corresponding performance platforms, let students understand the shortcomings of their own training in real performance, grasp their own training, and realize the comprehensive optimization of students' knowledge and ability.

Conclusions: Wind music training plays an important role in improving students' music literacy and aesthetic ability. During learning, teachers should guide students to teach systematically and hierarchically, and cultivate students' solid theoretical basis and performance skills, so as to promote the all-round development of wind music teaching in our country.

* * * * *

EXPLORING THE REFORM OF COLLEGE ENGLISH VOCABULARY TEACHING FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

Zijian Tang

School of Foreign Language, Jiaying University, Meizhou 514015, China

Background: Vocabulary is the basic unit of language. In the use of language, the use of vocabulary is one of the important standards to measure the language level. Teaching practice shows that the "quality" and "quantity" of students' mastery of vocabulary is an important standard to measure the level of English teaching. With the in-depth development of foreign language teaching research, the importance of vocabulary teaching has been widely recognized. However, in English teaching, students often face difficulties in word memory. Words, as an important part of English learning, restrict the improvement of students' foreign language ability. Many students can't remember words. They basically use the method of rote memorization in middle school to remember words. In order to take CET-4 and CET-6, many students bought vocabulary books related to CET-4 and CET-6. They basically forgot after reading them. Some students threw the books aside after reading them. Some students use a variety of methods to quickly remember a large number of words in a short time, but they forget them soon. Vocabulary teaching is also a headache for foreign language teachers. Usually, the teacher's examination of vocabulary is to urge through dictation, which is based on vocabulary. Therefore, it is not enough to learn words only in class time. We should guide students to learn independently from a cognitive perspective.

Cognitive psychology is a science whose main research object is the cognitive process in human psychological phenomena. It originated in the 1960s and developed rapidly after the 1970s. In the 1980s, it has become a popular new school in western psychology. Cognitive psychology has two broad and narrow senses. Cognitive psychology in a broad sense includes structuralism psychology, psychologist psychology and information processing psychology. In a narrow sense, cognitive psychology is information processing psychology. It integrates the knowledge of computer theory, artificial intelligence, psychology, linguistics, neuroscience, cognitive science and other disciplines, studies the cognitive process inside the human brain and various behaviors and laws in the process of language learning from the perspective of information processing, and focuses on exploring the storage and extraction of information involved in the memory process of the human brain. Its view is that the information of the external world first enters people's brain with sensory stimulation. After sensory information enters the brain, it goes through a series of processing processes to transform the sensory information into an organized and meaningful whole. However, this transformation process is not simply adding up the received information. People's brain encodes, remembers and stores the input stimuli according to past experience. When people need to use this information, they can retrieve, select, extract and use it through the brain.

Cognitive psychology believes that the occurrence of cognitive learning experiences the following classes: (1) Short-term sensory memory. Among all the sensory information, only a small part of the information that can enter the short-term memory, and the vast majority of the information disappears. (2) Attention and selective awareness. The information in short-term memory can enter consciousness only after being noticed. Children only have selective perception when they concentrate. (3) Long term memory. After processing in short-term memory, the "coded" information can enter long-term memory. Only information that enters long-term memory can be remembered. In the process of coding, "people use various methods to combine new information with known information" in order to make new information enter long-term memory. Most of the information entering long-term memory is associative mode. In addition, the theory that plays a great role in cognition is prototype theory. The prototype theory was put forward by Rosch (1975). From the perspective of cognitive linguistics, knowledge exists in the human brain in the form of network. In this network, some knowledge is at the center and some knowledge is at the edge. The central knowledge is the prototype of the network, which is easier to extract and remember.

Objective: Vocabulary learning is not only an important aspect of language acquisition, but also an important part of foreign language teaching. To understand college English vocabulary teaching from the perspective of cognitive psychology, this paper expounds the process of students' cognition of English vocabulary and vocabulary information processing, in order to improve the effect of College English vocabulary teaching.

Subjects and methods: (1) The pronunciation and form of English words are inconsistent. When we come into contact with and learn English, it is not difficult to find that the pronunciation and spelling of many words are very different. Sometimes we only write the wrong words according to the pronunciation. This is mainly because English is influenced by other languages in the process of its development and evolution, such as French. English continues to develop and enrich itself by absorbing some words in these languages, which eventually leads to the inconsistency between English vocabulary pronunciation and spelling. In some words, several letter combinations only make one sound. This feature of English vocabulary brings great difficulties to English learners.

(2) The frequency of English vocabulary affects vocabulary memory. Whether in our study or daily communication, words with high frequency are easier to remember than words with low frequency. Because when we first come into contact with new words, our memory of them is not strong. If these words appear frequently, we can teach them every time when they appear. This process is the process of recognizing them again. For example, the basic vocabulary "I", "you", "he" or "she" in English, etc. Therefore, the frequency of vocabulary is one of the factors affecting vocabulary learning.

(3) The memory of English vocabulary needs the existence of context. When we learn new English words, if we memorize words in the corresponding context, the effect will be better than memorizing words alone. Context plays a very important role in the process of learning and understanding vocabulary. At the same time, context can help us distinguish the meaning of words. There are many homonymous polysemy words in English vocabulary. With the existence of context, we can easily remember and understand words. Therefore, context is also one of the important factors affecting English vocabulary learning.

Results: (1) The application of associative memory in English vocabulary teaching. According to the above analysis, there are many inconsistencies between pronunciation and spelling in English vocabulary. For this problem, we can use associative memory to remember vocabulary. For example, when memorizing irregular words, we can use words with associative spelling rules to help memory, such as "W" he the "R'' can be memorized through we at "her", "m" our in NG can be memorized through "m" or in NG, etc. In addition, we can use opposite words or relative words to associate and memorize words, which not only improves the memory quality but also shortens the memory time. For example, "Old" and "young", mot "her" and

"father", etc.

(2) The application of episodic memory in English vocabulary teaching. This episodic memory method of English vocabulary is derived from the research on the development of sunny memory in cognitive psychology. Generally speaking, people's memory process of external information can be divided into three stages. First, people receive external information, we call it feeling, then they have 10 to 20 seconds of memory when they receive information. Because their memory time is relatively short, we call it short-term memory, and finally people process it through the brain so that it will not be forgotten for a long time, we call it long-term memory. When teaching new English vocabulary, teachers can guide learners to connect with the vocabulary they have learned and remembered before to help them remember. When learners receive new words, they mobilize the existing relevant information in the brain and combine the known information with the new information. In this way, the information in short-term memory can be transformed into long-term memory. Therefore, this situational memory method plays a great role in English vocabulary teaching and learning.

(3) The application of forgetting rule in English vocabulary teaching. After learning new knowledge, if we can't repeat the memory in time and strengthen the learning of knowledge, then some of the heart knowledge entering short-term memory will be forgotten, which is difficult to enter long-term memory, and the final teaching effect can't reach the ideal state. According to the principle that people forget knowledge at different speeds reflected in the forgetting curve, students should be guided to review and memorize words in time in English vocabulary teaching, which can make heart words appear in the brain constantly, deepen the impression, and form relevant neural connections in the brain, to improve the efficiency of memorizing words.

Conclusions: In short, it is of great significance to guide the practice of College English vocabulary teaching from the cognitive theory of foreign language acquisition and the contemporary cognitive learning view, which opens a door to a more scientific and effective way of English teaching.

*   *   *   *   *

RESEARCH ON EDUCATIONAL MANAGEMENT MEASURES OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF MENTAL HEALTH

Lei Wang[1] & Junwei Guo[2]

[1]Department of Police Administation Science, Railway Police College, Zhengzhou 450053, China
[2]Department of Criminal Science and Technology, Railway Police College, Zhengzhou 450053, China

Background: The open management system of colleges and universities determines the socialization and diversification of students' thoughts and behaviors. As an important means to scientifically ensure the orderly and effective development of college education and teaching, college student management must pay close attention to school rules and regulations and students' ideological quality education, standardize students' words and deeds with strict rules and regulations, and deepen students' ideological connotation with scientific educational thought. Thought is the guide of behavior, and advanced thought is based on healthy psychology, which can effectively ensure that the ideological depth and behavior of college students are highly in line with the style of contemporary college students. Therefore, strengthening college students' mental health education is an important task of colleges and universities. Although colleges and universities have set up professional psychological education courses, However, for students' psychological conditions in their study and life, counselors also need to carry out systematic and standardized management, find problems in time through students' fine words, deeds and abnormal behavior, and take effective measures to scientifically dredge and regulate students' psychological problems, prevent and eliminate psychological diseases, and timely intervene and treat emergency psychological crises, college counselors need to standardize students' words and deeds, scientifically guide students' thinking, and always pay attention to students' mental health, which is also the core link of college student management, college counselors need to constantly strengthen the learning of their professional knowledge and skills of mental health, effectively grasp the dynamic process of college students' psychology, actively build good psychological adjustment measures, prevent and eliminate college students' illegal and criminal behaviors caused by psychological problems, and create a healthy psychological environment, so as to effectively ensure the scientific application of college students' knowledge and skills, Since college students enter school, counselors need to pay attention to students' mental health from the following aspects.

Objective: In recent years, college students' illegal and criminal behaviors caused by mental health problems occur frequently, some even high IQ crimes. Their serious circumstances not only damage the

image of contemporary college students, but also have a very bad impact on the society. Therefore, in addition to shouldering the responsibility of education and teaching, colleges and universities should also pay attention to and pay attention to students' mental health problems, We need to scientifically build the management mechanism of college students, timely grasp the dynamic changes of college students' psychology, improve and improve the early warning system of students' psychological crisis, build a networked psychological consultation platform, timely find, dredge and adjust college students' psychological problems, scientifically ensure the healthy psychological state of college students, strengthen college students' Ideological and political literacy, and promote high-quality effective output of highly skilled talents.

Subjects and methods: 1. Cultivate a correct attitude towards life. Under the impact of informatization, the way college students understand and understand the society has changed greatly. Affected by various information on the network, they will misunderstand how to correctly understand their own life and what kind of attitude and way to face their future life. For example, the thoughts of burnout, laziness and money worship prevailing in colleges and universities will have an impact on their attitude towards life. From the perspective of mental health, mental health education can enable students to maintain good mental health, to resist those bad cognition, and form their own cognition and correct lifestyle.

2. Promote the good operation of campus order. Although in recent years, both government documents, speeches and personal thoughts have advocated personal freedom and all-round development. For college students, they are more active in thought and have the courage to break the current situation, but this freedom is based on abiding by the established social order, that is, personal development needs to exist in a certain system. If beyond this scope, it is not the scope of personal "free" development. By carrying out mental health education, the school can enable students to clarify their rights and the rules they need to abide by, and better play their positive role within the scope of their activities, so as to better promote the development of the campus and the good operation of the campus order.

3. The urgent need to solve practical problems. College students have to face many practical problems in real life. Postgraduate entrance examination, employment, interpersonal communication, family life and emotional relations will bring great psychological pressure to college students. Under the perennial high-pressure state, college students are prone to burnout, drop out, suicide and other problems, and many of these problems are caused by psychological problems. It can be seen that it is urgent for colleges and universities to carry out mental health education for college students.

Results: 1. Carry out mental health education in various forms. In order to solve the psychological problems of college students, colleges and universities should take various forms to carry out mental health education. First, the curriculum of mental health education needs to attract students with richer and more changeable contents, and the topics of interest to students can be used as a guide in the classroom, so that students can understand the relevant knowledge of psychology in a more friendly atmosphere and make full use of this knowledge for self-test, so as to deepen the understanding of their mental health. Second, when providing psychological counseling, we should pay attention to protecting students' privacy. For example, if the door does not open outward, make curtains to cover it. Third, schools should strengthen the publicity of mental health education, let students understand the serious consequences of psychological problems, and let students more actively seek help from psychological counselors. Fourth, in the process of college psychological education, colleges and universities should pay attention to combining with the psychological state and psychological characteristics of contemporary students, and provide education and services in a way that students can easily accept, rather than in that cold management way.

2. Improve college students' sense of belonging to the school. University administrators should realize mental health education to improve students' sense of belonging to the school, so as to promote their change from passive management to active management. First of all, we should maintain the emotion with students, establish a two-way behavior model, understand students' psychological state, understand the causes of their psychological problems, and help students overcome their bad psychological state. Colleges and universities can try to establish a management chain with multiple clues such as students, dormitories, counselors and psychologists. When managers can communicate with students with a more friendly attitude, any subject can play a linkage role. When students have psychological problems, there will always be a participant who will notice, which can improve college students' sense of belonging to the school. Secondly, colleges and universities should start with the actual situation of students. For example, when some students feel anxious because of the postgraduate entrance examination, the school should set up special lectures at the peak of the postgraduate entrance examination, timely dredge the students' bad mentality, make them face the examination more easily, and form a benign interaction between the two sides. Thirdly, some students have low self-esteem when facing other students because of their poor family conditions. At this time, colleges and universities should instill in them the idea that the starting point of life cannot determine the end of life, let them see their own advantages and see their competitive side, so as to improve their self-confidence, reduce psychological problems caused by inferiority, and improve college students' sense

of belonging to the school.

3. Mental health education should promote the management of college students to be people-oriented. Using mental health education to promote the management of college students is the starting point and final destination of college management. However, colleges and universities are the place to teach and educate people, and the place to establish and improve students' world outlook and values. Therefore, when teachers and managers carry out mental health education, they should not only see the importance of mental health education for management, but also realize that both mental health education and university management are to better serve the growth of students. Therefore, in the process of work, teachers and managers should always maintain the people-oriented concept, earnestly teach students as their own children, shape their psychological world with truth, goodness and beauty, and guide their life and learning with maturity and rationality. At the same time, when students have psychological problems, they must find out the reasons behind them. If mental health education only provides cold help for management, then such mental health education is essentially wrong. Therefore, all managers and teachers need to be aware of this, run through the people-oriented ideology in their work, promote mental health education, and promote the implementation and improvement of college student management.

Conclusions: To sum up, college student management needs comprehensive cooperation from inside to outside. While implementing the system to standardize students' words and deeds, we should strengthen mental health education, improve students' ideological and political literacy, and enable them to consciously abide by rules and disciplines. Starting from the "heart", we should fully integrate the tough student management mechanism into the humanized flexible management concept, and fully reflect the essence of student management, effectively realize the ultimate goal of student management and guarantee education and teaching.

* * * * *

A STUDY ON ENGLISH TRANSLATION PROBLEMS AND TRANSLATION METHODS OF CHINESE "RED CULTURE" SCENIC SPOTS UNDER THE BACKGROUND OF PSYCHOLOGY

Kundan Zheng[1,2]

1Haikou University of Economics, Haikou 571127, China
2School of Hospitality, Tourism & Events, Taylor's University, Subang Jaya 47500, Malaysia

Background: With the continuous development of China's tourism, red tourism has become a hot spot. This year marks the 72nd anniversary of the founding of the people's Republic of China. Red tourist attractions have become the common choice of more and more people. According to the survey, tens of thousands of domestic units and foreign tourists made a special trip to Jinggangshan for Party member training this year. Red tourism resources include not only the oral introduction of the tour guide, but also the text information involved in the scenic introduction. Whether the translation of red tourism resources is appropriate or not only affects whether peripheral tourists can better understand China's red spirit, but also can find out more applicable translation strategies and improvements through the study of the translation of original English materials, so as to further improve the existing translation.

Objective: Skopos theory is a theory that applies Skopos concept to translation. Its core concept is that the most important factor in the translation process is the purpose of the overall translation behavior. In addition to skopos, Vermeer also used the relevant word's "goal", "purpose", "intention" and "function". In the framework of Vermeer's skopos theory, one of the most important factors determining the purpose of translation is the audience - the receiver referred to in the translation. They have their own cultural background knowledge, expectations for the translation and communication needs. Every translation point to a certain hand. Therefore, translation is really "a text produced for a certain purpose and target audience in the target language situation".

Subjects and methods: Requirements of Translation: since the Chinese text of red tourist attractions is mainly aimed at tourists who understand Chinese at home and abroad, the original text pays more attention to the "emotional function" of language and solidifies the position of red culture in people's hearts. The readers of the translation are foreign tourists, so the translation must pay attention to the "information function" of the language, and improve the image of red scenic spots through the dissemination of practical information of humanistic knowledge, so as to attract more foreign tourists. Intended readers of the Translation: the readers of the translation are foreign tourists visiting China. Their cognitive level lacks knowledge about Chinese humanities, which requires translators to appropriately supplement relevant

background knowledge and adapt to the cultural customs of the target language as much as possible. Communication media: the communication media of the original text and translation are generally scenic spot billboards, stone tablets, tourism memorials, videos, etc., the translation should strive to be concise and clear. The introduction of red tourist attractions is different from the introduction of general tourist attractions. It has its own characteristics: (1) The introduction of red tourist attractions mainly involves real information such as revolutionary historical events, characters, time and location, which requires that the translation be faithful and accurate to the original text, and the translation cannot delete and simplify the original information. (2) Red tourism scenery is highly narrative, and there are generally no gorgeous words. Plain language. (3) The introduction of red tourism involves historical and political events and related humanistic knowledge. Therefore, translators must have a deep understanding of relevant history and culture.

Results: 1. Pay attention to the unity of simplicity and clarity. The audience of the English translation text is foreign tourists. The English translation text should conform to the thinking habits of foreign tourists. Literal translation can be selected in the translation method. On the basis of being faithful to the original information, try to use concise expression to make it clear to tourists at a glance. There is no need to add unnecessary words to make the text extravagant, which will make the translation obscure and difficult to understand. Of course, the translator should choose whether to interpret or deal with the facts completely unknown to foreign tourists or the expression of special culture in the scenic spot, so that tourists can really understand the original text. For example, when translating the sentence "Xu Beihong took pictures with teachers and students when he was the president of Beiping Art College in 1946", considering that most foreign tourists do not know that Beiping was the former name of Beijing, we can add a supplementary explanation such as "Beijing used to be called Beiping before 1949", which is conducive to the understanding of foreign tourists.

2. Follow the habit of English expression. Passive forms are frequently used in English. The translator can turn some of the Chinese texts into passive ones, which is in line with the thinking mode and expression habits of foreign tourists and makes the English translation catchy for tourists to understand clearly. Taking "this is a picture of Xu Beihong when he was 17 years old. At that time, he served as a picture teacher in three schools: Hometown women's normal school, Pengcheng high school and Siqi women's primary school" as an example, the translator translated "served as a picture teacher in... Three schools" into "he was married as the painting teacher...". In this way, active and passive translation is more easily accepted by foreign tourists. In addition, "instructions for visitors" is very important to restrict tourists' behavior, which should be divided into an important part of scenic spot text translation. English is a language that emphasizes euphemism. We should try our best to avoid being too tough in translation. For example, "take care of exhibits, please." can be directly translated into "take care of exhibits, please."

3. Consistency and reprocessing. The external promotion of red tourism culture aims to tell foreign tourists red stories, restore the real history, and reflect the spirit of bravery and patriotism of Chinese people. The content of English translation should be faithful to the original text, translated with accurate and specific words, ensure the integrity of the necessary information of the text, intuitively convey the information that the original text wants to convey, and enable foreign tourists to truly understand the historical stories and the culture contained in the red scenic spot. However, the English translation does not need to contain all the information of the original text, and the information that is not valuable to foreign tourists does not need to be displayed in the English translation. The translator should choose to delete unnecessary content and choose the subtraction translation method according to the actual situation, otherwise it is just superfluous.

Conclusions: Tourism resources are a kind of foreign resources. The purpose of its translation is to let tourists all over the world understand the essence of Chinese culture. The translation of red tourism scenery should highlight its information function and calling function, try to avoid the mistakes of language function, vigorously publicize red culture and attract more tourists to embark on China's red journey.

* * * * *

EXPLORATION ON THE INTEGRATION OF PSYCHOLOGICAL THEORY IN THE CULTIVATION OF TALENTS MAJORING IN TRADITIONAL CHINESE MEDICINE

Shu Wang, Yanmin Guo & Juan Wang

College of Pharmacy, Heze University, Heze 274015, China

Background: Since China's accession to the world trade organization, the medical defense system has been reformed in China, accompanied by the continuous attention of the Chinese people to medical care. At the beginning of 2002, the State Administration of traditional Chinese medicine and the Ministry of Health issued the regulations on drug management in medical institutions, which put forward a medical management model that takes standardized and rational drug use as the management core and patients as the core, to improve the quality of medical care. Pharmaceutical psychology is also a new subject. It is based on psychology and pharmacology, that is, properly connecting psychology and pharmacy, and then stimulated by other information except the drug itself, to make its effect like or better than that of practical drugs. In foreign countries, it is called plmrnmceulieal psychology. Because there will be some specific problems in the actual application of drugs, to solve these problems, pharmaceutical experts with research psychology background tried to connect pharmacology and psychology. Therefore, pharmaceutical psychology was created in 1979. However, with the continuous development of science and technology and the continuous reform of medical and health system, pharmaceutical psychology has gradually become an independent discipline. Its importance is becoming more and more prominent in medical care. It has become two separate disciplines: psych pharmacy and psych pharmacodynamics.

Objective: In the work of pharmaceutical health care, the basic theory of pharmaceutical psychology has been applied to the field of pharmaceutical care, making drugs achieve more ideal results. This paper focuses on the definitions of psych pharmacodynamics, psych pharmacy and pharmaceutical psychology, and discusses the application of psych pharmacodynamics and psych pharmacy in medical care.

Subjects and methods: 1. Definition of psych pharmacodynamics. This concept only appeared in clinical medicine in the last eight years. What I call psychological medicine is that when the same drug is used, the difference of psychological induction also makes the pharmacological effects different Psychology is also a comprehensive emerging discipline related to pharmacology. Its purpose is to stimulate the potential ability of patients to resist diseases through better psychological induction by pharmaceutical care personnel. Make it get the best drug treatment effect.

2. Efficacy of psych pharmacodynamics. Psychological factors are the first thing we should pay attention to, because the internal reason for the effect of psychological pharmacodynamics is the patient, and then with the help of the inducement of leading dynamic reasons such as doctors, pharmacists, and nurses, to give the best play to the clinical effect of drugs. A series of practice shows that the simplest expression of psychological pharmacodynamics is "placebo effect". However, because patients have different personalities, they will also show different reactions to the same drugs. However, according to the usual situation, most optimistic and enthusiastic patients will have a relatively large psychological response after using the "placebo". The difference is that those pessimistic, impatient, and negative patients will have an insignificant response after using the placebo. Therefore, on the one hand, we should try our best to mobilize and adjust the psychology of patients and encourage them to treat the disease with a positive, enthusiastic, and optimistic attitude. On the other hand, pharmaceutical care staff should also provide professional help to help them have a correct attitude towards diseases. Rebuild their confidence that they will defeat the disease and finally get the best treatment.

3. Application scope of psych pharmacodynamics. Psych pharmacodynamics can play a guiding role in the treatment of the following aspects: (1) The treatment plan should be told to the patients in detail. Coupled with the role of psych pharmacodynamics, a better treatment effect can be obtained. This method is suitable for the families of patients who seek medical treatment actively and patients who seek medical treatment passively. (2) For those patients who have no sensation and hysteria, suggestive therapy is suitable. This method is often used in the clinical practice of psychiatry. (3) Patients who often talk to patients and get their trust in medical staff should seize the favorable opportunity to communicate with patients and their families in time, which is of great help to further know the cause of the patient's illness.

Results: 1. Definition of psychopharmacology. Like psych pharmacodynamics, psych pharmacy is also a new discipline, also known as psych medication. From a small level, psych pharmacy is a discipline that studies how psychiatric patients use drugs. This discipline includes the types and dosage of drugs in the treatment process, and so on. However, the research objects of psych pharmacy on a large level are more extensive.

2. Scope of psych pharmacy. A. Combine the theoretical and practical knowledge of psychopathology and psychopharmacology with the results of the actual diagnosis of the patient to come up with a reasonable, comprehensive and effective treatment plan. B. In order to get better treatment results, mental patients and their families need to receive education on drug treatment in this regard. C. With the help of reading reports and articles on the treatment of psychiatric patients, we can provide necessary guidance on the health, supervision and control of patients, and actively and enthusiastically put forward better treatment plans.

Conclusions: Due to the increasingly fierce competition in today's society, people are more likely to suffer from mental diseases, such as mental disorders, mental diseases and so on. In recent years, the proportion of domestic servants has gradually increased. However, relying on the previous biomedical model obviously can't meet people's needs for health, so a new medical model was applied. This new medical model combines drugs, psychology and some other social factors, and obtains the laws of a series of processes of the occurrence, development and change of these diseases by tracking, analyzing and summarizing those diseases related to our health. This puts forward higher requirements for the staff in the post of psychopharmaceutical health care and treatment. While providing pharmaceutical care and treatment, they are required to further study and study the knowledge of the intersection of psychology and pharmacy, so as to make the love, patience and responsibility of pharmaceutical health care personnel best combine with the marriage 0 principle of patients, so as to improve the therapeutic effect of drugs, reduce adverse reactions of drugs, reduce the cost of treatment, and improve the quality of pharmaceutical care, Finally, complete the overall goal of improving medical quality.

* * * * *

BREAKTHROUGH AND APPLICATION OF EDUCATIONAL PSYCHOLOGY IN THE DEVELOPMENT OF VOCATIONAL EDUCATION UNDER THE EPIDEMIC ENVIRONMENT

Xiaoli Wang

School of Continuing Education, Sanmenxia Social Management Vocational College, Sanmenxia 472000, China

Background: In 2020, the most serious infectious disease pandemic occurred in the world in the past hundred years. More than 200 countries and regions broke out the corona virus disease 2019 (COVID-19) epidemic in New Coronavirus. As of the time of issuance (November 24, 2020), there have been more than 58.71 million confirmed cases and more than 1.38 million deaths worldwide. Five newly confirmed cases in China were imported from abroad. Existing diagnosis There were 305 cases. There were 86469 confirmed cases and 4634 deaths. The spread of the epidemic is fast, the scope of infection is wide, and prevention and control are difficult. The Communist Party of China adheres to the people first and life first, and leads the people of the whole country to start the people's war, overall war and blocking war for epidemic prevention and control. It took only more than one month to contain the spread, two months to control the new local cases in single digits, three months to win the decisive victory in the defense war in Wuhan and Hubei, at the same time, it carried out the war of annihilation against the concentrated epidemic in some areas such as Beijing, Dalian and Xinjiang, and eight months to achieve major strategic achievements in the national anti-epidemic struggle, it has contributed to the global war epidemic.

Positive psychology is a psychological crisis in the United States at the end of the 20th century The Neo Confucianism Movement was initiated by American psychologist Seligman product. Extreme psychology is based on human self-management, self-orientation and adaptability. The whole of adaptability is the premise of theoretical hypothesis, which advocates that people should use positive attitude, interpretation of people's psychological phenomena and psychological problems, through stimulate and strengthen the individual's various practical and potential abilities to turn a real or potential ability into a habit in a positive way, form positive personality traits and inspire everyone. Potential positive qualities and positive forces to achieve a happy life, and it is emphasized that psychology should not only help people under "adversity" to seek happiness survival and development, but also to help people live a normal life to obtain high quality of life.

Objective: With the rapid development of China's science and technology and China's national education and education with the continuous progress of the system, at present, China's higher education puts forward higher requirements for Vocational Education under the existing education mode: on the one hand, take some new ideas for students' education methods. on the other hand, fully mobilize the enthusiasm of in-service managers for comprehensive and systematic management of the school. Try to make the decision-makers and managers in the modern vocational education management master the psychological activity law of students and teachers, realize scientific management, and truly realize the modernization and scientization of vocational education management. Therefore, the application of psychological theory in vocational education management has a certain practical significance. The dynamic system of a class collective is regulated by students' management, class collective objectives Class collective public opinion and class collective norms are composed of four parts. In the existing management of vocational colleges,

class management should pay attention to the power of combining examples, so that students have a substantial imitation psychology of examples. The use of social psychological motivation mechanism is of great practical significance to promote class management.

Subjects and methods: At present, the most important task of students in vocational colleges is learning, and vocational education The more important purpose of management is to correct students' learning attitude as much as possible, adopt effective learning methods to achieve the expected learning effect, and finally realize the cultivation of educational objectives. In the actual incentive theory, we should take stimulating students' learning motivation as the idea, pay attention to improving students' need level, set scientific and reasonable learning objectives, and strictly standardize students' learning behavior. Today's vocational education management is mainly aimed at the intelligence and ability of college students Cultivation. However, in the face of the rapid economic development in today's era, the economy gradually tends to diversify development. In vocational education, we should pay more attention to the cultivation of their psychological quality, love life, accept themselves, be emotionally stable and happy, have a certain sense of security, be able to bear certain pressure, and the most important thing is to have a certain motivation for high achievement extensive interest in learning and strong thirst for knowledge.

Results: At the present stage, the application of vocational education management to psychological theory, on the one hand, on the other hand, it plays a certain role in promoting the development of modern vocational education. Fundamentally, the necessity of the application of psychological theory in vocational education management is mainly reflected in the following two aspects: 1. Psychology plays a positive role in regulating students' psychology. With the rapid development of modern economy and society, China's economy gradually tends to diversify development. At present, the psychology of most vocational college students is also changing. This process further induces students' inferiority and anxiety, and the application of psychology plays a regulatory role to a great extent. 2. The application of psychological theory enriches the classroom teaching of vocational education and further improves the overall quality of students. The application of psychological theory in vocational education management not only corrects students' ideological attitude, but also makes the classroom teaching of vocational education more targeted and innovative. In a word, the application of psychological theory in vocational education management plays an important role in the development of modern vocational education and the development of China's economy.

Conclusions: The application of psychological theory in vocational education management is not only beneficial to the growth of students. At the same time, it also makes the modern vocational education management more perfect. In a word, the application of psychological theory in vocational education management has a certain practical significance.

*　*　*　*　*

ANALYSIS ON PSYCHOLOGICAL PROBLEMS AND INFLUENCING FACTORS OF EMPLOYMENT OF MODERN COLLEGE STUDENTS

Xiao Wang

Career and Entrepreneurship Center, Qinghai Minzu University, Xining 810007, China

Background: Today's college graduates have come to the "post-95" era. They are generally in the range of 21-24 years old. They are still in the stage of gradual maturity and improvement of personality. They lack accuracy and consistency in their self-cognition. Their ideology, behavior guide and employment concept are easy to be affected by the external environment. It is inevitable to have psychological problems of blind conformity in the process of employment. At present, the phenomenon of competing for examination preparation is undoubtedly the most prominent reflection of the herd mentality, mainly because today's college students are vulnerable to the influence of emerging things and social trends. During school, they rarely think about their own career planning and life goals. In the face of major events such as employment and entering a higher school, they often refer to the ideas of their families, classmates and even most people in the society, most students do not have a correct understanding of themselves. For the evaluation of "comfort", "high salary" and "good development prospects" considered by others, many graduates are overconfident in the employment process and are easy to overestimate their employability. Regardless of their actual level, they also gradually rely on the help of their parents and teachers in graduation and employment. What's more, they think that relying on their family's social relations Parents' interpersonal relationships can get something for nothing. They even blame their parents for failing to find a job and being admitted to the civil service, blaming them for not arranging a good job for themselves, or complaining about their great social competitiveness and making excuses for their inaction. This dependence psychology

will only make you lazy and passive and at a disadvantage in the employment process. Once you don't rely on others to obtain employment opportunities, you will feel resentment, which is not conducive to future career development. Now the employment market has long been divorced from the era of "guaranteed distribution". The "independent job selection" makes graduates have more autonomy, but it makes some students fall into a contradictory employment psychology. They are not willing to find a job first and then choose a job. On the contrary, they face many psychological conflicts in choosing a job first. For example, the contradiction between going to a big city for development and returning home, the contradiction between a large company with a high platform but hard work and a small company with little room for development. Although most students are eager to show their talents and strive for a career in the society, they suffer from the lack of knowledge reserves, the lack of social resources and funds, and the inertia of pursuing comfort and pleasure, so they choose to work "in one step", and flock to civil servants, state-owned enterprises, and business units, which undoubtedly exacerbates the difficulty of employment. In the new era, the employment psychology of college students is continuously improved under the influence of employment competition. The stability of College Students' employment mentality and employment emotion is relatively poor. If students face the society with an inferiority complex mentality, it will have an adverse impact on their growth. To better embark on social employment, college students are required to properly adjust their employment psychology, dare to face up to the problems existing in their employment, cultivate a self-challenging and brave attitude of employment competition, and constantly eliminate the psychological obstacles of College Students' employment.

Objective: With the intensification of the popularization of higher education, the number of graduates continues to rise industry competition is becoming increasingly fierce. Due to the lack of social experience, lack of self-awareness and other factors, college graduates will also cause students to have bad employment psychological problems, which will become a stumbling block in the process of employment. Psychological problems in employment are not only attributed to students' own factors, but also closely related to the social environment, family education and school education. This also requires in-depth analysis from many aspects in combination with the main psychological problems of college students in the employment process, in order to provide useful reference for helping college students cultivate a good employment mentality and promoting the effective development of employment guidance in colleges and universities.

Subjects and methods: It mainly synthesizes the influence of various factors on contemporary college students' employment psychology, pays attention to the characteristics of college students' employment psychology from the aspects of employment psychological tendency, employment psychological quality and employment psychology, defines the causes and forms of contemporary college students' employment psychology, analyzes the effective ways of college students' mental health, increases college students' individual coping resources, and obtains students. The attention and attention of the family and the whole society. Based on the questionnaire, according to the literature and practical problem experience, using the network questionnaire system and random sampling method, the college students are selected and sent through the online questionnaire invitation link. At the same time, Epi Data is used to establish the original database, implement the comparative research method, and pay attention to students' self-diagnosis. Using the case analysis method, this paper analyzes the typical cases caused by college students' employment problems, and points out the main problems and related paths of college students' employment psychology.

Results: Firstly, the government actively plays the role of macro-control in the social employment environment, constantly improves the employment policy and service mechanism, and strengthens the construction of employment market and employment laws and regulations, so as to alleviate the fierce competition in the employment market. College students can be encouraged to work in the western region and rural areas, and subsidies or rewards can be provided to graduates who have made achievements in the frontier and returned to their hometown to invest in local economic construction. Strengthen communication with colleges and universities, establish a platform for college students' employment and entrepreneurship, promote the establishment of a platform for school enterprise cooperation, provide college students with internship and exercise opportunities during school, and help college students improve their practical ability. Improve the employment policy for college students, strengthen the publicity and interpretation of the employment policy, establish a service mechanism for college students' employment, and improve the consulting service level of college students' employment. The government can also increase the support for college students' entrepreneurship to expand employment, increase the amount of entrepreneurship loans, provide entrepreneurship information platforms, etc. Secondly, colleges and universities should further improve and enhance college students' career planning, employment guidance and employment psychological education. Establish a relatively perfect and operable employment guidance system and carry out employment guidance courses. The school psychological center can also do relevant lectures or interactive counseling and decompression activities for the common psychological problems of graduates, so as to help students relax and adjust their state during employment, and face the process of job hunting and job selection with a healthy psychological state. The employment environment, school

professional background and family situation are the reality that graduates can't change when looking for a job. Finally, students find suitable jobs with their own strength. College students should improve their core competitiveness through various ways. They should not only seriously study professional knowledge and scientific and cultural knowledge to enhance their knowledge reserves, but also actively practice and train their ability to use knowledge and interpersonal communication methods. Facing the achievements and setbacks in job hunting with a positive and peaceful attitude will be a valuable experience in life.

Conclusions: In the process of college students' employment, college teachers should guide college students' employment, correctly guide college students' employment psychology, and make them establish a correct concept of employment, to obtain higher employment advantages in the process of employment. Relevant departments should pay more attention to the employment psychology of college students, formulate effective educational programs, increase the employment rate of college students, and create good conditions for reducing the employment problems of college students. To effectively solve the employment problem of college students, we also need to give full play to the role of government departments, universities, and families to provide better conditions for college students' employment.

* * * * *

EFFECT OF YAJI MUSIC ON ALLEVIATING PSYCHOLOGICAL PROBLEMS IN PATIENTS WITH AFFECTIVE DISORDER

Junfang Wu

School of Modern Service, Jining Normal University, Wulanchabu 012000, China

Background: The main meaning of affective disorder is that the patient has the problem of depression or mania. If there is the problem of depression, the main manifestations are depression, lack of happiness, low self-esteem, self-blame, self-sin, no hope for the future, decreased attention and memory, decreased appetite, difficulty in falling asleep, pessimism, despair and even negative thoughts. When there are manic problems, they may have high emotions, always be very happy, have high self-evaluation, and think they have strong skills, plan to do some big things, act recklessly, love to spend money, do things like a tiger's head and a snake's tail, etc. The main characteristics of these affective disorders are particularly unstable emotions, and sometimes they are unusually happy than ordinary people, sometimes people are significantly unhappy than ordinary people, so it is called affective disorder, also known as mood disorder. The clinical manifestations of affective disorder are mainly high or low emotion, accompanied by running or slow thinking, psychomotor excitement or inhibition. In the manic state, the patient's mood is high, which is not commensurate with the situation, and can be cheerful, irritable, irritable, angry and anxious. In severe cases, there can be delusions, hallucinations and other mental symptoms that are coordinated or uncoordinated with the mood. In depression, patients are in a bad mood, distressed and sad to pessimism and despair, unable to be happy, lose interest, and have low self-evaluation. In severe cases, suicidal ideas and behaviors occur, and the disease changes in a rhythm of heavy day and light night. The treatment methods are generally: (1) Comprehensive treatment principle. (2) The principle of individualized treatment. (3) Principle of long-term treatment. (4) Mood stabilizer-based treatment principle. (5) Principle of combined medication. (6) The principle of regular detection of blood drug concentration. The preferred specialty of psychotherapy is the psychiatrist practitioner of psychotherapy. Psychotherapy can run through the whole process of treatment. Cognitive behavioral therapy, supportive psychotherapy and traditional Chinese medicine psychotherapy (tip technology) are commonly used, which can last for a period of time even after complete withdrawal, which can effectively prevent recurrence. Psychotherapy is very important for patients with affective disorder. Through the research on the source of psychological problems of patients with affective disorder, it is found that exercise therapy and music therapy are of great significance. And Yaji music is the first choice of music therapy. The so-called "elegant gathering" simply refers to the gathering of ancient literati and refined scholars for recreational activities related to Literature and art.

Objective: In the intervention of Yaji music, people's thinking and psychology have changed a lot, and the pressure accumulated in their hearts has been released, making them feel that life is better. This has played a positive role in promoting the future development, so that they can better release their inner pressure in the future.

Subjects and methods: Listening to Yaji music has many advantages. Beautiful melody can calm the restless heart, but you should choose more soothing and gentle music. Gentle music can make people relax, relieve pressure, and cure some mental diseases to a certain extent. Music can stimulate the brain and intensify brain cells. Beautiful melody can stimulate brain activities and even achieve a certain anti-aging

effect. Listening to some light music before going to bed can also improve sleep quality and promote sleep. In short, the intervention of Yaji music can alleviate the listener's mood. This study mainly investigates the changes of patients' emotion, the influence of stress and the psychological changes of emotion.

Study design: A questionnaire survey was conducted and 100 people were randomly selected as participants. A total of 100 questionnaires were distributed and 93 questionnaires were recovered, with a recovery rate of 93%. There were 87 valid questionnaires, and the effective rate was 87%. Among them, 6 questionnaires are invalid because the answers on the questionnaire are completely the same or the number of answers is less than 50% of the questionnaire questions.

Methods: Excel was used to calculate the effect of Yaji music on the alleviation of psychological problems in patients with affective disorder.

Results: For the test results, four grades 1-4 are used to quantify the impact value of specific factors. 1 means irrelevant, 2 means average impact, 3 means great impact, and 4 means deeply affected. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 100 participants is taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Effect of Yaji music on alleviating psychological problems of patients with affective disorder

Group	Emotional aspect	Pressure relief	Emotional aspect
Participant	4	4	4

Conclusions: Yaji music intervention is a soothing intervention, which is different from other psychological interventions, and this intervention method can more effectively alleviate people's psychological depression and irritability. The intervention effect of Yaji music on people's emotional release is more obvious, and this intervention method is more acceptable, so that people can not only improve, but also cultivate their sentiment by constantly listening to Yaji music. So that people can release their pressure in music, which is very helpful for everyone's future development.

* * * * *

CLINICAL EFFECT OF SYSTEMATIC PSYCHOLOGICAL INTERVENTION COMBINED WITH DRUG THERAPY ON NON-EROSIVE GASTROESOPHAGEAL REFLUX DISEASE

Chunyu Wu[1] & Jingri Xie[2]

[1]Department of Continuing Education, the First Affiliated Hospital of Heilongjiang University of Traditional Chinese Medicine, Heilongjiang 150040, China
[2]Department of the Lver Spleen and Stomach, the First Affiliated Hospital of Heilongjiang University of Chinese Medicine, Harbin 150040, China

Background: Nerd is a common digestive system disease, which is mainly characterized by clinical symptoms such as upper abdominal burning, acid reflux and chest pain, but there is no esophageal mucosal damage in endoscopy. Many clinical literatures suggest the routine use of proton pump inhibitors in the treatment of this disease, but some patients have poor curative effect, and the symptom relief rate is lower than that of erosive gastroesophageal reflux disease (GERD). In recent years, it is considered that psychological factors may play an important role in the pathogenesis of GERD. Studies have shown that proton pump inhibitors can strongly inhibit gastric acid secretion. They are widely used in the treatment of GERD clinically, but the effective rate is 75%, and the curative effect of nerd is even worse. Therefore, the importance of psychological intervention for nerd patients while routine acid inhibition treatment has been recognized by more and more people. We applied psychological intervention combined with drugs to treat nerd patients and achieved satisfactory results. The report is as follows.

Objective: To explore the clinical effect of systematic psychological intervention combined with drug treatment on non-erosive gastroesophageal reflux disease.

Subjects and methods: The 90 items symptom checklist (SCL-90) 100 nerd patients whose scores were higher than the normal norm of our hospital from February 2020 to February 2021 was selected and were randomly divided into two groups. There were 50 cases in the combined intervention group and 50 cases in the single intervention group. Both groups took omeprazole orally. On this basis, the combined intervention group carried out psychological intervention for 8 weeks. The reflux symptoms such as upper abdominal burning, acid reflux and chest pain were evaluated before treatment. After 8 weeks of treatment, the continuous improvement of symptoms, clinical efficacy and adverse reactions of the two groups were

observed respectively, and the results were analyzed according to the efficacy observation standard.

Results: The scores and total scores of heartburns, acid regurgitation, food regurgitation and poststernal pain in the combined intervention group before intervention were (3.51±0.15), (3.63±0.37), (3.57±1.13), (4.74±1.27), (15.48±0.67) and (1.67±0.23), (1.53±0.27), (1.04±0.07), (1.25±0.21) and (5.52±0.41) respectively. The scores of patients in the single intervention group were (3.47±0.14), (3.77±0.45), (3.61±1.25), (4.67±1.33), (15.55±0.81) before intervention and (2.33±0.37), (2.27±0.33), (1.82±0.31), (2.64±0.47) and (9.11±0.75) after intervention. The scores of heartburns, acid reflux, food reflux, post sternal pain and total scores in the two groups after intervention were lower than those before intervention (*P* < 0.05). After the intervention, the scores of heart burn, acid reflux, food reflux, retrosternal pain and total scores in the combined intervention group were lower than those in the single intervention group (*P* < 0.05). Among the 50 cases of patients in the combined intervention group, 26 cases were markedly effective, 18 cases were effective, and 6 cases were ineffective. The total effective rate was 88.00% (44/50). Among the 50 cases of patients in the single intervention group, 12 cases were significantly effective, 20 cases were effective and 18 cases were ineffective. The total effective rate was 64.00% (32/50). The total effective rate of the combined intervention group was higher than that of the single intervention group (*P* < 0.05). The scores of somatization, compulsion, interpersonal relationship, depression, anxiety, hostility, terror, paranoia and psychosis in the combined intervention group before intervention were (2.31±0.31), (2.48±0.45), (2.03±0.33), (2.56±0.41), (2.84±0.42), (1.73±0.21), (2.08±0.38), (1.53±0.23) and (1.38±0.21) respectively, After the intervention, the scores were (1.75±0.27), (1.87±0.22), (1.60±0.21), (1.55±0.23), (1.95±0.35), (1.35±0.22), (1.64±0.26), (1.64±0.25) and (1.27±0.20) respectively. The scores of patients in the single intervention group before intervention were (2.33±0.32), (2.48±0.42), (2.00±0.32), (2.53±0.45), (2.79±0.41), (1.72±0.24), (2.03±0.35), (1.52±0.21), (1.37±0.22), and after intervention were (2.01±0.30), (2.08±0.37), (1.85±0.23), (2.02±0.23) respectively (2.41±0.41), (1.65±0.27), (1.94±0.23), (1.50±0.25), (1.30±0.21) after intervention, the scores of somatization, compulsion, interpersonal relationship, depression, anxiety, hostility, terror, paranoia and psychosis in the two groups were lower than those before intervention (*P* < 0.05). After the intervention, the scores of somatizations, compulsion, interpersonal relationship, depression, anxiety, hostility, phobia, paranoia and psychosis in the combined intervention group were lower than those in the single intervention group (*P* < 0.05). Among the 50 cases of patients in the combined intervention group, there were 1 case of dizziness, 1 case of insomnia, 1 case of excitement, 1 case of constipation and 1 case of delayed menstruation. The incidence of adverse reactions was 10.00% (5/50) There were 1 case of dizziness, 1 case of constipation, 1 case of lactation, 1 case of nausea and 1 case of transient transaminase elevation in the single intervention group. The incidence of adverse reactions was 10.00% (5/50). There was no significant difference between the two groups (*P* > 0.05).

Conclusions: The clinical efficacy of systematic psychological intervention combined with drugs in the treatment of non-erosive gastroesophageal reflux disease is significantly better than that of single drug treatment, which is worthy of popularization. Proton pump inhibitors combined with psychological counseling in the treatment of nerd has a high symptom relief rate. Today, when medical science has changed from biomedical model to biological psychological social medical model, psychological problems have attracted more and more attention, and reasonable psychological prevention has become an important part of comprehensive treatment. Therefore, gastroenterologists should pay attention to psychological intervention for nerd patients while drug treatment, so as to improve the treatment effect and improve the quality of life.

*　*　*　*　*

SIGNIFICANCE AND STRATEGIES OF INFILTRATING MENTAL HEALTH EDUCATION IN COUNSELORS' WORK

Zhujun Xu

School of Foreign Studies, Changzhou University, Changzhou 213100, China

Background: University belongs to the most colorful period of student stage, which always means that students begin to plan and build their more independent lifestyle and psychological world. This period also belongs to the critical period of independence. In this process, after the integration of various contradictions and conflicts, China's society is in the direction of social transformation and change. Some social influences and their own defects make college students face certain psychological problems. Contemporary youth bring positive energy and positive things to social development. Most college students are optimistic, innovative and energetic, which can inject fresh power into the society. However, college students also have varying

degrees of psychological obstacles. The psychological problems of growth mainly include: the problems of environmental change and psychological adaptation, the psychological problems caused by improper adjustment of learning psychology, the deviation of psychology and behavior caused by the relatively weak ability of emotional control, self-cognition, personality development and will quality forging. Counselors can cooperate with the development of mental health education, which has a positive impact on the healthy development of college students.

As a front-line staff of student work, University counselors not only assume the role of university education managers, but also have the responsibility of ideological dissemination and serving students. Influenced by the working environment, university counselors often play an important role in all kinds of daily management work, it is inevitable to deal with all kinds of mental health problems of students. In the face of students' psychological problems, college counselors should not only adapt to the increase of work tasks, but also adapt to the changes of students' psychological characteristics after "95" and "00", which often leads to work slack. At the same time, influenced by the traditional education model, counselors may cause students' disgust and affect their correct guidance in the process of moral education and behavior correction. These have become the factors restricting the improvement of counselors' working ability. Carrying out college students' mental health education is conducive for counselors to use the relevant knowledge of psychology to think and analyze problems from the perspective of students, better get students' support and trust, timely find the root causes of students' problems, effectively solve students' own problems, and enable students to constantly improve themselves and restrict their behavior. So as to promote the further improvement of counselors' working ability and level.

Objective: The university stage is always a stage in which students' physiology and psychology gradually mature and their self-consciousness increases day by day. At this stage, the mental health problems of college students have become the most concerned problem of college counselors. In study and life, a variety of psychological problems can be summarized to get the problems of emotional instability in life, lack of ability to distinguish right from wrong in society, cowardice, and lack of self-discipline. This paper clearly puts forward counselors are not only the main person in charge of college students, but also the primary person in charge of students' moral education. In the counseling work, they need to actively participate in college students' mental health education, so that college students can realize their physical and mental health development in the university stage.

Subjects and methods: This paper mainly synthesizes the relevant contents of the significance and Strategies of counselor work and mental health education, pays attention to the practical application of the methods of infiltrating the contents of mental health education in counselor work, defines the important effects of the relevant methods of counselor mental health education, and introduces the significance and strategy characteristics of infiltrating mental health education in counselor work. This paper analyzes the development direction and demand of infiltrating mental health education into counselors' work. Based on the questionnaire survey, according to the literature and practical problem experience, using the network questionnaire system and random sampling method, through the questionnaire invitation link and the original database based on Epi Data, and using the methods of comparative research and case analysis, this paper points out the significance and Strategies of infiltrating mental health education in counselors' work.

Results: Firstly, when the content of counselor's mental health education penetrates, it can also improve the Counselor's ability of self-mental health education. Most college counselors are non-psychological majors. When they can do both moral education and mental health education, they will also strengthen professional learning and actively participate in psychological education training and practice, effectively improve their mental health education ability. Most colleges and universities actively carry out the three-certificate training of college counselors. When paying attention to the mental health education of college counselors, some colleges and universities will also adopt the modular training mode to make the mental health education cooperate with the hierarchical training of students. Based on strengthening the ability training of existing counselors, we can consciously increase the number of psychological counselors and improve the overall level of psychological education. Secondly, further promote the construction of mental health education curriculum in colleges and universities. The construction of mental health education curriculum is the main carrier of mental health education in colleges and universities. At present, there are many versions of textbooks and books such as college students' mental health education and college students' psychological counseling. However, in terms of curriculum construction, the curriculum system of mental health education is not perfect. The forms of mental health education are mainly lectures, psychological counseling and elective courses, which have not been really incorporated into the curriculum system of colleges and universities. Students' knowledge of mental health is not comprehensive, and the knowledge they have learned can't solve their own problems. Optimize the mental health education environment in colleges and universities. The mental health education environment in colleges and universities refers to the campus cultural psychology, educational and teaching activities and the relationship between teachers and students, which can have an impact on the psychology of college students. Colleges and universities

should give full play to their favorable conditions, tap their potential, create suitable conditions for mental health education and form their own characteristics. The influence of campus cultural environment on students' mental health is potential. Therefore, we must pay attention to it and form a good space for self-development, which is beneficial to improving college students' psychological quality. Finally, to a greater extent, strengthen the self-cultivation of counselors and improve the mental health of counselors. Counselors are college teachers who communicate most with students. They face a large number of students and are responsible for the training of student cadres, the selection of awards and grants and many other things closely related to the interests of students. Improper handling can easily lead to the dissatisfaction of students. However, under the current situation, counselors face many problems and great difficulties, resulting in great psychological pressure, which is very unfavorable to the ideological and political education of college students. Therefore, we should create a harmonious, relaxed and optimistic working environment and communication environment, so that students can develop in happy communication, which is conducive to improving students' psychological status and making them develop healthily.

Conclusions: In the work of college students, strengthening mental health education is an important measure to comprehensively implement quality education under the new situation, so as to lay a good foundation for college students to become talents and serve the society as soon as possible.

* * * * *

THE APPLICATION OF POSITIVE PSYCHOLOGY IN COLLEGE ENGLISH TEACHING

Yuxiu Xue

School of Foreign Languages, Yancheng Institute of Technology, Yancheng 224051, China

Background: Positive psychology is a new psychology rising in the west at the end of the 20th century academic field. The so-called positive psychology "committed to studying people's development potential and virtue is a science of positive qualities" (Sheldon, 2001). Different from the traditional mainstream psychology which emphasizes morbid research, positive psychology focuses on the research of the positive factors of ordinary people's psychological life. Seligman, who was the president of the American Psychological Society in 1998, put forward the idea of "positive psychology" and called for the launch of the positive psychology movement. With the emergence of positive psychology albums in American psychologists (2000) and Humanistic Psychology (2001), the research of positive psychology has attracted extensive attention in the field of American psychology. American Psychological historian Schultz listed positive psychology and evolutionary psychology as the latest progress of contemporary psychology in the eighth edition of the history of modern psychology published in 2004. The first International Conference on positive psychology was held in Philadelphia in 2009, which means that positive psychology has gradually become a worldwide trend. At present, the research of positive psychology mainly involves three aspects: positive emotion experience, positive personality characteristics and positive social organization system. From the relevant research literature, in addition to the remarkable achievements in the field of psychology, the research thought of positive psychology has gradually penetrated into and applied to various fields, such as management, economics, psychotherapy, sociology and pedagogy, thus forming a strong interdisciplinary research trend. The penetration and application of positive psychology in English teaching have also gained increasing attention: For example, the positive learning method founded by Marva Collins, a famous American educator, has been valued and promoted by researchers of positive psychology. the positive education promoted by psychologist Seligman (2009) and others in Jilong grammar school in Australia has also achieved great success. China's positive psychology has been studied since the beginning of the 21st century, and has become a research hotspot since 2007. China's research mainly presents three characteristics. First, domestic research mainly focuses on some articles on the introduction and evaluation of positive psychology theory. Second, the research of positive psychology in China is mainly at the theoretical level, lack of more empirical research. Third, the research of positive psychology in positive education in China is still in the exploratory stage. Positive psychology is more applied as an independent subject in expanding psychology courses and improving students' psychological quality, and rarely involves the teaching of professional courses, especially in English teaching. Optimism in positive psychology refers to an emotion or attitude, which is related to the expectation of future social or material life - an evaluation of social expectation that is beneficial or can bring happiness to oneself. It is mainly affected by positive emotion, good morality, unswerving and effective problem-solving. Students will also encounter learning difficulties in the process of learning, so that they fail every exam. However, in the face of academic failure, if the teacher can't help the students correctly attribute and summarize their experience, and the students

themselves can't learn to summarize themselves and maintain an optimistic spirit, he will be as passive and cowardly in the face of difficulties as this shark in the next learning process. The introduction of positive psychology into college English teaching can effectively mobilize students' internal motivation and improve their language output ability, so as to improve the overall teaching effect.

Objective: The theory of positive psychology is penetrated into the three important factors of students, teachers and teaching environment through all links of teaching, so as to help students cultivate positive emotions and stimulate their long-term learning mechanism. The core of its teaching is to stimulate students' positive emotions as the center, to enhance teachers' positive emotions as the auxiliary, and to take a positive and harmonious foreign language classroom as the main learning environment, so as to fully mobilize the three elements of students' English learning: knowledge, emotion and meaning, and give full play to students' autonomy, enthusiasm and initiative.

Subjects and methods: First, cultivate students' positive emotions. Students complete the items set by the teacher in groups of 3-4 projects. The design of the project must reflect the theoretical core of positive psychology, let students experience successful psychology in the process of project participation, and make full use of positive psychological qualities such as positive emotional regulation ability to complete each project. All projects involve language skills such as listening, speaking, reading, writing and translation. The forms of projects that students often participate in include student lectures, organizing classroom teaching, classroom display, seminars, group discussions, discussion at the same table, self-editing and self-performance, speech competitions, debate competitions, mutual evaluation, etc. The purpose of carrying out these activities is not only to give students a simple task, but also to enable them to form mutual assistance inside and outside the classroom, promote autonomous learning and cultivate innovative consciousness. Second, enhance teachers' positive emotions. At present, college English teachers are facing great workplace pressure, which is positive penetration and application of Neo- Confucianism in school education provides a new opportunity. At the physical level, firstly, college English teachers should make full use of the theory of positive psychology to enrich and guide themselves, evaluate themselves correctly and objectively, and recognize their value and position, which is the basis of maintaining a positive attitude. For example, teachers can explore more potential, positive and subjective experiences through previous successful classroom experiences, combined with the traditional decompression mode, so as to form a powerful pressure shock absorber and be active in the classroom with a full and positive image. College English teachers' positive emotions have a strong role of "infection" and "transformation", which plays an important role in improving students' positive emotions, contributing to students' language output. From the perspective of social organization, society should give teachers more humanistic care in order to improve teachers' subjective well-being and enhance teachers' professional pride.

Results: English teaching process is inseparable from students' psychological process, and teaching work should pay attention to the application of psychological theory. Only in this way can we steadily improve the teaching effect and quality of College English and really cultivate high-quality talents with innovative spirit and practical ability.

Conclusions: Teaching process is an emotional process and cognitive process based on psychological activities unity of process. Correct and positive learning attitude, good achievement motivation, light heart and high attention are the preconditions for the smooth progress of teaching. Under the new situation of major reform and innovation in college English teaching, college English teachers should think about how to take students' psychological construction as a breakthrough, infiltrate and apply the theory of positive psychology to all links of college English teaching, create a harmonious and active English classroom atmosphere and cultivate students' positive psychology of success, enhance the attractiveness and appeal of classroom teaching, so that it is possible to form a strong cohesion and positive energy in college English classroom, stimulate students' English learning enthusiasm and teachers' work enthusiasm, and make college English teaching achieve the best teaching effect under the limited software and hardware conditions.

* * * * *

THE RELATIONSHIP BETWEEN COLLEGE ENGLISH CULTURE EDUCATION AND COLLEGE STUDENTS' HUMANISTIC QUALITY AND MENTAL HEALTH BASED ON PSYCHOLOGY

Lijin Yu

Department of Foreign Languages, Liaoning Technical University, Fuxin 123000, China

Background: At present, colleges and universities generally adopt the credit system, and their courses are linked to certain credits. This determines that students must take the study and examination of six to ten courses every semester, and they can graduate only after completing certain credits. During this period, the most important are CET-4 and CET-6, computer grade examination, etc. These certificates are like steppingstones. If they are not obtained, they will be at a disadvantage in the fierce employment competition and affect employment. Academic pressure, employment pressure, interpersonal relationship, and emotional frustration lead to college students' psychological vulnerability. According to the sampling research conducted by psychiatrists, about 20% of college students in China have psychological problems, of which 15% belong to general psychological problems, which need to be dredged by schools, relatives and friends. 3.5% had psychological disorders, insomnia, weight loss and other symptoms. 1.5% had psychosis, lost self-control, and could not distinguish reality from illusion. In addition, according to relevant data reports, according to the psychological survey of Freshmen in several colleges and universities in Heilongjiang Province in recent years, 25% of college students have hidden psychological problems. College students' mental health is a social problem that can't be ignored.

Objective: At present, most college students are only children. After entering the University, they often can't integrate into the group quickly. Long term depression will cause psychological obstacles and reduce psychological tolerance. In teaching, it has become one of the important responsibilities of college teachers to find out the psychological vulnerable students in time, help them find out the crux, use the appropriate psychological counseling method to guide them in time, eliminate their psychological diseases, and guide them to establish a correct outlook on life, values, and world outlook.

Subjects and methods: Make full use of the text content to cultivate humanistic quality. The English curriculum standard issued by the Ministry of education clearly states: "The study of English course is not only a process in which students gradually master English knowledge and skills and improve their ability to use language through English learning and practice, but also a process in which they sharpen their will, cultivate their sentiment, expand their horizons, enrich their life experience, develop their thinking ability, develop their personality and improve their humanistic quality" College English. The textbook is a set of comprehensive practical teaching materials for students of Arts and Sciences. The articles are selected from the original works, with vivid content and strong knowledge. If teachers can deeply excavate the ideological nature of the text and organically combine English teaching and ideological education, it can play a good role in improving students' ideological quality. During the introduction, analysis and explanation of the background of the text. For example, the first text after students entering the branch, how to improve your study habits Volume 1, new horizons of College English Is a good start. Combined with the text, students can be educated in learning objectives and learning methods, help students adapt to the new learning environment and teaching methods in the University as soon as possible, cultivate self-study ability and establish self-awareness. When learning the second text, teachers highlight the hero Chichester's ability to overcome himself through questions and answers, and do not shake the goal for any difficulties and obstacles Strong will and independent personality. Tell students how to be a person through English learning, which is easy for students to accept.

2. Pay attention to the cultivation of language quality. Due to many disadvantages brought by exam-oriented education, many difficulties have been added to the development of College English teaching. In teaching, students have to often supplement some basic skills training, such as supplementary teaching of international phonetic symbols, repeatedly correcting pronunciation and intonation, patiently correcting writing format, case, punctuation, especially patiently cultivating students' listening and speaking ability, although this will take some time and be very patient, it is necessary.

3. Broaden students' knowledge and improve students' humanistic quality. The humanistic quality education of college students is a process that affects the physical and mental development of the educated through the selection and teaching of higher education culture, that is, from absorbing the achievements of culture to participating in the creation of culture. Therefore, the characteristics of culture as the content of education will affect the humanistic quality to be formed by the educated, and then directly affect their behavior level and mode in social practice. Such as Lesson 7, Volume 3 of College English the English character), this article tells people that British people are quiet, shy and silent. They are unrestrained only in front of acquaintances, and they are uncomfortable or even embarrassed when communicating with strangers, forming their unique national concepts and habits. Through the study of this article, students can understand some British cultural background and etiquette, and broaden their knowledge, in addition, College English teachers can also guide college students to read more English books and participate in English lectures, enrich the content and form of cultural quality education, integrate cultural quality education into various English activities, and strengthen college students' communication in many aspects' Humanistic quality.

Results: 1. Promote the all-round development of College Students' physical and mental quality. "A person who has no consciousness of humanistic spirit, even if he is full of knowledge, is only a memory of

knowledge.", solid professional knowledge and professional skills are the basic requirements for all-round development of college students in the new era. In addition, under the changing social background, college students should have broad and broad humanistic spirit and humanistic quality. The reserve of professional knowledge and skills can enhance a person's professional image, and the richness of humanities knowledge can add personality charm. With the development of society, the competition between people is becoming increasingly fierce. In the face of fierce competition, tough psychological quality and rapid social adaptability are the first step based on the society. To some extent, cultivating students' humanistic quality can be used to improve students' psychological quality and social adaptability.

2. Consciously safeguard the physical and mental health of others and yourself. Through the study of Humanities and Social Sciences, college students can correctly understand and understand the relationship with people, things and things around them, understand the value of life, acquire some ability to deal with problems with personnel and things, and actively deal with problems around them, which not only maintains their own physical and mental health, but also improves their own ability, Finally, you can help the people around you who need help.

3. Improve your personality. The university stage is an important stage for a person from late adolescence to early adulthood. Physically, he gradually develops and matures, has strong energy, strong thirst for knowledge and strong plasticity, but he is not completely independent psychologically. This stage is also the key period of personality shaping. College life will make them mature step by step and gradually become independent individuals.

Conclusions: Humanistic quality education is a systematic project. Comrade Li Lanqing's report at the third national education work conference clearly pointed out that "we should advocate creating good and loose conditions for the all-round development of students, and overcome the tendency of only paying attention to intellectual education, ignoring moral, physical and aesthetic education, paying attention to knowledge teaching and ignoring ability training in intellectual education." therefore, For teachers, we should first change the educational concept, reform the talent training mode, actively implement heuristic and discussion teaching methods, stimulate students' awareness of independent thinking and innovation, and effectively improve the teaching quality. We should let students feel and understand the process of knowledge generation and development, cultivate students' scientific spirit and innovative thinking habits, and pay attention to cultivating students' ability to collect and process information, acquire new knowledge, analyze, and solve problems, as well as their ability of language expression, unity and cooperation and social activities.

* * * * *

EXPLORATION ON THE WORKING PATH OF PSYCHOLOGICAL EDUCATION IN COLLEGES OF TRADITIONAL CHINESE MEDICINE UNDER THE BACKGROUND OF "THREE COMPLETE EDUCATIONS"

Qinming Yu[1], Wenyue Chen[1] & Yuanyuan Sun[2]

[1]College of Humanities and Management, Heilongjiang University of Traditional Chinese Medicine, Harbin 150040, China
[2]Beijing Xizhimen Sub Branch Industrial Bank, Beijing 100081, China

Background: Psychological education is an important content of Ideological and political work in colleges and universities and the basic guarantee for the all-round development of college students.

Psychological education is an effective carrier to promote the implementation of the concept of "three complete educations". The spirit of humanistic care and the attitude of respect, acceptance, trust, understanding, and empathy are the basis for other educational work. The method of psychological education can also be extended to other educational work. Therefore, laying a good foundation for psychological education is not only a practical starting point for promoting the combination of mental education and moral education, but also a beneficial exploration for comprehensively coordinating the educational resources and forces in all fields of running and running the school, all links of education and teaching, and all aspects of talent training, as well as comprehensively promoting the comprehensive reform of "three complete educations". Psychological health education is an important part of ideological and political education in colleges and universities.

It is one of the basic principles to strengthen and improve the ideological and political work in colleges and universities. China is in the critical period of building a well-off society in an all-round way. We are closer to the goal of national rejuvenation than at any time in history. Our demand for higher education is

more urgent than ever before. Adhering to the party's leadership over Ideological and political work in colleges and universities, guiding ideological values through the whole process and links of education and teaching, mobilizing all staff to participate, and gradually forming a long-term mechanism are the inevitable requirements of Ideological and political education in the new era. It is the need to comprehensively promote quality education and ensure the quality of university talent training. To comprehensively promote quality education, we should adhere to facing all college students, respect the characteristics of students' physical and mental development and the law of education, and create corresponding conditions for students' all-round development. Personnel, process and links are indispensable. Colleges and universities should focus on the key points of university talent training, mobilize all departments, change the situation that student management was only the single line responsibility of the Ministry of learning and work and the Academic Affairs Office in the past, bring professional course teachers and managers other than counselors into the education team, create a good education atmosphere and promote the all-round development of college students. It is the meaning of the development of moral education in colleges and universities in the new era. The development of moral education in colleges and universities is generally good, but there are still some problems, such as formalism, insufficient attention, single methods, lack of effectiveness and so on. Only by giving full play to the educational role of curriculum, scientific research, network and organization, excavating the educational elements contained therein, perfecting the educational mechanism, optimizing the evaluation and incentive mechanism, and mobilizing all staff to participate, pay attention to the whole process and implement it in an all-round way, can we put the moral education work into practice and promote the development of moral education.

Objective: To clarify the development of psychological education in colleges of traditional Chinese medicine in the new era and provide theoretical guidance under the background of "three complete educations".

Methods: Starting from the significance of psychological education in Colleges of traditional Chinese medicine, taking the psychological education in Colleges of traditional Chinese medicine as an example, this paper focuses on the modern transformation of psychological education concept, the expansion of new elements and the construction of system.

As the principal role in cultivating and transporting high-quality talents for the development of the country, colleges and universities should focus on making concerted efforts to open up multiple educational channels and upgrade mental health education for students.

The educational subjects give full play to their respective strengths at the system level to ensure the smooth development of College Students' mental health education. Formulate corresponding mental health education system, and clearly point out that all teachers and workers of the University have the responsibility and obligation to care for, pay attention to and maintain students' mental health, so as to create a good campus atmosphere. A leading group for mental health education shall be established in the organizational system, headed by the university leader in charge of student work. The members of the group include personnel of mental health education and consultation center, health care center, security office, Publicity Department of the Party committee, academic affairs office, colleges and other relevant departments or units in the University. In terms of personnel security, on the one hand, with the mental health education and consultation center of the school's school work department, full-time counselors, psychological counselors and psychological counselors with psychological counseling qualification as the backbone, all departments are included in the mental health education system to make them cooperate with each other and complement each other's advantages. Provide humanized services for students in colleges of traditional Chinese medicine, create a good campus atmosphere, and provide support for students' growth and success. The living Park department participates in a series of activities of "College Students' mental health education into the park" and gives support to personnel and venues.

Realize the full coverage of mental health education through the first, second and third classes. The first class is the foundation, mainly college students' mental health education, so that students can learn about mental health knowledge and master some basic psychological adjustment methods through 32 class hours. According to the characteristics of each specialty, the secondary college sets up corresponding professional basic courses, and encourages teachers with psychology professional background to set up psychological elective courses from different perspectives, such as emotional psychology, positive psychology, etc. The second classroom is a supplement to strengthen the publicity of college students' mental health education, promote the development of students' psychological associations, and encourage students to participate in all kinds of mental health education activities. Mental health education should help students improve their self-awareness and help students grow into talents through psychological theme lectures, psychological class meetings, group counseling, psychological counseling, etc. Combining developmental and preventive mental health education, focusing on prevention and scientific intervention. Do a good job in the general test of mental health of students in colleges of traditional Chinese medicine, establish psychological files, scientifically process the measurement data, divide the attention level according to the screening results,

and actively provide mental health services for corresponding students.

Carry out the mode of "combination of medicine and education" to improve the quality of college students' mental health education. In the "combination of medicine and education" of mental health education for students in colleges of traditional Chinese medicine, the functional orientation of "medicine" and "education" is to follow the principle of focusing on prevention and the division of labor and cooperation between education and medical departments, fully cover the target population, and take various forms of guidance and intervention, so as to promote the mental rehabilitation and mental health development of students and improve the professional ability of professionals. Based on this, on the one hand, medical colleges and universities have reached a cooperation agreement with their affiliated hospitals to discuss, train and supervise under the framework of "combination of medicine and education", share information related to mental health education on the basis of abiding by professional ethics, provide psychological assistance and promote students' physical and mental recovery. On the other hand, the school regularly invites relevant experts to guide mental health education, jointly carry out psychological crisis assessment of college students, and timely refer them when necessary. Professionals of the school's mental health education and consultation center will also be invited to visit the mental health center and participate in case study. After the freshmen of higher school of traditional Chinese medicine have completed the general mental health test, according to the screening situation, arrange full-time consultants to assist in the follow-up work. Regularly organize professionals to carry out mental health education and training for student staff, psychological counselors and student psychological committee members, and convert their participation into continuing education credits to promote the development of mental health education.

Results: Under the background of "three complete educations", the quality of psychological education in colleges and universities of traditional Chinese medicine was improved, which provided a reference for colleges and universities to improve the effect of mental health education.

Under the background of "three complete educations", the implementation of psychological education in colleges of traditional Chinese medicine can further promote the development of students' physical and mental health.

Conclusion: In the work of psychological education in colleges of traditional Chinese medicine, following the "three complete educations" mode, constantly summarizing experience and doing detailed and practical mental health education can further optimize the mental health education system, build a specific platform, make concerted efforts and improve the quality of Ideological and political work in colleges of traditional Chinese medicine. To find out the problems, find out the reasons, and put forward countermeasures, to make some beneficial exploration for the better use of psychological in current ideological and political education.

*　*　*　*　*

THEORY AND PRACTICE OF MARXISM SINICIZATION PRACTICAL TEACHING IN COLLEGES AND UNIVERSITIES BASED ON PSYCHOLOGY

Yongmei Yu

College of Marxism, Nanchang Institute of Technology, Nanchang 33000, China

Background: Socialism with Chinese characteristics has entered a new period of development, which puts forward higher requirements for the ideological and political education in colleges and universities. As a major and arduous task in the ideological and theoretical education in major colleges and universities, the effective development of practical teaching research is important for comprehensively improving the theoretical level of Ideological Education, cultivating students' practical ability to be good at innovation and exercising the persistent learning spirit, and establishing a good work style can play a great role. As the guiding ideology of the development of the Communist Party of China, Marxism has laid a strong theoretical

and spiritual foundation for the development of the road of socialism with Chinese characteristics. The Sinicization education of Marxism produced by combining the actual situation of Chinese society and the modern education model also promotes the research and development of practical teaching in colleges and universities. The book "Research on the theory and practice of Sinicization of Marxism in Colleges and universities" compiled by Hai Zhen mainly starts from the two perspectives of carrying out the research on Sinicization of Marxism education and practical teaching in Colleges and universities, combined with the actual situation of Ideological and political education for all teachers and students in colleges and universities, and faces the hot social issues. Then it makes a theoretical analysis of the specific situation of the implementation of Marxist Sinicization education in colleges and universities, and seeks practical strategies and effective ways to lead the social trend of thought. The book combines the spiritual civilization construction of the Sinicization of Marxism with the research on practical teaching in colleges and universities, further promotes the in-depth development of the current Sinicization of Marxism education and the ideological work of practical teaching research, and can also be used as an important reference book for practical teaching research.

Objective: With the in-depth influence of Marxist Thought on the core values of socialism with Chinese characteristics, Marxist Sinicization education can be carried out by combining with Chinese social education and integrating into the teaching curriculum and higher education system. Its guiding principle of ideological education includes two aspects, namely theoretical education and practical teaching. Generally speaking, the traditional college education emphasizes theory and ignores practice, only pays attention to the theoretical education of Ideological and political education, and is divorced from the combination with the actual situation, which leads to students' lack of interest in boring theoretical knowledge, unable to deeply understand the ideological connotation of theoretical education, and unable to experience the application of theoretical knowledge in real life. Marxism Sinicization education emphasizes that colleges and universities should not only carry out ideological and theoretical education, but also pay attention to the development of practical teaching research in the teaching process.

Subjects and methods: Compared with traditional teaching courses, practical teaching can carry out practical operation activities with educational significance and innovative spirit in the teaching process, let students act as active participants in the teaching classroom rather than onlookers, and apply the learned theoretical knowledge to analyze and solve practical problems in life. First of all, the principle of practical teaching is based on students' learning and development. All practical teaching work should be carried out with students as the main body, and appropriate practical teaching activities should be designed to improve students' abilities in an all-round way. Secondly, we must combine theory with practice, which is also an important idea of Marxist Sinicization education. Practical teaching is to apply theoretical knowledge to the actual situation, so as to reflect the applicability of ideological education theory and help students improve their ability to solve practical problems. Finally, practical teaching research should conform to the social trend of thought, closely follow the new changes in the situation of theoretical education, and improve and deepen various practical teaching activities from all practical situations.

Results: The specific development of practical teaching should be mainly reflected in two parts: First, classroom practice. Integrating practical teaching into the classroom can synchronously combine theory with practice and effectively help students understand and apply knowledge. Teachers can intuitively let students see the practical application of ideological theory by enumerating practical cases, or organize speeches, thematic debates and other related activities, help students memorize and understand the theoretical knowledge learned. Second, social practice allows students to make rational use of their free time on weekends and holidays to participate in social practice activities outside the school, or organize schools to establish social practice bases and establish close cooperation with relevant enterprises. Only by putting the "classroom" of practical teaching into the social environment can students personally experience the applicability of ideological education theory, Understand the spiritual connotation of ideological theory.

First of all, the summary work should be in place. The summary work of social practice teams or research groups should be meticulous. A summary of the status, characteristics and deficiencies of the existing collective. There is also a summary of everyone's social practice performance and achievements, so that students can really feel their own existence, their own harvest and their own changes. The summary work of colleges and departments should highlight the ideological characteristics of the major as much as possible. Individual typical examples should be detailed and true. The focus of the summary should be appropriately inclined to the shortcomings and deficiencies, so that students can realize the need for improvement. The summary at the school level should pay due attention to the overall, directional and fundamental problems. Secondly, the results should be fully applied. On the basis of careful summary. Social practice should be condensed into certain achievements, including both written materials and advanced individuals in social practice recognized by students. These results have a spontaneous educational demonstration effect on the student union, but it is not enough to stay at this level. We are in practical teaching. Try to introduce typical research materials and research conclusions into the classroom, combine them with theoretical teaching,

let advanced individuals enter the classroom teaching, introduce the experience and cognitive achievements of social practice, and make it lay the ideological and cognitive foundation for the later social practice activities. Finally, the theoretical improvement should be timely. With the continuous development of society and the continuous improvement of practical teaching, the formed experience and problems are constantly changing. If we stay at the level of general experience and measures, it is difficult to deepen practical teaching and deepen teaching research. An important work after social practice is to improve the theory. In the process of summarizing the work, we should raise the experience and problems to the theoretical and academic level for research and analysis, so that we can effectively promote the development and progress of practical teaching from the fundamental ideological understanding and mode of thinking, and cultivate a number of teaching and research talents.

Conclusions: Marxism Sinicization education is the development direction of Ideological and political education system in colleges and universities, in which practical teaching research is also the key task in the field of modern education. Colleges and universities should comprehensively carry out practical teaching research, actively organize practical teaching activities, enhance the effectiveness of ideological education theory, and comprehensively improve students' ability to face and deal with problems.

* * * * *

RESEARCH ON THE APPLICATION OF ONLINE COURSE IMPLEMENTATION OF SMART COMMUNITY MANAGEMENT IN PSYCHOLOGICAL EDUCATION FOR THE ELDERLY

Danmei Zhang

School of Construction Management, Chongqing College of Architecture and Technology, Chongqing 401331, China

Background: With the rapid development of science and technology and the improvement of people's living standards, the traditional elderly care services cannot fully meet the needs of the market and the elderly. At present, the development of China's elderly care services is in a key stage of gradual transition from "traditional artificial elderly care" to "artificial + Intelligent elderly care". Intelligent elderly care services are the booster of various elderly care models such as self-elderly care, family elderly care, home elderly care, community elderly care, institutional elderly care and remote elderly care. Its core is to integrate modern high-tech means into many elderly care service fields. Effectively making up for the "can't do" of other pension service modes has positive significance in meeting the multi-level pension service needs of the elderly, mobilizing the subjective initiative of the elderly, improving the quality and efficiency of pension services, reducing human and time costs, optimizing the allocation of regional pension service resources, expanding the supply of multi-level pension services, etc.

Objective: The psychological service for the elderly in urban community has important practical significance. However, the psychological service for the elderly in urban community in China is still in its infancy, and there are a series of problems, so it is urgent to build a psychological service system suitable for the elderly in urban community. For this reason, we should build a guarantee system for psychological services for the elderly in the community, build a network model of community psychological services, innovate the forms and contents of psychological services for the elderly in the urban community, build a psychological service team for the elderly in the urban community, stimulate the enthusiasm of the elderly in the urban community to maintain their mental health, and provide the elderly in the urban community with health, happiness Provide psychological guarantee for a happy life.

Subjects and methods: 1. Construction of community intelligent elderly care infrastructure and equipment. (1) Introduce community intelligent elderly care platform. The implementation of community smart elderly care model is based on the existing elderly care service platform. The government selects and launches appropriate platforms to realize the intelligent management of the service process around the services provided by the platform. At the same time, provide intelligent terminal devices connected with the platform and develop relevant applications for the elderly and all subjects participating in the service. (2) Install the "one touch" smart button. In order to realize the effective connection between elderly care needs and elderly care services, it is necessary to uniformly install "one button" smart buttons for residents. The elderly can send the demand to the platform through the intelligent button. After the platform

intelligently identifies the demand information, it provides corresponding services for the elderly to meet their needs. (3) The introduction of wearable devices and intelligent monitoring devices. In order to obtain relevant information for process management, wearable devices and intelligent monitoring devices are introduced, such as monitoring the health status of the elderly in real time through intelligent bracelets and supervising the service process through intelligent monitoring devices.

2. Create a new intelligent elderly care service model led by the government. The main operation mode of the industry is to provide life security for the elderly through the combination of enterprises and the government, and provide targeted services for the elderly. It is based on the concept of wisdom and filial piety for the elderly, takes the smart home-based elderly care as the core business, takes the government cloud service platform as the core, deeply implements the relevant spirit of the 19th National Congress of the Communist Party of China, and uses functional modules such as remote health management, consulting management, chronic disease detection management and institutional platform information service to create an intelligent elderly care system suitable for the elderly and with strong applicability (risk avoidance). As the most favorable backing for enterprises, the government will purchase relevant infrastructure, provide policy support, and build a social welfare elderly care service platform. Elderly care service enterprises provide services, community elderly care service stations improve post supervision, and build an industrial chain of "elderly terminal + public elderly care service platform + enterprise + community elderly care service station".

3. Expand the purchase channels of smart elderly care products and improve the ability of the elderly to buy smart products. First, aiming at the problem that the elderly has nowhere to buy smart elderly care products, establish an online product and use information platform suitable for the elderly to show the product information to the elderly and let the elderly choose freely. Open up offline retail channels, and small and basic smart elderly care products can be sold through formal channels recognized and easy to buy by the elderly such as chain pharmacies and equipment stores. Second, according to the characteristics and trends of the elderly's demand for intelligent life, the government and relevant departments can widely organize and mobilize universities (learning points), communities, schools and social forces for the elderly to carry out various types of scientific literacy courses, training or lectures, so as to let the elderly understand the latest trend of today's scientific and Technological Development and the new changes brought about by the development of science and technology, Smart elderly care products can bring changes to personal life, but also guide more elderly people to actively participate in learning, teach them how to wear and use smart elderly care products, and how to buy favorite smart elderly care products online, which can not only enable more elderly people to enjoy all-round high-quality services, but also enhance their ability and self-confidence to communicate with relatives and friends and the outside world, to a certain extent, it has solved the problems of the elderly's blocked access to information, poor external communication and difficulties in integrating into society, promoted intergenerational and social integration, and helped to realize a new situation in which the elderly and young people share wisdom achievements.

4. Create a good atmosphere for mutual assistance and exchange of intelligent elderly care services. Give full play to the talent skills of psychological counseling in the intelligent elderly care service talent team, regularly send necessary care to the elderly, regularly organize cultural and entertainment dating activities on the platform, and promote the communication of the elderly. We can also provide basic nursing care training for the young elderly who can take care of themselves and have independent social skills, so as to enrich them into the elderly care services, effectively interact with the elderly and take care of each other, so as to alleviate the shortage of intelligent elderly care professional nurses to a certain extent.

Results: 1. Know yourself correctly. As the elderly in urban communities, we should first have a clear and correct understanding of ourselves. Due to the aging process, the physical strength, mental strength and health of the elderly are getting worse and worse, but the elderly have deep, wisdom and peace. No matter whether they used to be sad or happy, bitter or happy, right or wrong, they have become a warm past after the tempering of time. We should not only learn to appreciate our own advantages, but also face and accept our own defects and deficiencies, take it calmly with the current situation that we can't change, establish a good self-image and enhance self-confidence.

2. Participate in sports within your ability. Physical health is the basis and carrier of mental health, and mental health is the condition and guarantee of physical health. Moderate exercise, such as jogging, walking, cycling, swimming, playing ball, dancing, yoga, Tai Chi, health exercises, etc., cannot only enhance the physique, but also relieve the pressure and maintain a good mood. Regular exercise can enhance the functions of cardiovascular system, respiratory system and skeletal muscle system, reduce the risk of falling injury, enhance muscle elasticity and activity range, improve sleep, maintain energy and pleasure body and mind.

3. Strengthen self-psychological adjustment. Old people have something to do. The elderly should also maintain curiosity and thirst for knowledge, have hope and goals, and only in the process of continuous "action" can they feel the fun of life and their own value. Therefore, the elderly should also keep

moderately busy, properly do some housework, read and study, and do what they can. Even if they do the most trivial things, they can overcome their sense of powerlessness, uselessness and helplessness after retirement. Learn to forget. The so-called "forgetting" means that the heart should be detached and indifferent, do not pursue honor or disgrace, do not care about gratitude and resentment, and maintain an ordinary heart. Specifically, you should forget your age, hatred, grief, disease, fame and wealth. Only when you can afford to put it down, can you find the fun in life. Keep childlike innocence. Childlike innocence can make simple and boring things very interesting. It is a recipe to keep the spirit young, a source of youth, and the secret of happiness and longevity. Therefore, when people are old, they should maintain a childlike innocence and love to play and have fun like children. They can invite friends to travel and take photos, sing and dance, play ball and walk birds. They can also raise flowers and grass, knit sweaters, learn to cook at home and live happily.

4. Adhere to a healthy lifestyle. A healthy lifestyle is not only the premise and foundation of physical and mental health, but also the guarantee of physical and mental pleasure. First of all, we should have a reasonable diet and maintain nutritional balance. Pay attention to three meals a day. Breakfast is better, lunch is full and dinner is less. Eat more foods with low fat content, high protein, less salt and rich in vitamins. Do not overeat or overeat. Secondly, actively participate in physical exercise and insist on exercising for at least 1 hour every day. Thirdly, we should ensure adequate sleep and reasonable rest, don't stay up late, relax and combine work and rest. We should also use the brain scientifically. We should not only avoid excessive use of the brain, but also avoid excessive monotony. We should be good at grasping the best time for the brain to work and reasonably arrange our own life.

Conclusions: Aging has become a common problem faced by all countries in the world. Urban community plays a very important role in improving the mental health level and quality of life of the elderly in urban community. Therefore, urban communities should take positive action, integrate social resources, and provide high-quality and all-round psychological services for the elderly in urban communities, so that they can spend a healthy, peaceful and happy old age.

* * * * *

ON THE PSYCHOLOGICAL FACTORS OF MUSIC AESTHETICS AND AESTHETIC EDUCATION

Hui Zhang

Youth College of Political Science, Inner Mongolia Normal University, Hohhot 010051, China

Background: Vocal music can express the emotions to be expressed in life in the form of performance. Vocal singing is an art form that integrates vocal skills, performance ability and singing psychology. Aesthetic psychology is a very important part of music teaching. Teachers should cultivate students' ability to appreciate, create and spread beauty, make students deeply understand and feel music aesthetics, and radiate the charm of vocal music.

Objective: With the continuous reform in the field of education, music colleges pay more and more attention to students' aesthetic ability in vocal music teaching. Vocal music teaching is not only a skill activity, but also an educational activity that can cultivate students' aesthetic ability. This paper analyzes the essence and current situation of students' aesthetic psychology in vocal music teaching, guides students to find the beauty in vocal music, and studies the methods to improve students' vocal music aesthetic ability, in order to highlight the value of vocal music and provide reference for vocal music teaching in music colleges.

Subjects and methods: 1. The psychological process of music aesthetics. Music aesthetics is a kind of psychological aesthetics. It is a kind of psychological activity, which directly contacts the hearing. Its process is a simple description of the physiological mechanism of music aesthetics and a stimulus reflection model. The aesthetic process of music is the experience process of the appreciation of the aesthetic image of music transformed by many auditory signals, which is not only the passive acceptance of the results of music creation and music performance, but also the participation, filling and enrichment of music works by the appreciation as the main body through their own aesthetic consciousness, Creative activities that enable music works to show different meanings in different times and environments. In fact, various elements of music, such as pitch, interval, rhythm and scale, can cause aesthetic psychological reflection.

2. The value of aesthetic education in vocal music teaching. Aesthetics is the premise of art existence. Only in art can aesthetic value be fully reflected. The fundamental value of vocal music art is its aesthetic value. Vocal music is a musical form of vocal singing, which occupies an important position in human history and culture. As a kind of music performance, vocal music art itself has aesthetic requirements. It is a complete performing art. It has an overall aesthetic view. Good singing should give people the beauty of sound! The beauty of language! The beauty of thought, the beauty of emotion and so on. In this overall aesthetic view of vocal music, the beauty of sound is the foundation and core, because vocal music is the art of hearing, and the first feeling to people is the beauty of sound. The smooth, free and plump voice, coupled with the modification of language and soul, can bring people a high degree of beautiful enjoyment. Therefore, in vocal music teaching, we must pay high attention to sound aesthetics.

Results: 1. Recognize the voice of beauty. Just as beautiful things exist objectively, the voice of beauty also exists objectively. The beauty of music starts with sound. Everyone's voice is different. In the process of learning, we will contact the information conveyed by various sounds, and identify the style, genre and emotion of music through sound. In the process of teaching, we should tell students that sound is not only a concept, but also an aesthetic view, and different sounds have different effects, the only way to increase the perception of sound beauty is to listen more. This is Professor Shen Xiang's experience. The concept of sound can be gradually established through the practice of generating, hearing and feeling sound. The voice has vitality. Its freshness infects and shocks people. Recognizing the voice of beauty can start from two aspects: listening to the voice and creating the voice by ourselves. The former depends on our listening and inner perception of beauty. To be exact, it is related to our own aesthetic values. Creating beauty requires scientific guidance. No matter whether students have a good voice or not, teachers need scientific training, only by training can we mobilize all the functions of the body, make a charming sound and give people a beautiful feeling. The beautiful voice comes from the singer's aesthetic pursuit. Only when students establish a correct sound concept can they have a plan to practice scientific vocal skills, beautify the voice and practice their own aesthetics.

2. Explore and train this beautiful voice. Singing is not only a science, but also an art. In this science and art, there are several parts that determine the level of singers. First, we should establish the concept of sound in our hearts, use our inner hearing to command and control the vocal function, and find the most beautiful and beautiful sound. Secondly, dealing with the relationship between vocal breath and resonance in singing is particularly important to improve the singer's singing level. Breathing is the life of singing, because good breath provides a solid foundation for resonance. It will make you enter the realm of artistic creation without worry, and good resonance can improve the quality of breathing. Resonance is the window of sound, words and feelings. Good resonance will add color to the expression of words, sounds and feelings. Professor Shen Xiang pointed out that a good singing voice is not stifled in the throat, but seems to be blown up the mouth of the bottle against the pharyngeal wall. We also have this experience in teaching at ordinary times. The sound sung with our voice is inaudible and laborious. The sound sung with scientific methods sounds particularly comfortable. The application of scientific singing methods such as voice, breath and resonance come from students' pursuit of beautiful voice. When singing, it is not enough to actively use the method of expanding the waist to control the breath. The basis of bel canto is the correct breathing method and control of breathing. Only those who know how to breathe can sing. Because the clarity of enunciation during singing largely depends on the use of Qi, and the priority of blocking Qi determines the characteristics of vowels. The quality of Qi determines whether the sound quality is pure or not. Resonance needs cavity, and all resonance cavities should be connected to shape people's overall singing state psychologically. The resonant cavities are not only connected with each other, but also opened actively and loosely during singing and vocalization. The resonant state is particularly close to the respiratory state. A good resonant state is deep breathing. The exhalation should be stable, uniform and controlled. The key to exhalation is to find the support point and the power of organic cooperation between respiratory organs and vocal organs. If this support point is found, find the power of this cooperation, and exhale on the right track. The vocal breath and resonance in singing complement each other. Sound wave circulation is the aesthetic feeling produced by cavity resonance. In the process of practice, students can try out the comfort and beauty brought by scientific phonation according to the trace of beauty.

3. Create this beautiful voice. The interpretation of vocal music works is the recreation of works by actors. It is not only a process of expressing and creating beauty, but also an important way of aesthetic education. Each individual has a different understanding of the lyrics of the works. Creation is only the need to express feelings, not to show off skills and talents. Teachers should guide students to avoid exaggerated and sensational effects. Creating beautiful sound not only needs scientific skills, but also needs to integrate more emotions, as if this is the second creation of art. Skills are very important and indispensable foundation for vocal music art, but beautiful sound does not only rely on musical skills. More should be combined with the shaping of stage roles and the expression of artistic emotion. Only when sound is integrated into emotion can we grasp the soul of art and realize its original value. Music performance needs to follow the principle

of beauty. It is not to show off skills, but to combine singing skills and profound emotions. Sound transmission extends the art. The language of Ci and the melody of music depend on the embodiment of emotion in the performance. Only it gives the beauty of sound and emotion can it convey the beauty of hearing and feeling. For more artistic connotation, it is necessary to interpret the singer's sound, emotion, spirit and color one by one, the expression of a piece of beauty is usually "emotion before music", "sound is emotion service, and cavity is emotion service". Where emotion comes, sound comes, which can realize the unity of authenticity and creativity of music works.

Conclusions: Art can express rich emotions. In vocal music teaching, we can exchange emotions between people through people's voice. Vocal music teaching in music colleges is an extremely complex task. Teachers should guide and lead students to practice and appreciate music correctly and scientifically. Students should improve their basic skills, master the aesthetic psychology of music, feel the beauty in music, and further improve their singing skills.

* * * * *

EXPLORATION AND REFLECTION ON MENTAL HEALTH EDUCATION WITH PICTURE BOOKS

Qi Zhang[1,2] & Wenhui Liu[2]

[1]Faculty of Education, Shaanxi Normal University, Xi'an 710062, China
[2]School of Fine Arts, Inner Mongolia Minzu University, Tongliao 028043, China

Background: Picture books first originated in the west, while picture books in the modern sense were born in Europe in the second half of the 19th century. The English expression of picture books is "picture books". Picture books are different from illustrated books. Picture books are works of art composed of words and pictures. If the function of pictures in books is not to assist the operation of stories, but only to beautify pages, they cannot be called picture books, but only illustrative books. Picture books have the characteristics of both pictures and texts, rich content and diverse plots, and are deeply loved by students. Picture books are often widely used in kindergartens and lower grades of primary schools, but less used in junior middle schools. In fact, the age distribution of the readers of picture books is actually very wide. It can create vivid situations, so it is also very suitable for junior middle school students. In the work of mental health education, teachers should also make full use of picture books, turn one-way indoctrination into embedded expression, convert preaching and explanation into experience, establish a classroom that deeply feels and affects life, and then solve students' mental health problems.

Objective: In the work of mental health education in junior middle school, teachers should make use of the characteristics of picture books, expand picture book resources and carry out mental health education. In the process of reading picture books, students can learn to eliminate negative emotions, in the process of performing interaction, students can resonate with the characters in the works, in the process of discussion and communication, students can learn to appreciate the advantages of others, and in the process of creating picture books, students can experience the fun of cooperation and communication. In this way, we can skillfully use picture book resources to solve students' mental health problems.

Subjects and methods: 1. Picture book carrier are convenient to broaden the audience of team counseling. First, the cognitive characteristics of picture books are significantly related to students' psychological characteristics, so they are more liked by students. Second, the pictures in the picture book are exquisite and rich. The influence of students' emotion cannot only achieve a subtle effect, but also cultivate students' artistic aesthetic ability, which is in line with the cultural concept of "aesthetic transcendence". Third, picture books can activate students' own ideas to the greatest extent. Any good picture book will reserve a lot of learning and imagination space for children, so that students can carry out research on the story plot and expand association according to the whole artistic conception. While designing the language and behavior of people and things in the book and self-expanding and projecting the story teaching, learn to analyze problems from the perspective of a third party, understand the behavior motivation of picture book characters, experience the mood changes of picture book characters, and burst out a kind of self-resonance.

2. The content of the picture book helps students get in touch with life and understand the application. In practice, we find that pupils' cognition of themselves, the role of others and the basic emotions such as friendship are vague and lack. The current educational strategies pay more attention to learning, which is easy to cause the lack of psychological growth. Through picture book education, students can not only read stories in class and get all kinds of mood experiences such as fun, gratitude and melancholy, but also what's

more gratifying is that empathy learning will gradually promote the internal and external integration of emotion, body and mind, so that students are imperceptibly infected and educated.

Results: 1. Create a warm reading atmosphere and create picture books to read. Schools should actively create reading atmosphere and reading environment, so as to guide students to interact with people, things and things displayed in books, and actively perceive, understand, explore, discover and think about migration. Therefore, we have actively created a picture book reading bar, in which picture books are supplemented in a planned way. By timely updating picture books, adding sofas, blankets and seats, and adding soft backrests, students can choose their favorite picture books to watch and read in a first-class hardware environment, so as to stimulate children's interest in reading. In order to ensure the order of the reading bar, we also set up a small volunteer organization. The small volunteers manage the picture book reading bar, organize the books in time, supervise the reading students, call on everyone to pool their wisdom, and issue a book reading code to remind students to take good care of the books when reading, so as not to damage or stain the books, The students have developed the good habit of loving books and reading since childhood.

2. Create a diversified reading style with students as the main body. (1) Independent reading comes first, and communication and Q & A comes second. The improvement of students' reading ability is finally reflected in the establishment of students' independent reading consciousness and the acquisition of students' reading ability. Therefore, in the process of reading guidance, we pay attention to students' independent reading, let students read independently with problems, observe and feel by themselves, obtain the pictures and text information in the picture book, and let students obtain the experience of orderly reading. Then teachers and students read the main plot pictures through the big book or PPT to understand the theme of the picture book. This is the inevitable way for students to perceive and experience. (2) Reasonably design questions and pay attention to emotional experience. People's emotional education is always carried out in a certain situation. In order to let students, have a real emotional life experience, we often design some heuristic questions in the teaching process to trigger students' emotional attitude experience.

3. The selection of diversified picture books provides rich materials for teachers to carry out psychological teaching. Rich materials enable children to feel beauty in various forms of content and pictures, and form a series of qualities and characters of great significance to children's long-term development, such as love, tolerance and self-confidence. These picture books, which vividly describe the emotional and psychological aspects, express a variety of emotional experiences faced by students of this age. The pictures are exquisite and beautiful, very infectious, and children can't help feeling various psychological states with the protagonist's words and deeds.

4. Teach parents the necessary guidance points. The reading guidance of picture books has a direct and immediate impact on children's language acquisition. In order to enable parents to better help their children understand picture books, we used the parents' open day to guide their children's reading of picture books, so that parents can understand the methods to guide their children's reading of picture books from the teacher's presentation. (1) Exciting method. That is, talk about a picture book in a game or mysterious tone to stimulate children's interest in reading. (2) Conjecture. That is, when it comes to the highlights or key points of the development of the picture book story, you can stop and leave a suspense for the child to find the answer in the book. Such as "ah Qiu looking for her mother", why do you look for a giraffe as your mother? Will Qiuqiu continue to look for her mother? How is Qiuqiu feeling now? What do you have to say to Qiuqiu? This method is of great help to cultivate children's reading expectation ability and promote children's active reading, active thinking and active exploration. It is more suitable for older children.

Conclusions: Picture books have vivid characteristics, which can transform cold knowledge and truth into image perception directly to the hearts of the people, and then urge students to transform it into natural behavior, so as to solve various psychological problems. Teachers should innovate the form of picture book reading, let students feel the fun of picture book reading in rich and colorful activities, and let them pay attention to their inner world in combination with the theme of picture book, think about what enlightenment they have to themselves, and improve students' psychological problems.

* * * * *

DESIGN OF IMMERSIVE VIRTUAL REALITY PSYCHOLOGICAL RELAXATION GAME

Xinghua Zhang

School of Fine Art, Zhengzhou University, Zhengzhou 450001, China

Background: Today's era has been the era of "experience economy". People pay more attention to consumer culture. The application of virtual reality technology needs to help people better experience the satisfaction of personalized needs of the economy. Virtual reality technology has triggered a devastating debate on the importance of "existence" and "transcendence" with its high sense of immersion and physical interaction. After entering the virtual environment through a very realistic and re-created terminal, users have more unique perception, display response and rich psychological changes. Compared with traditional media types, the media content conveyed through the unique interaction and presentation mode of virtual reality can make users' special media use experience.

Relaxation is a process in which a person's physical and mental state changes from tension to relaxation, which is tension rather than relaxation, and often anxiety when nervous. When analyzing this content, we should also fully understand the changes between tension and relaxation, and it is necessary to fully understand the composition of the nervous system. The nervous system includes the autonomic nervous system and the non-autonomic nervous system, which is mainly controlled by the subjective control nervous system of the brain. The non-autonomic nervous system is composed of the sympathetic nervous system and the parasympathetic nervous system. Usually, the parasympathetic nervous system inhibits the sympathetic nervous system, restricts the fluctuation of our emotions, and keeps our body relaxed.

Relaxation training can help people relax the pressure of body and mind, effectively reduce the level of physical activity and maintain balance and stability on the basis of reducing heart rate and muscle relaxation. Relaxation training includes progressive muscle relaxation and silence, biofeedback relaxation and music relaxation. Progressive muscle relaxation requires tightening muscles and repeating tension relaxation exercises. Now it is more about using language to guide you through the sound of training methods. In a quiet environment and comfortable posture, people relax from the bottom of the mind to the body from inside to outside. Relax and relax by listening to music and adjusting the breathing rhythm. Silence is also called meditation. It is necessary to eliminate self-discipline and desire under voluntary consciousness and realize physical and mental relaxation. Immersive virtual reality can make participants feel that they are completely in the virtual world, and participants enjoy a completely immersive experience. In this environment, people can experience a sense of presence, which is not available in other media. The most obvious feature of immersive virtual reality is to close the participants' vision and hearing to produce virtual audio-visual. Participants can directly use voice and hand sensors to issue operation commands to the system host, and convey information in real time through hand and foot sensor trackers, so as to maximize the real-time performance of the system. Situational system is an ideal model to replace real environment. It is a virtual environment with the latest interactive means. The common immersive systems are: helmet mounted display system and projection virtual reality system.

Objective: To explore the application value of immersive virtual reality game in psychological relaxation.

Methods: According to the concept and principle of psychological relaxation, the positive role of games and the possibility of applying games to obtain relaxation were analyzed. Immersive virtual reality psychological relaxation games provide personalized and self-service ways to relax. Therefore, in the future, it can be developed in more fields, and by integrating various game contents and game modes, it can better realize realistic images while relaxing the body and mind.

The current game itself is suitable for adults. At the same time, this designed heart rate sensor belongs to low-cost open-source hardware, not a professional high-precision professional biomedical sensor. The human physiological signal is weak, motion, ambient light, and it is easy to be disturbed by electromagnetism, power supply, etc. There is a certain deviation in the acquisition of game data. At this stage, the capture of physical information of virtual reality devices is defective, and some users suffer from dizziness or nausea due to motion sickness. Therefore, in the future, we need to constantly combine content design to meet the needs of different ages, and make the overall design more peaceful to meet the actual needs of each group. The computer configuration to experience virtual reality is relatively high, especially for graphics cards, and it will take some time to become popular among the general public. Generally speaking, with the progress of science and technology, the reduction of cost and the development of industry norms, virtual reality games as a means of psychological relaxation are of great value. Virtual reality is very attractive because it allows you to experience an unprecedented experience without relying on real space. Therefore, one of its future development trends is to integrate into daily life, serve our daily life and truly realize the fun of education.

Results: It is proved that the relaxation effect of immersive virtual reality relaxation method is better than that of non-immersive traditional relaxation method. The feasibility of immersive virtual reality games on psychological relaxation.

At present, one of the long-term psychological relaxation methods for mental disorders such as

depression and autism in China is to guide users to imagine and quiet scenes, so that everyone can imagine life experience and imagination. The difference is that it is difficult to achieve 100% effect. When immersive virtual reality games are effectively applied to psychological relaxation, practical virtual reality games can achieve immersive effect, improve the degree of relaxation and reduce the difficulty of psychological relaxation. In medicine, immersive virtual reality games will also be included in psychological rehabilitation treatment. With such a large population in China, Immersive virtual reality, the future game market prospect is very broad.

Immersion and existence are two important aspects of virtual reality. Immersion means that virtual reality can provide users with a real level of sensory fidelity. Experience is completely immersive. Immersive virtual reality can be divided into three systems: projection, rocking in and helmet style. Projection can be applied to multiple users at the same time. Helmet style can be used to visualize a user immersed in a virtual environment that can be completed, and users can operate in a remotely controlled environment. The origin of immersive virtual reality system can be traced back to the HMD system of Dr. Ivan E. Sutherland in 1965. The second year, the first full-function helmet mounted display appeared, and at the end of the 20th century, the immersive virtual reality system was studied and developed again. We are at the climax. Many scholars from all over the world actively study and complete the development of immersive virtual reality system. From the research of modern scholars, game is a healthy way to vent emotion and thought. When we can recognize new things in virtual games, we can consolidate and expand existing ideas, and we can also develop new cognitive structures. Therefore, it is undoubtedly able to form an orderly feeling in a certain release, so as to gradually put down the original burden and better invest in the follow-up work and life.

Conclusion: immersive virtual reality psychological relaxation game provides a personalized and self-help method to relax the body and mind for the public with mental sub-health.

* * * * *

APPLICATION OF MUSIC APPRECIATION IN COLLEGE STUDENTS' PSYCHOLOGICAL QUALITY EDUCATION

Yi Zhang

College of Music, Weinan Normal University, Weinan 714000, China

Background: China promotes quality education and trains comprehensive talents with all-round development of morality, intelligence, physique, beauty and labor. As an important part of art, music appreciation is a creative spiritual activity and a constantly developing psychological process. It runs through a special spiritual exploration of human beings and the collision of various images, resulting in the purification of the soul and the sublimation of the spirit. Music appreciation is a very good form of aesthetic education. College students are in the stage of psychological development and tend to mature. The university stage is the process of college students' self-consciousness gradually forming, qualitative and mature. It plays an important role in people's physical and mental health all their life. In this critical and unstable psychological development process, various factors such as physiology, society and personality will produce many overlapping contradictions, which will directly affect the psychological growth of young people. Music appreciation can play a positive role in the formation of college students' characteristics by promoting the process of college students' mental health, aesthetic feeling, aesthetic rational knowledge, aesthetic mental image and mood resonance.

Objective: Appreciation is a creative spiritual activity and a developing psychological process. It runs through a special human spiritual exploration and the collision of various images, resulting in the purification of the soul and the sublimation of the spirit. College students are in the stage of psychological development and tend to mature. The university stage is the process of college students' self-consciousness gradually forming, qualitative and mature. It plays an important role in people's physical and mental health all their life.

Subjects and methods: 1. Music has the highest moving effect. Music is an emotional art, which makes people have emotional changes such as joy, anger, sadness, joy, worry, sadness, thought and fear. It can also instantly make people relaxed and happy. All kinds of feelings can be caused by the touch of music.

2. Music has the characteristics of the most direct, rapid and profound impact on people's inner world. Gou Zi said in the theory of music that "everyone is deep in vocal music and its transformation is fast.". Plato believed that "rhythm and tune have the strongest power to immerse into the depths of the soul. If the way of education is appropriate, they will infiltrate the soul with Meimi". Modern scientific research

and practice have proved that, listening to music can adjust and balance people's emotional intensity and the duration of emotional generation and development, so as to make people happy in body and mind, relaxed in spirit and in a good mood. Beautiful music, moving melody and relaxed rhythm can adjust people's excitement and inhibition. The emotional intensity is moderate, the duration is moderate, the spiritual energy consumption is reduced, the tired body and mind recover their energy, and the unbalanced psychology tends to be balanced. By deeply expressing the music appreciation of various emotions and cultivating a rich emotional world, you can relieve your worries in joy, turn anger into tenderness, balance your spirit, regulate and vent your emotions.

3. Music is a way of self-expression and emotional release. Depression and inhibition are a psychological reason for the formation of many psychological problems. As we all know, emotions must be vented. Only in this way can emotions turn into a conscious calm state, which is also the need of health. Music can just meet this need. It provides students with an outlet for emotional catharsis and can bring people to the depth of consciousness.

Results: 1. The contradiction between thirst for knowledge and discrimination. College students are eager for knowledge and have a strong and vigorous desire for knowledge. They are full of novelty in everything, which is a positive psychological state. However, due to their youth, childishness and poor discrimination ability, sometimes there will be no distinction between good and bad, and no distinction between defects and virtues, resulting in the contradiction between thirst for knowledge and discrimination. As an abstract aesthetic activity, music appreciation needs rich knowledge and understanding. From the perspective of the level of life content reflected in music works, some reflect the level of natural images and some express the level of human feelings, which can meet the college students' desire for novelty. At the same time, a musical work represents the composer's unique spiritual temperament, showing the composer's tenacious character and indomitable struggle spirit. Such music works have strong ideological and spiritual characteristics, can guide and educate college students from the positive, and play the role of education and enlightenment.

2. The contradiction between independence and dependence. With the gradual physical and psychological maturity of college students, their independence and self-esteem have also developed rapidly. They hope to live a more democratic and free life. But on the other hand, college students cannot be completely independent both economically and ideologically. To a large extent, they need to rely on teachers and parents, and need their guidance and help. Music appreciation needs to cultivate college students' independent appreciation personality and understand the works from their subjective feelings. Music works express a certain emotion with abstract and special hypothetical images, and rarely describe the object concretely and definitely. Any music work will not have a unified understanding standard. Don't follow others. It should be deepened from shallow to deep, from surface to interior, and produce independent appreciation thinking, so as to continuously improve their appreciation ability. When they master the era, emotion and national characteristics of the composer's works, they can correctly understand the real meaning of music works.

3. The contradiction between emotion and reason. College Students' emotions and emotions are in a strong, easy to be excited and extremely unstable stage. They are easy to be emotional and difficult to control themselves with reason in time. Music is an art that is best at expressing and stimulating feelings. In music appreciation activities, emotional experience is the most common and strongest psychological activity. Classical music, with its characteristics of stability and harmony, can gradually stabilize the excited and irritable mood. Romantic music is rich and has strong personality, which is conducive to people's pouring out their inner feelings and expressing their self-consciousness. Modern music stimulates people's senses with strong rhythm and variable tonality, making modern people' tired spirit active and excited. Facing the increasingly serious situation of college students' psychological obstacles caused by the pressure from society, learning and employment, music appreciation cannot only make college students' emotions healthy and cheerful, but also alleviate and adjust the bad emotions caused by college students' psychological obstacles.

4. Contradiction between locking and releasing. The inner world of college students is rich and colorful, but with the enhancement of self-esteem, the enrichment of social experience and the maturity of personality, it shows a unique psychological stability. On the one hand, psychological locking is the performance of college students' improvement of social adaptability, but it increases difficulties in mutual understanding and communication between people. On the other hand, college students are eager to communicate with others and talk about their thoughts, feelings, wishes and ideals with friends and confidants, so as to get the opportunity of psychological release. Music is one of the best forms to express the feelings of the soul. It has the special function of broadening ideas and cultivating sentiment. Beethoven once said that music "is a higher enlightenment than all wisdom and all philosophy". Music appreciation is also a good form of making music friends and communicating with each other, so as to further understand and communicate with each other.

5. The contradiction between creativity and conservatism. College students have rich imagination, innovation and innovation, which is the basis of creativity. Comrade Li Lanqing pointed out in his speech on promoting symphonic music in colleges and universities: "The aesthetic education function of music is not only to improve the aesthetic ability and Tao and Taiwan sentiment in general, but also to greatly help people's intellectual development, especially to improve people's imagination and creativity, and to exercise their ability to express and solve problems. Music has a far-reaching impact on the progress of social civilization." The experiment of music psychology also fully proves that music appreciation not only brings pleasure and pleasure to people emotionally, but also develops people's ability of image thinking and logical thinking, and helps people produce imaginative and creative thinking.

Conclusions: Music appreciation can play a positive guiding and resonant role in the relatively complex psychology of college students in adolescence, promote the improvement of college students' psychological quality and contribute to the healthy growth of College Students' psychology.

* * * * *

THE IMPACT OF PSYCHOLOGY COGNITIVE DISORDERS ON SMART LOGISTICS SUPPLY CHAIN IN CHINA

Changyong Pei

School of Economics and Management, Jiangsu College of Engineering and Technology, Nantong 226007, China

Background: At present, China's logistics industry is in an important period of strategic opportunities. With the adjustment of China's industrial structure and the change of development mode, the logistics industry is playing a more and more important and strategic role in the national economy. Under the background of supply-side structural reform, the traditional development mode of logistics industry is unsustainable, and intelligent logistics is becoming an important source of logistics industry transformation and upgrading. At present, intelligent logistics is a new thing. Although its development still faces many severe challenges, with the continuous improvement of policy environment, gradual formation of logistics Internet, wide application of logistics big data, continuous strengthening of logistics cloud service guarantee, increasing popularization of collaborative sharing mode, and rapid development of artificial intelligence technology, the basic conditions for developing intelligent logistics in China have been met. It is imperative to take the smart logistics supply chain as an important handgrip of the supply-side structural reform of China's logistics industry, give full play to its role as the integrator of social resources, the concentrator of decentralized markets, the person in short supply and artificial replacement, the person who satisfies personality demands, and the creator of green ecology, comprehensively promote the upgrading of the supply chain through connection and upgrading, data upgrading, mode upgrading, experience upgrading, intelligent upgrading, and green upgrading, profoundly transform the mode of social production and circulation, promote the adjustment of industrial structure and the conversion of momentum, promote the supply-side structural reform, and create new opportunities for the development of the logistics industry.

Consumption psychology is an important branch of psychology, which studies the psychological phenomena and behavior laws of consumers in consumption activities. Consumption psychology is a new subject. Its aim is to study the rules of psychological activities and individual psychological characteristics in people's daily purchasing behavior. The study contents of consumer psychology include the process of consumer's psychological activities, consumer's individual psychological characteristics, psychological factors influencing consumer's behavior, psychological activities in the process of consumer's purchase, the influence of social environment on consumer's psychology, consumer's psychology and behavior, consumer's tendency and psychology, commodity factor and consumer's psychology, marketing communication and consumer's psychology, etc.

Objective: At present, the world smart logistics supply chain has become lengthy and complex, increasing their risk exposure and vulnerability, and thus causing greater pressure on the supply chain risk management. In the intelligent logistics supply chain, the destructive effect of any part of the entity can directly affect the ability of a logistics supply chain to continuously operate. Therefore, to improve the efficiency of logistics and transportation and ensure stable transportation, the impact of cognitive impairment in consumer psychology is needed.

Subjects and methods: Smart logistics is a new ecology based on the logistics Internet and logistics big

data, by jointly sharing the industrial innovation model and advanced artificial intelligence technology, reshaping the industrial division of labor, reengineering the industrial structure, and transforming the industrial development mode. This paper mainly investigates and analyzes it from the three aspects: policy support, steady development and big data application.

Study design: Six large, medium-sized and small logistics enterprises were selected as the research subjects to investigate and analyze the effects of cognitive impairment on consumer psychology. The questionnaires were issued to 60 senior executives from the six companies, requiring them to be completed at one time, and each person completed them for about 15 to 20 mins. A total of 60 were issued and 60 were recovered with valid copies of 57.

Methods: The effect of cognitive impairment in Excel statistical consumer psychology on China's smart logistics supply chain.

Results: The Ministry of Transport, the Ministry of Commerce, the Ministry of Industry and Information Technology and other relevant departments have deployed to promote the Internet + efficient logistics related work from their respective functional fields, create a good policy environment for promoting the development of smart logistics, and improve the service quality of consumers. With the rapid development of mobile Internet, a large number of logistics facilities are connected to the Internet through sensors, and the logistics connection shows a rapid growth trend. Logistics connection is driven by information interconnection and facilities interconnection. Logistics online has created and laid the premise and foundation for the development of intelligent logistics, which can accelerate the speed of logistics transportation. Online logistics produces a large number of business data, which turns logistics big data from concept to reality. The data-driven business model promotes the intelligent transformation of the industry and greatly improves the production efficiency.

The results of this survey, the influence values of specific factors were quantified by 0-4,0 indicating irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, 4 means sufficient influence, and the specific statistical tables are shown in Table 1.

Table 1. Effect of the cognitive impairment of consumer psychology on China's smart logistics supply chain

Factor	Policy support	Forge ahead	Big data application
Small enterprise	3	4	4
Medium-lot producer	3	3	3
Large-lot producer	4	3	3

Conclusions: At present, China is in a critical period of a new round of scientific and technological revolution and industrial transformation. Wisdom logistics through connection upgrade, data upgrade, mode upgrade, experience upgrade, intelligent upgrade, green upgrade comprehensive booster supply chain upgrade, using consumer psychology research analysis to promote China wisdom logistics supply chain effect, profound influence on social production and circulation mode, promote industrial structure adjustment and kinetic energy conversion, promote the supply side structural reform, create new opportunities for the development of the logistics industry.

* * * * *

THE CAUSES AND COUNTERMEASURES OF ANXIETY OF ADVOCATES OF SCIENTIFIC RESEARCH FUND REFORM IN SCIENTIFIC AND TECHNOLOGICAL INNOVATION IN COLLEGES AND UNIVERSITIES

Jiayin Song

Science and Technology Division, Northeast Electric Power University, Jilin 132012, China

Background: The reform advocates of scientific research funds are the organizers and implementers of scientific and technological innovation in colleges and universities, and the best provider of high-quality scientific and technological innovation services in colleges and universities. They directly deal with 80%-90% of various problems in scientific and technological innovation in colleges and universities, and their high-intensity and high-pressure occupations make them often in a state of high concentration in their work, which is easy to produce a series of psychological problems. Anxiety is caused by psychological conflict or frustration. It is a reflection of complex emotions, manifested in fear, anxiety, anxiety and some physiological reactions. Mild anxiety is normal for everyone. Moderate anxiety creates a sense of pressure

and forces people to work hard. Excessive anxiety will interfere with people's normal activities and easily lead to more serious psychological disorders or diseases.

Objective: Advocating and encouraging scientific researchers to bring scientific research achievements to the market is not only the only way of scientific research reform, but also an important way to independently generate income and make up for the funding gap. However, the advocates of scientific research funding reform generally have professional psychological problems, and the great professional pressure is deeply reflected in these advocates. Improper work stress not only damages the individual, but also destroys the health of the organization. The impact of occupational stress and mental health on society has attracted more and more attention. Therefore, it is necessary to analyze the causes and Countermeasures of the anxiety of the advocates of scientific research fund reform in the scientific and technological innovation of colleges and universities.

Subjects and methods: 200 advocates for the reform of scientific research funds in scientific and technological innovation in colleges and universities are selected, and a questionnaire is distributed to them. The trained investigators adopt unified guidelines, and on the basis of clarifying the investigation intention, the subjects fill in the questionnaire in the form of self-evaluation within the specified time, and the questionnaire is checked and recovered. The contents of the questionnaire include gender, age, working years, professional title, education level, marital status, living conditions, economic pressure, career promotion pressure, life pressure, relationship with immediate relatives, relationship with other relatives, relationship with neighbors, relationship with colleagues, relationship with friends, performance of family obligations, public attitude towards their own career, personality type Weekly entertainment and leisure time, weekly exercise time, coping style, etc.

Study design: The self-rating Anxiety Scale (SAS) is distributed to them at the same time. It is composed of 20 items and scored according to level 1-4. The cumulative score of each item is the total score. SAS score ≥ 50 indicates that there is anxiety.

Methods: Establish Excel database. After the data are entered and checked by professionals, the experimental data are analyzed by statistical software SPSS 16.0. The measurement data are expressed as mean ± standard deviation ($X \pm s$), analysis of variance is adopted, and LSD-t test is adopted for pairwise comparison. The counting data are expressed by rate and X^2 test is used. Using multiple linear regression, this paper analyzes the causes of anxiety of advocates of scientific research fund reform in scientific and technological innovation in Colleges and universities. The difference was statistically significant with $P < 0.05$.

Results: According to the survey results, the anxiety scores are shown in Table 1.

Table 1. Statistical results of anxiety scores

Score	Total anxiety score ≥ 50	Total anxiety score < 50
Proportion of people / %	21.3	78.7

Anxiety was divided into groups according to different levels of influencing factors, and the scores of each influencing factor were analyzed. The results showed that education level, living conditions, economic pressure, career promotion pressure, life pressure, relationship with immediate relatives, relationship with other relatives, performance of family obligations, weekly entertainment and leisure time and coping style, There was significant difference in anxiety scores ($P < 0.05$), but there was no significant difference in the grade scores of other factors ($P > 0.05$) There were significant differences in education level, living situation, economic pressure, career promotion pressure, life pressure, relationship with immediate relatives, relationship with other relatives, performance of family obligations, weekly entertainment and leisure time, coping style and anxiety scores ($P < 0.05$).

The author believes that with the development of high-level science and technology, the reform of scientific research funds has also been strongly advocated. People have higher and higher requirements for scientific and technological innovation in colleges and universities. The workload of the advocates of scientific research funds reform is also increasing. They not only bear great work pressure, but also bear the pressure from life, scientific research and promotion

Logistic regression analysis showed that the higher the working years and the greater the life pressure were the risk factors of anxiety ($P < 0.05$) The author believes that the higher the working years and education level, the higher the public's expectation and self-demand level for advocates. This phenomenon can easily lead to inner conflict and anxiety. At the same time, it is also related to the high pressure of work and life and poor maintenance of their own health This study also shows that first marriage, better relationship with immediate relatives and better relationship with friends are the protective factors of anxiety ($P < 0.05$). It can be seen that good marriage, harmonious family atmosphere and good social support system can effectively alleviate the pressure in work and life, improve individual physical and mental health,

improve individual stress coping ability and reduce the occurrence of anxiety.

Conclusions: To sum up, there are some mental health problems for the advocates of scientific research funds reform in scientific and technological innovation in colleges and universities, which cannot be ignored. Active intervention measures should be taken, extensive social support should be given, and positive coping style training should be strengthened. at the same time, the advocates of scientific research funds reform in scientific and technological innovation in colleges and universities should also learn to adjust themselves and actively participate in sports and entertainment Activities and build good interpersonal relationships. Positive coping styles and good interpersonal relationships can alleviate the impact of setbacks and are conducive to mental and physical health. While negative coping styles and poor social relations are not conducive to alleviate mental tension and are harmful to the maintenance of mental and physical health, and even have a more significant impact. It can be seen that in addition to society, we should give advocacy to the reform of scientific research funds in scientific and technological innovation in colleges and universities in addition to paying more attention, personnel should also strengthen self-adjustment, so as to reduce the occurrence of anxiety.

* * * * *

RESEARCH ON INTERNATIONAL COMMUNICATION AND ENGLISH TRANSLATION OF HAINAN INTANGIBLE CULTURAL HERITAGE UNDER THE BACKGROUND OF PSYCHOLOGY

Kundan Zheng[1,2]

[1]*Haikou University of Economics, Haikou 571127, China*
[2]*School of Hospitality, Tourism & Events, Taylor's University, Subang Jaya 47500, Malaysia*

Background: The intangible cultural heritage of Hainan Province has a variety of contents, including traditional drama, such as Lingao puppet opera. Traditional dance, such as Li firewood dance. Traditional skills, such as Li's primitive pottery making skills, fire taking skills and Li's tree bark cloth making skills. Traditional music, such as Danzhou tune and Yazhou folk song. Folk customs, such as Li's "March 3" festival, the route of the South China Sea channel, etc. Intangible cultural heritage is an important part of Hainan's traditional culture, the sustenance of Hainan people's culture and the carrier of emotion. It carries rich information such as local history, culture, economy and folk customs. Therefore, the protection and inheritance of intangible cultural heritage is of great significance to continue Hainan's traditional culture and enhance the cultural soft power of Hainan International Tourism Island.

Objective: As a tourist island, Hainan Island itself has a large number of overseas tourists. As a bridge connecting Chinese and foreign development, intangible cultural heritage publicity translation should take this opportunity to "go out" to let more overseas tourists understand the profound connotation of Hainan intangible cultural heritage culture. Taking the tie dyeing, weaving and embroidery skills of Li Nationality in the Li Miao cultural tourism area of betel nut Valley in Hainan Province as an example, this paper analyzes its publicity translation strategies from the perspective of Skopos theory.

Subjects and methods: (1) Additional translation. As the name suggests, adding translation is to appropriately add or supplement some words or sentences in translation. It is generally used in translation, which contains special cultural phenomena. In order to make readers clearer and understand at a glance. In the original text, "Luoyue people are the ancestors of Baiyue ethnic group in ancient China, also known as Li people. They were the first people to settle in Hainan Island. Their immigration to Hainan can be traced back to the Shang Dynasty (1600-1646 BC)". If the "Luoyue people" is directly translated into the Luo Yue people, Overseas tourists may not know what kind of group the ancient gregarious tribes in China were, so some explanations should be added appropriately, such as a clan of the ancient Chinese Baiyue ethnic group. In addition, "Shang Dynasty" is directly translated into Shang Dynasty. Foreign tourists will also be confused about the Shang Dynasty and do not know the specific time. Therefore, the specific time for translating the Shang Dynasty should be increased: 1600 bc-1646 BC. In this way, readers will understand the ancient groups, understand the specific time, and be more faithful to the meaning of the original text. Therefore, this sentence can be translated as: "the Luo Yue people, a clan of the ancient Chinese Baiyue ethical group, also known as the forefathers of the Li people, were the earliest setters on Hainan Island, and their migration to Hainan dates back to as early as the Shang Dynasty (1600 bc-1646 BC)."

(2) Subtractive translation. The structure of English is different from that of Chinese, which we must pay attention to when translating. Chinese pays attention to neat antithesis, while English pays attention to the pursuit of language sense and logic in the article. If you blindly pile up repetition, you will lose beauty and

appear not concise enough. Then you need to delete translation and reduce translation in translation to remove some unnecessary words in Chinese. For example, the words "comprehensive, systematic, careful and complete" in "comprehensive and systematic investigation, careful selection, sorting and complete preservation of Li traditional cultural heritage in Li River Basin in 2003" can be deleted as appropriate. Investigated, selected, sorted and preserved the traditional cultural heritage of the Li nationality.

(3) Transformation. Transforming translation strategy is also a common strategy in the process of translation. Transformational translation is a translation method that requires us to transform the existing meaning of the original text into similar content that can be more empathized and easier to understand by foreign readers in the process of translation. Such as the translation method of "Huang Daopo" in foreign publicity translation. In the original material, "more than 700 years ago, Huang Daopo, who has been handed down from generation to generation, traveled all over the world and learned cotton textile skills from the Li Nationality in Yazhou, Hainan". So how to reflect the famous of Huang Daopo and how to let foreign tourists know about Huang Daopo? We can translate Huang Daopo (1245-1330), a noted lady in a fold legend in English materials, who makes brilliant contributions to the development of Chinese traditional handcraft cotton textile production.

Results: (1) Use the Internet and mobile social media. In the 21st century with the rapid development of the Internet, we should make full use of the advantages of the Internet and mobile social media to improve the public's attention to intangible cultural heritage and expand the popularity of intangible cultural heritage culture. For example, use the short video platform to shoot publicity micro films, so that more people can imperceptibly understand the intangible cultural heritage culture. In addition, a special Chinese foreign comparison section is set up on the intangible cultural heritage website of Hainan Province, and convenient access to this website is provided in tourist attractions.

(2) Combine school education with intangible cultural heritage inheritance. Firstly, relying on the foreign language major in colleges and universities, we should cultivate special translation talents, add learning subjects related to intangible cultural heritage inheritance, and cultivate the professional quality of future intangible cultural heritage translators. At the same time, the existing translators of intangible cultural heritage should actively devote themselves to the work of intangible cultural heritage and carry forward the spirit of studying and practicing. Universities can also regularly invite existing intangible cultural heritage translators to hold relevant lectures to share experiences and exchange experiences.

(3) The government plays a leading role. Culture is a force to promote development. The government should pay full attention to its function of developing cultural undertakings, guide the whole society to pay attention to the development of intangible cultural heritage through formulating various guidelines and policies, literature and art, radio, film and television, press and publication, and provide financial support for the research of relevant projects to ensure the smooth progress of the work.

(4) Improve the awareness of cross-cultural communication. In the translation of intangible cultural heritage publicity, we should first establish the awareness of equality and respect. Every culture, regardless of its advantages and disadvantages, enjoys equal status. We should not worship or discriminate against other cultures because of economic gap. As a bridge connecting the development of China and foreign countries, the translation method of intangible cultural heritage publicity translation needs to be flexible, which requires intangible cultural heritage translators to actively contact the cultures of other countries, compare the differences, and translate texts that can fully express the profound connotation of China's intangible cultural heritage culture and do not conflict with the cultures of overseas countries.

Conclusions: To sum up, from the perspective of Skopos theory, the study of publicity translation strategies of Hainan intangible cultural heritage should follow the three principles of Skopos translation. In the process of translation, appropriate translation strategies should be selected to add, subtract and transform the original text. Strengthen Hainan's cultural self-confidence and improve Hainan's cultural soft power, so as to enable foreign friends to more fully and comprehensively understand the cultural connotation of Hainan's intangible cultural heritage, help the establishment of a good cultural image of Hainan Province, and make it a beautiful famous film in Hainan Province.

* * * * *

THE CULTIVATION OF "TRIPLE IDENTITY" PSYCHOLOGY OF COLLEGE STUDENTS' PATRIOTISM EDUCATION IN THE NEW ERA

Ruinan Zheng[1,2]

[1]*School of Culture and Communication, Guangdong University of Business and Technology, Zhaoqing 526000, China*
[2]*University of Sao Paulo, Philippines Tuguegarao 2500, Philippines*

Background: It is a long-term strategic task for the ideological and political work of colleges and universities in Xinjiang to carry out patriotism education deeply and persistently. At present, continuously enhancing national security education, cultural identity education, national unity education and Xinjiang history and regional situation education for ethnic minority college students, maintaining the stable development of Xinjiang and building a socialist harmonious society are the focus of patriotic education for ethnic minority college students in Xinjiang Colleges and universities now and for a longer period of time in the future. Colleges and universities in Xinjiang must further innovate the ideas and models of Ideological and political work, and seek new ways and methods to carry out patriotism education.

Objective: In order to understand the current situation of political identity, national identity and national identity of ethnic minority college students in detail, take the initiative to grasp the real trend of Ideological and political education for ethnic minority college students in Colleges and universities, put forward effective countermeasures and suggestions for ideological and political education in Colleges and universities, and "Triple Identity" for ethnic minority college students It is particularly necessary to make an empirical evaluation of the current situation.

Subjects and methods: 1. Strengthen students' thanksgiving education and establish the patriotic consciousness of ethnic minority college students. Since the family economic level of most ethnic minority students is relatively low, more students enjoy the national financial assistance policy. At the same time of financial assistance, gratitude education can be carried out for ethnic minority students in a variety of ways. Under the guidance of the socialist core values, cultivate the excellent qualities of ethnic minority students' self-reliance, honesty and trustworthiness, kindness, and gratitude, encourage and support ethnic minority students to actively participate in voluntary services and public welfare activities within their capabilities, consciously contribute personal strength to the society, and cultivate the patriotic feelings of ethnic minority students. We can also set up necessary gratitude education courses for ethnic minority graduates, cultivate their sense of integrity, clarify the help of the state, and establish a good sense of patriotism.

2. Strengthen historical and cultural education and stimulate the patriotic feelings of ethnic minority college students. Chinese culture, including ethnic minority culture, is broad and profound. It is necessary to strengthen the educational concept of "cultural self-confidence" of ethnic minority students, actively spread Chinese positive energy and enhance national cohesion. It can lead minority students to visit the history and culture museum to understand the long history and profound cultural accumulation. Visit Mazhuang, Huaihai Battle Memorial Hall and other red education bases to learn about the struggle process of the Chinese nation. Guide ethnic minority students to read the book of songs, three characters classic, Chinese epic and other excellent works, so that ethnic minority students can fully master Chinese culture and do not blindly worship foreign culture and online fast-food culture.

3. Strengthen national unity education and lead the patriotic concept of ethnic minority college students. The history of the Chinese nation, jointly created by 56 ethnic groups, is brilliant and unique. It is the common responsibility of the people of all ethnic groups to consciously safeguard national unity and national unity. The foundation of realizing national unity is to strengthen national unity education and build the Chinese national community. In ethnic unity education, we can organize a variety of activities, hold ethnic minority teachers and students' gatherings, and combine ethnic minority knowledge lectures to make the awareness of ethnic unity go deep into the hearts of students of all ethnic groups, so as to truly achieve the unity of all ethnic groups.

4. Strengthen ethnic policy education and deepen the patriotic behavior of ethnic minority college students. For most ethnic minority students, they will choose to return to the place of origin for employment after graduation, and they will inevitably encounter contents related to ethnic policies in their work. Therefore, it is necessary to strengthen ethnic minority students' study of Marxist ethnic outlook and the party's ethnic education policy, and establish ethnic self-confidence is also necessary for a long time. According to the actual situation of students, analyze in detail the national policies on minority education and economic development, guide students of all ethnic groups to love the country and the party, enable them to firmly establish the ideas of "five identities" and "three inseparables", and enhance the awareness of China's national community.

Results: 1. Incentive education mechanism. Unified station departments at all levels and colleges and universities should establish goal incentive and strengthen example incentive. Regularly conduct the selection of advanced collectives and pacesetters of excellent ethnic minority college students, commend the collectives and individuals with outstanding performance, build the selected individuals and collectives into a "report group of excellent ethnic minority college students", hold a theme report meeting on the

advanced deeds of ethnic minority college students, and vigorously publicize the excellent models around them, Make ethnic minority college students feel the excellent representatives around them, guide them to correctly understand and deal with the interest relationship between the state and the nation, deepen their understanding of political identity, national identity and national identity, and pay attention to effective publicity.

2. Network education mechanism. We should adapt to the development of the network era, master more network technologies and methods, and establish school network websites, QQ groups, WeChat groups and unblocked campus cable radio and television for ethnic minority college students. We should regularly carry out "Triple Identity" education for ethnic minority college students, so that they can understand the history and culture of the motherland, grasp China's basic national conditions and see the great achievements of the country, so as to imperceptibly enhance the trust and support of ethnic minority college students to the party and the state. At the same time, we should also set up hotlines and columns to communicate with most ethnic minority college students on political, national and ethnic issues of interest, timely grasp their ideological trends, and timely solve all kinds of questions and difficulties in their thinking and life. Taking the network as a new position and combining online identity education with offline identity education will help to improve the timeliness and pertinence of "Triple Identity" education.

3. Practical education mechanism. We should pay attention to the specific ideological behavior and practical needs of ethnic minority college students, take into account their ideological needs, learning needs, psychological needs, work needs and living needs, and organize and arrange them to actively participate in social classes and carry out "Triple Identity" education activities by taking advantage of holidays or social practice courses, Let them practice the responsibility and obligation of a minority college student in the great practice of socialism with Chinese characteristics. Let them further improve their ability to analyze social phenomena in the close relationship between theory and practice. Let them establish national self-esteem, self-confidence and pride in participation and practice, so as to strengthen their confidence in taking the road of socialism with Chinese characteristics, China's opening up and modernization, and the party and government.

Conclusions: The patriotic education of ethnic minority college students should proceed from reality, take patriotic education as an important part of student education management, implement the fundamental task of Building Morality and cultivating people, and correctly grasp the national education policy, so that ethnic minority college students can truly shoulder the important task of national rejuvenation. The exploration of patriotism education methods still needs to be further deepened and strengthened.

* * * * *

AN ANALYSIS OF THE STRATEGIES OF INFILTRATING MENTAL HEALTH EDUCATION INTO ENGLISH TEACHING IN THE CONTEXT OF CROSS-CULTURAL COMMUNICATION

Yu Zhou & Quansheng Liu

College of General Education, Nanning University, Nanning 530200, China

Background: Because the current education system is not perfect, to cope with various examinations, teachers often overemphasize grammar knowledge and reading and writing ability in the classroom, ignoring students' learning of British and American cultural background. Chinese students often make communication mistakes after studying hard for many years, mastering grammar, memorizing words, and memorizing a large number of sentence patterns and idioms. This phenomenon shows that although students may learn basic language knowledge, they do not master the corresponding communicative competence. The increasingly frequent cross-national and cross-cultural exchanges put forward new requirements for English teaching. When talking about cross-cultural communication, an American scholar said that "Mastering only one language does not mean being able to fully communicate with people who use the language". This puts forward an urgent problem to be paid attention to and solved in English teaching. First, we should run through the understanding and mastery of western culture in English teaching. With the deepening of the new curriculum reform, the requirements for students to learn English knowledge are also improving. There is a serious lack of English learning atmosphere. Because students are curious about the subjects they have

just come into contact with and are very interested in new things, the teaching in the newly opened English class is going very smoothly. With the transfer of time and the increase of knowledge difficulty, some students began to go downhill. Children can only rely on two or three classes at school. Therefore, I have been trying to find the best combination of English teaching and mental education, so as to improve teaching efficiency.

Objective: To pay attention to students' physical and mental health, we should first pay attention to students' personality psychology, and different psychological activities play a decisive role in the process of their English learning. The new English curriculum standard specially emphasizes: "we should pay attention to each student's emotion, stimulate their interest in learning English, and help them build their sense of achievement and self-confidence, so that they can develop their comprehensive language ability in the process of learning. "Therefore, we need to infiltrate mental health education into English teaching, not only pay attention to the development of students' cognitive ability, but also pay attention to students' emotional life, so as to promote the harmony of students' knowledge, emotion, intention, behavior and personality characteristics.

Subjects and methods: 1. Excavate the connotation of vocabulary. Vocabulary has accumulated rich cultural connotations in its long-term use. There are few completely equivalent words in common use in Chinese and English. The seemingly corresponding words may contain different cultural connotations. If students understand them literally without paying attention to cultural differences, they will cause many misunderstandings in communication. Therefore, we must excavate the cultural meaning of vocabulary and let students understand its cultural connotation. 2. Pay attention to cultural differences in grammar teaching. Grammar teaching should not only focus on the explanation of language structure. When analyzing difficult sentences, students can first translate them into Chinese, and then compare and analyze English and Chinese sentences to find out the similarities and differences. In this way, students can avoid many Chinglish in communication and reduce the interference of their mother tongue to English learning. Therefore, in grammar teaching, teachers should often compare English and Chinese, find out the similarities and differences, help students overcome interference, promote positive transfer and improve the efficiency of learning English. 3. Pay attention to the cultivation of communication culture. Go for it covers many topics such as "greetings, asking for information, thanks, making phone calls, making comments, dating, praise, asking for directions and directions, talking about the weather". Teachers can create cultural scenes in the classroom in combination with the functional items of each unit, so that students can practice and use them in different roles, and through comparison, analysis and experience, Improve students' appropriateness of language expression and cross-cultural communication ability. In addition, teachers can also organize students to perform some misunderstandings caused by different cultures, let students compare the similarities and differences between foreign and national cultures, and strengthen the cultivation of communicative culture. 4. Strengthen cultural infiltration through multiple channels. Learning a foreign language cannot only rely on a limited classroom. Teachers should guide students to make full use of extracurricular time to expand their English language and cultural knowledge. First, teachers can guide students to read literary works, biographies of celebrities and other extracurricular reading materials, and require them to exchange experience after reading, so as to enhance their understanding of Western cultural knowledge and information. Secondly, teachers can guide students to watch original English movies, TV and video films, because they contain the lives, thoughts and ideas of people at all levels. The tortuous plot and dynamic performance can make students feel on the spot and make up for the lack of only words in books. By watching actors, students can also more vividly understand and learn many methods and means of nonverbal communication related to English culture.

Results: 1. Cultivate healthy emotions between teachers and students. It is the premise and foundation of effective mental health education. Teachers' own sense of Sui has the greatest and most direct impact on the formation of classroom teaching atmosphere and students' emotion. Therefore, teachers should have high ideological quality, good ethics and high psychological quality, so as to treat their work with full enthusiasm, constantly explore new problems in their work, and transform their continuous pursuit of work into love for students. In classroom teaching, teachers should enter the emotional world of students with friendly teaching attitude, pleasant expression and gentle and humorous language, contact, dialogue and communicate with students, induce people with emotion, humanize people with emotion, inspire people with emotion, and fully respect students' personality, individual and emotion, so as to realize spiritual communication, thinking resonance and emotional resonance between teachers and students. There is a healthy emotion of mutual respect and mutual understanding, which is the premise and foundation of mental health education. 2. Timely dredge students' psychological obstacles. Psychology believes that confidence is an important symbol of individual mental health, and confidence is the internal dynamic mechanism for everyone to give full play to their internal potential and realize the value of life. In classroom teaching, a variety of ways are used to evaluate students, so that students can find their own flash points under a variety of evaluation modes, and then stimulate their confidence to make progress. Teachers should be good

at discovering and dredging students' psychological obstacles in time. They can judge students' psychological state through students' eyes, facial expressions or uneasy looks and actions, give students more care and patient confidence, and do dredging work repeatedly, such as talking, analyzing and researching, listing successful examples, and solving the psychological problems they encounter. In English learning, when designing practice items and practice contents, arrange multiple levels, from old to new, from shallow to deep, from easy to difficult, so that students can continue to succeed, so that they can surpass obstacles one by one, gradually enhance their confidence, establish a good psychological state and actively participate in learning.

Conclusions: Generally speaking, as a qualified teacher, students not only need to learn basic knowledge and familiar with learning methods. It also needs to use English teaching skills to develop excellent psychological skills. Therefore, mental health education is what every English teacher needs to do. The implementation of mental health education is a complex and systematic project, which needs the joint efforts of all parties. Caring for and improving students' mental health education should also become one of the symbols of English teachers, which can improve students' mental health. As an English worker. Teachers need to focus on students' mental health while improving their English level, to improve their moral concept.

* * * * *

APPLICATION OF SAFETY PSYCHOLOGY IN CONSTRUCTION SAFETY MANAGEMENT

Zhenguo Zhou & Zhenggang Huo

School of Architectural Science and Engineering, Yangzhou University, Yangzhou 225127, China

Background: The application of safety psychology is mostly in the field of high accident rate. In the field of construction engineering, safety has always been a major and key problem. There are potential safety hazards in many construction sites. Out of consideration and attention to safety, especially how to prevent and minimize accident damage is also a major issue in construction project management. Therefore, it is necessary to study the research and development of safety psychology in construction project management.

Objective: With the development of the industrial age, construction safety accidents occur frequently. Most of the accidents are caused by people's unsafe behavior, and people's behavior is often controlled by subjective thinking, so it is very necessary to study people's psychology. However, in the current field of construction engineering management, safety psychology is generally in the initial research stage. In order to reduce the accident rate and improve the construction management level, this paper makes a corresponding explanation based on safety psychology and analyzes the types and causes of psychological factors.

Subjects and methods: Architecture is the living and working place in human daily life. Its safety management includes two aspects: construction and use. In the construction operation, because most of the buildings are high-rise buildings, people are required to work at heights, and the construction materials have certain harmfulness. Most of the construction personnel are migrant workers with low educational level, and their safety awareness is shallow. Under the action of these factors, the probability of accidents is high. In terms of use, the quality assurance of buildings is also very important, and the quality of buildings is determined by the whole construction process. Therefore, the behavior of building constructors is studied. Whether the behavior is safe or not depends on the psychological function, so we can't ignore the psychological factors of human safety in construction management.

Results: Introduce safety psychology management method. Generally speaking, there are ten unsafe psychological states in safety psychology, such as paralysis, irrelevant, arrogance, luck and rebellion, which will have a negative impact on safe construction. Such as paralysis, it is difficult for workers to realize the importance of safety production, lack of enough attention, and most of them appear on old employees. Rebellious psychology, employees are in conflict with normal psychology, refuse to abide by various systems, and make errors in the judgment of the current situation, which leads to potential safety hazards. The psychology of making fun mostly appears among young workers. Affected by the surrounding environment, irrational behaviors such as impulse and irrationality will occur, and safety accidents will also be caused. In order to better avoid the circulation of the above situation, construction enterprises can regularly carry out psychological state investigation, establish psychological archives on this basis, strengthen the publicity of healthy psychological state and improve the level of project safety management. In addition, a scientific and reasonable psychological adaptability selection mechanism should be established. Employees should be

selected by formulating a psychological scale and combining the psychological content. In particular, it is necessary to strengthen the measurement and analysis of employees' psychological, quality, physical fitness and other factors, so as to ensure that employees' current psychological state can be better integrated into their work, such as employees with volatile emotions, try to avoid operating large mechanical equipment, improve project efficiency and reduce safety accident rate.

Build a security risk early warning system. Safety risk early warning can predict risks in advance, help enterprises better avoid risks and ensure the smooth development of follow-up work. However, the effect of current safety risk early warning measures in safety management measures is the least obvious. In the final analysis, the early warning system is not perfect. Therefore, the system should be established in combination with the actual situation of construction projects: (1) Strengthen risk identification. Refine each stage of the construction project, realize the dynamic supervision and control of risks, timely and accurately find potential risks, implement risk identification to units, departments and employees, refine risk control, and finally eliminate safety accidents in the initial state. (2) Make a risk assessment. After discovering risks, analyze various risk sources, check deficiencies and make up omissions, find the root causes, and establish targeted management plans to achieve the purpose of risk control. (3) Implement safety assessment system. According to the above results, formulate detailed assessment rules, regularly assess the production work and eliminate risks. To establish a special safety supervisor and do a good job in daily work, we should pay attention to adjusting the salary of employees, fully mobilize the enthusiasm of employees through salary incentive, and ensure that the safety management work can be implemented in a real sense.

Improve the level of emergency management. The construction of construction projects is different from other work. Poor construction conditions and dangerous equipment are its unique characteristics. In case of safety accidents, the life of employees will be threatened in serious cases. Even if there is no life danger, it will also have an impact on the psychology and spirit of workers, such as escape, panic and other emotions, which will affect the judgment of employees. Therefore, it is necessary to establish a scientific emergency plan, improve the emergency guarantee mechanism before problems occur, strengthen emergency drills in daily work, enhance the psychological awareness of workers, guide them to actively report when they encounter safety risks, apply for assistance, and quickly control unsafe problems. During the construction of construction projects, if employees have an unhealthy psychological state, it is bound to affect the development of emergency disposal work. Therefore, safety psychology should be actively introduced. Psychological intervention and counseling should be carried out for employees at the first time of problems, so that they can strive to adjust their psychological state, participate in follow-up work and reduce the incidence of accidents, so as to improve their handling skills of safety accidents. In addition, psychological counseling can also be adopted to purposefully motivate employees and strengthen their psychological tolerance, so as to eliminate potential safety hazards.

Improve the safety incentive mechanism. As an important means of safety management, safety incentive has little impact on the management effect, but it cannot be ignored. Good safety incentive can have a positive impact on the previous safety management methods and ensure that the safety management work achieves twice the result with half the effort. In Maslow's hierarchy of needs, human needs are composed of seven levels, which is a process from low to high. Considering that safety management is closely related to people, it is necessary to make use of people's needs to formulate corresponding safety incentive methods to improve incentive effectiveness: (1) Material incentives. A fair salary system can make employees' pay recognized, combine salary with safety assessment, realize the supervision of safety work, reward those employees who actively implement safety management and abide by safety operation procedures, and punish them on the contrary. At the same time, introduce the mutual restriction mechanism, establish an incentive, supervision and restriction relationship among employees, strictly implement the incentive system and meet the material needs of employees. (2) Spiritual motivation. Through the perfect job rotation and on-the-job training system, strengthen the incentive effectiveness, issue bonuses and medals to the advanced personnel of safety production, and publicize them on the bulletin board, so as to set a good example for other employees and stimulate their subjective initiative to the greatest extent, so as to improve the effectiveness of safety production. (3) Job motivation. Training incentives, career planning and promotion opportunities are adopted. According to the characteristics of employees, they are assigned to suitable jobs to help employees better realize their self-worth, correct their attitude, correctly recognize the significance of safety production, strengthen their self-regulation ability, maintain a relatively stable emotional state and avoid safety accidents.

Conclusions: In construction project management, people's behavior is often affected by positive and negative psychology, which has an impact on the safe construction of construction projects. A person's behavior is the external expression of his inner activities. Once his behavior deviates, the most important thing is to investigate its root causes, intervene in the generation of his inappropriate behavior from the perspective of psychology, and effectively avoid accidents. Therefore, we should affirm the positive

psychology of construction workers and dredge their negative psychology, so as to give full play to the advantages of psychology in construction project management, provide psychological guidance to construction workers in various ways, establish an effective reward and punishment mechanism, take response measures in advance, implement both inside and outside, and ensure the safety of construction operation.

* * * * *

AUDIENCE AESTHETIC PSYCHOLOGY AND ARTISTIC PURSUIT OF ART EXHIBITION DESIGN

Liangliang Zhu

Department of Social Sciences, Changzhou Institute of Technology, Changzhou 213000, China

Background: The display form design of the museum can provide a more vivid and artistic form of expression for the display content, and its design level is related to the success or failure of the exhibition to a great extent. The main body of display activities is the audience. Every link of display design should start from the perspective of the audience, meet people's needs and adapt to the audience's aesthetic psychology. Therefore, understanding and studying the audience's aesthetic psychology is of great significance to the artistic pursuit of display design and has an important impact on the success of display. The main basis for the formation of people's aesthetic experience is people's perception, emotion, imagination, understanding and other psychological elements. After complex mutual induction and penetration, these psychological elements finally get a more wonderful aesthetic experience. Among them, perceptual activity belongs to the more important factor of aesthetic psychology. It reflects the relationship with the surrounding world through feeling and perception, forms an intuitive and general representation, and constantly infiltrates into the subject's emotional and ideological factors, forms an aesthetic image impregnated with emotional color and understanding factors, and finally moves towards the aesthetic world of external and internal integration. In the process of visiting the museum, the aesthetic psychological elements such as the audience's feeling and imagination are directly related to the formal elements of display design, and gradually form various and rich aesthetic feelings.

Display design can further deal with the clear understanding of the audience's aesthetic psychological construction and characteristics, and then carry out the design targeted. On the contrary, better activate a series of aesthetic consciousness of the audience through display and exhibition, and even achieve unexpected effects by consciously using some of these characteristics, so as to promote the display and exhibition to be truly "deeply rooted in the hearts of the people" and full of vitality.

Objective: Art exhibition is an art, which can not only provide knowledge to the audience, but also edify and infect the audience with beauty. Only when teaching in beauty, can the theme content be expressed in the form of beauty, be attractive to the audience and be successful. Therefore, this paper focuses on clarifying that the process of visiting the exhibition is not so much a process of absorbing knowledge as an aesthetic process. It is recognized that the exhibition design, as an art form, is itself a kind of information. Further, from a macro point of view, paying attention to art is sent to and accepted by the exhibition art designer through the organization and design of the exhibition, in order to lay the foundation for the audience to accept the display art information. On the other hand, in the process of receiving the information actively and actively, the audience, through the feedback channel, feeds back the perception, emotion, imagination and other information reflected in the aesthetic activities to the functional institutions and display art designers, so that the art exhibition and display art can better meet the needs of the audience.

Subjects and methods: This paper mainly synthesizes the influence of audience's aesthetic psychology on display art, pays attention to the characteristics of aesthetic psychology from all aspects, defines the characteristics of display art, and analyzes the development direction and demand of display art. Based on the questionnaire survey, according to the literature and practical problem experience, using the network questionnaire system and random sampling method, through the questionnaire invitation link and the original database based on Epi Data, and using the comparative research method, consumers can realize self-diagnosis. Using the method of case analysis, this paper points out the main problems and relevant paths in art exhibition.

Result: Firstly, Modeling beauty is the influence of the law of modeling beauty in display design on the

psychology of people who feel modeling beauty and the resulting aesthetic pleasure. Plastic art is an art that creates an aesthetic object image by using artistic means such as lines, colors and shapes in a certain plane or space, so that people can appreciate it through vision. Display is a large-scale organic synthesis of a variety of plastic arts. Plastic art is the most important part of a variety of art forms contained in display. Although the state making art on display, such as painting, sculpture, calligraphy, architecture, sand table and model, has the characteristics of stillness and stability on the whole, its overall effect should have a kind of "life" and "vitality". In addition, in the artistic expression image of display design, in addition to the modeling image, it can also show the image from the aspects of line, light and shade, color and so on through the application of various aesthetic rules, express a certain spiritual consciousness, and touch people's emotion and feeling. According to the definition of psychology, the connotation of form depends on people's association with the "form" itself and its surrounding relations. The form often causes some meaning changes due to the changes of its surrounding environment and stimulus allocation. Thirdly, color design is an important factor in display art design. "Color plays the role of a bait to attract the attention of the eyes", which is closely related to people's aesthetic processes such as perception, emotion, association and symbol, and has a great relationship with people's subjective emotion. Display is a comprehensive art form based on vision. The display color is designed to make the exhibits easy to approach the feeling of people's visual organs. It directly affects the physiological and psychological state of the audience. How to make the display and exhibition in the specific space of the showroom, reduce the visit fatigue to the minimum, and enable the audience to obtain information in a relaxed, pleasant and comfortable environment is the key of display color design. The importance of display color design is to deal with the relationship between the basic tone and hierarchical color of the exhibition, so as to make it adapt to people's own visual, physiological and psychological balance. Finally, aesthetic psychological structure is a complex psychological activity produced by aesthetic subject in aesthetic activities. It does not belong to biological instinct, but the product of human labor practice. Marx said, "art objects create people who understand art and can appreciate beauty - the same is true of any other product." That is to say, the subject creates art, and art also creates the subject. Therefore, as far as individuals are concerned, their aesthetic psychological structure can only be the result of cultural education and aesthetic education. The Chinese traditional culture is a practical and rational culture, which makes the logic of the subject's aesthetic psychology very important. In addition, display is not pure art. It should comprehensively reflect the essence, internal relationship and ideology of the display theme. Many cultural relics and specimens are not placed together in isolation or by chance. The display design should combine all kinds of banquets on display into a whole within a certain range, perfectly reveal the essence of display, show the academic system of professional disciplines, help the audience better understand the content of display and receive more systematic education. Therefore, the logical beauty of display design should be able to clearly express the display sequence, highlight the logical relationship between cultural relics, and achieve a clear hierarchy among units, themes and sub topics. The important and dominant exhibits occupy a large space or are set off with shelves and frames. Each cultural relic should have an appropriate position in a unit and theme, and the nature, shape, texture Colors, features and artistic means should conform to the general artistic intention and show the status of exhibits in display.

Conclusion: Good display can realize the ingenious and appropriate form design on the rich and profound basis of the content design of art works, effectively complement each other and reflect each other with relevant content and form, and finally make the audience's aesthetic psychological activities more comprehensive, so as to think about life from display and understand life from art. Realizing a truth and life realm is not only a high-level requirement for display, but also the goal of display art.

* * * * *

APPLICATION OF VISUAL PSYCHOLOGY AND COLOR COMPOSITION IN INDUSTRIAL DESIGN

Lin Zhu

School of Art and Design, Jiangsu Ocean University, Lianyungang 222005, China

Background: Color composition is based on human experience and perception of color, and it is also color through scientific analysis, complex colors can be transformed Change, make full use of the variability of color space and quality. In color creating, we should recombine according to a certain color law create a

new color display effect. The composition of color is closely related to people's visual psychology cut the connection, color composition has a direct impact on visual psychology, and visual psychology to some extent, it will also affect people's cognition of color composition. For many enterprises in terms of industry, most industrial products are advanced from similar products or similar products how to enable consumers to effectively distinguish and identify the characteristics of different products, this requires the use of color to distinguish these products through color design solve these problems in life. Therefore, the application of industrial design color not only has an important impact on the value of products, but also has a direct impact on the sales volume of products department.

Objective: With the innovation and development of science and technology and the development of Internet technology with continuous improvement, people's visual experience is more colorful, and color is different from people production is closely related to all aspects of life. The use of color can directly bring to the majority of people consumers' most direct psychological satisfaction and stimulation have great influence on their psychology and physiology. It has a great impact on, so it has been widely concerned and applied. Fierce market competition in this environment, product color has become an important way and means for operators to improve their competitiveness, it has also gradually become an important value of commodities. Therefore, in industrial design, color composition becomes. It is not only the key issue concerned by current designers, but also the key to improve the competitiveness of enterprises key. This paper reflects the role of color in people's life and its relationship with people's life. This paper analyzes the color composition in industrial design, and then points out the application rules of color composition in industrial design.

Subjects and methods: In the design of industrial products, it is necessary to effectively apply color to the design of industrial products. The point presentation needs to be concise and clear in the design, and many colors. The reasonable collocation of colors will make people's vision tired and affect people's life Enjoy. However, the relatively simple combination of colors will make people get good visual enjoyment, deepen people's memory and give people a deep impression. When designing products, simplicity and clarity are the primary conditions It is not that the more colorful the color is, the more popular it is. In most cases, the color is with reasonable coordination, it will brighten people's eyes, especially the simple two or three. When colors are combined together, it is easier to attract people's attention and achieve good visual effect visual effect, the simpler the product and color matching, the better the visual effect. Simple and clear color matching can make people relaxed and happy, and can be used in many industries products stand out, and the use of multiple colors will cause people's visual fatigue. For example, Pepsi Cola only uses two colors in its design, but it is unforgettable, giving people a huge visual impact, and then effectively drive consumption. Product design needs to be visual, mainly aiming at the application base of color on the basis of this, some external packaging and practical uses of industrial design are scientifically analyzed reasonable display ensures that people form an effective understanding of color in long-term contact Cognition, and then specific application. For example, in food packaging, large will choose the warm color system for design, because the warm color system can promote enter the buyer's consumption desire and stimulate the buyer's appetite. Different colors are also available to show according to different ages and personalities, which is also the image of product design the concrete embodiment of sex. The design of industrial products can reflect the image and characteristics of products, which is also the most important component of the product image color is the most internal embodiment of products. After continuous perceptual cognition and long-term accumulation, constantly improve rationality, and then form good ideas and ideas. The final picture will bring good visual effect to people's psychology. There are different feelings and reactions to different image colors. Therefore, it will be produced generating a series of ideas is like a specific sign that people are seeing color, you can accurately judge this kind of industrial product. So, image color attracts people's attention more than other products in shape and size. Stay when designing food packaging, most of them will use warm color packaging paper and packaging bags, such as yellow and red, stimulate people's taste buds and appetite and attract people spend and shop.

Result: Color can be in one to a certain extent, it produces a sense of satisfaction for people and constantly stimulates people's visual senses. The relationship between color and people's life and production more closely, in the application of color, it can make consumers get better psychological satisfaction, and has a great impact on consumers' psychology and physiology. In the current fierce market competition environment, product color has gradually become the main way and means to improve the competitiveness of operators become an important value of commodities. In industrial design, color composition has also become the main concern of designers and the key to improving the competitiveness of enterprises.

Conclusion: With the continuous development of China's economy, the future development of industry prospect is broad, and people's requirements for color will continue to upgrade and advance. This is both an opportunity and a challenge for industry. Therefore, the equipment in industry planners must constantly optimize according to the current situation and people's needs standardization and upgrading. In the design of industrial products, the original color should be used reasonably and scientifically theory, continuous

innovation, so that industry can develop and progress continuously.

* * * * *

THE USE OF CROSS-CULTURAL PSYCHOLOGY IN CROSS-BORDER E-COMMERCE COMMUNICATION

Yuying Zhu

School of Business and Trade, Nanjing Vocational University of Industry Technology, Nanjing 210023, China

Background: In 2018, the scale of China's cross-border E-commerce transactions reached 9.1 trillion yuan, continued to maintain rapid growth on the basis of rapid growth for two consecutive years, and became a new highlight of foreign trade growth. According to the test data of E-commerce research center, it is expected that the scale of cross-border E-commerce transactions in China will reach 10.8 trillion yuan by 2019. The huge market demand has brought unprecedented opportunities for China's cross-border E-commerce enterprises and sellers. There are more contacts between individuals from different cultures than ever. International business activities have entered a new stage of development. Cross border E-commerce communication is an emerging discipline integrating cross-cultural, E-commerce and communication. It mainly focuses on the communication of individuals with different cultural backgrounds in the cross-border E-commerce environment. The clarity, responsiveness and comfort of communication discourse between the two sides will directly affect the transaction results and transaction satisfaction.

Objective: With the rapid development of cross-border E-commerce in China and the increasing frequency of cross-border E-commerce activities, the importance of cross-border E-commerce communication with computer as the media is becoming more and more significant. Applying cross-cultural psychology to cross-border E-commerce communication helps cross-border E-commerce sellers understand the psychological and behavioral characteristics of consumers under different cultural backgrounds, making communication more clear, responsive and comfortable, so as to promote the realization of cross-border E-commerce transactions and improve customers' purchase satisfaction.

Subjects and methods: 1. The theoretical achievements of cross-cultural psychology provide a reference for cross-border E-commerce communication. Cross cultural psychology holds that all psychology is cultural and all culture is psychological. It holds that culture is the intermediary or regulatory variable of all behavior. All human psychology and behavior are penetrated and affected by specific social environment and cultural tradition. Cross cultural psychology spans the human psychology in a particular culture and makes a comparative study with the human psychology in another culture. Cross cultural psychology studies questions and core answers related to interpersonal interaction in a multicultural context. Its research results can provide useful information and help in many fields such as education, business, social services and so on. With the gradual expansion of the scale of China's cross-border E-commerce, Chinese cross-border E-commerce sellers need to understand the differences between countries and cultures. They need to understand not only the explicit differences such as language differences, religious differences, consumption ability differences and customs, but also the hidden psychological and cultural differences of the communication objects, And use the theoretical results of cross-cultural psychology to form a correct social cognitive view, conduct pioneer inspection on the cultures of different countries, make psychological preparations before cross-border E-commerce communication, and provide enlightenment and action guide for the practice of cross-border E-commerce communication. 2. The application value of cross-cultural psychology has effectively improved the quality of cross-border E-commerce communication. We are used to associating specific nations and countries with some prominent personality traits or other characteristics, and forming stereotypes about different categories of people. For example, we tend to think that Americans are ambitious and rude, Britons are cultured and indifferent, Chinese are hospitable and polite, and Indians are good at designing new software, Brazilians like playing football, dancing and so on. These stereotypes are not a few, largely because we only believe what we see or hear, and are reluctant to spend too much time and energy to get the right information. In cross-border business communication, if cross-border E-commerce sellers classify different categories of people into those common and narrow stereotypes, they will have many misunderstandings about customers being communicated, resulting in many unnecessary communication obstacles. In fact, individual differences are much greater than group similarities. The application of cross-cultural psychology in cross-border E-commerce communication can guide cross-border E-commerce sellers to form a correct social cognitive view and have a clear sense of social identity to

different cultures. In addition, it helps cross-border E-commerce sellers understand the personality characteristics, educational background, handling style, behavior habits and other personal cultural identities of different buyers in the transaction process, reduce the negative impact of stereotypes, and promote the maximization of cross-border E-commerce communication benefits.

Results: 1. Clarity of communication. The clarity of communication reflects the cognitive aspect of communication experience and the degree of understanding of the expressed meaning. Meaning includes not only factual information, but also conveyed thoughts, emotions and values. Due to the differences in language, nonverbal behavior, cultural values and ways of thinking, problems in cross-cultural communication are more likely to occur than in the same cultural communication. In cross-cultural communication, it is difficult to achieve communication clarity. This communication problem may be caused not only by the expressed content, but also by how the expressed content is interpreted. Research shows that a higher degree of clarity through information sharing will bring better economic benefits and purchase satisfaction. A lot of evidence shows that Chinese and most people in East Asian countries are high situational cultures. In terms of language codes and communication methods, their motivation is to "save face" and tend to express in an indirect way, that is, they prefer to use ambiguous words to avoid leaving an arbitrary impression. Cross cultural researchers attribute East Asians' preference for indirect communication to their emphasis on harmony and face. In contrast, people in the United States and most western countries are low context culture, which means they prefer more direct, clearer and more accurate communication. In cross-border E-commerce two-way communication, differences in communication styles will affect the clarity of communication. Buyers with low situational culture believe that the communication style of Chinese sellers is indirect, opaque and even difficult to understand. This may happen even when Chinese cross-border E-commerce sellers are proficient in English. Indirect communication may cause some discomfort to partners in the United States and other countries. Therefore, when conducting two-way communication with buyers of low context culture, sellers can use more direct and clear communication methods to clearly express their ideas, and skillfully use communication discourse skills such as professional language and polite language to make them feel that they have obtained a certain amount of profit and can reach a transaction faster. 2. Responsiveness of communication. The responsiveness of communication reflects the behavioral aspects of communication experience. It shows the synchronization of language patterns, the response to information inquiries and the sympathy for the emotions expressed by the other party. If there is no response to the other party's proposal during communication, it indicates that the expectation has not been realized and may lead to conflict in communication. From the perspective of low context cultural partners, in a situation of low transparency, responsiveness is a prerequisite for better understanding. East Asians see silence as an opportunity to think, formulate strategies and consider follow-up actions, but most Westerners are extremely uneasy about silence and feel the need to fill it, such as making concessions. At the beginning of business communication, the seller can share some information to see whether the other party has sincere cooperation. If there is a reciprocal relationship, the possibility of additional information sharing and reciprocity will be higher, and the seller can find more factors with comprehensive potential, and bring better transactions and more benefits to the seller through the trust established by both parties. Therefore, for cross-border E-commerce sellers, responsiveness is positively correlated with economic benefits and satisfaction. 3. Communication comfort. The comfort experienced by communicators reflects the emotional aspect of communication experience, which is a positive communication condition, that is, the ease and pleasure when interacting with others. The degree of comfort in the communication process will also affect the economic benefits. Higher comfort can help communicators disperse uncertainty and reduce the possibility of misunderstanding. Therefore, both sides of the transaction expect higher comfort to bring better economic results and higher satisfaction. In cross-border E-commerce communication, positive communication helps to reduce or eliminate communication barriers. In the process of communication, the expectations of both parties will cause anxiety, but when communicators feel comfortable in communication with each other and do not have too much pressure, they are unlikely to adhere to the cultural stereotypes related to the other party, especially those negative impressions that lead to unsatisfactory communication results. When we understand the psychological needs of buyers and make them feel highly comfortable, we can realize the "win-win" of cross-border E-commerce transactions.

Conclusions: With the continuous development of global cross-border E-commerce and the arrival of the new media era of international business communication, cross-border E-commerce enterprises and sellers need not only high-quality products, services and high-level operation skills, but also strong cross-border E-commerce communication skills. From the perspective of cross-cultural psychology, learn to have a comprehensive and in-depth insight into the cultural differences, communication styles, communication strategies, individual identity differences and cultural values at the micro level, such as power distance, collectivism and individualism, uncertainty avoidance, and properly use communication strategies to make the communication process more clear, timely and comfortable, This creates more common interests for both parties and promotes the prosperity and development of cross-border E-commerce industry, which has

important practical significance and application value.

* * * * *

APPLICATION OF MUSIC THERAPY IN STUDENTS' MENTAL HEALTH EDUCATION

Liqun Huang & Junyi Luo

Institute for Nationalities, Lishui University, Lishui 323000, China

Background: Due to the development of the times, college students' mental health has become a key concern. According to the analysis and research results, most students like music. Therefore, music therapy plays a very important role in college students' mental health education. As a marginal discipline, music therapy combines music, medicine and psychology, which is conducive to alleviating students' bad emotions and psychological problems and forming a sound personality. The application value of music therapy in college students' mental health education is embodied in helping to stabilize students' emotions and relieve students' stress It helps to create a good communication atmosphere. Emotion has a great impact on a person, and music can have a subtle impact on people's emotion. Music therapy mainly applies this point to stabilize students' emotions and change their views on the world outlook and outlook on life. In the specific treatment process, students can listen to some inspirational or cheerful music, or listen to some slow or sad music, so as to guide students to vent their bad emotions buried in their hearts, eliminate negative emotions, and then listen to some inspirational and positive music, guide them to break through their psychological limitations, re-examine themselves and gain new life at the spiritual level, Embark on a new journey. Music can help students relieve pressure and relax. The times are developing, society is making progress, and people's pace of life is getting faster and faster. College students feel the pressure from all parties from school, such as learning, employment and communication, which makes them very upset and has a very serious impact on the mental health development of college students. Music is a favorite medium for students. Relevant studies show that music can effectively regulate people's biological effects and physiological skills, help students relax, relieve pressure, and guide college students to actively face the test of life. Create a good communication atmosphere for students and strengthen their communication ability, regardless of time and place. As long as there is music, it can create a good atmosphere and easily lead to the emotional resonance of the people present. Therefore, if those students who are introverted and are not good at expressing themselves can rely on the media of music to eliminate their shyness and tension towards others and be honest with others. In addition, there are many forms of music. For example, participating in some ensemble or chorus and other group activities can also enhance students' interpersonal communication level, learn to face difficulties actively, help and understand each other, and change their indifferent and lonely character. You will find that it is easy to communicate with others, so as to obtain happiness in life.

From the current development, college students' mental health has become a problem of great concern. In the process of college teaching, we need to choose a teaching method closer to students' actual life to promote the development of college students' mental health. From the relevant investigation and analysis, college students are interested in learning music, which provides an effective basis for college students to use music to treat psychological problems. Music has the function of arousing personal personality. Colleges and universities can treat and solve the psychological obstacles of college students by using music, which requires schools to pay attention to college students' psychological counseling, cultivate students' healthy emotions and promote the development of College Students' mental health. At present, most colleges and universities have insufficient understanding of music therapy and the construction of professional music therapy team, which need to be paid more attention.

Objective: This paper focuses on analyzing the increasingly prominent phenomenon of college students' psychological problems, defines the importance of increasing investment in mental health education, determines that mental health education is facing various challenges, and comes to the conclusion that mental health education mainly depends on the main channel of classroom to impart mental health knowledge, The use of mental health education lectures and psychological counseling to solve the psychological problems of college students, but this way of education cannot better meet the needs of current students. Help people realize that music therapy is to adjust the psychological status of college students through the art form loved by college students. At the same time, this art form is also an important part of campus culture. It is concluded that music therapy can trigger rational cognition by stimulating individual perceptual experience, and change cognition by improving emotion. This paper analyzes the problems existing in Contemporary College Students' mental health education, and puts forward the application countermeasures of music therapy in Contemporary College Students' mental health education, so as to lay

a good foundation for promoting college students' mental health.

Subjects and methods: According to the connotation of music therapy and the mental health problems of college students, this paper determines the positive and effectiveness of music therapy, pays attention to the significance of its practical application, practices the application according to the characteristics of college students, adopts the network questionnaire system and random sampling method on the basis of questionnaire survey, literature and practical problem experience. Through the questionnaire invitation link and the original database based on Epi-Data, the method of comparative research is used to realize students' psychological judgment. Using the method of case analysis, this paper points out the relevant paths of the impact of music therapy on students' mental health.

Results: Music therapy can help college students express their emotions, vent their bad emotions and establish a positive outlook on life. Colleges and universities should strengthen teachers and students' correct understanding of music therapy through multiple ways, and give full play to the artistic value of music therapy in mental health education through scientific cognition, curriculum, activity planning, venue improvement and team construction.

First of all, further strengthen publicity and improve the understanding of music therapy. Most students do not accept this emerging psychotherapy, and it is easy to confuse music therapy with music education. The purpose of music education is to improve students' aesthetic ability and professional skills, and music therapy is a technical means to improve individual physical and mental health through music, which affects students' emotional experience. Music therapy is different from hospital diagnosis and treatment. It is not a "music prescription" that can achieve results. It is a step-by-step process. Therefore, universities should give full play to the advantages of new media such as campus network and WeChat official account. Through the network positions, they can popularize music therapy related knowledge to students, provide various kinds of music and mental health knowledge propaganda, download and listen to various relaxing music, and create special music therapy columns on psychological websites, through music therapy case analysis. Music therapy, online experience and other links to meet the needs of college students.

Secondly, pay attention to setting up music elective courses to improve students' music literacy. As a humanities and social science, music can have a subtle impact on people from the aspects of ethics, ideology and character, make individual emotions develop into noble moral sentiments, and promote the formation of a correct outlook on life and world outlook. Although the objects of music therapy do not need to know professional music theory knowledge, there are some differences in the perception of music among groups with different educational levels and knowledge backgrounds. By learning and understanding the background of music creation, including the historical age, style and genre of music works, the composer's life experience and other creative backgrounds, it can promote college students' rich perception of music and broaden students' thinking. The common teaching methods in music elective courses include listening and discussion, music imagination and performance experience, let students understand music knowledge through various forms of course participation.

Finally, set up a special music therapy studio. In the process of music therapy, music therapists need to create a quieter, more harmonious, and more comfortable treatment environment for college students, so that students can be in a relaxed and comfortable state in the process of treatment. In the process of music therapy, specialized treatment places are very important, which requires the improvement of music therapy equipment to provide guarantee for the work of music therapy. Therefore, it is very important to build a professional music therapy room. Based on the original psychological counselor and group counseling room, colleges and universities can build individual and group music therapy places. The music therapy room needs to be equipped with sound and music sound to build a warm and quiet treatment environment for students. Using music can build a more relaxed and comfortable consulting environment, but also build a harmonious relationship between music therapy consultants and students, and use audition and games to build effective music therapy activities to promote the mental health development of college students.

Conclusions: Music therapy plays an irreplaceable role in the process of students' mental health education. Music therapy can effectively interfere with college students' mental health, promote students' physical and mental health, improve students' psychological quality, guide college students to form a healthy personality and cultivate college students' sentiment. Music therapy can effectively regulate students' psychology, improve college students' interpersonal relationships, change some students' bad emotions such as anxiety and depression, and shape a more positive personality. College teachers lack understanding of music therapy, mostly use music appreciation courses to cultivate college students' sentiment, making music therapy a form of music education. Each school also needs to build a perfect mental health education service system to open a new road for the development of students' mental health. Although music therapy is not popularized in colleges and universities, the increasingly perfect music therapy system promotes its wide application in colleges and universities, which has a very important impact on the development of students' mental health.

* * * * *

ANALYSIS OF THE EFFECT OF RUNNING ON PSYCHOLOGICAL RELIEF OF PATIENTS WITH DEPRESSION

Huawei Liang[1], Yan Feng[2], Yi Zhang[1] & Haiyang Zhang[1]

[1]School of Physical Education and Taijiquan, Henan Polytechnic University, Jiaozuo 454000, China
[2]College of Physical Education (Main Campus), Zhengzhou University, Zhengzhou 450001, China

Background: Depression is a psychological disease, there are many incentives. The condition of depression is easy to repeat, and most of each attack can be relieved, but there will be some residual symptoms. The mood of patients with depression is in a state of loss for a long time. Patients with mild condition will have bad mood, and patients with severe condition will have hallucinations and have a long time of onset. Depression is not caused by patients' problems in family and life, but still has depression and pessimism when they are in good condition in family and life. Clinical manifestations of depression: first, depression. At first, it may be manifested in the decline of various emotional experience ability in a short time, listless and not interested in everything. It often presents a special mournful face, sad face and secret tears. Typical patients have depression, with the characteristics of heavy day and light night. When they are extremely depressed, they can commit suicide or self-punishment. This kind of depression is primary and endogenous, that is, it occurs without obvious external factors. Second, slow thinking. The typical performance is that the thinking association process is inhibited and the response is slow, which is manifested in the reduction of active speech, slow response, low self-evaluation and low self-esteem of patients. Some patients are pessimistic and suicidal. Third, there is a reduction in action. It is characterized by slow movement, slow walking, lack of interest and vitality, always feel that the heart is spare but the strength is insufficient, and listless all day. In severe cases, it is in a state of depression and numbness, and in severe cases, it may not eat or take care of itself. For the onset or recurrence of depression patients, generally give drugs that can produce excitement, or psychotherapy. However, a series of recent studies suggest a new way to treat depression-participating in physical exercise. On the one hand, sports can relax the body and mind of patients with depression. When the thinking of patients with depression is tending to a more distressed "network", and their negative and irritable thinking is constantly generated, they can forget their irritability by participating in some sports with a brighter rhythm. The body is relaxed to ensure adequate sleep, so that depression can carry out all-round "power abandonment" all night, which lays a good spiritual foundation for the spirit to participate in work the next day. The relaxation of thought makes the patients clear headed and calm to solve and deal with problems after exercise. On the other hand, patients with depression actively participate in sports activities, which is a positive help to improve their outlook on life and world outlook. Physical exercise can improve their self-esteem and self-confidence, strengthen the control of self-emotion, and strengthen their persistent learning attitude, work attitude and life attitude. For severe patients, physical exercise will also produce a series of beneficial changes in the patient's brain. More intense physical activities will also release a chemical substance in the human brain, which is very helpful to reduce pain.

Objective: Depression is a common affective disorder, also known as psychological disorder. The World Health Organization predicts that depression will become the second leading cause of non-aging death and disability, and the second leading disease in China after cardiovascular disease. Depression has been effectively treated clinically, and the therapeutic effect of combined exercise therapy is more obvious. Exploring the causes of depression and exercise is of great significance for the treatment of depression.

Subjects and methods: Depression is a common emotional disease that endangers human physical and mental health. The clinical manifestations are depression, slow thinking, slow action and other symptoms, which are the result of the interaction of various psychological and environmental factors other than heredity. Running is the simplest and most basic sport. Based on the basic understanding of depression, this study explored the effect of running on relieving the psychology of patients with depression.

Study design: 200 patients with depression were randomly selected and asked to complete the questionnaire at one time, and the specified time was 5-10 minutes. A total of 200 questionnaires were distributed, 183 were recovered and 178 were valid.

Methods: Excel was used to count the effect of running on relieving the psychology of patients with depression.

Results: In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight effect, 2 means general effect, 3 means obvious effect and 4 means significant effect. In order to reduce the large error caused by personal subjectivity in the evaluation, the

evaluation values of 200 patients with depression are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Conclusions: Clinically, psychological nursing is mostly used for intervention, but the effect is not obvious, and it will relapse again after a period of time. The use of exercise therapy, through exercise to guide patients to vent their bad emotions, accelerate metabolism, and slowly restore their emotions to a stable state. Exercise therapy has the following advantages: First, improve patients' immunity, exercise endurance, willpower and psychological endurance, increase muscle activity and enhance patients' self-confidence in overcoming diseases. Second, exercise is conducive to regulating the central nervous system, promoting gastrointestinal peristalsis and enhancing appetite. The application effect of exercise therapy in the nursing of patients with depression is more prominent. It can not only ensure the therapeutic effect of patients, but also control the bad mood of patients. It is worthy to be vigorously promoted in the nursing of patients with depression.

Table 1. Effect of physical exercise on relieving students' mental stress

Factor	Increased psychological endurance	Immunity enhancement	Increased willpower
Adult	3	4	4

* * * * *

A STUDY ON THE CONSISTENCY OF CHINESE MEANING AND CONTEXT BASED ON COGNITIVE PSYCHOLOGY

Jianping Ji

Xiaoshan College, Zhejiang Open University, Hangzhou 311200, China

Background: Psychology is a science that studies the basic laws of psychology, which is related to many mathematics subjects. As a branch of Applied Linguistics, teaching Chinese as a foreign language will be more or less affected by the basic theory of psychology. From the perspective of cognitive psychology, this paper intends to use the relevant theories of cognitive psychology to explore the acquisition process of pronunciation, vocabulary, grammar and Chinese characters as a foreign language, and try to connect the research results of psychology on Chinese cognitive processing with teaching Chinese as a foreign language. Explore the impact of cognitive psychology on teaching Chinese as a foreign language. Chinese has always attracted learners from different cultural backgrounds with its unique language charm and long-standing cultural connotation. French scholars have observed that learning Chinese characters is very beneficial to children's intellectual development, so Chinese can be used as one of the enlightenment languages to develop children's intelligence. Because the content system of Chinese is particularly rich, Chinese teachers need to determine the teaching plan and content according to individual factors such as learners' intelligence level, learning purpose and country, so as to further improve and improve the teaching methods. The key factors affecting learners' acquisition of Chinese also include the intersection with psychology. We should focus on psychology and explore the relationship between cognitive psychology and Chinese teaching in combination with learners' acquisition process. Therefore, how to correctly use the application results of cognitive psychology in second language acquisition and teaching is particularly important. Learning the basic theory of cognitive psychology can trigger us to think about some common problems in teaching Chinese as a foreign language. The research on the consistency between Chinese meaning and contextual characteristics based on cognitive psychology can help Chinese learning effect more significantly.

Objective: This paper studies the relationship between cognitive psychology and teaching Chinese as a foreign language, and mainly discusses the application of cognitive psychology in teaching Chinese as a foreign language in pronunciation, vocabulary, grammar and Chinese characters. Studying the application of cognitive psychology in teaching Chinese as a foreign language plays a guiding role in teaching Chinese as a second language and helps learners overcome and solve the difficulties and problems, they may encounter in the process of acquiring Chinese. Based on the content of cognitive psychology, we pay attention to analyzing the consistency of Chinese meaning and contextual characteristics. People can understand the meaning of Chinese words with the help of external things. The acquisition of abstract concepts is not only an important content of social communication, but also the key to individual development and higher social cognition. In many language systems, psychological verbs are often used to guide individuals to express a

point of view. Therefore, the semantics of these psychological verbs determine the interpretation of subsequent clauses, and then affect the understanding of belief representation. This study takes cognitive psychology as the research object to explore the consistency between Chinese meaning and contextual characteristics.

Subjects and methods: From the application of cognitive psychology to Chinese acquisition, they contain factual meaning, pay attention to the influence of context, and use verbs according to the characteristics of psychological verbs. On the basis of questionnaire survey, literature and practical problem experience, this paper adopts the method of network questionnaire system and random sampling, through the questionnaire invitation link and the original database based on Epi-Data, and uses the method of comparative research to judge the application of verbs. Using the method of case analysis, this paper points out the importance of the consistency between the factual meaning and contextual characteristics of Chinese psychological verbs.

Results: Firstly, in the process of daily use, there is a consistent relationship between the factual meaning of Chinese based on cognitive psychology and its contextual characteristics. Previous research results show that sentence context can shorten the judgment time of consistent and highly predictable words, that is, context can explain and promote the understanding of words, but words inconsistent with context will increase their judgment time, that is, context can inhibit the cognition of words at the same time.

Second, the contextual features of Chinese in the context of cognitive psychology have obvious positive and negative tendencies, which promote the use and mastery of factual verbs. The nonfactual Chinese context has no obvious tendency, which may not be conducive to the acquisition and mastery of nonfactual verbs. In the process of daily communication, Chinese not only has the substantive meaning conducive to semantic understanding, but also has a specific contextual tendency. The acquisition of factual verbs is relatively easy, but the acquisition of nonfactual Chinese words is relatively difficult and backward. Chinese itself has the characteristics of predicting the authenticity of clauses. In addition, it has positive and negative factual content based on personal subjective cognitive judgment or social consensus conveyed by clauses, which makes it easier for individuals to obtain and master psychological verbs and relevant understanding of false beliefs. When the sentence context is highly restricted, the subjects will summarize the characteristics of more words, so as to narrow the range of words that may be activated. On the contrary, when the sentence context is weak, the range of words that may be activated is large.

Third, the positive and negative tendencies of contextual features limit the use of psychological verbs in which context. With the help of contextual features with obvious positive and negative tendencies, the possibility of factual verbs explaining the content of subsequent clauses is more stable, and the possibility of using psychological verbs correctly is increased. When the contextual tendency of clause is not obvious, it may increase the difficulty of acquiring nonfactual verbs. In the case of context conflict, the reaction time is long and the correct judgment rate of sentences is low. Different psychological states have their specific application context. When the context is inconsistent, it will cause individual cognitive conflict and affect individual judgment. The consistent relationship between Chinese factual meaning and contextual features is stable. If the consistent relationship between them is broken, it will lead to individual cognitive conflict.

Finally, after the change of Chinese contextual characteristics, the contextual characteristics of negative tendency have stronger constraints on the psychological characteristics embodied in Chinese, and the accuracy of the subjects choosing psychological verbs according to the context is the highest. Under the condition of context conflict, the cognitive time of sentences increases and the accuracy rate is the lowest. This shows that it is also acceptable to use verbs in the context of negative tendency. In other words, the contextual characteristics of positive tendency have no strong restrictions on verbs.

Conclusions: Cognitive psychology is an important branch of contemporary psychology. It is very necessary to study the processing and acquisition of Chinese as a second language by using the main theoretical viewpoints of cognitive psychology. By studying the influence of cognitive psychology on the study of Chinese factual meaning and contextual consistency, this paper provides some reasonable teaching suggestions for Chinese learning from the perspective of cognitive psychology. According to the application of different words in different belief situations, this study obtains empirical evidence related to Chinese factual meaning, effectively realizes the consistent relationship between substantive meaning and contextual features, obtains different facts acquired and mastered by different Chinese languages, and comes to the conclusion that there is a stable consistency between different factual meanings of Chinese words and their contextual features, so as to deepen people's cognitive process of using Chinese in what context. At the same time, it further promotes the theoretical research on the factual meaning of Chinese words, can also be applied to Chinese teaching, and also provides theoretical support for exploring the content of special cognitive psychology.

* * * * *

APPLICATION OF SPORTS PSYCHOLOGY IN TRAINING AND COMPETITIVE COMPETITION

Shuai Liu

College of Physical Education, Inner Mongolia University for Nationalities, Tongliao 028000, China

Background: In sports competition, the changes of athletes' psychological state will lead to different competition results. Some athletes have stable training results, but they can't play in the competition. Some have mediocre training results, but they play beyond their level in the competition. These are all related to psychological factors. Sports psychology mainly studies people's psychological process when participating in sports, such as feeling, appearance, thinking, memory, etc., studies the psychological characteristics of relevant personnel in sports training process and sports competition, the psychological state before the competition, and the psychological training of athletes, so as to help coaches' athletes look for ways or methods that can make athletes reach the best psychological state. Therefore, this paper mainly discusses the psychological obstacles of athletes in training and competition, analyzes the problems, and puts forward solutions to the problems, so as to make athletes develop good psychological tolerance and ensure their due level in competition.

Objective: The purpose of psychological research is to improve the training effect and competition performance. Its main research object is athletes, but also includes giving coaches corresponding method guidance, but its focus is to study the psychological phenomena in sports training and competitive competition. Therefore, this paper mainly discusses and analyzes the psychological problems existing in sports mobilization in training and competition. At the same time, the corresponding solutions are put forward to make the athletes develop the quality of firm will, good psychological quality and the best competition state, so as to lay the foundation for excellent results.

Subjects and methods: Too nervous or anxious. Excessive tension and anxiety are the most common psychological reasons for the decline of athletes' competition results. Generally speaking, moderate tension helps to stimulate athletes' enthusiasm and initiative. However, too strong tension will affect the exertion of technical and psychological potential and reduce sports performance. There are many reasons for excessive tension, the most prominent of which is that in major competitions, due to heavy tasks and great influence, coaches' high expectations for athletes make athletes feel great responsibility, which increases the psychological burden, causes insufficient concentration of ideas in the competition, so as to affect the play of technology and make mistakes in action. In anxiety, the autonomic nervous system is highly activated. At this time, the activity of cardiovascular system is strengthened, the secretion of adrenal gland is increased, and the muscle contraction rate is decreased. If high anxiety persists or occurs frequently, it will lead to overall physical weakness. Athletes in a high anxiety state are very sensitive to external conditions and are prone to psychological abnormalities, which seriously affects the performance of athletes. Generally speaking, this kind of psychological disorder caused by tension and anxiety is higher before the game. With the gradual release of psychological energy in the game, the bad mood will be relieved. The emotional state after the game is related to the game results. If the results are bad, the tension and anxiety will rise in the next game.

Difficulty concentrating. Attention difficulty refers to those psychological activities are difficult to point to specific objects, attention cannot be transferred from one object to other objects, and attention cannot be allocated correctly. Chinese football players are often scored by their opponents at the last moment of the game, which is related to this psychological disorder. At the end of the game, after a long period of continuous and high-intensity concentration, the body and psychology have been very tired. At this time, there will be boredom psychologically, leading to distraction. Some athletes are too nervous due to unskilled technical essentials and lack of confidence. This situation will also cause attention disorder and make athletes unable to play their level normally. This psychological disorder is closely related to the athlete's personal will, endurance and perseverance. The more self-control athletes are, the more likely they are to minimize the impact of this psychological disorder.

Physical and mental fatigue. In training, if the training method is improper or excessive, it will cause physical and psychological fatigue. Physiologically, it is mainly manifested in fatigue, muscle pain or spasm, slowness of feeling, drowsiness, etc. Psychologically, it is disgusted, afraid, lax, nervous, slow response, etc. This is mainly due to the nervous fatigue caused by the excessive exercise load and the continuous exercise of athletes in the state of high intensity. In addition, the simplification of training content and training means, as well as the poor training environment, such as hot weather, high-pressure hypoxia, non-standard field

equipment, will cause tension, irritability, depression and anxiety and fatigue.

Accumulation of bad emotions. Competitive competition is a highly antagonistic sport. When athletes are in a disadvantageous position in the confrontation, they will have negative emotions such as impatience and anger. When this emotion accumulates to a certain extent, athletes will have aggressive psychology. In serious cases, it will even lead to the mobilization of athletes to ignore the competition rules and have the desire to directly attack others. We can often see this situation in football and basketball. If this emotion of athletes is not vented in the competition, they often bring it to the end of the competition. At this time, the referee, audience, coach or their teammates and sports equipment may become the object of their venting.

Results: Cultivation of willpower. As an excellent athlete, he has to endure a lot of hard work that ordinary people can't bear. Therefore, perseverance is essential. According to sports psychology, the process of will dominating action is firstly the generation of motivation, secondly the establishment of action purpose, thirdly the choice of action methods and strategies, and finally overcoming difficulties and implementing decisions. Therefore, in training, we should carry out targeted training and training according to the above points, strengthen the education of purpose and motivation, and enable them to establish the sports ideal of pursuing higher, faster and stronger. At the same time, we should consciously organize the athletes' behavior practice, so as to receive the results of active exercise and improve the athletes' will quality of hard-working, perseverance and hard work. For example, in training, gradually improve the difficulty and amount of training. With the increase of difficulty and amount of exercise, athletes are required to strive to complete the training task through corresponding will. In the case of fatigue, coaches add new training contents according to the exercise load that athlete can bear, and require athletes to overcome physical and psychological difficulties to complete these tasks. In this way, it is not only conducive to cultivate the tenacity and tenacity of athletes, but also see their own success and enhance their self-confidence from training. In this process, coaches should pay attention to: (1) Training should be purposeful, planned, from simple to complex, so that athletes can obtain confidence and a sense of success. (2) Deliberately create difficult situations and difficult conditions to stimulate athletes' initiative and self-control to overcome difficulties. (3) The training results should be evaluated and strengthened in time to enhance the athletes' consciousness and enthusiasm in training.

Emotional self-regulation. (a) Reasonable venting. When emotions occur, there is a hidden energy in the human body, which must be released by emotional venting, otherwise it will be very unfavorable to the athlete's body and mind. This is why we often see athletes shouting when they are excited or angry. The ways of emotional catharsis are divided into direct and indirect ways. Athletes should choose appropriate ways of catharsis without harming others and themselves. (b) Proper control. Normal emotions need to be vented, while bad emotions need to be controlled. When athletes have bad emotions in the competition, they should first admit the existence of the emotion, then find out the reasons for the emotion, and finally seek appropriate ways to overcome it or avoid it. In general, the means for athletes to control bad emotions are: (1) Control personal emotions with their own rational understanding. (2) When strong bad emotions are generated, consciously distract and relieve the emotions. (3) Some self-regulation methods are used to control emotions, and the psychological process is used to affect the psychological process, so as to achieve the effect of relaxation and calm, and relieve the tension and anxiety. Such as Qigong, yoga, etc.

Cultivation of self-confidence. Athletes cannot always achieve ideal results when participating in the competition, and they will inevitably suffer setbacks and failures. If athletes lack confidence in themselves, they will have great emotional fluctuations, which will inevitably affect the improvement of sports performance. Therefore, coaches should use a variety of ways, such as evaluation, incentive and psychological suggestion, to affirm the performance of athletes, and praise their progress in time, so as to enhance athletes' confidence and improve their ability of self-psychological control. In addition, coaches should help athletes accurately understand their actual technical level and their advantages, make them correctly estimate their strength, make psychological adjustments, and provide a reliable basis for building firm confidence. As an athlete, we should have a correct view of failures and setbacks, recognize that having self-confidence is the key to overcoming failures and setbacks, set reasonable goals according to our own situation, train hard, improve our physical fitness and skills, and finally achieve our goals and achieve the purpose of enhancing self-confidence.

Psychological adjustment methods commonly used in training and competition. (1) Music relaxation. Some athletes are prone to depression and depression due to too much pressure before the competition. For these athletes, listening to music can effectively adjust their mood and help them concentrate. Different music plays different roles. Athletes can choose different music according to different moods and needs. (2) Attention regulation. When athletes feel nervous before or during the competition, athletes should take active measures to force their attention from things causing tension to some relaxed and pleasant things, such as chatting with teammates, doing some simple and easy sports, etc. When the mood tends to be stable, return your attention to the on-site competition. The specific means of diverting attention should vary from person to person according to the characteristics and reasons of athletes' emotional tension. In the usual

training, we should also implement this psychological training method and means, so that athletes not only have the experience of tension, but also have the ability of self-control of tension. (3) Recall method. When athletes do not play well in the competition, they should keep a clear mind, stabilize their emotions, systematically recall the learned technical actions and action essentials, form correct muscle perception, experience the physical feeling and emotional feeling at that time, and then actively find the correct feeling, so as to strengthen their confidence and restore their normal level. (4) Relaxation training method there are many methods of relaxation training, including gradual muscle relaxation, closing eyes and refreshing. Music relaxation, situational relaxation, language hint relaxation, etc., but the basic principle is to relax the muscles, calm the mind, calm the Qi and breathe evenly through mind control, so as to strengthen the inhibition and weakening of sympathetic nerve activities, so as to gradually relax the athletes from muscles to bone joints, from external senses to cerebral cortex. Through these specific relaxation actions, the whole body and psychological activities are in a relaxed state, so as to relieve tension, reduce psychological pressure, improve muscle sense and ability, and enhance the ability of self-regulation of emotions, so as to make athletes concentrate and prepare for the next training and competition with confidence.

Conclusions: To sum up, it is the psychological factors of athletes in training and competition and puts forward the corresponding solutions. Therefore, athletes should have the ability of self-adjustment in competition or training, constantly enhance self-confidence and cultivate firm will quality, so as to give play to their best competitive level and achieve excellent results in the face of higher, faster and stronger competitions.

* * * * *

RESEARCH AND APPLICATION OF MUSIC PSYCHOLOGY IN THE INTEGRATION OF TRADITIONAL MUSIC CULTURE INTO MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES

Chunmei Lv

Institute of Art and Design, Guangdong Institute of Petrochemical Engineering, Maoming 525000, China

Background: At the end of last century, educational reform set off an upsurge all over the world. The main purpose of educational reform is not only to make the national economy more adapt to social development, but also to constantly update and improve the current educational system, so as to be more competitive in the world. Nowadays, music education in colleges and universities all over the world has begun to reform in line with the trend of education reform. This reform is usually more systematic and holistic, not limited to the improvement and improvement of music discipline. Generally speaking, the main purpose of music education reform in colleges and universities is to enable students to re recognize the role and value of music courses, and to make the structure and standards of music courses in colleges and universities clearer and more reasonable. The connotation and extension of traditional music culture are extremely rich. In a specific context, it can be expressed as folk music culture, local music culture, national traditional music culture, etc. As a part of culture, the inheritance and development of traditional music has the functions of enhancing cultural identity, condensing national centripetal force the important value of improving national self-confidence. Music education in colleges and universities should take traditional music as the carrier, express the deep meaning of music through the ideas of music works, guide students to pay attention to their own traditional music culture and enhance national self-confidence. To study the inheritance and innovation of traditional music culture, we must closely combine traditional and modern perspectives, and colleges and universities as knowledge production, dissemination the important field of integration and innovation has unique advantages and conditions. Therefore, it is feasible and necessary to study the inheritance and innovation of traditional music culture from the perspective of music education in colleges and universities. As an important subject in music education, music psychology has not been paid attention to by the modern music education system. The absence of music psychology causes problems in the value and future development of music education to a certain extent. Based on the theoretical content and development of music psychology, it can be clear that it plays an important role in the psychological function of music, the formal structure of music works, the value of improving music education and artistic needs. Considering the unique value of music psychology education at the practical level with the concept of modern music education

plays a good role. Therefore, this is also a theory that must be paid attention to and reasonably grasped in the development of modern music education. A comprehensive exposition and systematic analysis of it will help to realize the good results of driving the development of music education with music psychology, so that the traditional music culture can be better integrated into the process of music education.

Objective: Based on the actual requirements and specific direction of music education reform in colleges and universities, this paper defines the important role of music psychology in music education, effectively analyzes and discusses the actual situation and channels of music psychology promoting the integration of traditional music culture into music education, mainly on the content, educational structure, status and role of music courses offered in colleges and universities. At the same time, it also makes an in-depth analysis of the development of traditional music culture. In addition, it pays effective attention to the protection of traditional music culture, and discusses the diversity and coordination of China's traditional music culture from the perspective of music psychology.

Subjects and methods: From the perspective of the application of music psychology in the integration of traditional music culture into music education in colleges and universities, most colleges and universities do not pay enough attention to the integration of traditional culture into modern music education and music psychology education. Combined with the objectives of music education in colleges and universities and the needs of students' learning, this paper analyzes the important role of music psychology in the integration of traditional music culture into music education in colleges and universities. Based on the questionnaire survey, literature and practical problem experience, the network questionnaire system and random sampling method are adopted. Through the questionnaire invitation link and the original database based on EpiData, the method of comparative research is adopted to realize the perfect judgment of the new model. Using the method of case analysis, this paper points out the relevant direction of the application of music psychology in the integration of traditional music culture into music education in Colleges and universities.

Results: When music psychology is applied in the integration of traditional music culture into music education in colleges and universities, it is first necessary to improve the music teaching mode. The integration of music psychology and pedagogy is an innovation of the discipline. Therefore, it is necessary to improve the music teaching mode to adapt to the discipline development, which is also the inevitable requirement of educational modernization. The improvement of music teaching mode includes two aspects: one is the improvement of music education theory, which requires relevant practitioners to conduct professional research on psychology and pedagogy of the discipline and update the traditional and conservative educational concepts. On the other hand, it is the improvement of music education practice. College music teachers are the front-line personnel of music education and have mastered the students' learning situation and artistic level to a certain extent. Therefore, to accumulate experience and lay a foundation for improving music education methods, it is possible to improve music education practice.

Secondly, replan the music art curriculum structure and standards, and effectively make it clear that the traditional curriculum structure will change structurally and related with the improvement of music teaching level and music teaching status. Modern music curriculum standards must meet the needs of music teaching reform. The open double line teaching structure is a new teaching concept and model. It can accelerate the transformation of knowledge into ability, which is not only the curriculum structure of scientific modernization, but also a system based on multiple standardized scientific principles. It takes the students' subjectivity, the practicality of music, the openness of teaching, the acceleration of knowledge transformation ability, and the improvement of students' intellectual level and personality as the principle, which are the necessary conditions for quality education. The open double line teaching structure is the teaching structure to adapt to the educational reform. While trying to build the music quality education system, we should carefully examine the standards of music curriculum, truly realize the role and value of music curriculum, and ensure the scientificity of the standards of music curriculum system. Only by formulating a new national unified standard music curriculum can we accurately and effectively improve the level of music education in China.

Finally, strengthen music practice and pay attention to psychological perception. Music education also pays great attention to the practical process to a great extent. In music education, practice is of great significance to music. The essence of music is abstract, and the audience's perception of music is based on auditory organs. Music is good at using the combination of melody and rhythm to give the audience room for imagination. For example, when appreciating and learning drama, drama relies on the packaging of characters' clothes, expressions, and movements to reflect its artistic expression. The rational use of music enriches the scope of artistic expression, and different parts of drama can be connected through the differentiated application of music, so as to improve the audience's appreciation of drama, then it increases the artistic expression of drama.

Conclusions: Music education is a great educational undertaking. On the one hand, music education is to continue and develop music skills and knowledge, to spread and develop human knowledge and spiritual and cultural wealth in reality. Meet the actual needs of modern society for material and spirit. At the same

time, the role of music psychology in music education is a bilateral interaction. Although it mainly studies human music psychology, music creation, the process of thinking activities such as inspiration or perception in the learning process and human psychology, so as to make a good overall perception of music education, in the process of reforming efficient music curriculum in China. We should not only absorb and learn from the advanced music culture of all countries in the world, but also carry forward the excellent traditional music culture of our country. Contemporary music education should not only expand time and space, but also expand the space of music education beyond the school. Nowadays, most of the systems we are facing are systems with more levels, richer types, more diverse functions and higher complexity, which requires that music education in colleges and universities should gradually increase research efforts and promote its research activities to a deeper level.

* * * * *

RESEARCH ON THE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

Yanjuan Qi[1] & Zhongxiao Liu[2]

[1]College of Marxism, Harbin Normal University, Harbin 150025, China
[2]College of Marxism, Heilongjiang Bayi Agricultural University, Daqing 163309, China

Background: Educate and influence the educated from the ideological, political and moral levels, cultivate the abilities of college students in all aspects, improve the comprehensive quality of college students, and make them develop into the social practice activities of people needed by a certain class or society. As a theoretical discipline, psychology studies human psychological phenomena. At the same time, as an applied discipline, psychology also plays a great role in the study of spiritual function and behavior. It explores the law of the occurrence, development and change of psychological phenomena through the study of psychological process, psychological structure, psychological brain mechanism, the occurrence and development of psychological phenomena, psychology and environment. Ideological and political education and psychology are interrelated and different, both consistent and different. The connection between Ideological and political education and psychology in colleges and universities is manifested in their consistency, which is mainly reflected in the following two aspects: on the one hand, both of them are for the needs of realizing educational objectives. As different educational means, they both aim to promote people's all-round development. At the same time, they are also an important carrier to promote the all-round and healthy development of college students and realize the educational objectives of colleges and universities. On the other hand, both are the dynamic reflection of the subject on the objective world based on practical activities. Whether it is an intuitive reflection or an indirect reflection, the contents of the two are similar. Psychological activities will occur in the process of thinking, and ideological phenomena will occur in the process of psychological activities. The two are closely related, interactive and complementary. In the traditional ideological and political education, the ideological and political educators are in the leading position. They carry out theoretical persuasion education for the working objects. The working objects are in a passive position, and their inner thoughts are easy to be ignored. In mental health education, the status of educators has changed from dominant and authoritative to helper and healer, respecting students' personality and understanding students' personality defects. This role transformation makes the content of Ideological and political education easier to be accepted by students. On the one hand, it helps to understand the psychology and thoughts of the object and helps both sides open their hearts. On the other hand, it helps to change the attitude of the working object, so that students can listen to and remember the views of workers, so as to easily change their original attitude and behavior and enhance the affinity of Ideological and political education. In the work of Ideological and political education, students can form lofty ideology and morality only after thoroughly solving the basic psychological problems and obstacles.

From the formation and development process of ideological consciousness, the formation and development of students' moral consciousness and political consciousness are based on healthy psychology. Only by understanding and mastering students' psychological characteristics and psychological problems, can ideological and political work be targeted. We can also objectively understand the psychological characteristics and development trend of students' personality with the help of psychological tests, so as to make ideological and political education more targeted and effective. Under the impact of multiculturalism

and values, college students need to bear more pressure on their study and life, and their ideological independence and variability are increasing day by day. Although this is conducive to college students' Cultivation of self-improvement consciousness and innovation consciousness, it is also easy to bring some negative psychological effects on college students' study and life. More and more students in colleges and universities have developed into mental disorders because of serious psychological problems, which have seriously affected the function of Ideological and political education in colleges and universities. Therefore, the importance of studying psychological theory in Ideological and political education in colleges and universities is in line with the current social development trend, and improves the effect and professionalism of Ideological and political education, further arouse the attention of colleges and universities to psychological knowledge, and constantly improve the level of the whole ideological and political education team in colleges and universities.

Objective: This paper focuses on the ideological and political education in colleges and universities, which is an important link in college teaching, and psychological knowledge is the basis of college ideological and political education. Therefore, only by understanding the importance of psychological knowledge in college ideological and political education, can we better improve college ideological and political work and cultivate excellent college students. Therefore, through the research on the relevant connotation of psychological theory and ideological and political education in colleges and universities, this paper jointly completes the research on the importance of psychological theory to ideological and political education in colleges and universities from two aspects: the positive role of psychological knowledge in Ideological and political education in colleges and universities and making up for the shortcomings of college students' ideological and political education.

Subjects and methods: From the perspective of the development direction of college students' Ideological and political education from the perspective of psychology, most colleges and universities do not pay enough attention to ideological education and psychological education. Combined with the requirements of college students' education, this paper obtains the specific improvement direction and relevant measures of college students' Ideological and political education from the perspective of psychology. Based on the questionnaire survey, literature and practical problem experience, the network questionnaire system and random sampling method are adopted. The method of comparative research is adopted to realize the perfect judgment of the new model. Using the method of case analysis, this paper points out the relevant countermeasures for the practical application of the new model of Ideological and political education for college students.

Results: Firstly, paying attention to the construction of Ideological and political education and mental health education team and realizing the combination of teachers' dual roles is the key to realize the combination of ideological and political education and mental health education. First of all, we must equip a high-quality mental health education team composed of professional psychological counselors and medical personnel, pay attention to the integration and exchange with ideological and political educators, and accumulate experience in the long-term practice of Ideological and political education. Secondly, we should pay attention to the training of mental health education knowledge and skills of Ideological and political educators, improve their knowledge structure, pay attention to the combination of theory and practice, and pay attention to the professional construction of the team. For example, ideological and political educators can be encouraged to obtain the qualification certificate of psychological counseling teachers. Organize mutual exchanges, learning and discussion among teachers to ensure the combination of Ideological and political education and mental health education in colleges and universities. In the face of the challenge of this year's epidemic situation, the change of China's economic situation, the employment situation and the complexity of students' problems, ideological and political education must be closely combined with mental health education to form an important part of quality education in colleges and universities, promote the further improvement of quality education in colleges and universities, and cultivate high-quality talents in line with the needs of social development, train generations of socialist builders and successors, and give full play to teachers' enthusiasm, initiative and creativity.

Secondly, promote the ideological and political course in colleges and universities to carry out the educational system reform. The essence, connotation and research object of educational psychology are consistent with the teaching purpose of educational reform. The outline of educational reform provides a macro direction for the system reform, while the application research of educational psychology provides specific implementation ideas for the educational system reform. Through the research and analysis of teachers' psychological activities, we can update the teaching concept from the level of teaching executors. Through the analysis of students' psychological structure, we can effectively help students adapt to new teaching methods. Through the exploration of the discipline characteristics of Ideological and political course, we can fully combine educational psychology with it. Through the mutual integration and development of the above three points, we can comprehensively effectively promote the reform of Ideological and political education system.

Finally, innovate the teaching methods of Ideological and political course in colleges and universities. When the traditional ideological and political teaching effect in colleges and universities is not ideal, the use of psychological counseling is an effective way to make up for the existing ideological and political teaching methods. The way of psychological counseling is mainly to communicate with students through words or other ways, solve students' psychological questions and ideological confusion, guide and establish correct "Three Outlooks", improve students' mental health level, so as to better adapt to the society. On the one hand, psychological counseling is carried out in the way of propaganda, such as counseling freshmen in terms of environmental adaptation, interpersonal relationship and self-evaluation, adjusting the moral psychology of sophomore and junior students, guiding the employment psychological problems of senior students, teaching students skills to alleviate psychological contradictions and solving students' ideological confusion. On the other hand, conduct psychological counseling in the way of dialogue and reasoning, find out the crux of students' Ideological and psychological problems in face-to-face dialogue and information exchange with students, so as to make students convinced and form a positive and healthy state. In this process, teachers should pay attention to the equal relationship with students and embody democratic dialogue and exchange in order to win the trust of students. It should be a two-way communication process, through students' talk and teachers' guidance, so as to better carry out ideological and political education. No matter what kind of teaching method is adopted, students should be willing to accept it, and create a college ideological and political classroom in which students love to listen, teachers love to speak, students benefit and teachers improve.

Conclusions: With the development of higher education, ideological and political education in colleges and universities plays a more and more important role in the whole higher education system. Only by better integrating psychological knowledge into Ideological and political education in colleges and universities, we further strengthen the effectiveness of Ideological and political education in colleges and universities and improve the ideological and political quality of college students through the study of psychological knowledge. Only by making up for the shortcomings of the original ideological and political education in colleges and universities can we continuously improve the teaching work in colleges and universities, further emancipate the mind, seek truth from facts, constantly improve the new situation of college students' work, cultivate more and better talents for China's education and make due contributions to the prosperity and strength of the country.

* * * * *

PSYCHOLOGICAL ANALYSIS AND RESEARCH ON THE MOTIVATION OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION -- BASED ON DATA MINING METHOD

Xiaowen Wei

Innovation Entrepreneurship and Experimental Teaching Center, Dongbei University of Finance & Economics, Dalian 116024, China

Background: At present, with the fierce competition in the talent market, college students' innovation and entrepreneurship have attracted extensive attention, and the improvement of college students' innovation and entrepreneurship ability is the focus of attention. Focusing on the current situation and existing problems of college students' innovation and entrepreneurship ability, this paper constructs an evaluation system of college students' innovation and entrepreneurship ability based on data mining technology and defines the specific direction of improving college students' innovation and entrepreneurship ability. Compared with traditional data warehouse applications, big data analysis has the characteristics of large amount of data, various data types, complex query and analysis, etc. However, it has fast processing speed, can quickly obtain correct and accurate information from various types of data, and bring high value return. To some extent, big data is the cutting-edge technology of data analysis. It has been widely used in business intelligence services, E-commerce marketing, public services, education services and other fields. At present, the construction of campus platforms in many domestic colleges and universities has gradually become mature. With the deepening of application, the ability to generate and collect data has been greatly improved. Large scale data information generated by various entities in the campus has been stored, and

many detailed education information data have been accumulated in various business platforms. Use big data technology to deeply process, mine, analyze, refine and transform the accumulated large amount of unstructured data into effective information and knowledge, so as to provide systematic and scientific decision-making guidance for innovation and entrepreneurship education and talent ability training. In addition to relevant professional knowledge, college students' innovation and entrepreneurship ability should also include psychological factors related to innovation and entrepreneurship. In the scientific exploration of innovation and entrepreneurship, psychological factors affect the decision of college students' innovation and entrepreneurship and the development degree of innovation and entrepreneurship action. The research plays a decisive role for researchers and policy makers. Self-confidence, sense of responsibility, perseverance, creative thinking, problem-solving ability, interpersonal skills, anti-frustration ability and so on are all the necessary basic qualities for innovation and entrepreneurship, but it is not easy to have these qualities. Through data mining and data analysis, formulate the evaluation system of college students' innovation and entrepreneurship ability, let college students understand their innovation and entrepreneurship ability, and further explore their own innovation and entrepreneurship path.

Objective: As college students' innovation and entrepreneurship have attracted extensive attention, the improvement of college students' innovation and entrepreneurship ability is the focus of attention. This paper first analyzes the current situation and existing problems of college students' innovation and entrepreneurship ability, then further constructs the evaluation system of college students' innovation and entrepreneurship ability based on data mining technology, and finally focuses on the promotion strategy of college students' innovation and entrepreneurship ability under the current situation.

Subjects and methods: The scientific evaluation system of college students' innovation and entrepreneurship ability cannot only accurately evaluate the innovation and entrepreneurship level of classroom students, provide data help for teachers' personalized teaching, but also test the classroom teaching effect of teachers, so as to improve the classroom teaching effect. The evaluation system of innovation and entrepreneurship requires not only the evaluation of theoretical knowledge, but also the evaluation of practical ability. Such courses not only study the theory of innovation and entrepreneurship, but also pay more attention to the training of practical application of innovation and entrepreneurship courses, which can effectively improve the disadvantages of "emphasizing theoretical knowledge and neglecting practical application" in the current innovation and entrepreneurship education, and gradually improve China's innovation and entrepreneurship education system. Through the results of the "evaluation of college students' innovation and entrepreneurship ability", college students can clearly understand their entrepreneurial ability and entrepreneurial prospects. Therefore, students can learn their lack of knowledge and skills from reality, make continuous progress and become successful, this paper analyzes the new mode of the combination of the two. Based on the questionnaire survey, literature and practical problem experience, the network questionnaire system and random sampling method are adopted. Through the questionnaire invitation link and based on the original database, the method of comparative research is adopted to realize the perfect judgment of data mining methods. Using the method of data analysis, this paper points out the psychological motivation of college students' innovation and entrepreneurship.

Results: When studying the motivation of college students' innovation and entrepreneurship education based on data mining methods and psychology, it is concluded that we should first improve the college students' innovation and entrepreneurship education system, which also needs to clarify the talent training objectives of innovation and entrepreneurship education, cultivate innovative spirit and innovative thinking, improve innovation and entrepreneurship ability, and promote students' personalized development and comprehensive quality. Formulate the training route of innovative and entrepreneurial talents, establish the collaborative education mode of innovation and entrepreneurship, and achieve college department collaboration, school collaboration, school enterprise collaboration, and government enterprise collaboration.

Secondly, reform the innovation and entrepreneurship curriculum, and realize that the reform of innovation and entrepreneurship curriculum is an important link to improve college students' innovation and entrepreneurship ability. As the basis of cultivating innovation and entrepreneurship ability, college students' innovation and entrepreneurship course should explain the combination of "method" and "knowledge", and pay attention to "practice" and "theory". At present, the innovation and entrepreneurship curriculum education of college students in China focuses on the teaching of theoretical knowledge and lacks the practical guidance of innovation and entrepreneurship. But the theoretical knowledge is very boring, which leads to the classroom cannot stimulate students' interest in learning. The direction of innovation and entrepreneurship curriculum reform in the future should be to build a classroom teaching model that pays equal attention to "theory and practice" to stimulate students' learning motivation. The reform of innovation and entrepreneurship curriculum requires not only teachers, but also schools and policies. Government departments should give more policy support to college students' innovation and entrepreneurship and cultivate a strong innovation and entrepreneurship atmosphere. The school should combine its own school

running characteristics, establish a scientific evaluation mechanism for innovation and entrepreneurship education courses, and dynamically adjust in teaching practice, in order to constantly improve itself and keep pace with the times.

Thirdly, we can effectively establish a team of practice teachers to guide college students' innovation and entrepreneurship. In this process, the school can select teachers to form a practice team, which can not only give students guidance on professional knowledge, but also better explore students' own potential and give students positive guidance in practical projects. The composition of teachers in the team is very important. They can be selected from various disciplines and dynamically adjusted with scientific research projects and practical training cases as the classroom theme. At the same time, they should pay attention to teachers' industry practical experience, provide training opportunities for teachers, and build a team of innovative and entrepreneurial practice teachers who master discipline frontier and industry experience.

In addition, the government should also encourage college students to develop new technologies. The government can further cooperate with colleges and universities and enterprises to provide venues, funds, guidance and other service support for college students' innovation and entrepreneurship through the integration of resources. Through the integration and coordination of government, enterprise, university and research, build a technological innovation system integrating college students' innovation and entrepreneurship practice, entrepreneurship incubation, innovation and entrepreneurship training and innovation and entrepreneurship service functions, which can not only improve the ability of enterprises to make original innovation, integrated innovation and introduce digestion, absorption and re innovation. It can also effectively improve the training effect of college students' innovation and entrepreneurship.

Finally, build an innovation and entrepreneurship practice platform for students, and fully realize that the construction of college students' innovation and entrepreneurship practice platform is the key to the improvement of college students' innovation and entrepreneurship ability. College students' theoretical knowledge and practical ability of innovation and entrepreneurship can be tested through the practice platform, and continuously improved and improved through the training projects of the platform. By holding various forms of innovation and entrepreneurship competitions, the innovation and entrepreneurship practice platform can provide college students with an opportunity to show themselves. Students can not only experience the difficulties of innovation and entrepreneurship, but also realize the importance of teamwork. The construction of college students' innovation and entrepreneurship practice platform should be the top priority of college students' innovation and entrepreneurship curriculum construction, which is of great significance to the improvement of College Students' innovation and entrepreneurship ability.

Conclusions: In the era of big data, the information obtained by data mining is automatically analyzed and deeply mined to form more valuable analysis results for previous, current and future education. With the application of big data technology and the deepening of innovation and entrepreneurship education reform, colleges and universities integrate the implementation of innovation education while promoting quality education, to cultivate creative high-quality talents in line with the market development trend. At the same time, it is noted that the internal psychological characteristics of individuals are a key factor to determine the ultimate success of innovation and entrepreneurship activities. It should be noted that not every college student is required to realize their self-worth through entrepreneurship, but no matter what career they engage in in in the future, the improvement of innovation and entrepreneurship psychological quality is of great benefit.

*   *   *   *   *

EFFECTS OF DIFFERENT LANDSCAPE ENVIRONMENT DESIGN STYLES ON RESIDENTS' PSYCHOLOGICAL COGNITIVE PREFERENCE

Ci Yan

School of Art and Communication, Nanhang Jincheng College, Nanjing 211156, China

Background: Landscape design creates a good, suitable and harmonious environment for people, and aims to solve the relationship between environment and people. Environmental psychology mainly explores the relationship between people and the environment. In landscape design, we should follow the "people-oriented" principle, meet people's physiological and psychological needs, and consider people's psychology, so as to correctly recognize the relationship between human behavior and the environment, in order to scientifically and artistically make higher quality landscape planning works, so as to enrich people's life, achieve natural ecological balance and environmentally sustainable development. Psychological research shows that, to a large extent, we acquire knowledge and establish contact with the outside world in the

way of "hint". When our sensory organs are hinted and affected by the real scene, a series of psychological sensory feelings will have a noticeable impact on our next behavior activities. To sum up, in the landscape design of residential areas, the suggestive effect of plant color, texture, aroma and taste on people guides the direction of landscape design and affects the living environment and residents' psychological feelings.

Objective: Psychological research shows that people know the world through feeling, which includes five forms: sight, hearing, touch, taste and smell. We also have the initial understanding of plants through the five most intuitive sensory forms of sight, hearing, touch, taste and smell. Based on our innate criteria and judgments in learning about plants, people will have different psychological and sensory experiences when facing plants with different ornamental characteristics. With the development of society and the gradual improvement of citizens' living standards, our requirements for the living environment are also increasing. Therefore, the landscape design of residential areas closest to urban residents should take into account the sensory experience brought by plants, and give full play to the effective role of plants, a major element of landscape, in people's body and mind.

Subjects and methods: Embodiment of application in space shaping. In modern landscape planning and design, many places focus on protecting people's personal space. In the process of interpersonal communication, there are different distances between people with different degrees of intimacy. Different distances will also produce different reactions and behaviors, which will also show people's different psychological conditions in the process of communication incisively and vividly. In public places, many activities will contact a large number of strangers. Therefore, when designing the space, we should fully consider the comfortable distance between people and pay attention to avoid crowding, which will make people anxious. In the planning of the rest area, it is necessary to ensure that everyone has sufficient activity space. The scale and type of seats in the place should also be designed in a variety of ways, so as to meet the needs of all kinds of people and make people feel more comfortable. Application in plant selection. Plant allocation is an important part of landscape planning and design. Plant allocation also needs to fully consider the behavior and psychological needs of users. It is mainly reflected in the following aspects: practicability, safety, livability, publicity and privacy. Applying environmental psychology to landscape planning and design can better realize the unity between environment and people, so as to meet the aesthetic and functional requirements, and fully reflect the design concept of "people-oriented".

Results: A good environment can promote people's enthusiasm for communication. Only when the surrounding environment is comfortable enough can we mobilize people's yearning to the greatest extent and increase people's desire to use the place. Therefore, landscape designers should try their best to get the relationship between people's enthusiasm for use and the stimulation of the environment, so as to make the designed landscape place give full play to the maximum utilization value. For example, now many plants have carried out night lighting design, which not only increases the ornamental nature of plants in the place, but also strengthens people's night use.

The research between environmental psychology and landscape planning is mainly to investigate the use of places by people of different types and ages. However, at present, most landscape designers choose to rely on their own design experience for scene design. The garden design made only by this design method cannot meet the use needs of modern people. Therefore, before the specification and design, it is necessary to investigate different people, so as to find their similarities and differences in the use needs of the place, and carry out planning according to the investigation results, so as to make the landscape place meet the needs of the public. Due to the high proportion of the elderly in China, the use of the elderly in the survey is relatively common, while the survey of people of other ages is relatively lacking. Therefore, in the future landscape planning and design, designers should investigate people of different types and ages, so that people of all ages have a space suitable for themselves to relax and rest. The evaluation system means that people study the likes and dislikes of garden landscape and explore the situation of individuals or people on the place.

Through such research, designers can clearly know people's specific feelings about the place and the popular landscape types. There are many evaluation methods of landscape design, and the evaluation of garden environment will also be affected by many conditions, such as environmental space, time and different ages. To improve the evaluation system of landscape environment can provide more, better and more detailed design basis for many planning designers, so as to make more contemporary landscape suitable for people's life.

Conclusions: As the most vital, flexible, and free element in landscape design, plants have their own rich external characteristics, which have a positive psychological impact on people's vision, touch, taste and smell. Therefore, on the premise of being familiar with the physiological habits and ornamental characteristics of landscape plants, it is particularly important to give full play to the positive hint and guidance of plants to human senses. According to the intuitive feeling and impression shown by the external characteristics of plants, it is of great significance to plant them reasonably in the landscape design of residential area to meet the sensory needs of community residents and further improve the quality of life

and happiness index of residents.

* * * * *

THOUGHTS ON THE INTEGRATION OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION AND MENTAL HEALTH EDUCATION

Guanglei Zhang

School Of Marxism, Zhengzhou Vocational College of Railway Technology, Zhengzhou 450052, China

Background: Ideological and political education is no stranger to college students. From the beginning of contact education, students have been receiving ideological and political education, which is a course accompanied by students' growth. Mental health course is a new course that college students meet after entering the University. The understanding of psychological education also begins in the University. The psychology of college students seems to be relatively mature, but after investigation, it is found that the psychology of college students has unhealthy factors, and the actual psychological state of college students is not as healthy as it seems.

Objective: University is an important stage for students to improve their thinking and ability. In addition to receiving the edification of professional knowledge, students should constantly improve their comprehensive literacy, such as moral education literacy, ability literacy and so on. With the increasing attention of the Party Central Committee and governments at all levels to college students' ideological and political education, the integration of college students' ideological and political education and mental health education has become an inevitable measure for college students to receive education, so it is necessary to think about this measure.

Subjects and methods: Integrate the ideological and political education and mental health education of college students from the height of ideological understanding. Cognition plays a guiding role in behavior. As the main guides and implementers of education, college ideological and political educators' cognition will directly affect their teaching behavior and teaching effect. Therefore, ideological and political educators in colleges and universities need to make it clear that the objects of Ideological and political education and mental health education are people. They complement each other and cannot be biased in their understanding of their importance. Educators need to correctly view the relationship between the two. By understanding and integrating the two, they can better apply the principles of ideological and political education in the process of mental health education. Moreover, from the perspective of the comprehensive and overall development of college students, ideological health and mental health play a very important role in the cultivation of their sound personality and good cultivation. Therefore, the integration of the two at the cognitive level can better promote the development of students.

At the level of content and goal of education, integrate college students' Ideological and political education with mental health education. Compared with primary and secondary education, the university campus is freer and students' autonomy is stronger, but at the same time, due to the relaxation of the school form, many students have some problems in thought, quality and psychology. College students will enter different posts in the society in batches, and their ideological consciousness and psychological state will determine their performance in work and whether they can contribute to the society. Therefore, college educators need to adjust and arrange the educational content and objectives on the basis of understanding the psychological characteristics of college students, and integrate ideological and political education and mental health education, promote to focus on different educational directions, so as to grasp the focus of education and students' learning. Of course, when integrating the two and solving practical problems, educators need to clarify whether the problem is ideological or psychological, so as to suit the remedy to the case and ensure that the solution is targeted.

Realize the integration of college students' ideological and political education and mental health education from the perspective of educational means and strategies. The teaching strategies and methods of ideological and political education and mental health education are different. Ideological and political education is carried out in an open and active way, while mental health education is promoted by a strategy of respect and equality. Therefore, when integrating the two, we need to learn from each other and complement each other's advantages, so as to add to the icing on the cake and improve the quality of education. Specifically, when carrying out ideological and political education, teachers can understand

students' psychological characteristics and state from the perspective of psychology, and teach with the strategy of listening and equality. In the time of ideological health education, open teaching can be carried out for all students, which can not only improve students' ability to resist pressure and frustration, but also reflect the characteristics of educational humanistic care.

The integration carrier of Ideological and political education and mental health education should be positioned in daily learning and life. Most of the time of college students is dominated by themselves. Therefore, in the process of educational integration, we need to choose an appropriate carrier and place this carrier in students' life and learning, so as to gradually enhance their moral and psychological quality. Education is to better guide students' behavior, and theoretical teaching will not only make students feel boring and empty, but also cannot achieve the due teaching effect. Therefore, educators need to implement their theory into students' learning and life, so as to better guide students' behavior.

Results: Both belong to ideological education in nature. Ideological and political education and mental health education have a common subject, that is, the content of ideology. Consciousness is a unique ability of human beings. It is determined by objective existence. The dialectical relationship between thinking and existence is the most basic problem of Marxist philosophy. Consciousness contains a wide range of contents. It is a macro existence, including what we often call rational cognition and perceptual cognition. The ideological and political education of college students is the rational stage of cognition, mental health education belongs to the perceptual stage of cognition. For example, the case of Tian Shiguo, an ordinary lawyer in moving China in 2004, was taught to students as a classroom case. A son gave back part of his life to his dying mother in 2004. Although his mother was weak in the warm lie, his sincerity as a filial son was enough to comfort his mother, this example closely connects theory with reality, thus educating and infecting students. Its guiding and persuasive role is self-evident.

Cultivating the comprehensive quality of college students is the common goal of both. College students' political consciousness, their future goals and political positions are inseparable from college students' Ideological and political education. Its main teaching contents are ideal will and moral belief, leading college students' communist belief, cultivating students' beliefs such as high ambition, virtue and abiding by laws and regulations, so as to realize their own life value. The primary purpose of college students' mental health education is to enable college students to self-regulate their physical and mental health. Mental health education enables college students to live in harmony with others, quickly adapt to the environment at any time, and learn to control their bad emotions. Nowadays, the pace of social life is fast. Such a pace is easy to make people impetuous. In the long run, the social binding force becomes very small. For teachers and students in school, it is important to strengthen psychological quality education in this aspect, find clues in time, help and correct them in time, and maintain a good mentality and emotion. Both the ideological and moral education of college students and the education of college students' mental health lay the foundation for building a socialist ideal society, so that college students' emotion, righteousness, courtesy and intelligence can be developed in an all-round way, and help college students realize their life ideals and social values.

Conclusions: The combination of college students' mental health education and ideological and political education is to promote the better development of college students, which is of great significance to the development of today's colleges and universities. Ideological and political education is to change students' ideological outlook, standardize students' behavior and cultivate students to become a high-quality talent. Mental health education corrects and standardizes students' development from the aspect of students' invisible mental health, promotes students' mental health and enhances students' social adaptability. The integration of mental health education and ideological and political education is to cultivate college students with sound birth heart and complete personality.

* * * * *

THE DEVELOPMENT AND TRANSFORMATION OF WATERCOLOR PAINTING STYLE FROM THE PERSPECTIVE OF PSYCHOLOGY

Li Zhang[1] & Yiqian Xiao[2]

[1]*International Education College, Nanjing Vocal University of Industry Technology, Nanjing 210000, China*
[2]*Art and Design College, Nanjing City Vocal College, Nanjing 210000, China*

Background: The creation of watercolor painting is a kind of psychological activity from the perspective of psychology. In the whole watercolor creation process, a series of complex psychological factors are acting implicitly or explicitly and interactively. Therefore, the exploration of problems such as psychological

elements, emotional activities and inspiration in the watercolor creation process, the study of the personality characteristics of watercolor creation subjects and some other more complex psychological phenomena, can help the creative subject to complete the creation better.

Objective: Mastering and using any specific technique of expression to create watercolor painting must be based on all the characteristics of the creative subject's personality psychology. In the process of creation, try to conform to your own psychology and grasp its different development stages for creation. In this way, more excellent works will emerge in the watercolor industry and get better prosperity and development.

Subjects and methods: Self evolution and extension of watercolor painting techniques. With the continuous emergence of new techniques of Chinese contemporary watercolor painting, it has also had a serious impact on some traditional watercolor painting techniques. Among them, we often use the traditional watercolor painting techniques, such as flat painting. In the pursuit of some painters, many painting colors are changed evenly or gradually, so as to better give the viewer a very smooth aesthetic experience. However, with the continuous innovation of Chinese contemporary watercolor painting techniques, a new painting technique has been formed in the gradually changed techniques such as traditional flat painting. Like British Watercolor Painters, they gradually change some monochrome and thin painting methods to gradually turn them into various thin color layers. In this way, when watercolor painting is created, its own pictures are more colorful and fuller of vitality. This multi-color flat painting law continues the monochrome flat painting technique in traditional watercolor painting, and uses different painting colors to create flat painting, to truly highlight the rich and diverse visual effects of watercolor painting.

The evolution and integration of watercolor painting techniques and other painting techniques. In the development of watercolor painting, many painters are oil painters or printmakers. In this way, they can skillfully apply some painting skills to watercolor painting, resulting in new painting techniques. Some painters borrow the painting skills of oil painting and boldly use the white pigment in watercolor painting, which can enrich the picture of watercolor painting and have a certain sense of hierarchy. For the traditional watercolor creation, the use of some opaque colors makes great changes in painting. Change some opaque watercolor painting methods to truly create the expression space of watercolor painting, so as to provide the possibility for new watercolor painting.

Start paying attention to the viewpoint of the viewer. In the development of contemporary Chinese watercolor painting, in addition to seeking a breakthrough in the painting's own state such as the painting's own materials, we also need to pay more attention to the audience's own visual performance, which is an important problem. Therefore, we need to fully consider the viewer's own visual factors in the specific watercolor picture layout. In different scale works of painting, we need to pay special attention to the limitation of subject matter, and we must pay attention to the breakthrough of the content of painting pictures.

Results: Thinking type corresponds to the performance of realism. Before creating a watercolor painting, the creative subject of this type has carefully considered, rigorously expressed the object, and adopted an objective and accurate observation attitude. The creative subject is always attached to the object, that is, the object dominates the psychological activities of the creative subject. The main energy is focused on the composition and color treatment of the picture, and adopts the attitude of copying the external world, it focuses on the reproduction and imitation of the external objective world, and expresses the internal subjective world through the external objective world.

The emotional type corresponds to the surrealistic creation type. Before painting, the creative subject first thinks of expressing his emotions in his works, such as the creation of a watercolor figure. This type of creator does not tend to completely imitate the character images. Different from the realists, they only use these character images as the medium of painting and project their own natural spirit into the object, this kind of expression form, which is arranged accidentally by the object, releases the artist's restrained emotion and mainly fully displays the spirit of the noumenon.

The sensory type corresponds to the type of expressionist painting. This type of creative subject focuses on the expression of the internal subjective world, and expresses the external objective world indirectly or tortuously through the internal subjective world. Expressionism pays attention not to the appearance of the object, but to the feeling of a certain nature, and pays attention to the feeling experienced by the sensory contact with the object, that is, to express the pain or happiness felt. The Expressionists who tend to be subjective take the feelings of the creative subject as the performance material. Expressive creators attach importance to feelings, subject consciousness, creative personality, subjective expression and meaningful forms. They strongly express their feelings in the picture.

The intuitive type corresponds to the type of constructivist painting. The constitutive school does not attach importance to the imitation of nature, but expresses its pure spirit and feelings through the selection of shape, color and line, which is a manifestation of intuitive ideas. They have keen intuition about things and firmly grasp new objects and methods. They are often the shapers of perceptual images. They are only

satisfied with intuition. The creative subject itself is constructed and determined by intuition. The creators of a compositional watercolor are best at using techniques in color that are conducive to expressing the sense of quantity and tone to form a picture. They pay great attention to the harmonious proportion of the picture. The temperament characteristics of the creative subject are not absolute. There are few creators who can represent various pure types. The performance of all creators is not only mixed, but also may be changing alternately.

Conclusions: In short, mastering and using any specific means of expression to create must be based on the individual psychological temperament characteristics of the creative subject. A means of expression is not valuable to anyone at any time. Therefore, in the process of creation, the creative subject should develop in a way consistent with his own psychological temperament characteristics as far as possible, in this way, more excellent works will emerge in the watercolor industry and get better prosperity and development.

* * * * *

THE INFLUENCE OF MUSIC LITERACY COURSE TEACHING ON STUDENTS' MENTAL HEALTH IN COLLEGES AND UNIVERSITIES

Lei Duan[1] & Shi Pu[2]

[1]Foundation Department, Shanxi Police College, Taiyuan 030401, China
[2]College of Music, Hubei Normal University, Huangshi 435000, China

Background: College students, a seemingly relaxed group, actually bear great pressure. Under the oppression of multiple mountains of study, life, emotion and employment, the mental health of college students has been in urgent need. Bloody facts constantly warn us to pay attention to the mental health of college students. College students' mental health has gradually become the focus of social attention. As more and more college students suspend or drop out of school due to psychological problems, and even some abnormal or malignant events such as suicide and murder appear in the newspapers from time to time. At present, Chinese college students look happy and worried. Fortunately, they have strong independence and the ability of self-management, learning and development. The worry is that their psychological status is closely related to the mental health of Chinese people under the background of the whole society. All kinds of ethos in the society continue to affect the original pure university campus. The campus is no longer a pure land, and the psychological problems of college students have been very concentrated and prominent. Therefore, we must study effective treatment methods to solve the mental health problems of college students. Mental health means that all aspects of psychology and activity process are in a good or normal state. The ideal state of mental health is to keep a good character, normal intelligence, correct cognition, appropriate emotion, reasonable will, positive attitude, appropriate behavior and good adaptation. Mental health is an important aspect of modern people's health. So, what is people's mental health? There are standards for people's physical health and mental health. However, people's mental health standards are less specific and objective than people's physical health standards. Understanding and mastering the definition of mental health is of great significance to enhance and maintain people's health. When people master the standard of measuring people's mental health, they can make self-diagnosis of mental health according to themselves. If you find that one or several aspects of your psychological status are at a certain distance from the mental health standard, you can strengthen psychological exercise in order to achieve the level of mental health. If you find that your mental state seriously deviates from the standard of mental health, you should seek medical treatment in time for early diagnosis and treatment. Music therapy is a new frontier discipline integrating music, medicine and psychology. It takes music activities as a treatment medium to improve individual physical and mental health.

Objective: Music literacy is a comprehensive quality education for learning music. It is an independent professional subject, a basic course of music and a required course. It includes the comprehensive theoretical basis of spectrum reading, sight singing, listening, rhythm, harmony, writing, music appreciation and music history. A person who studies music without learning music literacy is a robot who plays and sings mechanically. He can't understand music, understand music and express music. Therefore, learning music literacy is to comprehensively improve the students' comprehensive music quality, so as to promote the students' learning of professional subjects and enhance their perception, understanding and creativity of

music.

Subjects and methods: Class leaders and music literacy teachers conduct a personality questionnaire survey on students at the same time, and then divide students into three categories: A, B and C. Students with prominent problems are classified as class A, students with little problems are classified as class B, and students without problems are classified as class C. A. 20 students of class B and C were randomly selected and a total of 60 students were investigated. Then, 10 students of class A, B and C were randomly assigned to form an experimental group of 30 students and a control group of 30 students. A music literacy teacher with rich experience in music teaching was selected to teach music courses to the two groups of students. The experimental group increased music literacy teaching on the basis of the control group. The experiment lasted for one month. Through the personality questionnaire survey to the students again, the mental health of the two groups of students before and after the experiment was counted. Use SPSS 20.0 software to make statistics.

Results: This study analyzes the changes of several psychological states of college students in the teaching of music literacy course. First, the influence of personality integrity. Second, whether there are obvious changes in emotion, which affect the effect of positive emotion. Third, the change of attitude towards learning music. Fourth, the influence on students' normal behavior in the teaching of music quality course.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, 60 students are used to evaluate the values and take the average to obtain the results, which are rounded, the specific statistical table is shown in Table 1.

Table 1. Impact of music literacy course teaching on students' mental health in colleges and universities

Factor	Good character	Emotional appropriateness	Positive attitude	Normal behavior
Experience group	4	5	5	4
Control group	3	3	4	3

Conclusions: In fact, there is no obvious boundary between college students' mental health and unhealthy, but a continuous process. For example, if normal is compared to white and abnormal is compared to black, there is a huge buffer area between white and black - gray area, in which most people in the world are scattered. This shows that for most college students, it is normal to face psychological problems in the process of life development. There is no need to make a fuss and should be actively corrected. At the same time, individual gray areas also exist. College students should improve their awareness of self-care and adjust themselves in time. The activity of people's health state is a development problem. When a person has a certain psychological disorder, it does not mean to maintain or aggravate it forever.

College music literacy course can not only improve college students' cognition, but also play a positive role in college students' mental health. At the same time, the teaching of music literacy is also an important subject to cultivate and improve the overall music quality of musicians.

* * * * *

ON THE SIGNIFICANCE OF THE STUDY OF AUDIENCE PSYCHOLOGY IN NEWS COMMUNICATION

Ruiyao Zhang

School of Literature and Journalism, Shandong University of Finance and Economics, Jinan 250014, China

Background: News communication is a concept adopted by domestic scholars in recent years. It is a new concept with the introduction of communication. The study of news communication as a subsystem of human communication activities greatly improves the position of the objective regularity of news communication activities in the discipline system, and avoids the lack of systematic Ness, theory and scientific research methods in the previous journalism research, which is mainly descriptive research and experience summary research. The research on the psychology of news communication audience is an important part of exploring the objective law of news communication activities. The investigation and research of audience psychology in communication science is a scientific research and objective analysis of audience psychology with the

theories and methods of sociology, political economics, general psychology and social psychology, which is rare in the research of traditional journalism on newspaper readers, radio listeners and TV viewers in China. Psychology is the science of studying psychological laws. Psychological law refers to people's psychological processes such as cognition, emotion and will, as well as psychological characteristics such as ability and personality. When people are stimulated by external things, the brain first reflects. Those who conform to people's psychological law will accept, and those who violate the psychological law will not accept or even refuse to accept. Among them, the research results on audience psychology give us a lot of inspiration, which makes people more deeply realize that many unsuccessful news communication activities in China's past history are caused by not studying audience psychology and violating the objective psychological law of audience accepting news communication. In reality, whether news managers, organizers of publicity activities or ordinary news communicators, it is necessary to strengthen the consciousness of understanding and studying the psychology of the audience, improve the attention to the psychology of the audience, and master the general psychological law of the audience in news communication activities.

At present, the research of audience psychology mainly includes macro audience psychology research and micro audience psychology research. The macro audience psychology research mainly uses the theories and methods of social psychology and mass communication to study the general social reflection law of audience psychology, such as the research of herd psychology and rebellious psychology of general audience, pay more attention to theoretical thinking and scientific abstraction. Micro audience psychology research mainly uses the theories and methods of cognitive psychology, reception psychology, statistics and even linguistics to study the reflection characteristics of the audience on specific problems, such as the psychological analysis of young viewers watching TV, the type and memory of news subtitles, the impact of radio music on the audience's understanding of news, and so on. Generally speaking, the current research on audience psychology is still in the preliminary research stage of basic problems. There are many descriptions of experience in the research results of audience psychology, more research on specific statistical analysis of specific audience groups from different aspects, less systematic and in-depth theoretical research, and more repeated components. Most papers and monographs only cover some aspects of audience psychology from different aspects, and most of them have different opinions The "incomplete theory" of wisdom. Obviously, the theoretical research in this field lags far behind the booming news communication practice in China, let alone meet the needs of improving the level of news communication practice and guiding news communication practice activities.

Objective: This paper focuses on the analysis of the direct purpose of news communication activities, which can further make the majority of audiences accept the relevant news information transmitted by news communicators, and can affect the thoughts, ideas, emotions, value orientation and action decisions of the majority of audiences. In this process, the audience occupies a prominent position and plays a very important role. It is necessary to recognize the position and role of the audience in news communication activities, determine that the audience is not only the recipient of news information, but also the basis for news communication activities, pay attention to the important factors of news communication activities, and determine the goal and end point of news communication activities. It is clear that any news communication activities that ignore the audience cannot achieve the expected communication purpose.

Subjects and methods: This paper mainly synthesizes the characteristics of news communication activities, pays attention to the process and related elements of news communication activities, makes it clear that the audience belongs to the composition of the five elements of news, pays attention to the analysis of the influence and change process of the audience's thought, concept, emotion, value orientation and action decision-making, and determines the psychological needs of the audience's contact with news activities. Based on the questionnaire survey, according to the literature and practical problem experience, using the network questionnaire system and random sampling method, through the questionnaire invitation link and the original database based on Epi-Data, using the method of comparative research to realize the audience's psychological judgment. Using the method of case analysis, this paper points out the relevant paths of the psychological impact of the audience of news activities.

Results: First, the psychological needs of the audience are the motivation to promote the emergence and development of news communication activities. At the same time, the audience will make different choices for different types of news media and news information because of their different motives, needs, abilities, temperament and personality, so as to make the news communication audience focus, specific media specific news information can only be transmitted to special audience groups. Novelty, curiosity and root seeking are the common psychological laws or psychological characteristics of the audience. We do news work to meet these psychological needs of the audience. For example, when we do legal programs, how can we use the case to explain and integrate legal education into the case? We should set up mysteries according to the psychological needs of the audience, cut and tell stories in sections, and rise again after another wave, so as to meet the curiosity of the audience and the psychology of finding the bottom of things. Like the TV film "old age on paper", the title itself is suspense and problem, which arouses the interest of

the audience. The whole TV film raises questions in the form of questions, closely links the theme that it is everyone's responsibility to support the elderly, deepens the theme of social responsibility, stresses the power of the legal system, warns and educates people, and achieves the effect of publicity. Second, the essence of human psychology determines that the audience's response to news information is subjective and dynamic, and the audience's existing psychological attitude and thinking set affect the audience's selective attention, understanding and memory of news information, and affect the transmission effect of news information in the process of news acceptance. Third, a correct understanding of audience psychology is the basis for realizing the desired news communication effect. The unity of audience's psychological satisfaction and the realization of news communication objectives is the best state of news communication effect. The information hunger and rebellious psychology of the audience of news communication will lead to the failure of news communication activities. Even people of the same age, different occupations, experiences, scientific and cultural levels and living conditions, even different regions and genders, can form different psychological conditions. There are all kinds of people for our publicity and reporting. We need to study the special psychology of different people, that is, not only the commonness of their psychology, but also the individuality of their psychology.

Conclusions: At present, it is very urgent to actively promote the research on audience psychology of news communication in China, establish a complete system of audience psychology, and reveal the deep theoretical laws to realize the effect of news communication through in-depth and detailed research on audience psychology. The research on the psychology of news communication audience not only has very important theoretical significance for the discipline of news communication, but also has very important practical significance for news communication activities.

* * * * *

THE EMBODIMENT OF JAPANESE CONCAVE CULTURAL PSYCHOLOGY IN JAPANESE LANGUAGE

Yu Zhao

School of Foreign Languages, Shandong University of Finance and Economics, Jinan 250014, China

Background: The fuzziness of Japanese language expression is not only a unique language phenomenon in Japanese, but also the focus of Japanese learners' learning. It is necessary to reveal its causes from the perspective of Japanese concave culture. For Japanese learners, the expressions in Japanese cannot be limited to simple imitation, but need to be mastered in combination with culture. Teaching should be combined with culture to teach this Japanese language expression, so that students can know what it is and why it is, so as to improve learners' Japanese communication ability. Language is the carrier of culture and plays an important role in culture. On the other hand, language is influenced by culture and reflects culture. Japanese has many different characteristics from other languages. These characteristics, from a certain point of view, are the characteristics of Japanese culture. The domestic research on Japanese ambiguous expression is mostly limited to the research on the form and characteristics of Japanese expression. Starting from the perspective of culture, especially from the perspective of Japanese concave culture, the research on the connection between Japanese language expression and Japanese specific concave culture is still in its infancy, and there are few papers on this research. Language is the carrier of culture and plays an important role in culture. On the other hand, language is influenced by culture and reflects culture. Japanese has many different characteristics from other languages. These characteristics, from a certain point of view, are the characteristics of Japanese culture. Fanghesui, a famous Japanese linguist, attributed the Japanese language action and human consciousness to concave culture, put forward the concept of concave culture, and described the overall picture of Japanese culture as the overall impression of the Japanese nation, which is mild and introverted. Introverted rather than extroverted. It is more patient than aggressive. Rather than full of principles, it is better to pay more attention to practical significance, that is, the nation of concave culture. There are many studies on Japanese language expression in China, and some talk about its background or reasons from the cultural level, but there are some differences in the

classification of forms and the analysis of reasons. This paper focuses on the important reasons for the formation of Japanese language expression from the perspective of concave culture, which is believed to be of great help to Japanese learners to better understand and use Japanese language learning.

Objective: This paper starts from the fact that Japanese language is deeply influenced by Japanese concave culture. It is not only a language phenomenon, but also a social and cultural phenomenon. Moreover, there are great differences in cultural characteristics between China and Japan. For Chinese Japanese learners, they should not only understand the classification of ambiguous expressions in Japanese, but also understand the cultural connotation behind the language. Ambiguous expressions in Japanese cannot be limited to simple imitation, but need to understand the speaker's real intention in actual language communication, so as not to cause unnecessary misunderstanding. For Japanese teachers, we also need to combine the unique concave cultural characteristics of Japan to teach ambiguous expressions of Japanese, so that students can know what it is and why it is, so as to improve Japanese learners' language communication ability.

Subjects and methods: Starting from the embodiment of Japanese concave cultural psychology in Japanese language, combined with the characteristics of Japanese language, this paper obtains the mastery direction and learning strategies of Japanese language from the perspective of cultural psychology. Based on literature and practical experience, this paper adopts the method of comparative research to realize the perfect judgment of Japanese concave cultural psychology. Using the method of language analysis, this paper puts forward the importance of cultural psychological learning in the process of Japanese language learning.

Results: First of all, the Japanese regard peace as the highest virtue and an important political concept in Japan. The spirit of valuing peace in Chinese Confucianism has become one of the Japanese principles. Since ancient times, the Japanese attitude towards nature is not to conquer and change nature, but to live in harmony with it. This thought is basically consistent with the thought of Laozi and Zhuangzi in ancient China. The Japanese, who do not want to oppose nature, do not like to have sharp opposition with others in dealing with interpersonal relations. They want to highlight their weak intention. The Japanese believe that harmony is the highest virtue. When expressing their opinions, in order not to hurt each other's feelings, the Japanese will try to use euphemistic and polite ambiguous expressions, and will not impose their personal will on others, so as to maintain harmonious interpersonal relations.

Secondly, the Japanese sense of being others centered belongs to a sense of cherishing others, restraining themselves and guessing the hearts of others, which is Japanese considerate. The Japanese think more about the other side's position, which also dominates the Japanese consciousness. They always think about the other side's feelings, consider the other side's mood and position, and then decide their words and deeds. This other centered sense of people can be said to be a major feature of the Japanese nation. While thinking of others, the Japanese also have a sense of protecting themselves. The Japanese like to use euphemism and avoid judgment. Their psychology is very complex and subtle. They not only take care of other people's emotions, but also avoid opposing opinions with each other, so as to prevent the situation from becoming tense.

Finally, Japan's experience also has a certain impact on the Japanese language. Compared with language communication, the Japanese prefer to communicate with their heart. Heart to heart communication is an important way of communication highly respected by the Japanese and the highest level of communication. They try to figure out each other's ideas in the tacit language communication. Therefore, whether in Japanese conversation or in articles, the ideal state is not to tell the whole story, but to do everything in silence. The Japanese believe that quick understanding of each other is the most advanced way of communication, and that communication without the help of language is the highest level of intentional communication. Because of this kind of perception culture in Japan, the Japanese have formed a very rich and delicate feeling for a long time. Even without the help of language, they can convey their ideas through small changes in eyes, tone of voice, and even subtle movements in their limbs.

Conclusions: Different countries have their own different cultures. They can't reason with each other and communicate with each other. Different cultures lurk in the interior of language expression. If they don't understand each other's culture, they can't really understand each other's language, and can't fully express their thoughts and normal communication. When we normally implement Japanese language teaching, we need to infiltrate Japanese cultural knowledge into students. Under the influence of concave cultural psychology, the Japanese do not like to express their opinions clearly, let alone publicize their personality. The speech leaves room for rhyme, takes the form of hint and omission, and has many vague and ambiguous places. The listener should rely on mood, vocabulary, honorific and even context to judge the meaning. Compared with the clear expression in language, the Japanese prefer to experience the feeling of "implication" and "implication". In many cases, foreigners find it incomprehensible and incredible, while the Japanese have already tacitly understood it, that is, they often say "from heart to heart". Therefore, the Japanese often give people a kind of unspeakable and elusive impression, which inevitably leads to

many misunderstandings in the process of communication. The Japanese regard this practice of leaving a layer of paper between language and reality as a virtue, leaving the aftertaste to the other party to taste and let the other party taste this comprehensible artistic conception.

* * * * *

ON THE NEW MODE OF THE INTEGRATION OF COLLEGE EDUCATION MANAGEMENT AND PSYCHOLOGICAL EDUCATION IN THE NEW ERA

Xumeng Feng

College of Humanities and Social Development, Nanjing Agricultural University, Nanjing 210095, China

Background: Psychology has a certain comprehensive nature. When the educational management of colleges and universities is carried out, integrating psychological knowledge is a process of perfectly combining educational ideas and psychological theories. Psychological education pays more attention to investigating people's psychological laws in the application of educational management of colleges and universities, and has already formed its own knowledge structure and utilization system in the process of development, it has certain comprehensive characteristics and needs to be managed by professional staff. In the application of psychological education in the educational management of colleges and universities, the specialized research objects of psychology can analyze the problems from the following angles. First of all, analyze the problems from the perspective of management objects. The key object of college education management is students, and teachers are secondary education management objects. The first thing to do is to fully study the internal psychological development process of students, and formulate scientific and reasonable solutions in combination with the future development trend of students. In the process of educational management, there are both students' and teachers' efforts. Students are not only the subject of educational management, but also the object of educational management. Taking the advanced information age as today's development background, students will face strong employment pressure after completing their studies and entering social work. This employment problem makes today's college students overwhelmed. In the society, the talent standard requirements of various employing units and the comprehensive quality and adaptability of students themselves have great initial entry, and some even have two different development directions, which makes it easy for college students to have contradictions in their study and work. Students in colleges and universities have certain vitality and passion. They are full of urgent hopes and aspirations for life and the future. However, the helplessness and dissatisfaction of real life often make them overwhelmed, resulting in a confused feeling about their future. For a long time, they have great anxiety and depression.

When carrying out educational management, the school pays too much attention to improving the quality of entering a higher school and seriously ignores the cultivation of students' comprehensive quality, resulting in an increase in the probability of students' psychological problems. While cultivating students' ability to learn scientific theory, the school ignores the cultivation of students' self-care ability and physical quality, which cannot make students occupy a strong development position in the fierce market competition to a certain extent. School education is sometimes divorced from the development of society and the employment needs of employers. If schools cannot fully apply psychological knowledge to carry out education management, it may have a certain negative impact on the development of school psychological education. China's education system is in a new period of continuous development and improvement, the educational management of college students has been pushed to the cusp. As far as the management of college students is concerned, only by constantly trying and applying new management methods and boldly using excellent talents can we constantly push through the old and bring forth the new, strengthen the efficiency of college student management and make the work of college education management to a higher level. The combination of educational management and psychological education in the implementation of college student management can not only strengthen the pertinence and timeliness of college student management, but also enable managers to suit the remedy to the case and strengthen management efficiency.

Objective: The new mode of integration of educational management and psychological education is a management method widely used in colleges and universities. By taking students' psychological activities as the research object and managing students' daily learning, life and work, it can effectively mobilize students' enthusiasm and further improve students' learning efficiency, life attitude and work ability. However, there are still some defects in the use of educational management psychology in colleges and universities, which leads to students' failure to get real help, making educational management psychology a mere display in

the psychological management of colleges and universities. Therefore, in order to effectively improve the application effect of educational management psychology, this paper mainly takes the new period as the background, analyzes the application of educational management and integrated psychological education in student management, and puts forward relevant measures and suggestions to effectively improve college student management.

Subjects and methods: From the perspective of the integration of college education management and psychological education in the new era, most colleges and universities pay insufficient attention to psychological education. Combined with the objectives of college education management and the needs of students' psychological education, this paper analyzes the new model of the combination of the two. Based on the questionnaire survey, literature and practical problem experience, the network questionnaire system and random sampling method are adopted. Through the questionnaire invitation link and the original database based on Epi-Data, the comparative research method is adopted to realize the perfect judgment of the new model. Using the method of case analysis, this paper points out the importance of the research and application of the new model of the integration of college education management and psychological education in the new era.

Results: When it comes to the practice of the new model of the integration of college education management and psychological education in the new era, colleges and universities need to first adhere to people-oriented, start from the perspective of students, and students will be given dual identities from the day they step into colleges and universities. First, students, learning scientific knowledge is the first priority, and the main task of colleges and universities is also to impart knowledge. Second, adults. College campus is a micro society and a transition zone for students to get rid of childishness and mature. Another important mission of colleges and universities is to help students mature, establish and improve their own personality and set goals.

Secondly, we need to recognize that psychological counseling is the key. Some experts and scholars have pointed out that the vulnerable group of psychological problems is students. Under the influence of various external environmental factors such as family and society, students with poor psychological quality are prone to psychological problems. Therefore, solving college students' psychological problems is the key to the work of college managers. Therefore, colleges and universities should establish and improve the psychological counseling mechanism, and actively publicize, organize and carry out various psychological counseling activities through various activities, so as to make students realize the importance of mental health and erase their prejudice against mental health.

Finally, colleges and universities should establish professional psychological counseling teams. Generally, it is psychological counseling teams that provide psychological counseling to college students. Their professional quality, psychological counseling ability and psychological quality are particularly important for the college students they tutor. Excellent counselors are not only a good hand in organizing college students' study, work and activities, but also a guide for college students in their growth. Colleges and universities should increase corresponding investment, create conditions, attract and cultivate a team of excellent counselors. For counselors, while helping college students solve psychological problems and get rid of the psychological shadow, they can also realize the significance of the work itself, make themselves more positive and obtain a sense of achievement.

Conclusions: In the management of colleges and universities, due to the constraints of traditional management ideas, the school ignores the students' inner feelings in the management. At the same time, due to the weak awareness of psychological counseling and the lack of professional team, the implementation of psychological counseling and related management is not in place. In order to effectively solve relevant problems, we need to take students as the main body, improve the psychological counseling awareness of schools and students, build a professional management team, and implement the new mode of integrating relevant educational management with psychological management, so that educational management psychology can be effectively applied to student management, psychological quality education and class management, so as to effectively improve the application effect of educational management psychology.

* * * * *

THE INTERVENTION STRATEGIES OF CAMPUS FOOTBALL POLICY ON YOUTH SPORTS CONSCIOUSNESS FROM THE PERSPECTIVE OF SYNERGETIC STUDY

Lu Liu

Huanggang Normal University, Huanggang 438000, China

Background: In recent years, adolescent health has been one of the most noticeable keywords in the reform and development of education in China. As an important breakthrough of promoting quality education and leading the reform and innovation of school physical education, campus football has received unprecedented attention from the government and all walks of life. In June 2009, the general Administration of Sport of China and the Ministry of Education jointly held the National Youth Campus Football work conference, issued the "Notice on the Development of national Youth Campus Football Activities" and the relevant implementation plan, officially launched the "National youth campus football project". "The Chinese youth football draft" twelfth five-year "development" (2010), "the opinions on strengthening the national youth campus football work "(2013)," the national youth campus football for medium and long-term development plan "(2013), "the overall scheme of reform of Chinese football " (2015), "the national youth campus football reform experimental area of basic requirements, National Youth Campus Football Pilot Counties (Districts) Basic Requirements" (2018) and so on were successively issued later. The introduction of these policies clarified the direction for the development of campus football in China and further promoted the development of campus football policies from fragmentation to integration. The campus football policy in the initial stage is difficult to be implemented and the regional development is not balanced, resulting in the lack of popularization of campus football among teenagers nationwide. For example, the purposes and objectives at the beginning of policy formulation are not unified in the policy implementation department. The division of authority of policy implementation departments is unclear. Policy implementation system and security system is not perfect. The phenomenon of competition between executive departments occurs from time to time. The interests of policy implementation subjects and target groups cannot be reasonably satisfied. Among them, the most prominent obstacle is that in the process of policy implementation, the hierarchical supervision between implementing agencies is emphasized, while the interaction and communication between various departments are ignored, which leads to the fragmentation phenomenon of management and operation of the main body of campus football policy implementation, such as separation and acting independently. Until the release of "opinions on Deepening Education and Teaching Reform and Comprehensively Improving the Quality of Compulsory Education" (2019) by the CPC Central Committee and The State Council, the status of school sports and the urgency of football popularization were further clarified, alleviating the dilemma of campus football policy implementation. If we can promote the multi-participation of education, sports, finance, planning departments and organizations through system supply and mechanism innovation, and construct governance network, realize main body coordination, and form implementation force, it will effectively promote the comprehensive and orderly implementation of campus football policy. From the perspective of synergetic theory, in a system, all subsystems (elements) in the system can cooperate and cooperate well, and all forces can gather into an overall force, forming new functions that greatly surpass the sum of their original functions.

Objective: Physical health is a strong basic for teenagers to learn cultural knowledge. The state vigorously advocates students to form the habit of physical exercise, let students contact football, learn football skills, establish the concept of lifelong sports. The state uses a series of football policies to guide the football concept, sports concept and health concept of teenagers. Football has slowly infiltrated into the daily learning and life of teenagers. The policy itself is a vane, and the coordination between the implementing bodies is crucial. Schools, families and society create a healthy atmosphere for teenagers, provide them with time and place for physical exercise and scientific guidance, so that teenagers' physique will improve rapidly and their health concept will be deeply rooted. Synergetic refers to the science of coordination and cooperation. Synergetic theory was proposed by The German theoretical physicist Hermann Haken, who explored the deep and hidden universal laws of the operation of material systems from behind the appearance of cooperation in nature: Many individuals in nature, from small atoms and molecules to large animals and humans, "indirectly determine their destiny by their behavior in the collective, on the one hand through competition and on the other hand through cooperation". Synergy refers to the collective cooperative behavior of subsystems in the system through mutual coordination and interaction. Synergitics considers that the system is open and its internal operation mode is orderly competition or orderly cooperation. When the order parameter growth rate in the system is consistent, cooperation and macroscopically ordered upgrade occur. Teenagers, as one of the campus football players their healthy growth is bound to attached to the family, school, society, environment, the cooperation between each system, the cooperative movement, to produce the internal effective upgrade, the campus football policy of adolescent psychological guidance effect significantly, and has a subtle effect on adolescents to develop daily exercise.

Subjects and methods: In this study, school football policies issued by relevant national departments and teenagers in some schools are taken as research objects, and college, middle school and primary school students in the eastern and western regions are randomly selected as sample samples, and the school football policies and local implementation are referred to for research. Collect campus football policies issued by the effect department and research results on the implementation status of campus football by

using the method of literature and data, and sort out the correlation. In order to analyze the correlation between sports participation consciousness and campus football policy, cross-theory model scale was used to measure the stage of sports behavior of teenagers. Using the methods of logic analysis and mathematical statistics, this paper systematically analyzes the intervention strategies of campus football policy on teenagers' sports consciousness and the long-term goals of daily fitness and exercise habit formation.

Result: First, the school implementation of campus football policy dilemma: mainly affected by the local authorities, funds cannot be timely, often delinquent phenomenon. The funds cannot fully arrive at the school or be moved by the school to do it, resulting in the campus football development is restricted. Interference in the process of enrollment, affecting the quality of enrollment. Some children with football talent are influenced to participate in football training because of family economic situation and parents' one-sided understanding of football. School funds in relatively backward areas are limited, and the funds invested in school sports are seriously lacking, which makes sports teaching equipment difficult to meet the teaching needs. Physical education teachers in primary and secondary schools in some areas are insufficient, and PE classes are basically supervised by other teachers. There is a serious shortage of football teachers, and some schools cannot guarantee daily football teaching and training. The participation of social organizations in school sports is limited, public welfare activities rarely involve a wide range of primary and secondary schools, and some primary and secondary school students do not know enough about football, so it is difficult to form a daily exercise habit. Second, popularize and publicize campus football policy, carry out campus football knowledge lectures, organize to watch campus football column programs, organize campus football teaching and training, competition, stimulate the interest of primary and secondary school students in football, establish a healthy concept of sports. To cultivate the daily exercise habit of primary and secondary school students and develop a healthy lifestyle. Enhance football for promoting health and motor skill learning, the ideology of the harmonious development of body and mind, organization region, intercollegiate football match, the campus a variety of forms, increase the communication among students with learning, with the power of the model affect the surrounding more primary and middle school students to participate in football, to learn football skills, for football reserve talents.

Conclusion: The implementation of campus football policy is affected by many factors, among which the coordination between various administrative departments and executive departments is the most important factor. Lack of supervision links, parents know little about football, the school to carry out football training in and out of class has funds, teachers and other barriers. Youth football consciousness is not firm, understand the crowd accounted for a relatively small. The school lacks communication with parents, and some children who are interested in football are restricted by their families to participate in football activities. It is suggested that the disorderly exchange of inspection and evaluation between regions can promote the effective implementation of campus football policy and "blossom everywhere and bear fruit". Focus on supervising the transfer of campus football funds for special purposes, forming a virtuous cycle of supervision and assessment mechanism. To expand the campus football policy publicity channels, take many forms in primary and middle school campus in various public places, public transportation sites, newsagent campus football information such as propaganda, with advanced deeds, excellent football players, excellent campus football for example of primary and middle school students, stimulate students' interest in football and love, training football consciousness since childhood. Explore the home of football, football stars and excellent football teams, expand the influence of football on family sports awareness, call on families to participate in football and daily exercise, encourage people to form a healthy lifestyle, form a habit of daily exercise, and lay a solid foundation for a strong sports country and a healthy China.

* * * * *

APPLICATION OF BAYES FACTOR IN PSYCHOLOGICAL RESEARCH

Xuefeng Cao & Xingrong Sun

Huanggang Normal University, Huangzhou 438000, China

Background: In the history of psychology and many social sciences, hypothesis testing has long been favored by researchers as an easy-to-use statistical tool for inferential reasoning. However, in recent years, more and more researchers gradually realize that hypothesis testing has many deficiencies or limitations in theory and practice. Such as actual research often occur on *P* value (1926) tend to be less than 0.05, Fisher,

misinterpretation of the meaning and hypothesis testing methods of abuse, and even some researchers will also in the study on *P* values (p-hacking) manipulation-by increasing or decreasing subjects, variable, or try a different data analysis methods to control the *P* value ideal range, etc. As a result, researchers can only pay attention to the theoretical problems that embody difference, and are helpless to the theoretical problems involving invariance or constancy. At the same time, it also provides the soil for the wild growth of some academic misconduct. All in all, the psychological field is in urgent need of a statistical method that is simple and intuitive in concept, can provide support for nihilistic hypotheses and is not affected by excessive sample size, and bayes factor (BF) analysis seems to be a suitable choice at present. Compared with the traditional hypothesis testing method, bayes factor has many advantages and can reveal the possibility of the establishment of alternative hypothesis and nihilistic hypothesis. Therefore, there is a call for replacing the traditional hypothesis testing with Bayes factor analysis in the field of psychology. This study enumerates the main advantages of Bayesian factors over hypothesis testing, focuses on the calculation method and application of Bayesian factors in conventional psychological research, and illustrates the problems needing attention when using Bayesian factors in statistical analysis.

Subjects and methods: The significance of Bayesian factor. The frequency school regards the frequency of random events as an objective indicator, while the Bayes school understands probability as a subjective uncertainty from the perspective of the observer. In Bayesian statistics, the observed data can output the corresponding hypothesis probability under specific conditions. The data result after quantization can be defined as a posterior probability, namely. $P(H|D)$ a more appropriate method to compare hypotheses is to compare posterior probability ratios, for example, taking nihilistic hypothesis and alternative hypothesis as an example: H_0 H_1

$$\text{Posterior probability ratio} = \frac{P(H_1 | D)}{P(H_0 | D)} \tag{1}$$

The posterior probability ratio here has direct significance: if the ratio is 20, the alternative hypothesis is 20 times more likely to be true than the null hypothesis based on current data and prior expectations.

In addition, according to Bayes' formula:

$$P(H_0 | D) = \frac{P(D | H_0) \times P(H_0)}{P(D)} \tag{2}$$

Equations (2) containing and are substituted into equations (1) respectively, and can be obtained by elimination: H_0 H_1 $P(D)$

$$\frac{P(H_1 | D)}{P(H_0 | D)} = \frac{P(D | H_1)}{P(D | H_0)} \times \frac{P(H_1)}{P(H_0)} \tag{3}$$

Where is the prior probability ratio of the two hypotheses, which can be set according to the existing data results in daily analysis, or can be set as a specific numerical ratio, such as 1, so as not to be biased towards the alternative hypothesis or null hypothesis, or distribution ratio (such as the Cauchy distribution commonly used now). $\frac{P(H_1)}{P(H_0)}$ And the sum is called the likelihood ratio. $P(D|H_1)$ $P(D|H_0)$ Its ratio is defined as a Bayesian factor, namely:

$$BF_{10} = \frac{P(D | H_1)}{P(D | H_0)} \tag{4}$$

The Bayesian factor represents and compares the Bayesian factor, conversely, is and compares the Bayesian factor. BF_{10} H_1 H_0 BF_{01} H_0 H_1 It can also be seen from the above that Bayes factor is not equal to posterior probability, and they have different functions and meanings. A posterior probability is to determine our belief of a fact based on known data and reach a conclusion. Bayes factor describes how much evidence the data itself transmits.

Advantages of Bayesian factors. The concept of Bayes factor was first proposed in the mid-1960s. Due to the limited speed of computers at that time, Bayesian factors were difficult to calculate. In recent years, the rapid progress of computer science makes it possible to apply Bayesian factors widely. We summarize the main advantages of Bayesian factors as follows:

(1) Clear concept and easy to understand. According to the above definition, if the Bayes factor =10, it means that under the current data, the possibility of the alternative hypothesis is 10 times that of the null hypothesis. BF_{10} and = 0.1, 10, indicates that under the current data, the null hypothesis is 10 times more likely to be true than the alternative hypothesis. BF_{10}, BF_{01} as an indicator to evaluate the possibility of a theory, Bayes factor is more direct and easier to understand than *P*-value.

(2) Bayes factor can provide evidence for the establishment of nihilistic hypothesis. Hypothesis testing is to set the nihilistic hypothesis first and then test the alternative hypothesis by contradiction, but it is difficult to prove the nihilistic hypothesis. Bayes factor analysis treats nihilistic hypothesis and alternative hypothesis equally and only examines the possibility of their establishment, so it can also provide supporting evidence for nihilistic hypothesis. The latter is suitable for exploring invariance and constancy in the field of psychology. In addition, as the ratio of the probability of the null hypothesis and the alternative hypothesis is only a special case, Bayes factor is also suitable for comparing the interpretation degree of experimental data by different models (or hypotheses).

(3) For experimental effects with large sample sizes, Bayesian factors are stricter than *P*-values. Figure. 1 is the curve of the change of critical *t*-value with sample size for Bayesian factor analysis and nihilistic hypothesis testing. In the figure, the solid line represents the corresponding *t* value of the Bayesian factor when the possibility of the alternative hypothesis being true is 3 times that of the null hypothesis, and the dotted line represents the corresponding *t* value when the *P* value is equal to 0.05. From Figure 1 shows, *P* value is equal to 0.05 corresponding to the critical *t* value of less than three corresponding bayes factor is equal to the critical *t* value, and *P* values of the critical *t* value decreases continuously with the increase of sample size, and the bayes factor after reach a certain sample size instead of the critical *t* value slowly with the increase of sample size. Therefore, in some cases, *P*-values and Bayesian factors may come to completely different conclusions about the same data. to some extent, Bayesian factor analysis can avoid the wrong practice of researchers who keep collecting data until *P* value is significant.
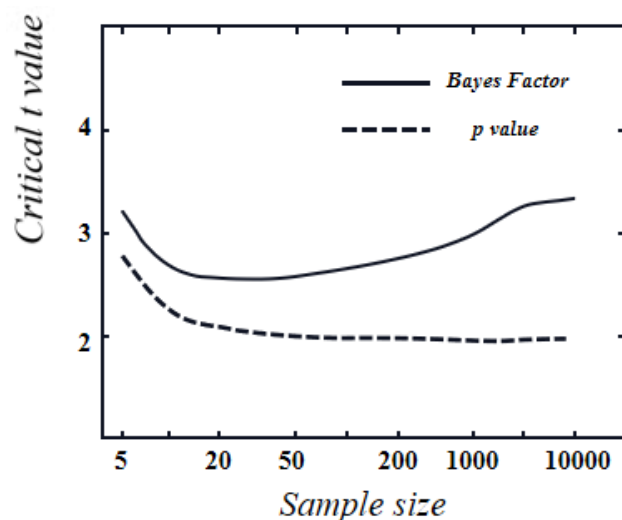
Figure 1. Curve of critical *T*-value changing with sample size for Bayesian factor analysis and nihilistic hypothesis testing

(4) Bayesian factor can be combined with the prior probability of theoretical hypothesis and sample data for statistical inference.

Traditional hypothesis testing does not consider the prior probability of theoretical validity, but only focuses on whether the theoretical hypothesis conforms to the data currently collected by researchers. In Bayesian factor analysis, we can combine previous studies, integrate prior information and current data, and calculate the ratio of posterior probability under the condition that theoretical hypotheses are established, so as to judge whether the strength of current evidence is enough to overturn (or support) previous theories. For the effect rarely studied by predecessors, the prior probability ratio of nihilistic hypothesis and alternative hypothesis is usually set as 1: 1. For theories that are well supported by evidence or assumptions that are too contrary to common sense, the ratio of prior probabilities can be set to be relatively wide. For example, Bem found in a 2011 study by statistical method of hypothesis testing that subject could predict the occurrence of specific random events with a probability significantly higher than the random level, and then discussed the possibility of extra sensory perception (ESP). Rouder and his colleagues reanalyzed the data of Bem with Bayesian factor and calculated that its Bayesian factor was about 40, that is, the possibility of the existence of the effect was 40 times higher than the possibility of the non-existence of the effect. Although its Bayes factor is high, since extrasensory perception essentially violates the law of causality and has never been supported by any scientific research, its prior probability should obviously be far lower than 1/40, so the evidence of Bem is not enough to support his conclusion. Criteria for evaluating the size of Bayesian factors. Bayesian factor analysis can help researchers evaluate the probability ratio of different hypotheses based on existing evidence, and has an independent standard

for evaluating evidence strength (see Table 1).

Results: On the basis of t test, Jeffrey and Morey et al. developed a Bayesian factor calculation method for multivariate an OVA and multiple regression analysis. Although the calculation of Bayesian factor is relatively complicated, there are many software supporting the calculation of Bayesian factor, such as Bayes Factor software package developed in R language, visual statistics software JASP and so on. This software meets the statistical needs of most psychological research. This section provides an overview of how to calculate the *T*-test, Bayesian factors for multivariate an OVA, and how to apply Bayesian factors for statistical inference.

Bayes Factor Toolkit features and considerations: The Bayes Factor toolkit, developed by Richard D. Morey et al., is an R language toolkit that is still being updated in real time. It can be used to calculate Bayesian factors under various simple experimental designs, including contingency tables, single-sample or two-sample *T*-test designs, single-factor or multi-factor analysis of variance and linear regression models. The principle and process of Bayesian factor calculation for various commonly used designs have been introduced in detail, such as *T* test, linear regression, analysis of variance. The Bayes Factor toolkit features and usage considerations are summarized as follows: The Bayes Factor toolkit can further adjust the selection model and parameters by calling specific function statements and with the help of the original R language statistical functions (which can realize data loading, preliminary analysis of data content and accurate traditional statistical test), so as to realize the calculation and output of Bayesian factor. Although the toolkit contains explicit command input, it also contains opaque and unintelligible default Settings, which can be difficult for beginners to use.

Table 1. Different values of Bayes factor correspond to the classification of evidence strength BF_{10}

Bayes factor (BF_{10})	Classification of evidence strength
> 100	The evidence is strong H_1
30 - 100	The evidence is very strong H_1
10 - 30	The evidence is strong H_1
3 - 10	The evidence in support is moderate H_1
1 - 3	The evidence is weak H_1
1	There is no evidence to support any hypothesis
A third - 1	The evidence is weak H_0
1/10 - 1/3	The evidence in support is moderate H_0
1/30 - 1/10	The evidence is strong H_0
1/100 - 1/30	The evidence is very strong H_0
The < 1/100	The evidence is strong H_0

Toolkits are limited by specific input methods and extremely limited interfaces. For example, input functions used for calculation often contain several default parameters, and beginners may miss or ignore several optional or required Settings. Therefore, the author suggests researchers to understand the applicable conditions of the functions to be used and the types of parameters to be input in detail in combination with the function description manual in the Bayes Factor toolkit at the initial stage of use, so as to avoid the output of Bayesian factors that are not suitable for the current analysis conditions because the default parameters are not modified.

The format of the original data imported in a specific experimental design is quite different from that used in traditional statistical tests. Take repeated measurement an OVA as an example. In previous SPSS tests, each column can be the average measurement result after one observation or several observations for each behavior under a specific and specific experimental condition, and special columns can be appropriately added as grouped variables between subjects. In Bayes Factor data import, the default data format for each as a specific index type (such as the independent variable and dependent variable), each line is the corresponding specific level, dependent and independent variables and the independent variable naming need to string format to distinguish similarities and differences between conditions, such as containing conditions between subjects, you will need to separate a list of reserved subjects in string format Numbers, to be effective separation and identification of whether the subjects for the same name in different observation conditions of measurement results. When entering each function statement that contains a specific header line variable, you need to ensure that each variable name is exactly the same as

the header name of the data to be analyzed in order to run the specific function statement effectively.

Different from traditional statistical tests (such as variance analysis), the Bayesian factor of given experimental conditions and data results is not a stable value, but an interval, and there are certain fluctuations between the interval of results obtained by each calculation. This is related to monte Carlo simulation in the process of Bayesian factor calculation. In order to avoid selecting specific Bayesian factor results for selective reporting when the error is large, Morey suggests providing the error range of the corresponding order during reporting, or simultaneously reporting the results that can support the stability of Bayesian factors such as sequential analysis in combination with JASP software.

Characteristics of JASP software. JASP is a free open-source statistical analysis software with graphical interface. Compared to the Bayes Factor toolkit, this software is more comprehensive, user-friendly and user-friendly for researchers familiar with using SPSS software. The underlying layer is based on the Bayes Factor toolkit. In addition to the traditional function of statistical test, it can also realize such functions as exploratory factor analysis, principal component analysis, structural equation model and so on. Do research focused on the present stage can realize the bayes factor of computing functions, such as t test (independent, pairing, single sample), correlation analysis, Pearson, spearman and Kendall correlation), consistency test, analysis of variance (single factor, the covariance, repeated measurement), linear regression (also including the logarithm linear regression), columns, scale, binomial distribution and meta- analysis. Here, only the characteristics of JASP software in calculating Bayesian factors and matters needing attention are summarized as follows: The overall interface design of JASP software is relatively simple and bright. After importing data, users can select corresponding functions according to the data structure to be analyzed. The related functions and layout are in line with the existing habits of most researchers. Traditional statistical tests can be performed at the same time as the Calculation of Bayesian factors, and the output is a three-line table that can be used directly. JASP results are comprehensive and standardized, and researchers can choose the analysis content they need according to their needs, or even directly use the relevant analysis charts in their research papers. The analytical function of JASP is also opaque. Without a deep understanding of the various functional labels in JASP, users can easily miss the more appropriate analysis methods not provided by the current user interface. Therefore, when not sure whether each label or parameter is the most appropriate option, the author suggests to combine the subtle differences in function positioning of different analysis software to improve understanding, or to communicate and discuss specific items through relevant forum websites.

Conclusions: Compared with traditional statistical methods, Bayesian factor has many advantages, among which the most prominent advantage is that it treats both nihilistic hypothesis and alternative hypothesis equally. On the one hand, it can help researchers to solve the problem of providing evidence for the nihilistic hypothesis, and on the other hand, it can help researchers to broaden their thinking and make more hot psychological questions get rigorous answers. In addition, statistical software supporting Bayesian factor calculation is gradually increasing, and Bayesian factor analysis itself is also developing, which provides conditions for the wide application of Bayesian factor analysis in the field of psychological research. Although bayes factor has many advantages and convenience compared with traditional hypothesis testing, it is not a "panacea" and has the same problems that are difficult to be solved under the statistical framework as hypothesis testing. Before applying it to psychological research, the following three considerations need to be reinforced: (1) The value of Bayes factor is relative rather than absolute. This is especially important in statistical modeling such as multiple regression analysis. For example, 100 means that the probability of model 1 being established is 100 times higher than that of Model 2, but this does not guarantee that model 1 can fit the data well. It is possible that the data fitting effect of both models is poor, but model 2 is worse than model 1.

(2) The Bayesian factor is stricter than the P-value, but it can still be manipulated. Blind expansion of sample size, selective reporting and arbitrary elimination of extreme values will affect the size of Bayesian factors, leading to the so-called "B-value manipulation" similar to P-value manipulation.

(3) Bayes factor cannot fundamentally solve the problem of publication bias. "Publication bias" refers to the phenomenon that among similar studies, results of studies with statistical significance (e.g., $P < 0.05$) are more likely to be published in academic journals, which can easily mislead other researchers. The evaluation standard of Bayesian factor has been mentioned above. The main purpose of establishing this standard is to objectively evaluate the strength of evidence, but if this standard (such as BF > 3) and $P < 0.05$ is also regarded as the golden rule for deciding whether a paper can be published, so abandoning the P-value in favour of the Bayesian factor is nothing more than a reinvention. Therefore, in terms of how to rationally use the evaluation criteria of Bayesian factors and how to avoid publication bias in the process of using Bayesian factors, academic circles need to discuss and improve from perspectives other than statistics and psychology.

* * * * *

THE INFLUENCE OF CAMPUS SPORTS TEAMS ON THE HEALTHY DEVELOPMENT OF STUDENTS' PSYCHOLOGICAL QUALITY TO ADAPT TO SOCIETY IN THE POST-EPIDEMIC ERA

Yong Shi

Institute of Physical Education, Huanggang Normal University, Huanggang 438000, China

Background: The normalization of epidemic prevention and control has a profound impact on physical, psychological, and moral health and social adaptation. The implementation of the new "double reduction" policy puts forward higher requirements for primary school education. Sports education should be gradually increased in primary school to improve students' physical fitness while improving their theoretical knowledge, so as to ensure all-round development of primary school students. School exercise and extracurricular physical exercise to provide the necessity, the campus sports team is through certain selected students select and recommend competition way, again through the training and selection gradually improve students' comprehensive quality and ensure that students can improve their ability of social adaptation, expand the students' psychological and physical advantage, make the students learn in elementary school work gradually improve their physical quality and ideology, and help students to quickly adapt to the development of the society, improving the teaching of the elementary school level, to speed up the development of the school.

Objective: The impact of the epidemic on the healthy development of society, the most basic social norms and codes of conduct have put forward new health requirements. Now, the negative impact of novel Coronavirus on our society and production has been basically eliminated through the country's active response and strict assistance. But in the post-pandemic era, the threat of the virus continues to affect our daily lives. As a special group, the school sports team shoulders the heavy task of training and competition. To clarify the significance of campus sports teams in competition to cultivate students' social adaptability, according to the learning needs of primary school students, take targeted measures to improve the training of school sports teams and competition on students' ability, and then promote the overall development of students. In addition, in the training and competition work, teachers should actively guide students to carry out ideological changes, so as to achieve the purpose of enriching students' spiritual world.

Subjects and methods: Many policies or regulations in the "post-epidemic era" are bound to put forward higher requirements for social adaptability and health. Considering the functions and functions of primary school sports teams under the new situation, it is urgent to find an appropriate way out, as shown in Figure 1.
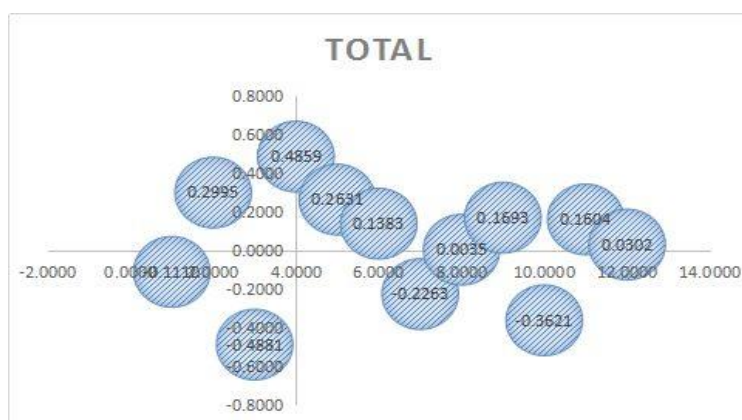
Figure 1. Increase in physical monitoring of primary school students

As shown in Table 1, the overall situation shows positive growth, but the growth rate slows down and tends to be relatively stable. Most of them are "above the X-axis", showing positive growth at or above their expectations. There are also some schools with negative values, indicating that they are not achieving their expected growth. The region as a whole has a positive value increase, which also reflects that physical fitness has been improved in the previous year through physical training.

$P < 0.05$ indicates that there is a difference in psychological quality between students who participate in

school team training and those who do not participate in school team training. Therefore, the psychological quality of students who participate in school team training is better than that of students who do not participate in school team training.

Table 1. Analysis of social adaptation index difference between students who participate in school sports team training and students who do not participate in training

Psychological dimensions	Group	Number of samples	The average	The standard deviation	P
The psychological quality	The school team trains the students	400	12.00	2.6	
	Absentee student	400	11.21	3.18	0.03

Note: *P*<0.05, indicating a difference. *P*<0.01, indicating significant difference. *P*<0.001, indicating a significant difference.

Result: (1) What is the significance of school sports team training to the social adaptation development of students' psychological quality. The primary school team teachers should actively analyze the selection and long-term training of the school team, and make clear the role of this work in the development of students' psychological quality and social adaptation, so as to teach students according to their needs and meet their development needs. School team training to cultivate students' social adaptability needs to specify and perfect the reward and punishment elimination system in sports, ensure that each technical key point is consistent with the goal, so that primary school students can find goals in the training process, give play to students' subjective initiative, improve the efficiency of school team training. And can gradually cultivate students to form a good habit of physical exercise, so that the school team training in the development of pupils play a positive role. In the development of society, students are not only required to have good theoretical knowledge, but also to improve their physical quality in primary school, so as to ensure that the improvement of students' ability can keep up with the trend of social development and improve the competitiveness of students in the society. Therefore, primary school physical education teachers in the teaching process should be aimed at the differences between students to teach, so that students can meet the requirements of quality education in physical quality, promote the overall development of students. In addition, in the school team training competition, teachers should influence pupils' thoughts, guide students to set up correct three views, ensure that students can set up correct ideas, and lay a good foundation for students' future development. Teachers can cultivate students' strong willpower by cultivating students' social adaptability in sports competitions. Students in the process of sports training competition, to win, again and again on the movement of the training, and in the process of training middle school students are influenced by their own ability to improve bottlenecks, causing students meet with difficulties in training, thus causing some negative impact on the development of students, but teachers in students training difficulty for students in the correct guidance, can effectively cultivate students' willpower, ensure that students can learn and work in the future, can withstand greater pressure to lay a good foundation for the future development of the students. Sports competition exists not only the students personal exercise movement, and part of the campaign is to rely on group, for example, basketball, football and so on the movement, as a result, working in a sports competition, the students to improve their athletic ability, on the basis of helping his teammates to improve their ability, increase and the tacit understanding between teammates, in order to improve the students' sense of team, ensure that students in cooperate with teammates do sports competition gradually set up the strong team cooperation spirit, guarantee the pupil can be team spirit into its own in the future work and study, and then improve the elementary student's social adaptation ability, promote the development of all aspects of the students. In sports competition, primary and middle school students can set up good sports spirit, so as to improve the quality of students, promote the overall development of students. Sports competition requires athletes to have the spirit of never abandoning, never giving up, indomitable struggle and so on to ensure that athletes have a certain sportsmanship. Primary school teachers in clear after sport spirit requirement for athletes, according to the movement skill teaching into the spirit of the relevant, guarantee the pupils can strengthen the understanding of the spirit, to ensure that students in case of any difficulty, all can keep don't abandon don't give up the spirit of, in turn, improve the comprehensive quality of students, make students to meet the needs of social development, for our country social and economic development provide a certain amount of power.

As the saying goes, "Never too old to learn", elementary school physical education teachers in physical education teaching work should be social development demand in athletic competition work to cultivate the students' social adaptation ability, can effectively help students to set up the lifelong sports consciousness, ensure that students in sports competitions to recognize the benefits of exercise on their

own, constantly keep moving, to ensure that students can adjust their own state in study and life, can ensure that students in their physical quality to provide solid foundation for their further development, such as in Table 2.

Table 2. Analysis of social adaptation index difference between students who participate in school sports team training and students who do not participate in training

Psychological dimensions	Group	Number of samples	The average	The standard deviation	P
Social adaptation	The school team trains the students	400	12.08	3.0	-
	Absentee student	400	11.31	9.4	0.01

Note: $P < 0.05$, indicating a difference. $P<0.01$, indicating significant difference. $P < 0.001$, indicating a significant difference.

$P<0.05$ indicates that there is a significant difference in social adaptability between students who participate in school sports team training and students who do not participate in school sports team training. Students who train for the school team do better.

(2) Sports competition is an effective way to cultivate students' social adaptability. Traditional teaching mode, teachers often only pay attention to students in sports can win in the competition, focus on whether the students action done in the training process, causes students to study in sports work related action only, not in the process of movement to student's ideology and the cultivation of comprehensive ability in many aspects, in order to limit the development of the students, produce adverse effect on the students. In view of this phenomenon, teachers should actively change their teaching concepts in sports competitive teaching work, realize the importance of the impact of primary school in sports competition on students' thoughts, according to students' sports habits, learning needs and other aspects of education for students, effectively improve students' comprehensive quality. Under the traditional sports competition teaching, teachers cannot create a good atmosphere for students in the competition teaching work, cannot effectively stimulate the enthusiasm of primary school students to participate in the teaching work, and restrict the development of students. In view of this phenomenon, teachers should treat every student equally, make students get respect and recognition in sports competition education, stimulate students to participate in training work enthusiasm. In addition, creating a good competition environment for students is conducive to helping students build up competition confidence, prompting students to strengthen their own training in the pre-competition training, and helping students get good results. In addition, creating a good competition environment for students can guide students to correctly treat their relationship with competitors, realize that competitors are their good teachers and helpful friends, ensure that they can constantly improve themselves through the analysis of competitors, and speed up the development of students. Compared with other students, primary school students are easily affected by the external environment. Therefore, physical education teachers should strengthen the cultivation of students' thoughts in the process of competition teaching to ensure that students can gradually improve their own ideological level, so that it has a positive impact on the development of the society. Sports competition has a certain degree of competitiveness, at the critical moment students are prone to emotional, resulting in adverse events. In view of this situation, teachers should guide students to deal with calmly, avoid fighting incidents in competition training, so as to improve students' ideological level. In addition, teachers should guide different students to ensure that students realize their own identity in the competition, strengthen the training of their sports skills, and ensure that they play a positive role in the competition, so as to improve students' sense of social responsibility and promote their all-round development. For example, in the basketball match, the referee, the phenomenon of the miscalculation, easy to make students, the phenomenon of the high, in the field has the order situation, this kind of situation will be the normal competition and the development of students' subsequent caused some negative effect, the teacher must, for example in training teaching, guide students to reasonable control their own emotions, improve the ability to control their emotions, emotional control ability to ensure play an active role in the student work and learning, improve the students' social adaptability. In the athletic teaching, students not only to improve their sports skills, because it is in the group, the students should actively communicate with teammates, and improve the degree of tacit understanding with teammates, improve community in place in the competition, make students in a relaxed and pleasant atmosphere to complete the training work, and improve sports skills training results. Therefore, the teacher in the teaching process should pay attention to cultivate the students' interpersonal skills, ensure that students can reasonable expression, according to their own idea to team-mate clear their own point of view, establish a good friendship with his teammates, in improving students training performance at the same time, to ensure that students have a certain social

skill, and improve the students' social adaptability. In basketball competition, for example, teachers in the teaching process, to actively guide students through communication gradually clear each student accounts for a position, in order to improve students' communication ability, and in team training to guide students according to their own problems to communicate with classmates, guarantee in improving students' basketball skills to improve their social skills at the same time, for the students to lay a good foundation for future learning and development. In athletic work, to clear their own elementary school physical education teachers in teaching the importance of to their own subjective initiative into full play in sports teaching, improve students' social adaptability, for students to study higher order learning and future work to lay a solid foundation of knowledge, promote the rapid development of the students. In order to improve students' social adaptability, teachers should gradually cultivate students' awareness of social competition in sports teaching, and realize that they can stand out in the group in sports, study and work, so that students can constantly improve their own ability in competition and promote students' all-round development. For example, in basketball, teachers should select athletes in different positions through group elimination, so as to ensure that students have a certain sense of competition. In order to improve students' social adaptability, primary school PE teachers should pay attention to the cultivation of students' survival ability in the primary school stage, ensure that students have certain social competitive advantages, and promote students' all-round development. Strengthen the student to the knowledge in the teaching stage use can effectively improve the students' ability to survive, as a result, teachers in teaching students' knowledge, to actively guide students to use knowledge, and gradually improve students' ability of applying their knowledge, ensure that students can take knowledge into their own advantages, to promote the further development of students.

Conclusion: The school team training is professional and competitive, reduces the psychological pressure of students' theoretical knowledge learning, and promotes students' rapid development. School team training students' social adaptation ability training can effectively cultivate students to form good habits of physical exercise and a positive influence on students' future development, guarantee the students to participate in the sports team gradually in the process of consciousness, to ensure that the students can improve their social adaptability, help students to improve their competitive ability, promoting the further development of the students. Demand for the school team competition for primary school students, teachers should actively change their teaching concept, to create a good atmosphere for students in competition, make sure that students can gradually cultivate the students' social responsibility in training competition, survival ability, thus effectively improving the students' social adaptation ability, for the students lay a solid foundation for future study and work.

* * * * *

EFFECTS OF PHYSICAL ACTIVITY ON MENTAL HEALTH OF COLLEGE STUDENTS UNDER THE BACKGROUND OF EPIDEMIC PREVENTION AND CONTROL

Yongcheng Qin

Institute of Physical Education, Huanggang Normal University, Huangang 438000, China

Background: Since December 2019, COVID-19 has become the world's most serious public health emergency due to its high infectiousness, difficult prevention and control, and wide radiation coverage. It has impacted People's Daily life and seriously threatened their safety and physical and mental health. As the epidemic prevention and control has entered a regular phase, most universities in China have implemented measures such as delaying the opening time and semi-closed campus management to stop the spread of the epidemic. Studies have shown that college students suffer from different degrees of psychological problems during the epidemic prevention and control period, and physical exercise is a necessary condition to improve their mental health. Scholars Liu Xinhao et al. found that physical exercise during the semi-closed campus can effectively regulate the psychological stress, depression and anxiety of college students, and the mental health level of college students who regularly participate in physical exercise is significantly better than that of college students who occasionally participate in physical exercise or never participate in physical exercise. Research by Miao xiaolei and others shows that physical exercise significantly affects physical and mental health in the fight against COVID-19. Shen Wei pointed out that physical exercise plays an indispensable role in improving college students' mental health, reducing anxiety, removing psychological obstacles and improving positive emotions. Physical exercise can effectively promote the physical and mental health of the elderly. To sum up, many studies have confirmed the relationship between physical exercise and mental health of college students, but there is a lack of research

on the impact of physical exercise on mental health under different amounts of physical exercise (such as time and frequency of physical exercise, etc.).

Objective: Based on this, this study conducted an online questionnaire survey among 1260 college students from April 6 to 20, 2021, aiming to analyze the impact of physical activity on college students' mental health under the background of normalized epidemic prevention and control, in order to provide reference for education departments and colleges to improve college students' mental health. In order to understand the impact of the amount of physical exercise on the mental health of college students in the context of the normalization of COVID-19 prevention and control, and to provide reference for improving the mental health of college students.

Subjects and methods: 1260 undergraduate students in Dalian were selected as the survey object, and 1260 questionnaires were distributed online, and 1260 questionnaires were recovered, with a recovery rate of 100%. Before filling in the questionnaire, all respondents were informed of the purpose of the survey, anonymous participation, respect for personal privacy and other contents, and the informed consent of respondents was obtained.

By means of demographic data questionnaire, self-designed college students' physical activity questionnaire and simple psychological status assessment scale, 1260 college students in Dalian were surveyed by network questionnaire.

The basic social demographic data included gender (697 male students and 563 female students), grade (341 freshmen, 385 sophomores, 300 juniors and 234 seniors) and major (505 physical education students and 755 non-physical education students).

Based on the domestic and foreign literature about the influence of physical exercise on college students' mental health, a questionnaire was designed for college students' physical exercise. The questionnaire included physical activity time (≤15 min/time, 16-29 min/time, 30-59 min/time, ≥60 min/time), physical activity frequency (≤1 time/week, 2 times/week, 3 times/week, ≥4 times/week).

The scale consists of 10 items, each item is graded 1-5 with a total score of 50 points. According to the total score, mental health status is divided into 4 grades: a total score of 10-15 is regarded as level 1, indicating good mental health status.16-21 is rated 2, indicating average mental health. 22-29 on a scale of 3, indicating poor mental health. A scale of 30 to 50 indicates poor mental health. Among them, 1 is classified as mental health, and 2-4 is classified as mental unhealthy. In this study, the Cronbachα coefficient of the scale was 0.92, indicating good internal consistency.

SPSS 22.0 software was used for data collation and statistical analysis. Descriptive analysis of counting data. Chi-square test was used to compare the amount of physical exercise and mental health of college students in different groups. Binary logistic regression analysis was used to explore the relationship between the amount of physical activity and mental health of college students. $P < 0.05$ indicated statistical significance.

Result: In terms of physical exercise time, 44.2 percent of male college students and 26.3 percent of female college students spend more than 30 minutes each time. In terms of grades, 41.3 percent of freshmen, 38.5 percent of sophomores, 32 percent of juniors and 30.4 percent of seniors exercised for 30 minutes or more. A total of 300 students in PE majors played sports for more than 30 minutes, accounting for 59.3% of the total number of PE majors, while 156 students in non-PE majors played sports for more than 30 minutes, accounting for 20.6% of the total number of non-PE majors. The X^2 values of different genders, grades and subjects were 42.21, 36.63 and 57.95, respectively, with statistical significance ($P < 0.01$).

In terms of the frequency of physical exercise, 69 percent (481) of male college students and 60.7 percent (342) of female college students played sports more than three times a week. A total of 267 freshmen played sports three or more times per week, accounting for 78.3% of the total number of freshmen. In addition, 77.6 percent (299) of sophomores, 46.7 percent (140) of juniors, and 50 percent (117) of seniors exercised more than three times a week. 36.2% of students majoring in physical education played sports three times a week, 42.4% played sports four or more times a week, 28.3% of students majoring in non-physical education played sports three times a week, and 28.1 played sports more than four times a week. X^2 of different genders was 31.83, X^2 of different grades was 26.63, and X^2 of different disciplines was 37.95, the differences were statistically significant ($P < 0.01$). See Table 1-2.

Comparison of mental health status of college students in different groups. According to the scoring standard, 705 students (56.0%) were mentally healthy, 555 students (44.0%) were mentally unhealthy, and the detection rate of general, poor and poor mental condition was 21.2% (267), 14.4% (181), 8.5% (107) respectively. The number of male students with mental health was 408, accounting for 58.6 of the total number of male students, while that of female students was 297, accounting for 52.8% of the total number of female students. The male students with poor mental health accounted for 5.4% (38) of the male students, and the female students with poor mental health accounted for 12.2% (69) of the female students. There were 186, 273, 176 and 70 students in freshmen, sophomore, junior and senior, respectively, accounting for 54.5%, 70.9%, 58.7% and 30.0% of the total number of students in their respective grades. There were 155,

112, 124 and 164 students in the four grades who were mentally unhealthy, accounting for 45.5%, 29.1%, 41.3% and 70.0% of the total number of students in their respective grades. 311 students (61.6%) were psychologically healthy, and 194 students (38.4%) were mentally unhealthy, with 56 students (11.0%) suffering from poor mental health. A total of 394 (52.2%) non-physical education students were mentally healthy, and 361 (47.8%) were mentally unhealthy. Among them, 51 (6.7%) non-physical education students had poor mental health. The X^2 values of different genders, grades and subjects were 19.83, 24.32 and 31.48, respectively, and the differences were statistically significant ($P < 0.01$). See Table 3.

Table 1. Comparison of sports time distribution of college students in different groups

Group	Number of people (*n*=1260)	Time /min for each exercise				X squared value
		15 or less	16 - 29	30 to 59	60 or higher	
Gender						
Male	697	127 (18.2)	262 (37.6)	203 (29.1)	105 (15.1)	42.21**
Female	563	173 (30.7)	242 (43.0)	105 (18.7)	43 (7.6)	
Grade						
A freshman	341	48 (14.1)	152 (44.6)	95 (27.9)	46 (13.4)	
A sophomore	385	63 (16.3)	174 (45.2)	88 (22.9)	60 (15.6)	36.63**
Junior year	300	88 (29.3)	116 (38.7)	69 (23.0)	27 (9.0)	
Senior year	234	101 (43.2)	62 (26.4)	56 (24.0)	15 (6.4)	
Professional						
Sports	505	54 (10.7)	151 (30.0)	204 (40.4)	96 (18.9)	57.95**
Not pe	755	246 (32.6)	353 (46.8)	104 (13.8)	52 (6.8)	

Note: The figures indicate composition ratio %. **means $P < 0.01$.

Table 2. Comparison of frequency distribution of college sports in different groups

Group	Number of people (*n*=1260)	Physical activity frequency/times per week				X squared value
		1 or less	2	3	4 or higher	
Gender						
Male	697	45 (6.5)	171 (24.5)	193 (27.7)	288 (41.3)	31.83**
Female	563	59 (10.5)	162 (28.8)	204 (36.2)	138 (24.5)	
Grade						
A freshman	341	12 (3.5)	62 (18.2)	109 (32.0)	158 (46.3)	
A sophomore	385	17 (4.4)	69 (18.0)	142 (36.9)	157 (40.7)	26.63**
Junior year	300	34 (11.3)	126 (42.0)	89 (29.7)	51 (17.0)	
Senior year	234	41 (17.5)	76 (32.5)	57 (24.4)	60 (25.6)	
Professional						
Sports	505	19 (3.8)	89 (17.6)	183 (36.2)	214 (42.4)	37.95**
Not pe	755	85 (11.3)	244 (32.3)	214 (28.3)	212 (28.1)	

Note: The figures indicate composition ratio %. **means $P < 0.01$.

Physical exercise influence on college students' mental health: whether psychology health as the dependent variable, to sports time (15 = 0 or less, 16th – 29 = 1, 30 - 59 = 2, 60 = 3 or higher) and sports frequency (1 = 0 or less, 2 = 1, 3 = 2, 4 = 3 or higher) as the independent variable, the gender (girl = 0, boy = 1), grade (senior = 0, a freshman = 1, a sophomore = 2, junior = 3), professional (non-sports = 0, sports = 1) as control variables for binary logistic regression analysis. The results show that the time of physical exercise is positively correlated with the mental health of college students, and the frequency of physical exercise is positively correlated with the mental health of college students. See Table 4.

36.2 percent (456 students) spent more than half an hour exercising, and 65.3 percent (823 students) played sports more than three times a week. 705 students (56.0%) were psychologically healthy, and 555 students (44.0%) were psychologically unhealthy. The detection rates of general, poor and poor psychological condition were 21.2% (267 students), 14.4% (181 students) and 8.5% (107 students) respectively. Binary logistic regression analysis showed that the time and frequency of physical exercise

were positively correlated with the mental health status of college students.

Table 3. Distribution comparison of mental health status of college students in different groups

Group	Number of people (n=1260)	Mental health (n=705)	Poor mental health (n=555)			X squared value
		Good	General	Poor	Poor	
Gender			-			
Male	697	408 (58.6)	186 (26.7)	65 (9.3)	38 (5.4)	19.83**
Female	563	297 (52.8)	81 (14.4)	116 (20.6)	69 (12.2)	
Grade			-			
A freshman	341	186 (54.5)	71 (20.8)	52 (15.2)	32 (9.5)	
A sophomore	385	273 (70.9)	53 (13.8)	35 (9.1)	24 (6.2)	24.32**
Junior year	300	176 (58.7)	65 (21.7)	43 (14.3)	16 (5.3)	
Senior year	234	70 (30.0)	78 (33.3)	51 (21.8)	35 (14.9)	
Professional			-			
Sports	505	311 (61.6)	85 (16.9)	53 (10.5)	56 (11.0)	31.48**
Not pe	755	394 (52.2)	182 (24.1)	128 (17.0)	51 (6.7)	

Note: The figures indicate composition ratio %. **means $P < 0.01$.

Table 4. Logistic regression analysis of physical activity and mental health status of college students

The independent variables	B	SE	Wald	P values	OR (95% CI)
Physical activity time (reference group ≤15)				-	
16 - 29	0.17	0.05	14.53	< 0.01	1.15 (0.84 - 1.36)
30 to 59	0.32	0.34	0.87	0.246	1.43 (1.12 - 1.47)
60 or higher	0.59	0.27	5.62	0.063	1.78 (1.29 - 2.05)
Physical activity frequency (reference group =≤1)				-	
2	0.13	0.14	0.91	0.212	1.28 (0.74 - 1.19)
3	0.25	0.42	6.45	0.091	1.57 (1.12 - 1.62)
4 or higher	0.41	0.04	11.3	< 0.01	1.84 (1.45 - 2.14)
Gender (Reference group = female)				-	
Male	0.42	0.25	0.63	0.215	1.13 (1.21 - 1.37)
Grade (Reference group = Senior year)				-	
A freshman	0.42	0.35	36.5	< 0.01	1.65 (1.29 - 1.78)
A sophomore	0.23	0.27	2.12	0.145	1.23 (0.82 - 1.12)
Junior year	0.35	0.11	0.75	0.383	1.47 (1.03 - 1.38)
Major (Reference group = non-sports)				-	
Sports	0.19	0.21	1.46	0.125	1.19 (0.94 - 1.17)

Conclusion: Study found that in epidemic prevention and control under the background of normalized 36.2% (456) of college students' physical exercise time in half an hour or more, 65.3% (823) college students' sports number greater than or equal to three times a week, to see the new college students' sports activities during the outbreak time significantly decreased, but sports frequency compared to the initial stage of epidemic began to increase. Studies have proved that physical exercise with a frequency of 3-5 times per week and more than 30 minutes per exercise can significantly improve the negative emotions of college students, regulate adverse psychological states and have a positive impact. More and more colleges and universities encourage college students to do more physical exercise in order to improve their mental health. As can be seen from the increase in the frequency of sports, college students actively respond to the relevant policies of the state and school, and actively take physical exercise, so the frequency of weekly sports

increases. However, due to the prevention and control of the epidemic, colleges and universities mostly implement closed campus management and greatly reduce the gathering of recreational and sports activities, so the single exercise time of college students is relatively short, mostly less than half an hour.

In addition, it can be seen from the survey results that sports time and sports frequency show significant differences in gender, grade and major, which is consistent with Lin Xiaogui's previous research results. In the survey, the amount of physical activity of male students was higher than that of female students, which may be due to the difference in interest and cognitive value of sports between male and female students. In terms of grades, junior and senior students exercise less than freshmen and sophomores. Among them, the first grade has the highest amount of physical exercise, while the fourth grade has the lowest, which may be related to the opening of public PE class in the first grade. In addition, as freshmen just enter the university campus, they have higher curiosity and exploration psychology for various sports, so they are more active in physical exercise. In the senior year, due to internship, postgraduate entrance examination, employment and other reasons, the time and frequency of sports decreased significantly. Because of their own major and physical education courses, the physical activity of students majoring in physical education is higher than that of non-physical education majors. It can be seen from the above that the amount of physical exercise of college students is uneven in the context of the normalization of epidemic prevention and control. Therefore, colleges and universities should strengthen the physical health education of college students and cultivate the concept of lifelong physical education of college students.

According to the research findings, the mental health of male students is better than that of female students, and the mental health of freshmen and sophomores is better than that of juniors and seniors. Among them, 32 freshmen and 35 seniors have poor mental health respectively, indicating that freshmen have more negative emotions as they have just entered college and still need to further adapt to college life. Senior year due to college, work and other reasons, the pressure is greater, so easy to produce serious psychological problems. There were 56 students with poor mental health in PE majors, accounting for 11.0% of the total number of students, which was significantly higher than that in non-PE majors (6.7%). This shows that due to the impact of the epidemic, some sports events cannot be carried out in colleges and universities, and closed campus management limits off-campus sports activities, which leads to a lot of bad emotions among students majoring in physical education. In view of the above problems, colleges and universities should pay special attention to the mental health status of female students, senior students and students majoring in physical education, strengthen the mental health education and improve the psychological adjustment ability of college students. At the same time of epidemic prevention, we should strengthen the consciousness of physical exercise of college students and correctly guide them to improve their mental health through sports.

The amount of physical activity of college students will affect their mental health. The results show that the longer and more frequent a single exercise session is, the more likely it is to have a healthy mental state. This shows that reasonable and regular physical exercise can not only improve physical function, improve health level, but also reduce pressure, improve anxiety, depression and other adverse emotions, significantly improve the mental health of college students. In addition, to strengthen the education and guidance of less physical exercise, exercise not active students, cultivate their interest in sports, firmly establish the concept of "harmonious development of body and mind".

To sum up, as the epidemic prevention and control has entered the normal stage, colleges and universities should publicize more relevant sports and health knowledge, guide active participation in sports, and strengthen the body, strengthen psychological quality and improve mental health through physical exercise. In terms of the amount of physical activity, only time and frequency of physical activity are selected in this study, and the influence of other factors should be further discussed. The relevant investigation content of mental health status comes from self-report of college students, which may have recall bias.

*   *   *   *   *

COLLEGE STUDENTS' INDEPENDENT PHYSICAL EXERCISE BEHAVIOR AND ITS INFLUENCE UNDER THE NORMALIZATION OF EPIDEMIC PREVENTION AND CONTROL

Ziwen Wang

Institute of Physical Education, Huanggang Normal University, Huanggang 438000, China

Background: Since January 2020, the rapid spread of COVID-19 has forced the world into a serious situation of epidemic prevention and control due to its high transmissibility and long incubation period. In

the context of COVID-19 sweeping the world, the daily operation of Chinese society has been disrupted. During this period, all kinds of outdoor exercise activities cannot be carried out. Some surveys show that the anxiety and depression level of college students is higher than the norm of Chinese adults. The compression of individual activity space has hidden trouble for college students' physical and mental health. To understand the status quo and influencing factors of college students' physical exercise behavior during COVID-19, and to provide reference for promoting college students' physical exercise. More and more studies have shown that physical exercise plays a key role in improving people's physical and mental health. Physical exercise is helpful to maintain a positive psychological state, can effectively regulate the role of bad mood has become a consensus. Based on this, colleges and universities should pay attention to students' physical health while carrying out psychological intervention, so that college students can maintain their physical and mental health through good exercise habits. Sports motivation is the motivation to directly or indirectly promote individuals to engage in physical exercise, is an important driving force to promote postgraduates to participate in physical exercise, and plays an important role in understanding postgraduates' exercise behavior. In order to explore the interaction between sports motivation and physical exercise behavior of college students, qualitative research method was adopted, semi-structured interview results were used as materials and MAXQDA software was used to conduct qualitative text analysis. On this basis, sports motivation, motivation internalization and sports behavior were studied.

Objective: This research mainly from the college students' physical exercise attitude and emotion, the independence of the physical exercise (self-study and the tube), and physical exercise behavior of self-regulation, goal, content and evaluation) three aspects to understand the present situation of students' independent consciousness of physical exercise, can be the case for analysis, in this process, the key is to explore students' independent consciousness, college students in physical exercise, whether has the subjective initiative, will take the initiative to participate in, physical exercise is a long-term process, if just rely on others to supervise, it is difficult to stick to it, and the exercise is good for solve this problem, Starting from the inner needs of college students, it provides more stable motivation for college students.

Subjects and methods: By using the method of literature, questionnaire and interview survey, the college students in 10 colleges and universities were investigated, and the status quo of their independent physical exercise behavior was analyzed from three aspects: physical exercise attitude and emotion, independence and self-regulation. See Table 1 and Table 2.

The psychological demand scale was based on the "Physical exercise Psychological Demand Scale" with 15 items in 3 dimensions, including sense of competence, sense of autonomy and sense of relationship, which was revised by Chun Yan. The score is scored on a seven-point scale. The higher the score is, the higher the sense of autonomy/competence/relationship is, and the lower the score is. Empirical analysis showed that the scale had good validity and reliability.

Self-determination motivation scale, will Markland and Tobin, establishment of "physical exercise behavior adjustment scale (BREQ-2)" translation and revision for the internal motivation and external motivation, lack of motivation, a total of three dimensions of 19 items "exercise self-determination motivation scale", the measure of teenagers in varying degrees of self-determination motivation in physical exercise. According to the 7-point scoring method, the higher the score is, the stronger the corresponding motivation is. Otherwise, the weaker it is. Empirical analysis showed that the scale had good validity and reliability.

The exercise satisfaction scale was translated and revised from the leisure satisfaction Scale compiled by Beard and Ragheb into the Physical exercise Satisfaction Scale with 24 items in 6 dimensions, including psychology, physiology, society, relaxation, education and aesthetics, to measure the teenagers' satisfaction with physical exercise. According to the 7-point scoring method, the higher the score is, the stronger the corresponding motivation is. otherwise, the weaker it is. Empirical analysis showed that the scale had good validity and reliability.

Happiness Scale, developed by reference Diener and Emmons "SWLS well-being Scale" (Satisfaction with Life Scale) and Motl and Dishman "sports pleasure Scale", happiness, pleasure, for direction, set up suitable for teenagers in our country contains five entries "exercise happiness Scale", measure the youth sports exercise the happiness of the pleasure. According to the 7-point scoring method, the higher the score is, the stronger the corresponding motivation is. otherwise, the weaker it is. Empirical analysis showed that the scale had good validity and reliability.

According to the physical education learning interest scale, independent physical exercise consciousness is defined as the consciousness of individuals consciously and actively knowing and participating in physical exercise through the inquiry of relevant data. Taking the learning Autonomy scale (SRQ-A) and other scales as reference, it mainly reflects students' attitude and emotion towards physical exercise, independence of physical exercise (self-study and self-management) and self-regulation of physical exercise behavior (target, content and evaluation). As far as students are concerned, it refers to the psychological activities in which they take the correct and effective way to decide their behavior in the process of participating in sports

activities according to their own understanding of physical exercise.

SPSS 19.0 software was used for factor analysis, reliability analysis, descriptive statistical analysis and analysis of variance.

Result: The emotion and attitude of sports is the source of the consciousness of independent physical exercise. Without the correct understanding of physical exercise, there is no awareness of independent physical exercise. For students, exercise attitude and emotion are the understanding and enthusiasm of some basic knowledge of sports. The more the understanding and understanding is, the more conducive to the formation of higher awareness of independent physical exercise, the more conducive to the formation of awareness of independent physical exercise. Through the survey, college students' attitude and emotional status of physical exercise needs to be improved, especially girls, boys' physical exercise emotion and attitude is better than girls, in general, in physical exercise emotion and attitude of college students basically reached a good stage.

Table 1. Scores of variables related to independent physical exercise of college students

Refers to the standard	Dimensions	$\bar{x}$	S
Psychological needs	Autonomy	4.98	1.31
	Sense of relationship	4.56	1.12
	Feeling of competence	3.78	0.96
Self-determination motivation	The internal motivation	4.52	1.29
	External motivation	3.39	1.15
	A lack of motivation	2.41	0.87
Exercise satisfaction	Relax	4.41	1.29
	Psychological	4.19	1.02
	Social	3.92	1.08
	The physiological	3.61	0.81
	Education	3.31	0.89
	Aesthetic	2.61	0.59
Feeling of happiness and pleasure	Feeling of happiness and pleasure	4.21	0.98

The independence of physical training consciousness means that individuals can judge and decide the development progress of things by themselves. It is the ability to deal with problems or events independently in various aspects such as study, work and social interaction, as well as the independent self-care ability in life. In terms of the independence of physical exercise, students can learn motor skills, design exercise plans, set exercise goals and complete exercise content independently. Through the investigation, the independence of college students physical exercise status quo is that the independence of girls' physical exercise is better than that of boys, in general, college students in the independence of physical exercise performance is poor. Self-study ability is an important factor to determine whether students can achieve sustainable development. Self-study is an important part of the consciousness of independent physical exercise, and one of the necessary abilities for students to do independent exercise. It is the ability for students to acquire knowledge and skills by themselves, and also the comprehensive ability for students to display and independently complete the learning content in all aspects. Through the investigation, the overall self-study ability of college students is poor, and the self-study ability of boys is better than girls. According to the interviews with students, most students do not have the habit of preparing in advance for PE class, and generally follow the teacher to learn what the teacher teaches, and generally do not make any other understanding of the class content.

Self-management ability refers to the ability of the educated to control their own thoughts and behaviors consciously and purposefully according to the sports goals by subjective initiative. According to the survey, college students' self-management ability of physical exercise is generally poor, and the self-management ability of girls is better than that of boys. According to the interview survey, in the PE class without teacher's supervision, some girls will seriously complete the classroom tasks assigned by the teacher, while more girls will choose to rest beside them or write homework. Most boys will choose their favorite sports activities and organize activities by themselves. The self-regulation of physical exercise mainly refers to that individuals can make correct judgments and have the ability to control their own emotions and behaviors when facing

their own emotions, desires, physical and mental conditions, external interference of bad behaviors and temptations of other things. For the majority of college students, their self-regulation is relatively weak, in physical exercise can withstand the outbreak of their own bad emotions, and withstand a variety of external adverse interference and temptation. However, self-control is an important ability in the development of teenagers' self-controlled physical exercise consciousness. The lack of self-control is not only detrimental to students' physical and mental health, but also affects the formation of self-controlled physical exercise consciousness. Through the investigation, the self-regulation of girls' physical exercise is better than that of boys.

Table 2. Distribution of scale items

Refers to the standard	The problem
Physical exercise attitude and emotion	1. I think long-term participation in physical exercise is good for improving physique and health
	2. I don't think it's necessary to do physical exercise without PE class
	3. I take an active part in sports in my spare time
	4. I often watch sports games
	5. I know a lot about sports and sports stars
	6. When I am in a more leisurely state, I choose to do physical exercise
	7. I actively participate in PE class in order to get a good grade and the teacher's praise
Physical exercise independence	8. I can learn and master a motor skill by myself
	9. I can design my own exercise plan
	10. I can stick to the exercise plan
	11. I can finish PE tasks by myself when there is no teacher supervising me in the PE class
	12. I can set my own physical activity goals
Self-regulation of physical exercise behavior	13. I can choose my own exercise mode according to my exercise target
	14. I can adjust the pace of exercise when I feel uncomfortable
	15. I can judge for myself whether I'm meeting my exercise goals
	16. I think PE class is a waste of time doing homework
	17. I think in PE class, teachers let students have free activities so that they can chat or do their homework

The needs of the students, target setting can be clearly expressed, scientific goal setting, can transform students demand for students to achieve the goal of motive, make students' behavior to a certain direction, in the process of efforts, in a timely manner to your own behavior compared with their target, determine whether it is consistent, if there is a deviation, you may need to adjust in a timely manner, such ability can achieve the goal. Through the survey, college students' sports exercise of goal setting ability is bad, especially boys, through interviews, students in the school of physical education class is basically no chance to set a goal of exercise, general directly set by the teacher, the teaching goal at the same time, students are basically do not have the habit of setting goals itself, a few students can set your own goals, few people can achieve self-set of goals. To be able to design the content of physical exercise by oneself is one of the important manifestations of the consciousness of independent physical exercise. Through the correct content design, can make our movement process more interesting, in the process of complete the physical exercise, were also more likely to achieve their own sports, for improving the students' ability of physical exercise on the contrary, a movement is not suitable for their own content, not only may not be able to take to the effect of exercise, may also inhibit the development of students' exercise consciousness, through the investigation, design the content of the college students' physical exercise ability is increased with age, continue to improve.

The individual situation of students has a great impact on the awareness of independent physical exercise, among which, gender and personal sports emotion have the greatest impact, which can be mainly shown from the aspects of the mastery of sports skills, attitude during exercise, and frequency of weekly exercise.

At the same time, whether one has mastered a sports skill also has a very important impact on the consciousness of independent physical exercise. According to the survey, individual differences among college students are relatively large, and the objective differences among different individuals will directly affect students' willingness to participate in physical exercise independently.

Physical exercise knowledge base refers to students' understanding of physical exercise-related knowledge and skills, which is the basis for students' positive attitude towards physical exercise. Different levels of understanding will lead to different emotional attitudes towards physical exercise. According to the survey, most college students choose running, ball games, dancing and other forms of daily physical exercise. College students have a clear understanding of the purpose of physical exercise, which lays a foundation for strengthening the consciousness of independent physical exercise. College physical education is the most direct form of cultivating college students' sports consciousness, but also one of the most effective ways. Physical education courses pay attention to the cultivation of students' sports concept during the period of reading, enrich students' understanding of sports through multiple channels, improve students' sports appreciation ability, build a good sports culture atmosphere, and promote the formation of students' lifelong sports consciousness. The survey shows that college students are satisfied with the content and way of the current PE class, but in PE class, the PE teacher is too dominant in class, and students lack the opportunity to show themselves, which is an important factor affecting the lack of independence of college students. According to the interview, some students said that the teachers in PE class generally explained ball games, and most girls could not learn the sports knowledge of their favorite sports, thus inhibiting the development of the awareness of independent physical exercise, which is also one of the factors affecting the male students' awareness of independent physical exercise is stronger than that of female students. Venue equipment is the link between teachers' teaching and students' learning of sports knowledge, as well as the most basic material guarantee of a PE class. At the same time, the quality of venue equipment and whether it can meet the needs of students affect the participation of college students in physical exercise. In 10 college students and physical education teachers found in the survey, the school's venue equipment is more adequate. Results show that, the university is equipped with the site of the equipment on the whole, or better, that school for students to take exercise provides some basic guarantee, but in the subsequent visit investigation found that many students reflect in the physical education, to the use of the equipment is not sufficient, strong hope school physical education, to innovation, rich indoor physical education form, reasonable use of sports equipment, indoor gym, positive innovation to ensure that the students physical training needs, also can better enhance the independent consciousness of their physical education classes.

In daily life, parents' attitude towards sports will also affect children's attitude towards sports, which plays a very important role in children's awareness of independent physical exercise. Students' psychology is unstable, and parents' educational concepts will directly affect students' attitude towards physical exercise. Most of the parents to give students take exercise to encourage and support, like exercise, to understand the physical exercise of long-term system have some improvement effect on the students' physical and psychological, but there is a part of the parents of the students think that physical exercise will only waste learning time, impact study result, because the parents too much intervention the student's curriculum, excessive take up students' spare time, so that the students have no spare time for exercise, it will be hard to develop the students' independent consciousness of physical exercise. Family income has a direct impact on lifestyle and behavior habits. The level of family income determines whether they can afford other consumption, such as sports consumption, in addition to meeting the basic needs of life.

Human beings are group animals, and the social environment has a subtle influence on individual beliefs and behaviors. By creating a good social environment, it is helpful to mobilize the enthusiasm of teenagers to participate in physical exercise and develop good physical exercise behavior. The situation of sports equipment in the community is good, but the community sports activities are relatively single and the atmosphere is not enough, which is not conducive to the development of students' awareness of independent physical exercise.

Conclusion: (1) College students' awareness of independent physical exercise is generally good. Boys' awareness of independent physical exercise is better than girls', and boys' attitude and emotion of physical exercise are better than girls. To provide more opportunities for students to exercise independently, strengthen the cultivation of independent ability, actively guide students to make exercise plans, set exercise goals, design exercise content, self-evaluation of exercise results, improve the effect of independent exercise, make students experience the fun of independent exercise, cultivate students' awareness of independent physical exercise. (2) In terms of the independence of physical exercise, boys are better than girls in general, and their self-management ability is poor, but girls' self-management ability is slightly better than boys, and boys' self-learning ability is better than girls. Schools and parents should support and encourage students to organize independent sports activities, give full play to the role of after-school exercise, the school regularly hold sports festivals, various competitions, stimulate students to participate in independent exercise enthusiasm, create opportunities for students to exercise, and form a

good campus sports atmosphere. (3) The self-regulation of physical exercise of girls is better than that of boys, and the content design ability of physical exercise increases with age. The overall ability of self-goal setting is relatively poor, especially for boys. Increase the types of sports, such as dancing, tennis, etc., so that students can choose the sports they are interested in according to their personal hobbies and physical conditions, so that students' interest in practice will certainly improve, practice will also be more active, can effectively improve the awareness of independent exercise, and lay a good foundation for lifelong sports.

The results show that on the whole, the students' consciousness of independent physical exercise is good, boys are better than girls in physical exercise attitude and emotion and independence, girls are better than boys in physical exercise self-regulation, senior students are better than junior students. The main influencing factors are personal, school, family and society.

* * * * *

PSYCHOLOGICAL STATE OF TOURISTS AND COUNTERMEASURES AGAINST COVID-19

Jianjun Yin, Ying Zhang, Weizhong Liu, Wenhui Yang, Qiao Wang & Meilun Liu

College of Geography and Tourism, Huanggang Normal University, Huanggang 438000, China

Background: In the spring of 2020, COVID-19 broke out across the country, seriously threatening the safety of people's lives and property. The development of all industries almost came to a standstill, with tourism activities bearing the brunt. However, as the main body of tourism activities, the psychological changes of tourists have a great impact on the travel intention, which greatly impacts the tourism model and tourism benefits. The COVID-19 epidemic has gone through several different stages, including the initial outbreak, high incidence, normalization and post-epidemic era. Tourists' psychology has changed significantly, and the common manifestations include panic, anxiety, sensitivity, depression and compulsion. According to the calculation of China Tourism Academy, the number of domestic tourists will be negative growth by 15.5% in 2020, with a year-on-year decrease of 932 million. The domestic tourism industry was hit hard with a negative growth of 20.6 percent and a loss of 1.18 trillion yuan for the year. In order to adjust tourists' mentality quickly and restore the development of tourism, this paper analyzes the psychological state of tourists at different stages of the epidemic with the method of social investigation, finds out the main factors that affect tourists' tourism psychology during the epidemic, explores the impact of tourism psychology on tourism development and puts forward corresponding countermeasures.

Subjects and methods: In September 2021, some citizens of Huanggang city, which has been severely affected by the epidemic, were selected as the research objects, and questionnaires were generated online and conducted on the platform of Wenjuanxing. The questionnaire included the mood of tourists during the epidemic period, tourists' perspectives on the epidemic, tourists' travel patterns before and after the epidemic, changes in destinations, psychological changes at different stages of the epidemic and influencing factors. The questionnaire survey was conducted in two ways: Online filling by WeChat and QQ groups and offline filling by on-site visiting and issuing questionnaires. All respondents participated voluntarily. A total of 300 questionnaires were sent out, 287 were recovered, and 260 were valid, with an effective rate of 90.59%. SCL-90 scale tests the psychological state of tourists, including somatization, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia, psychosis and other nine symptom factors. If the factor score is more than 2, the investigated object is greatly affected by the above factors and has psychological problems. Based on the questionnaire survey data, mathematical statistics and cross analysis were used to study the psychological state of tourists and other related issues in the context of COVID-19.

Results and discussion: The study found that due to the repeatability of the epidemic and the multi-channel nature of transmission, some tourists have a bad mood. Tourism demand, travel mode and travel intention have undergone significant changes, as shown below.

Psychological state of tourists: The results of the questionnaire show that tourists will have stress reaction and chronic reaction when facing emergencies. In the early stage of major public health events, tourists tend to overreact and form self-protection mechanism, and their intention to travel is lowest at this time. The public health condition of the tourist destination has an important relationship with the tourists' health, and the quality of the public facilities of the tourist destination determines the tourists' psychological satisfaction. With the implementation of the normal management of the epidemic and launching of "new tourism" such as "De-ticketing" and "peace of mind travel", tourism industry in post-

epidemic era enters "Generation Z". Tourism has seen a post-epidemic rebound, people's negative psychology of anxiety and irritability and disappointment is gradually getting better, willingness to travel will also increase gradually, even generate impulse or retaliatory travel behavior. In the post-epidemic era, it is necessary to guard the psychological defense of tourists. People's mental health is not only an important factor to maintain social security and stability, but also a key link to restore market order and revive consumer confidence after public emergencies.

Overall, 75.38% of respondents believed that post-EPIDEMIC tourism activities had been recovered to a certain extent and the public mood was good. Twelve percent of respondents believe that post-COVID-19 tourism activities have fully recovered. 9.23% of the public are still anxious about the development of tourism activities, and only 3.8% of the surveyed tourists have lost confidence in traveling due to the impact of family life cycle and family burden. With the gradual recovery of tourist confidence, people have different attitudes towards the frequency of post-epidemic travel. As for whether the frequency of travel will be increased after the epidemic, 56.15% of respondents said they would definitely increase, 38.46% of respondents kept the frequency of travel unchanged, and the remaining 5.39% said they would reduce the frequency of travel.

From the perspective of individual psychological analysis, the willingness of some tourists to travel was high in the early stage of the outbreak, while their willingness to travel decreased when the epidemic became normal and in the post-epidemic era. This is because at the early stage of the epidemic, tourists are more eager to travel or stay away from the epidemic area due to their resistance to the epidemic control policy. However, in the normalization of the epidemic and post-epidemic era, the decrease of travel intention is mainly due to the fact that tourists pay more attention to the environmental safety of tourist destinations after the epidemic, which indicates that major social health events will trigger people's view of the relationship between man and nature. Post-epidemic traffic conditions, holiday conditions, and the level of quarantine infrastructure in tourist destinations will also affect people's travel plans.

Main influencing factors of tourists' psychology: During the epidemic, tourists' psychology is affected by many factors. These include basic factors such as gender, age, education level, economic income and location. In addition, personality factors such as tourists' psychology, number of tourists in tourist destinations, epidemic prevention and control safety index of tourist destinations, degree of social support, knowledge of disease, credibility of government and transparency of all kinds of media information contact also influence tourists' psychology to a certain extent. The number of tourists in tourist destinations and the epidemic prevention and control safety index in tourist destinations are two important factors influencing tourists' travel during the epidemic period.

Tourism psychology is affected by the epidemic stage. Outbreak early and high-risk stage, tourism industry has huge impact while at a standstill, tourists in the face of sudden emergencies have strong psychological defense mechanism, combined with government strict epidemic prevention and control measures to limit the flow of population, under the influence of many factors makes the tourists to tourism activities have a great sense of loss. In the normal and post-epidemic stage, this sense of absence urgently needs to be satisfied, so the psychology of seeking compensation arises. Driven by this psychology, tourists expand and renew their lives through tourism, so as to get freshness, and improve their self-evaluation and satisfaction through tourism activities. According to relevant tourism data, during the May Day holiday in 2020, the number of traffic trips increased by 353% from the previous month, the total number of trips increased by 282%, and the ticket sales of scenic spots increased by 94% from the previous month, indicating that the compensation psychology of tourists for tourism activities is reflected in the explosive growth of tourism data after the epidemic.

Tourist psychology is affected by the safety of tourist destination. The psychology of seeking safety is the common psychology of every tourist when they travel. Post-epidemic tourists' demand for safety will be stronger than ever, and it is reflected in all aspects of tourism elements. Tourists will pay more attention to food and beverage health, question the sanitation and disinfection of accommodation environment, consider the density of travel and safety guarantee, choose areas with less risk or no risk as tourist destinations, and have safety concerns or awareness in any link of tourism activities than before. According to relevant data, 89.13% of Chinese people chose to travel within the country against the background of the epidemic. In China, the majority of people choose to travel within the province or outside the city, while only 4.62% of them choose to travel abroad. 10% of them choose cloud travel. The closer you are to the worst-affected areas, the more likely you are to be infected with pneumonia, and the fewer tourists you will visit. However, domestic areas with better epidemic control and surrounding areas with higher safety index have become the choice of many tourists.

Tourist psychology is affected by individual difference of tourists. Tourism is not only an active behavior, but also a forced behavior. The huge pressure and mental tension brought by the epidemic have caused psychological fluctuations among tourists, and the psychological changes of tourists are also

different due to differences in age, gender, occupation and income. For example, compared with men, women were more cautious about tourism activities in the early stage of the epidemic and showed a longer period of psychological adaptation. Groups with stable income are more eager for tourism activities than those with unstable income.

Main impacts of tourists' psychological state: (1) For tourists, they are prone to psychological phenomena such as low mood, anxiety and anxiety due to long-term closed management and few entertainment items during the epidemic period, and have certain negative effects on their physiological state. According to the survey, 75.38% of them can return to normal life in the post-epidemic era. However, under the influence of the slow recovery of tourism economy and relevant epidemic prevention and control measures, people's increasing demand for leisure travel conflicts with the current situation of prevention and control and safety measures. The implementation of relevant policies brings inconvenience to tourists and cannot meet their needs. On the other hand, the post-epidemic lifestyle may hinder interpersonal communication to some extent, which may lead to new communication problems and have a great impact on both physical and mental development. (2) For tourism enterprises, under the influence of policy support and situation, the tourism industry starts to resume work and production. At first, due to the negative psychological factors of tourists, the recovery of tourism industry is slow, tourism enterprises as a whole are still not out of the difficult situation of capital turnover, tourism industry chain cannot achieve dynamic balance, some enterprises face layoffs, bankruptcy crisis, severe employment problems and other social instability factors affect the psychology of tourists. Age residents travel will increase after the outbreak, but because of severe epidemic situation abroad, the domestic parts of resurgence, visitors pay more attention to travel security, tourists travel way, choice of destination tourism travel factors have occurred great changes, which affect the further development of regional tourism enterprises, at the same time means that the traditional tourism enterprises facing elimination crisis, "Internet plus", "tourism cloud" and other tourism methods have been gradually promoted and received good social response. Tourism enterprises have burst into new opportunities and challenges, and at the same time have greater prospects for development. (3) For the society, tourists' travel is the basis of wealth accumulation and material reproduction in tourist reception areas, which affects the development of local per capita GDP. Tourists' resistance to travel, anxiety and anxiety have a negative impact on travel and consumption to a certain extent, which is not conducive to the development of regional tertiary industry. In addition, the negative psychology of tourists and related measures will make the government management face new problems. The psychological change of tourists will also bring influences on politics, economy, culture and other aspects. These macro influences will further react on the society and actively change the social appearance. Meanwhile, the change of travel intention will lead to the formation of new behaviors and habits, which will further change people's life and affect people's study and work. How to ensure tourists' safe travel is still the core factor to rebuild tourists' confidence in tourism. (4) For other industries, the psychological state rehabilitation treatment of tourists will produce certain expenses, and promote the economic development of psychological counseling industry to a certain extent. Compared with the tourism industry, other types of service industries will also bring great economic losses due to the small number of person-times and demands of consumers. At the same time, tourists travel less due to the psychological needs of safety, which to some extent promotes the innovation and development of the Internet, virtual network technology and other industries.

Main countermeasures: (1) Attaching great importance to the crisis and building confidence. In recent years, China's tourism industry has developed rapidly, almost in a geometric progression in the rapid growth. However, this sudden event brought China's tourism industry not only the epidemic itself and the tourism industry's own characteristics caused by the impact, but also China's tourism industry in the development of the ability and way to deal with emergencies. In the face of the epidemic, we should have firm faith, turn crisis into opportunity, take precise measures and think forward. We can adopt the strategy of "easy before difficult", "inside before outside", "differential treatment" and "regional start-up". We should plan ahead and forge ahead to jointly overcome difficulties and recover the development trend of China's tourism industry in a short period of time. (2) Introduce supportive policies to overcome psychological barriers. In order to promote the high-quality development of post-epidemic tourism, it is necessary to improve the tourism-related mechanisms at the height of national public health system construction. In the fight against the epidemic, many measures have been taken to promote regular prevention and control and scientific resumption of work and travel, which has accumulated valuable experience. However, mechanisms need to be improved in the following aspects: Accelerating the establishment of inter-departmental, trans-regional and transnational joint prevention and control mechanisms. Accelerate the improvement of the tourism system of industrial and public health monitoring and early warning mechanism. Innovate the information mechanism of regular public health prevention and control in tourism industry. Innovate and perfect the supporting mechanism of public health

emergency management. To study how to realize the revitalization mechanism of post-epidemic tourism development. (3) Develop revitalization plans to raise the "temperature" of tourism. Tourism is an activity with frequent social communication and based on personal experience and perception. The development of tourism activities should bring health, safety, urban governance, crisis management, people's livelihood care and other factors into the tourism planning, and establish a tourism crisis management system and tourism crisis evaluation program. Tailored tourism recovery plans should be developed for different regions, different market segments and different tourism recovery time stages according to epidemic risk levels and tourism dependence. Actively develop tourism products according to tourists' psychology and needs, boost the development of regional tourism, cultural tourism, red tourism, health tourism and so on. Interactive media will be used to show orderly governance and concern for people's livelihood, as well as "people, scenery and emotions" to prepare for the recovery of tourism after the epidemic. (4) Improve tourism services and boost industrial transformation. The company must grasp the public's consumer psychology of life and health, environmental protection, science and technology, medical care and health care, and strive to turn "crisis" into "opportunity" while carrying out epidemic prevention and control. Design high-quality tourism products and services by integrating online and offline resources. Hotels and catering companies can also benefit from providing quarantine services. Travel agencies and tourist destinations can develop eco-tourism, health tourism, medical tourism, green tourism, science and technology tourism as the theme of tourism products to promote the release of tourism consumption.

Conclusions: The COVID-19 epidemic will have a significant psychological impact on travelers. In the early stage of the epidemic, the outbreak stage, the post-epidemic stage and the normal prevention and control stage, there are significant differences in tourists' psychological states, from anxiety, irritability, disappointment, and fear to caution, caution and acceptance. The formation and change of tourists' psychological state are influenced by complex factors, including gender, age, education level, economic income, location and other basic factors. It also includes personality factors such as tourists' psychology, number of tourists in tourist destinations, epidemic prevention and control safety index of tourist destinations, degree of social support, knowledge of disease, credibility of government, and transparency of information contact of various media. The psychology of tourists caused by the epidemic has a negative impact on tourists themselves, tourism enterprises and social and economic development. Preventing and controlling the epidemic in the whole process of tourism, overcoming psychological barriers of tourists and developing tourism products adapted to the new requirements of regular epidemic prevention will become the development direction of tourism under the situation of regular epidemic prevention.

* * * * *

THE PRESENT SITUATION AND IMPROVEMENT STRATEGY OF RURAL PRESCHOOL TEACHERS' MENTAL RESILIENCE

Xue Lu

Institute of Education, Huanggang Normal University, Huanggang 438000, China

Background: Due to the particularity of the education objects that rural preschool teachers face, the education activities are complicated and meticulous, and they shoulder heavy safety responsibilities. At the same time, some rural preschool teachers' teaching methods lag, the backward teaching concept, faith is not high, this leads to the rural preschool teachers common psychological stress, job burnout, prone to such problems as lack of professional happiness, career anxiety, affecting their professional growth, negative psychological condition not only affects the mental health status of preschool teachers. It will also have a negative impact on the quality of kindergarten and the improvement of education and teaching level. In the face of adversity, some preschool teachers can adjust their mentality in time and comfort themselves to continue to work, while the other part of preschool teachers cannot transform the pressure into the motivation to move forward in time, long backlog, easy to suffer from psychological diseases. The improvement of psychological resilience can reduce job burnout, reduce job anxiety, improve self-efficacy, and thus reduce stress. As a "positive psychological trait" proposed in positive psychology, resilience plays an important role in the physical and mental development of individuals in adversity and adversity.

Objective: This study aims to investigate the level of mental resilience of rural preschool teachers, explore the current situation and influencing factors of mental resilience of rural preschool teachers, and put forward suggestions for improving the ability and psychological quality of rural preschool teachers to cope with work pressure.

Objects and methods: In this study, the rural preschool teachers in Huanggang and Ezhou of Hubei province were selected as the research objects by cluster random sampling method. A total of 300 questionnaires were sent out, of which 266 were effectively received with a recovery rate of 88.7%. Among them, 45 are unmarried and 221 are married. There were 122 preschool teachers in rural public kindergartens and 144 in rural private kindergartens. There are 56 enrolled preschool teachers and 210 non-enrolled preschool teachers. There are 102 preschool teachers with high school education, technical secondary school education or below, 138 with junior college education, and 26 with bachelor's degree or above. 84 people aged between 20 and 30, 106 people aged between 31 and 40, 61 people aged between 41 and 50 and 15 people aged above 50. There are 110 teachers with teaching experience of 0-5 years, 82 teachers with teaching experience of 6-10 years, and 74 teachers with teaching experience of more than 11 years.

The adult resilience (Resilience) scale was developed by Friborg et al., and revised by Yang et al. The scale includes 6 dimensions of self-perception (self-perception), future goals, social ability, organizational style (work planning style), family cohesion and social resources, with a total of 33 items graded from 1-7. The higher the score, the better the psychological resilience. The scale was tested by Cronbach's A, and a coefficient was 0.84, indicating good reliability of the scale. This survey is conducted collectively, anonymous answer, unified recall. SPSS 26.0 was used for statistical processing of the survey data, and T test, variance analysis and regression analysis were used to describe and analyze the mental resilience of preschool teachers in rural areas.

Results and discussion: The results show that in the dimension of total mean score of mental resilience, the scores of teachers with different years of teaching are significantly different. Teachers with 6-10 years of teaching experience have the highest score in this dimension, and teachers with 0-5 years of teaching experience have the lowest score. LSD postmortem test showed that the mental resilience of teachers with 0-5 years of teaching experience and more than 11 years of teaching experience was lower than that of teachers with 6-10 years of teaching experience. In the dimension of self-perception, the psychological resilience of kindergarten teachers in private kindergartens was significantly lower than that in public kindergartens. In the dimension of future goals, teachers with 6-10 years of teaching experience scored the highest in this dimension. LSD postmortem test showed that the scores of novice teachers with 0-5 years of teaching experience and teachers with 6-10 years of teaching experience were higher than those with more than 11 years of teaching experience. In the dimension of social competence, the score of kindergarten teachers in private kindergartens is lower than that of teachers in public kindergartens. In the dimension of family cohesion, the score of novice teachers who joined the school at the beginning of 0-5 was the highest, and the score was significantly higher than that of teachers with more than 11 years of teaching experience.

(1) The characteristics of rural preschool teachers' mental resilience. The study shows that the mental resilience of preschool teachers in rural areas is not good. The average value of each dimension in descending order is social resources, social ability, self-perception, future goals, organizational style, family cohesion. Rural preschool teachers are relatively satisfied with their ability to control social resources and social skills, which also indicates that most preschool teachers can strengthen their communication with relatives and others through interpersonal communication and communication and cooperation, and finally achieve the purpose of overcoming difficulties and pressure. The scores of future goals and organizational style of rural preschool teachers are low, indicating that the mental resilience level of rural preschool teachers is low in the aspects of internal protective factors, such as self-management involving time management and planning ability. In the scale of adult resilience, the family cohesion dimension reflects the external environmental support aspect of resilience. Good social support is mainly reflected in the support of family and the sense of belonging, while rural preschool teachers score low in this dimension, indicating low feelings from family emotional support.

(2) The difference analysis of rural preschool teachers' mental resilience with different demographic characteristics. In this study, demographic variables such as age, teaching age, post and marriage are closely related to the psychological resilience of preschool teachers. Rural preschool teachers with different teaching ages have significant differences in the total mean score of adult elasticity scale, and the dimensions of the scale have significant differences in different background variables, gender, teachers with different teaching ages and teachers with different kindergarten systems. Research shows that the older the teacher, the better the resilience. As we grow older, our ability to cope with external pressure, adversity and difficulties gradually increases. The shorter the teaching time, the lower the level of mental resilience, but it does not increase with the increase of teaching time. The psychological endurance of novice teachers is still relatively weak, and they need to grow up gradually in the work practice. Some teachers with more than 11 years of teaching experience may have plateau stage and transition stage of career development, and also have low

level of mental resilience. Marital status is also an important influencing factor. The psychological resilience of married teachers is higher than that of unmarried teachers, because they are more likely to get corresponding emotional and social support from their families, and thus better cope with setbacks and pressures in work. The mental resilience scores of preschool teachers in rural public kindergartens are higher than those in rural private kindergartens, and the mental resilience scores of preschool teachers in rural organized kindergartens are higher than those in non-organized kindergartens. Regression analysis showed that in the dimension of future goals and family cohesion of resilience scale, two dummy variables at different teaching ages could effectively explain and predict the level of resilience of preschool teachers. In the dimensions of organizational style and social competence of resilience scale, teachers' dummy variables belonging to different kindergarten systems can effectively explain and predict the level of resilience of preschool teachers.

(3) Suggestions on improving the mental resilience of rural preschool teachers. "National Medium- and long-Term Education Reform and Development Plan outline (2010-2020)" clearly put forward, to strictly implement preschool teacher qualification standards, strengthen the training of preschool teachers, improve the overall quality of preschool teachers, implement the status and treatment of preschool teachers in accordance with the law, and build a high-quality and high-level preschool teacher team. Improving the overall quality of preschool teachers, enhancing the level of psychological resilience of preschool teachers, and cultivating their ability to create positive emotions and deal with pressure with positive attitudes in adversity are important conditions for the sustainable and healthy development of preschool teachers. Based on the above research on the mental resilience of rural preschool teachers, this paper puts forward the following suggestions to improve the mental resilience of rural preschool teachers in both theory and practice.

Targeted psychological training and intervention were carried out for rural preschool teachers in different career development stages. Early childhood teachers just set foot on the teaching post, the new working environment, work content and work responsibilities are still in the exploratory stage. Securitization, as will produce many problems in the work, in dealing with various kinds of actual problems in the children, and parents also will encounter many obstacles and difficulties in communication, unable to effectively solve the problem in time, the mood will be affected by a certain, produce certain frustration, thus affecting the whole state of mind, even at the beginning of their career choice. First of all, preschool teachers should be trained to establish the awareness of multiple professional roles. Preschool teachers should realize that they are not only the supporters, guides and collaborators of children's physical and mental development, but also the companions and guardians of children's safe growth. Further cultivate the professional quality of teachers, so that in the face of children's problems, the ability to communicate and cooperate with parents to complete the work of early childhood education will continue to improve. In addition, the kindergarten also needs to help the new kindergarten teachers to establish the correct career concept and belief, clear their own value and career value, understand the advantages of the career, help them to determine reasonable career goals and personal career planning, establish the appropriate career development path.

In this study, teachers with 6-10 years of teaching experience score the highest in psychological resilience. In the stage of career development, preschool teachers at this stage are in the stage of career growth. Some studies believe that preschool teachers in this stage is also an important stage of their career development towards differentiation. Through the challenges of work, some teachers have achieved effective results and become the backbone of the kindergarten and have gained self-satisfaction and professional achievement. While the other part of the teachers in the day-to-day work lost enthusiasm, have a strong job burnout, give up and adhere to vacillate between. Therefore, through online and offline training, relevant organizations should improve the professional knowledge and ability level of teachers, enhance the psychological endurance of rural preschool teachers, and increase their sense of self-efficacy in the work of education and education. In addition, the organization of this stage of rural preschool teachers to carry out cultural quality and psychological quality of teachers and other aspects of training, comprehensively improve the quality of teachers, so that they have a certain sense of professional pride.

In addition to the survival, validation, and growth stages, career development also goes through the frustration stage. In this study, the psychological resilience score of teachers with more than 11 years of teaching is lower than that of preschool teachers with 6-10 years of teaching, indicating that the development of teachers' career does not always develop in a positive direction with the growth of age. Preschool teachers at this stage are in the stage of career transformation or plateau, career development will appear obvious differentiation. Part of preschool teachers is sure that his choice of a career path, according to the professional development can be adjusted accordingly, however, there are part of the preschool teachers' professional development at this stage, there will be the emergence of career plateau phenomenon, obvious characteristics are professional faith swing, contradiction and conflict heart at every moment, teaching enthusiasm waning, strong job burnout. Teachers reject and do not accept the new ideas in teaching, and their own professional ideas, professional abilities, business skills and job promotion are in a relatively stagnant stage, resulting in a certain sense of frustration and inferiority. To improve the level of psychological

resilience of teachers in this stage, the first step is to cultivate their positive cognition or belief. To some extent, positive cognition and belief can stimulate the confidence of preschool teachers to solve difficulties and pressure. Secondly, pay attention to the development of preschool teachers' psychological adjustment ability and psychological adjustment skills. Through various forms of training to help preschool teachers learn to adjust psychological methods and strategies in professional life. Help them to firm up their educational ideals, grasp the nettle, make their career further development, and finally obtain professional happiness. In addition, more growth and development platforms will be provided to teachers at this stage. Teachers at the plateau stage can break through themselves and regain their passion and motivation for work by going out to study and develop.

By improving the living state of private kindergarten teachers to improve the level of preschool teachers' mental resilience. In this study, the scores of self-perception, organizational style, and social competence of preschool teachers in rural private kindergartens were significantly lower than those in public kindergartens in psychological resilience scale. Relevant studies at home and abroad also showed that occupational and organizational factors such as economic income, working conditions and interpersonal relationship were important factors affecting teachers' mental health. Due to the limited resources and power occupied by teachers in private parks, their living conditions are worrying and their vulnerable characteristics are highlighted. This shows that as a unique group, preschool teachers in private kindergartens have their own unique development situation and professional ecology. Improving the living state of the teachers in private kindergartens is the only way to improve their mental resilience. First, we should broaden the professional learning channels of preschool teachers and improve their professional level. The entry qualification threshold of preschool teachers in private kindergartens is low, and many preschool teachers have poor professional quality, which requires continuous learning and training to improve. However, in practical work, rural private preschool teachers have few opportunities for professional development. The competent departments of education shall, according to the local reality, appropriately broaden the professional learning channels for preschool teachers in rural private kindergartens and provide preschool teachers with the same platform and opportunities for professional training as teachers in public kindergartens. In addition, according to the actual needs of rural private preschool teachers, to provide targeted training, to improve the effectiveness of training. The improvement of the professional level of private preschool teachers will inevitably bring about the improvement of self-acceptance, self-cognition and self-evaluation of preschool teachers, thus improving the sense of efficacy of education and teaching, and finally promoting the improvement of the psychological resilience of preschool teachers.

Secondly, improve the living conditions of private kindergartens and improve the psychological resilience of preschool teachers. Kindergarten size, class size, leader 's support, interpersonal trust, teaching policy and incentive measures all have an important impact on preschool teachers' mental resilience. At present, most rural private kindergartens have a large number of classes, heavy safety responsibilities, low social recognition, lower salary level than public kindergarten teachers, and frequent turnover of kindergarten teachers. The contribution of kindergarten teachers is not proportional to the report, which affects the professional loyalty of kindergarten teachers in private kindergartens. Increase investment in preschool education in rural areas, especially improve the salary level of kindergarten teachers in private kindergartens, to provide certain motivation for them to work in kindergartens. The guarantee of income also has certain positive significance for the improvement of social status, professional identity, and professional happiness of kindergarten teachers in private kindergartens.

Build a social support system to enhance the sense of belonging of rural preschool teachers. To establish a good social support system, on the one hand, managers should create a trusting and supportive interpersonal atmosphere in the kindergarten and enhance the sense of belonging of preschool teachers. Good interpersonal atmosphere and emotional support can protect individuals when they face adverse situations and make them develop in a positive and benign direction. Kindergarten should as far as possibly provide humanized management services for preschool teachers, strengthen the cooperation and communication between teachers and help teachers learn interpersonal skills and strategies, helping teachers and family members to establish harmonious interpersonal relationships with colleagues, to society, the family support system, preschool teachers work relief caused by work stress and negative emotions, Improve their psychological resilience. On the other hand, relevant departments should moderate policy tilt, macroeconomic regulation and control of resources, establish the mechanism of promoting rural pre-school education teachers, for the rural preschool teachers offers a variety of channels of learning and training opportunities, improve the overall quality of the rural preschool teachers of level and working ability, so that it can in preschool education ideas and practices to keep pace with the times. In order to meet the needs of social and educational development, enhance the sense of efficacy in educational activities, enhance the sense of belonging to the occupation.

In addition, through more policy and financial support to rural non-governmental public garden, and gradually to increase wages for rural preschool teachers' input, improve the level of preschool teachers'

salary, for preschool teachers to provide full material guarantee, alleviate the pressure of the life from economic problems, reduce the trouble back at home, and improve their professional happiness and sense of belonging. In this way, not only can improve the social and economic status of preschool teachers, but also conducive to the stable development of preschool education teachers. At the same time, the society needs to actively create a supportive environment to enhance the sense of belonging of preschool teachers. Can take advantage of the preschool education awareness month in more than all kinds of media publicity preschool teachers to make a lot of effort and contribution for pre-school education career, rather than to the general public output a lot of negative news, preschool teachers social psychological stress relief for the preschool teachers, through various support and propaganda called for better a kindergarten talent to rural employment. Establish more positive images of preschool teachers, help rural preschool teachers get the trust and support of families, parents, and leaders, make preschool teachers feel emotional support and other aspects, so as to improve the level of psychological resilience.

Cultivate positive mental resilience through pre- and post-service education. Positive psychological resilience is the trait factors that help individuals to cope with setbacks and stressful situations and ensure that individuals can adapt well and develop actively. Positive coping style, good sense of self-efficacy, good communication skills and problem-solving skills are all positive personality characteristics of resilient individuals. Therefore, you can through the system of professional psychological training, shaping pre-service preschool teachers and post-employment positive personality traits, cultivate their positive coping styles, effectively self-efficacy and positive attribution training, improve their interpersonal skills and communication skills, help them to master the skill and ability to solve the problem, improve the resilience of preschool teachers, promote the improvement of psychological quality.

Conclusion: A questionnaire survey was conducted on 266 rural preschool teachers in Huanggang and Ezhou of Hubei Province using the Adult Mental resilience Scale to explore the current situation and improvement strategies of rural preschool teachers' mental resilience. The results of the questionnaire showed that: (1) The overall performance of rural preschool teachers' mental resilience was not good. (2) There are significant differences in the types of kindergartens and the establishment of kindergartens, and the level of mental resilience of teachers in public kindergartens and institutions is higher than that of teachers in private kindergartens and non-institutions. (3) The mental resilience level of rural preschool teachers at different teaching ages is significantly different, and the mental resilience level of rural preschool teachers who have been working for more than 11 years is lower than that of rural preschool teachers who have been working for 6-10 years.

* * * * *

THE INFLUENCE OF TRAVELING ON THE MENTAL HEALTH OF COLLEGE STUDENTS

Ting Gan

School of Geography and Tourism, Huanggang Normal University, Huanggang 438000, China

Background: In 1946, the Third International Conference on Mental Health proposed that as an important part of the concept of complete health, mental health specifically refers to physically, intellectually and emotionally compatible with the mental health of others, then develop your own state of mind into an optimal one. On April 13,2017, the Central Committee of the Communist Party of China (CPC) and the State Council issued the Medium and long-term Youth Development Plan (2016-2025), and requested all departments in China's regions to conscientiously implement it in light of actual conditions. It defines the age range of "Youth": 14 to 35 years old. In this first national plan on youth development, the state clearly stated the need to carry out in depth various forms of mass spiritual civilization-building activities for young people, and pointed out that school education should support young students in carrying out various extra-curricular and extra-school activities, and fully support the development of healthy youth friendship exchange activities. It also emphasized the need to pay special attention to the health improvement project of young people, Specific development measures include improving the Physical Health of young people. Strengthening Mental Health Education and services for young people, improving the health of various groups of young people and strengthening health promotion work for young people. The state pays more and more attention to the mental

health of young people.

As we all know, college students are not only an important part of youth groups, but also the mainstay of national construction and development in the future. In 2019, according to the data released by China National Bureau of statistics, the number of college students in general colleges and universities in China reached 30.315 million. College students are at an important turning point in their life, since they are preparing for their social life, and their psychological state is also in the transition stage from immature to gradually mature. The unstable factors such as the above mentioned, together with the huge scale of these groups, all sectors of society must pay close attention to the mental health problems of college students.

Objectives: With the acceleration of the pace of life and the increase of external temptation factors, college students' academic pressure, emotional distress and confusion about future development are increasing, and their mental health problems are also worrying. Therefore, it is necessary to break the blind area of psychological consultation and guidance, and explore effective ways to solve the mental health problems of college students. Tourism can make people rest physically and mentally, improve their health, broaden their horizons and increase their knowledge. It should become an important way to solve the mental health problems of college students. In addition, if the traditional psychological counseling methods are organically combined with participation in tourism activities, teaching in fun, and changing the inherent means, location and content, it may better solve the existing psychological problems of college students.

Subjects and methods: This study starts from the generality of Chinese college students and is based on the principle of convenient investigation. At the same time, considering that H University in Hubei Province is the university where the author works and the data collection is convenient, the university is taken as the main research place. According to the student source data of H University, the college students come from 27 provinces and cities in China, and there are 16729 full-time students. On the whole, the school has a wide source of students, and the proportion of students from rural areas is higher than that from cities and towns. It has strong sample representativeness and is more suitable for sampling survey as a research place. In addition, in the process of research, students of the university are actively encouraged to forward the questionnaire to college students of other universities in the province and ask them to finish the investigation seriously, which further enhances the randomness and comprehensiveness of data acquisition. Therefore, this study mainly takes H University in Hubei Province as the research base, carries out a questionnaire survey on the college students of the university through various channels such as ordinary students, student cadres, associations, teachers and counselors in different grades from freshman to senior, and asks them to forward it among the college students of other universities in the province within their ability. Due to the special period of the outbreak of COVID-19, the research work was carried out mainly through the network. The questionnaire was distributed by the corresponding teachers and students in the QQ group and the WeChat group of all kinds of students. At the beginning of the questionnaire, how to correctly fill in the relevant contents was explained in detail. This questionnaire survey is a typical occasional sampling. A total of 800 questionnaires were sent out and 782 questionnaires were recovered, with a questionnaire recovery rate of 97.75%. After screening out the invalid questionnaires, 751 valid questionnaires were obtained, and the effective rate of questionnaire recovery was 96%. Among them, 524 valid questionnaires were collected from H universities and 227 from other universities in Hubei Province. Among the participants, 303 were male and 448 were female, which was consistent with the reality that there were more women than men in H University in Hubei Province, and the participants included all grades and majors. At the same time, some effective data were obtained from teachers, students and school psychological counseling room, and unstructured interviews were conducted with some students with mental health problems, which enriched the real research cases of this study.

This study focuses on the relationship between traveling and college students' mental health. SCL90 scale is used to evaluate college students' mental health. The questionnaire is mainly composed of three parts. The first part is the general basic situation of the respondents, then the details of the respondents' participation in tourism activities, and finally the mental health of college students before and after tourism.

In the study of the impact of travel on the mental health of college students, the combination of quantitative and qualitative research is adopted according to different stages to enhance the scientific of the research. In the early stage of this study, the analysis method of quantitative research is adopted. Firstly, the survey objects are investigated through the questionnaire, and then the collected information is analyzed and counted by using the data analysis software SPSS and excel. Finally, the conclusion of quantitative analysis is supplemented and promoted by using qualitative data analysis. The main research methods are: (1) Literature method: with the help of online and offline resources of the university library, collect research papers and achievements related to this research as far as possible, such as college students' mental health, college students' participation in tourism activities and the significance of going out to travel, further study the corresponding theoretical knowledge, and follow up the latest research trends related to the research theme through these materials, So as to provide sufficient theoretical support for this study. (2) Questionnaire survey method: on the basis of consulting a large number of existing literatures, combined with the mental

health Symptom Checklist-90 (SCL-90) and the specific situation of this study, the questionnaire was designed and distributed. (3) Interview method: interview a small number of students who have participated in tourism activities, master their differentiated psychological state and feelings before and after traveling, and make detailed records. (4) Mathematical statistics: the survey results mainly use SPSS software and Excel software for data analysis. Using SPSS establish database, through the *t*-test and comparative analysis of the mental health indicators of college students before and after traveling, it is found that tourism is of great significance to the mental health of college students, and ensure the preciseness of various data. At the same time, Excel software is used to assist statistical analysis to improve the simplicity and visibility of conclusion content.

Results: After systematically sorting and analyzing the collected data, the main results are as follows: First, the changes of college students' psychological state before and after traveling. In the course of the study, the psychological status of college students before and after travel is compared, and then the total score of SCL-90 before and after travel is tested by *t*-test, so as to get the impact of traveling on the students' mental health. The final test results (as shown in Table 1) show that the total score of SCL-90 of college student tourists after traveling has a significant change compared with that before traveling ($P < 0.05$), and the scores of somatization and anxiety factors in SCL-90 scale have decreased significantly ($P < 0.05$), as Table 1.

Table 1. Comparison of SCL-90 test results of college students before and after tourism($\lambda \pm s$)

Scl-90	Before traveling	After traveling	T value	P
Total score	1.39±0.63	1.24±0.32	2.23	<0.05
Somatization	1.36±0.45	1.27±0.62	2.26	<0.05
Obsessive compulsive disorder	1.42±0.66	1.40±0.56	0.13	>0.05
Interpersonal sensitivity	1.36±0.72	1.31±0.41	0.71	>0.05
Depressed	1.56±0.61	1.64±0.57	0.93	>0.05
Anxious	1.43±0.53	1.32±0.43	1.98	<0.05
Hostile	1.33±0.52	1.29±0.61	0.25	>0.05
Terror	1.45±0.55	1.44±0.45	0.16	>0.05
Paranoid	1.36±0.64	1.37±0.88	0.48	>0.05
Psychosis	1.16±0.48	1.27±0.42	1.61	>0.05
Other	1.46±0.58	1.34±0.52	0.95	>0.05

The second is the difference of different types of scenic spots on the improvement of students' psychological status. Based on the characteristics of resources, this study divides tourist attractions into natural scenic spots and cultural scenic spots. The *t*-test of the total score of SCL-90 before and after the trip was carried out for the respondents who chose natural scenic spots and cultural scenic spots, and the effects of different types of scenic spots on the mental health of students participating in tourism activities were found. The final result (as shown in Table 2) shows that there is no significant difference in the total score of SCL-90 and various factors of college students visiting natural and cultural scenic spots before travel ($P > 0.05$). However, after the end of the tourism activities, the psychological status of the two groups of students is significantly different, as follows: Compared with before traveling, the values of most indicators decreased, and the total score of SCL-90, somatization, interpersonal sensitivity and anxiety factors of students in the natural scenic spot group were significantly different from those in the cultural scenic spot group ($P < 0.05$), as Table 2 and Table 3.

Third, the impact of the length of travel on the improvement of students' psychological status. The length of travel time has a significant impact on improving tourists' depression and anxiety. Through the survey, it is found that the travel time of college students participating in the survey is different. Among them, 425 cases travel for 2 days or less. There is no obvious difference in their total score of SCL-90 before and after travel.239 students often travel for 3-7 days, while 87 students usually travel for more than 7 days. There is a clear difference in the total score of SCL-90 between the two types of students before and after travel. Using linear correlation analysis, it is found that: The relationship between the total score of SCL-90 and the travel time of college students is negatively correlated ($r = -0.416$, $P < 0.05$), that is to say, the longer they participate in tourism activities, the total score of SCL-90, somatization and anxiety factors are gradually decreasing.

Fourth, the impact of the choice of travel companions on the improvement of college students' psychological status. Through the preliminary sampling survey, it is found that when college students travel, except for a few people who choose to travel alone, most students will travel with others, and the common companions are family, college students, lovers and other friends. According to the intimacy of these

different types of companions, the companions were mainly divided into family and friends when designing the questionnaire. The Likert scale method is used to score the corresponding problems. The score range is 1-5 points. The higher the score, the higher the degree or the better the feeling. The analysis shows that the average satisfaction of students traveling with their families is 3.98, which is lower than 4.57 when traveling with friends, indicating that college students as a youth group prefer to participate in activities with people of the same age. College students believe that traveling with their families can play an obvious role in enhancing emotion, dispelling panic and reducing paranoia, with scores of 4.45, 4.62 and 4.37 respectively. Students who travel with friends believe that they have made more beneficial changes in improving interpersonal skills, alleviating hostility and anxiety, as Table 4.

Table 2. Comparison of SCL-90 test results of college students in different types of scenic spots before tourism ($\lambda \pm s$)

SCL-90	Natural scenic spots	Cultural scenic spots	*T* value	*P*
Total score	1.49±0.63	1.43±0.32	0.85	>0.05
Somatization	1.52±0.56	1.40±0.45	1.73	>0.05
Obsessive compulsive disorder	1.41±0.66	1.38±0.46	1.13	>0.05
Interpersonal sensitivity	1.38±0.64	1.31±0.31	0.71	>0.05
Depressed	1.26±0.61	1.34±0.57	0.94	>0.05
Anxious	1.38±0.33	1.36±0.41	0.35	>0.05
Hostile	1.33±0.50	1.27±0.60	0.24	>0.05
Terror	1.42±0.53	1.43±0.44	0.15	>0.05
Paranoid	1.25±0.74	1.34±0.88	0.78	>0.05
Psychosis	1.16±0.48	1.27±0.42	1.61	>0.05
Other	1.43±0.58	1.36±0.47	0.75	>0.05

Table 3. Comparison of SCL-90 test results of college students in different types of scenic spots after tourism($\lambda \pm s$)

SCL-90	Natural scenic spots	Cultural scenic spots	*T* value	*P*
Total score	1.33±0.23	1.25±0.32	2.06	<0.05
Somatization	1.32±0.46	1.20±0.31	2.17	<0.05
Obsessive compulsive disorder	1.40±0.66	1.29±0.56	1.11	>0.05
Interpersonal sensitivity	1.24±0.34	1.37±0.45	2.36	<0.05
Depressed	1.56±0.67	1.64±0.56	0.88	>0.05
Anxious	1.18±0.33	1.30±0.45	2.35	<0.05
Hostile	1.33±0.70	1.26±0.58	0.71	>0.05
Terror	1.42±0.53	1.46±0.43	0.53	>0.05
Paranoid	1.29±0.64	1.34±0.95	0.51	>0.05
Psychosis	1.15±0.48	1.26±0.38	1.60	>0.05
Other	1.36±0.58	1.34±0.48	0.25	>0.05

Table 4. Comparison of the impact of traveling companions on the improvement of college students' psychological status

Factors	Family	Friends
Overall satisfaction	3.98	4.57
Enhance emotion	4.45	4.13
Ease anxiety	4.33	4.67
Dispel panic	4.62	4.24
Reduce paranoia	4.37	3.86
Improve interpersonal skills	3.64	4.82
Ease hostility	3.78	4.65

Discussion: The results show that the total score of SCL-90 of college students has decreased significantly

after traveling ($P < 0.05$), that is to say, tourism can really improve their psychological status. And the somatization and anxiety factors decreased significantly before and after tourism ($P < 0.05$), indicating that participating in tourism activities can relieve the students' body and mind. Through interviews with a small number of students, it is found that college students will make good planning before traveling, and make full preparations for food, housing, travel, shopping and entertainment, which can largely eliminate the uncertain factors in the journey and make the tourism activities carried out smoothly. Participating in tourism can have a positive impact on College Students' mental health.

Visiting different types of tourist attractions has different effects on the improvement of college student tourists' mental health. In the study, it is found that there is no significant difference in SCL-90 between students visiting natural scenic spots and cultural scenic spots before tourism, but there is a significant difference after tourism. The total score of SCL-90 in the natural scenic spot group decreases after tourism. In other words, in terms of regulating and improving college students' psychological state, natural scenic spots are better than cultural scenic spots for two reasons: On the one hand, natural scenic spots can more intuitively and simply alleviate the existing bad psychological feelings of tourists. The external natural beauty strikes people's eyes and can immediately make people forget the busy and stressful real life. On the other hand, cultural attractions put forward higher requirements for tourists. Only after reaching a certain level in terms of aesthetic ability, personal quality, cultural precipitation, knowledge accumulation and perception ability can they really adjust their mood and eliminate depression, and many people often have deficiencies in these aspects.

Through the analysis, it is found that the length of travel time has an obvious negative correlation with SCL-90 score. This shows that mental health problems need a certain time to be cured. Only arranging enough travel time can significantly improve the psychological state of college students, which should be directly related to the lasting beneficial stimulation brought by tourism to college students. Of course, whether the effect is obvious is also closely related to whether the schedule is appropriate, whether the funds are sufficient, and whether the subjective consciousness is strong. In addition, the company of family and friends has a positive impact on the mental health of college students traveling from different aspects, and they should be encouraged to travel together.

Conclusions: The results show that traveling has an impact on college students' mental health, which is mainly positive. This conclusion is not only a useful way and supplement to the students' mental health work that Chinese colleges and universities attach great importance to, but also has practical significance for developing college students' tourism products and expanding this kind of tourism market. In order to make the psychological adjustment effect of tourism activities better, combined with the obtained research data, all sectors of society should focus on the following aspects: (1) Realize that the most direct and simplest way to improve the effect of tourism is to strengthen the self-efforts of college students. Personally, students should make comprehensive arrangements before traveling, understand the history and culture of the tourist destination, and start with tasks and problems. It is better to travel together, and close and like-minded companions are the first choice. Actively communicate with others during the trip and maintain an optimistic attitude. After returning to their permanent residence, they should form the good habit of timely reflection and summarize what they feel. (2) Managers in the tourism market should find ways to strengthen the overall feeling of tourism activities, develop products with distinctive theme, freedom, challenge, and participation, and create a good interpersonal atmosphere and space for them according to the characteristics of college students who like tourism and have limited economic conditions but good physical quality. (3) It should be recognized that the hardware and software in the area where the tourist attractions are located are stimuli that directly enable college students to produce emotional response and psychological perception. The scenic spots should preserve the integrity and antiquity of historical sites and reduce excessive commercialization and superficial development. At the same time, we should meet the strong thirst for knowledge of college students, improve the quality of their tourism activities, let them better find the beauty in life and learning, and cultivate a healthy and positive attitude.

* * * * *

ANALYSIS ON THE INFLUENCE OF COLLEGE PHYSICAL EXERCISE ON REGULATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

Yijun Xu[1] & Anlan Qin[2]

[1]College of Science and Technology, Nanchang University, Nanchang 330029, China
[2]School of Humanities Sciences, Jiangxi University of Finance and Economics, Nanchang 330013, China

Background: Anxiety is a word that appears frequently in the field of psychology. Anxiety not only has its conditions, but also a process. This process varies in length, varies from person to person and from matter to matter, and is restricted by various internal and external conditions or various factors. Generally speaking, when people are nervous about something, they will be repeatedly entangled by the factor and focus on the thing and make various imagination and assumptions. Once this degree of focus is continuously enhanced due to the failure of various strategies and breaks through the critical point, anxiety is formed. Anxiety is usually manifested in negative emotions such as self-doubt, anxiety and tension. With the rapid development of knowledge economy, new requirements and challenges are put forward for the overall quality of college students. In addition, in the social environment of independent employment and fierce market competition after graduation, college students are under increasing pressure, physical and mental health problems are becoming more and more prominent, psychological anxiety is widespread, and the incidence of psychological disorders and mental diseases is increasing rapidly. Therefore, how to improve and cultivate students' mental health has become the main content of current research. Sports is not only the process of physical activity, but also the process of psychological activity. At present, the widespread mental health problems of college students in China have affected the training quality of college talents in China. Influenced by traditional ideas, college physical education in China lacks sufficient understanding of the "heart strengthening effect" of school physical education, and there are also deficiencies in the research in this field. With the deepening understanding of sports function, people begin to pay attention to the impact of physical exercise on mental health. Many experts at home and abroad have demonstrated the close relationship between physical exercise and mental health from different angles, and the research on the relationship between physical exercise and college students' mental health has also made progress. Research shows that college students do not participate in physical exercise, and the amount of physical exercise is large and small, which has a high relationship with mental health.

Objective: In order to improve and create a good social environment, we must pay attention to today's psychological education and explore improvement schemes. Patients with mental diseases are often excluded by today's society, which is very unfavorable to the treatment of patients, and will further develop their mental diseases. Serious mental illness will also lead to patients' retaliatory paranoia, which has brought unsafe factors to the society. This is also a painful blow to China's mental health cause. In the research on several factors affecting college students' mental health, a large number of teaching practice and statistical data analysis show that physical education based on physical exercise is not only effectively enhancing college students' physical quality, but also closely related to the improvement of their mental health level and the strengthening of their personality characteristics. It is an effective way and method to improve their psychological quality and improve the psychological energy reserve of war.

Subjects and methods: As college students are facing various problems such as learning, interpersonal and employment, the pressure is too great, which leads to the widespread phenomenon of psychological anxiety among college students, and has seriously affected their study and life. Physical exercise can alleviate and regulate college students' psychological anxiety. This study statistically analyzed the effect of college physical exercise on regulating college students' psychological anxiety by issuing questionnaires.

Study design: Two universities were randomly selected, and 500 college students were randomly selected from each university, regardless of age and gender. A total of 1000 questionnaires were distributed, 976 were recovered and 953 were valid.

Methods: The influence of college physical exercise on regulating college students' psychological anxiety was counted by Excel.

Results: College physical exercise can distract college students, divert their experience of anxiety, relax their body and mind, regulate their emotions and reduce anxiety symptoms.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 1000 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of college physical exercise on regulating college students' psychological anxiety

Factor	Mentality	Excited consciousness	Physical condition
Adult	4	4	5

Conclusions: According to the psychological anxiety problems of some contemporary college students, the scientific physical exercise intervention applied in this study can provide an effective sports rehabilitation program, and is expected to be popularized in the population, so as to improve the national mental health level. For the research object, help the patients with mental diseases improve their bad emotions, alleviate mental pressure and psychological pressure, which is conducive to their psychological intervention treatment and help them move towards a clearer future. For today's society, the future scientific research achievements of this project can not only lay the foundation for the clinical practice of psychology, but also provide a new direction for the treatment of mental diseases. At the same time, it provides a new idea for the future research trend in this field, and plays a certain role in promoting social stability, so as to create a good psychological environment and improve the national mental health level.

* * * * *

AGRICULTURAL ECONOMIC SERVICE MODE AND IMPLEMENTATION PATH BASED ON CONSUMER PSYCHOLOGY THEORY

Shuang Zhao

School of Economics, Inner Mongolia Minzu University, Tongliao 028000, China

Background: Agriculture is the foundation of the country, agricultural production is the primary condition for human survival and creation of history, "three rural" issues in China has the most important position. However, due to various factors, the development of agricultural industry at this stage has failed to give full play to its due role and value. The low level of agricultural services is one of the important factors. Therefore, it is necessary to increase the income of farmers, extend the agricultural industrial chain, increase the added value of agriculture, and promote the continuous optimization and innovation of agricultural service modes in light of the local conditions, so as to promote the sustainable development of the agricultural industry and the continuous increase of the income of farmers. The agricultural socialized service in China has made great progress and established various agricultural service modes, which plays an active role in promoting the agricultural modernization. However, compared with foreign developed countries, there is still a certain gap in promoting the economic and social development of rural areas and increasing the income of farmers, mainly due to the broad positioning of agricultural service organizations. the imperfect operational mechanism of the grass-roots agricultural public service system. More services are productive services, and there is a lack of mid-and post-natal services. There is a certain gap between the types of services and the specific needs of farmers. In view of this, under the new normal of the economy, in order to promote the development of modern agriculture, we need to, based on the consumption psychology theory, establish the development thinking of the agricultural industry chain, constantly integrate and optimize the agricultural industry resources, and pay more attention to the post-natal marketing links and consumers' consumption experience, so as to better play the role of the agricultural service model and continuously enhance the added value of agriculture.

Agriculture is the basic industry of the country. The sustainable and healthy development of rural areas and the increase of farmers' income are inseparable from the modernization of agricultural industry. To achieve this goal, we cannot do without the transformation of agricultural economic service mode, timely grasp the market development, and provide rich and wide-ranging agricultural services. In the context of economic downturn, the use of consumer psychology to innovate the existing agricultural economic service model, and constantly improve the service content, and promote agricultural modernization.

Using the theory of consumer psychology to study the agricultural economic service model and the implementation path. This article mainly carries on the research analysis from the individuation experience, the consumer custom and the increase farmer income three aspects.

Based on the survey of agricultural service experience, the business model and development concept of agriculture are updated according to the consumption psychology to improve the actual integration.

Methods: The use of Excel statistical consumption psychology on agricultural economic service model and the impact of implementation path.

Results: With the development of the economy, the income level of residents is increasing, and there is

a higher demand level for consumer goods. The required products are not only used to solve the problem of food and clothing, but also to enjoy the personalized experience, which leads to the emergence of experience economy. Considering the different ways of combination between each service subject and farmer households, standing in the direction of driving force of agricultural transformation and upgrading under the new normal of economic development, it is emphasized that the division of agricultural service modes shall start from the object of service, focus on changing consumer habits and adapting to changes in consumer experience. The rights and interests of farmers shall be protected by optimizing the agricultural structure, promoting the agricultural industrialization, integrating human capital and coordinating the urban and rural development, and the products produced shall conform to the market development trends under the conditions of the experience economy, meet the demands of consumers, so as to obtain better sales of products and increase the income of farmers.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors, 0 indicating irrelevance, 1 indicating slight influence, 2 indicating general influence, 3 indicating obvious influence, 4 indicating full influence, and the obtained statistical table is shown in Table 1.

Table 1. Influence of consumer psychology on agricultural economic service mode and implementation path

Factor	Personalized experience	Consumer habits	Increase farmers' income
Consumer Psychology Theory	4	4	4

Conclusions: Based on the theory of consumer psychology, the agricultural economic service model and its implementation path realize the efficient integration of agriculture and service industry. Among them, the horizontal industrial integration path includes a variety of emerging industries of agriculture and service industry, which provides multiple development directions for enterprise development, government policy making, rural financial investment, hybrid talent cultivation and circulation. The longitudinal industrial integration path covers many links such as enterprises, capital, technology, talents, knowledge, products, market, policies, information platform, etc., and the longitudinal path stimulates the driving factors of industrial integration in each link, so that there are rules and regulations to follow in all links from the occurrence to maturity of industrial integration, which has practical guidance on how to develop emerging industries. The design of agricultural economic implementation path is based on the mechanism of cross amalgamation of agriculture and service industry, which can be supported by mathematical model and empirical analysis. Therefore, it is of great theoretical and practical significance to achieve the integration path of agricultural and service industries through consumer psychology.

* * * * *

THE CAUSES AND COUNTERMEASURES OF COLLEGE STUDENTS' LEARNING ANXIETY

Xi Chen

School of Marxism, Changsha University of Science & Technology, Changsha 410114, China

Background: Anxiety is a negative emotion. It is an emotional state with a sense of fear, which is formed by the individual's inability to achieve the expected goal or overcome the threat of obstacles, the frustration of self-esteem and self-confidence, or the increase of sense of failure and guilt. Continuous anxiety will cause certain physiological changes, which will affect a person's normal study, work and life. Learning anxiety is a psychological state that is stimulated by certain learning atmosphere pressure, restricted by individual cognitive evaluation ability, personality tendency and other physical and mental factors, with worry as the basic feature, defense or escape as the behavior mode, and through different degrees of emotional response. Psychology believes that moderate anxiety can promote students to study hard, but excessive tension will affect their learning state and affect their physical and mental health. Professional study is also the cause of college students' psychological anxiety. The grasp of the major is not comprehensive, and with the progress of learning, some college students will doubt their major. They don't know whether they are suitable for the major, can't find the interest points in the major, and even begin to question the development prospect of the major. This anxiety is the most common among freshmen and senior graduates. It can be summarized as follows: This psychological anxiety of freshmen comes from the impact of university professional education on comprehensive quality education in middle school. The anxiety of senior students does not know how to adapt themselves to this society and reflect their value through their professional knowledge. However, college students will eventually enter the society, so

socialists are obliged to let college students overcome their anxiety before entering the society, so as to ensure that they can better adapt to the society in the future. First of all, when selecting talents, society should not only focus on the present, but should see the future development potential of college students. Compared with those who have not experienced college education and entered the society earlier, college graduates lack social experience. After entering the society, the social benefits and values generated are difficult to be reflected in the moment. At this time, the society needs to give college students enough patience to grow and progress. They can't give up the training of college graduates with a temporary success or failure. In addition, the atmosphere of the whole society also needs to be improved. We can't let the bad atmosphere such as corruption, cross flow of material desires and extravagance become the norm of the society, and let college students have a sense of fear and anxiety about entering the society. Of course, on the contrary, only by constantly injecting new positive energy into society by young people can we improve the overall atmosphere of society.

Objective: The work center of the university should be teaching. The university should strengthen the "three ethos" construction of study style, teaching style and school spirit. In recent years, the work objectives of many colleges and universities have shifted: The expansion of college enrollment has reduced the overall quality of college students. Some so-called school rankings and professional rankings enable colleges and universities to invest more funds and energy in the construction of school scale and hardware conditions, ignoring the basic undergraduate teaching, and the evaluation of teachers depends more on the social status of teachers the scientific research level has little relationship with its teaching level, which greatly reduces the teaching enthusiasm of university teachers, makes the overall learning atmosphere of the school not strong enough, and it is difficult for students to gain better in this atmosphere. Therefore, the university should be the best place to provide students with superior learning conditions. The ivory tower guides students to produce new ideas and put more energy into teaching. In addition, universities should support and organize some positive student activities. On the one hand, they can let students show themselves in the activities, release the pressure in learning, fully mobilize students' enthusiasm, find their own points of interest, and experience the happiness of progress and success. On the other hand, it is conducive for students to learn to get along and cooperate with others and form their own social circle, which will help college students overcome psychological anxiety and better adapt to the study and life of the university.

Subjects and methods: This study mainly makes research and analysis from three aspects: Strengthening professional scientific cognition, building an affinity classroom and guiding the evaluation view of rational learning ability.

Study design: 500 college students were randomly selected by questionnaire survey. A total of 500 questionnaires were distributed, 485 were recovered and 481 were valid.

Methods: Use Excel to count the causes and countermeasures of college students' learning anxiety.

Results: For the survey results, the influence values of specific factors are quantified in five levels of 0-4. 0 means irrelevant, 1 means slight influence, 2 means average influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Causes and countermeasures of college students' learning anxiety

Factor	Natural resources	Green consumption	Development resources
Economics	4	4	4

Conclusions: University is not only an important stage in life, but also an important turning point in personal life and the transition period of social roles. How to spend this period smoothly has always been a subject that sociologists and educators need to study deeply. Today's fast-paced society and high pressure will produce many anxiety factors. As the last barrier for students to enter the society, universities need to cultivate the ability to overcome anxiety and overcome anxiety, which is not only the need for talent reserve for national development, but also the need to improve the mental health level of college students.

* * * * *

APPLICATION OF COMPARATIVE PSYCHOLOGY IN EDUCATIONAL ECONOMICS

Fangfang Cheng[1] & Qingjiao Meng[2]

[1]School of Economics, Shandong University, Jinan 250100, China
[2]School of Economics, Guangxi University for Nationalities, Nanning 530006, China

Background: Through comparative analysis, the researchers of educational economics in China realize that the total and per capita investment in education are lower than other countries, even many Third World countries. We must increase the proportion of investment in education, and the level of investment in education in China should be ahead of the level of investment in education in order to save the backward education and lay the foundation for the next economic takeoff. From the current level of economic development in China, education investment can only keep pace with economic growth, so that the two coordinated development. Therefore, we should first of all ensure sustained economic growth, in order to create and provide a stronger material foundation for the development of education. In a word, the emergence and development of educational economic theory and thought are always connected with the application of comparative psychology research methods. Of course, the correct application of comparative psychology can increase the effect of educational economics. Therefore, when we study the economic problems of education, we must bear in mind that education is a kind of activity reflecting social trends, and it should be put into the overall structure of society to explore, and avoid by all means from the whole local comparison. Educational economics, as an interdisciplinary subject, not only connects two systems, but also takes its background as a branch of sociology. Only in this way can the comprehensiveness and profundity of research be ensured. In fact, in terms of educational economics, since the 20th century, the trend of socialization has been strengthened as well as the trend of quantification. In the past, the method of dividing the research object into many parts to study is not a good one. The whole is not equal to the simple addition of parts, the whole also has its own nature, we need to understand the part from the whole.

Objective: Comparative psychology is one of the common research methods in social sciences. In recent years, many new disciplines have adopted comparative research methods to analyze the nature, structure and characteristics of their research objects, so as to obtain a perfect, improved and developed program. Therefore, it can be said that comparative psychology research is a good way to explore social patterns quickly and effectively. Therefore, the comparative psychology theory can be used to study educational economics.

Using the theory of comparative psychology to study the development of educational economics. In this paper, the relevance, practicality and testability of the three aspects of research and analysis.

Interview 60 educators in junior high school, senior high school and university, innovate the educational development mode and idea according to the theory of comparative psychology, and improve the concrete application effect.

Methods: Using Excel statistical comparative psychology theory on the impact of educational economics.

Therefore, the theory of comparative psychology can be used to analyze the relevant factors in the economics of education. Because of the complexity of the actual situation, comparative psychology can be used to infer and sum up practical experience in educational economics. In the mutual relationship between education and economy, through adequate comparative conditions, access to similar indicators can effectively analyze the actual situation of education, and better promote development.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors, 0 indicating irrelevance, 1 indicating slight influence, 2 indicating general influence, 3 indicating obvious influence, 4 indicating full influence, and the obtained statistical table is shown in Table 1.

Table 1. Comparative impact of psychological theory on educational economics

Factor	Interdependency	Actual	Measurability
Junior middle school	3	4	3
Senior middle school	4	3	4
College	4	3	3

Conclusions: Today's education reform is global. Although the aims of the reform are similar, the national conditions are different and the main contradictions are different. Therefore, it is necessary to analyze and combine the national development to improve the education level. China has its own actual situation, through comparison can better analyze the current situation of education ability, through comprehensive economic forecast and social forecast, to complete the improvement of education ability. Due to the difference of history and tradition, the school education system in different countries is different, so the rate of return of education is limited or even not comparable. We can get the difference of education data according to the theory of comparative psychology, and the results are reliable. We can improve the educational economic system according to the actual situation of the research.

* * * * *

THE CAUSES AND COUNTERMEASURES OF ANXIETY PSYCHOLOGY OF PROJECT MANAGERS

Guimei He

School of Civil Engineering, Wuhan Huaxia University of Technology, Wuhan 430000, China

Background: Under the situation of increasingly fierce market competition, each enterprise should take full responsibility for its own profits and losses, and at the same time strive for self-development. The system of bidding and tendering for construction projects is a great change in the management mode of the construction industry. It is not only changing the obsolete mode of contracting out construction tasks by administrative means for a long time, but also promotes the reform of the construction industry to become a common contracting mode of construction projects in the world, realizes the management system of construction projects and project managers, and achieves the goal of connecting with the world. The qualified project manager should not only have high professional skill and basic quality of management and commanding ability, but also be honest, self-disciplined, dedicated and responsible, do a good job in a project, set up a monumental spirit, and grow and develop in the fierce building competition market. The manager of the construction project is the construction enterprise, and its object is the construction project. The main particularity of construction project management is that the project has the characteristics of long period, diversity and uncertainty. In addition, the construction project is different from ordinary product production, it is difficult to completely separate production activities and market transactions. Therefore, the whole process of the construction project is a special and challenging project, which is quite different from the general production management. This leads to anxiety on the part of the project manager. Perhaps the project is always accompanied by the shadow of anxiety, schedule lag, unable to accept, scope spread, lack of resources, team laziness, anxiety seems to have become the norm, cannot avoid. The project manager can only coexist with it in some way because he has to face it.

Objective: Anxiety is an evolutionary instinct that produces diffuse anxiety when one feels that one's vital values are being threatened. Since it is a proliferation, that is, from a point, but will gradually be amplified, divergence, is a vague feeling, will bring a strong sense of uncertainty and helplessness, and often no specific target. So sometimes it's hard to externalize the threat that causes anxiety, so that you can't get away from it or overcome it. The reason why anxiety from the state of mind will produce, is the expectation and the real gap between the production. Falling means contradictions, either from within or between ourselves and the outside world.

Subjects and methods: Behind the anxiety is often that we want to do better, because to do our best, desire to succeed, the more pressure will be, the more anxiety will be the more serious, into a vortex cannot escape. Common types of anxiety from projects are "loneliness anxiety" when we can't maintain effective relationships and communication with others, "value anxiety" when we can't influence the project, and "class anxiety" when we can't maintain the level of department, team, or rank. In such a fast-paced society, customers or leaders don't have enough time to understand your efforts. In addition, the project is goal-driven, so only the results can be measured quickly. This simplified way of judging makes it easy for many project managers to feel anxious when they are under pressure.

Study design: Randomly selected 20 project managers were interviewed for 20 min-30 min. From the following aspects of the popularization of psychological knowledge of managers: First, the use of decision-making wisdom. When you are in a state of chaos or confusion, you will not know what you want, what you want to compromise, what you want to take on, you will be unable to make a decision, and you will begin to worry in the process of struggle. Therefore, the clarity of your goals will greatly reduce your anxiety. Second, use the refinement of the list. Sometimes anxiety isn't about wanting to do too much, but about being too informative to think and make decisions, list revolutions, or narrow agendas to focus on the key. Refinement is the ability to turn attention to detail, even if there is no way to solve the problem, but also at least a small step ahead, anxiety can be properly alleviated. Third, enrich the thinking toolbox. A single mode of thinking, will lead us into a hammer effect, of course, the face of pressure and threats will be helpless, natural anxiety, to create their own mode of thinking Swiss Army knife as a good choice. Fourth, keep your little quirks. In fact, everyone has their own unique hobbies to alleviate anxiety, such as backlog bags, yoga, running exercise, etc. In short, can find a way to relax, happy, relatively safe can be used.

Methods: The use of Excel statistics engineering project management staff anxiety and countermeasures to analyze the results.

Results: The results of this test, with 1-4 levels of quantitative specific factors influence value, 1 means

irrelevant, 2 means moderate, 3 means great, 4 means significant. In order to reduce the individual subjective errors in the evaluation, the evaluation of 20 participants and take the average value, the results rounded to determine the way, the specific statistical table as shown in Table 1.

Table 1. Causes of anxiety of project managers and its' countermeasures

Groups	Emotional aspect	Pressure relief aspect	Affective aspect
Participants	4	4	4

Conclusions: The project manager must manage the project well, create profits, and really realize the value of efficiency. In the whole process of construction management, in order to achieve the goal of each stage and the final goal, we must strengthen all kinds of management work, carefully set up good leading group and reasonable management organization, formulate and perfect all kinds of systems and plans in combination with reality, so as to make the technical plan work first and carry out the construction according to the schedule requirements. The production task shall be decomposed level by level, so as to achieve the development and expansion of the enterprise and make efforts to establish the enterprise image and quality credibility. Project managers play a decisive role in the whole project, so their psychology should be paid more attention.

* * * * *

PROMOTING RURAL TOURISM DEVELOPMENT BY SMART TOURISM PLATFORM FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Hongzhen Wan

School of Management, Guangdong Industry Polytechnic, Guangzhou 510300, China

Background: Social psychology is not only a basic subject, but also an applied subject. On the one hand, social psychologists use scientific methods to study the basic psychological processes and laws such as self, attitude, decision-making, values, interpersonal relationship, intergroup relationship and group motivation. On the other hand, the principles and research results of social psychology have been widely used in the fields of public opinion, happiness and dignity, inter group conflict and reconciliation, anti-corruption and social justice, social early warning, advertising and consumption, and have made important contributions to promoting the sustainable development of society. Therefore, in the field of social psychology, scientific problem research and solving social practical problems have been organically integrated. The social psychological phenomenon is very complex, involving not only the social and cultural level, but also the individual level. It involves not only the conscious level of groups and individuals, but also the unconscious level of groups and individuals. Therefore, social psychology neither excludes any existing psychological research methods, nor gives special priority to some research methods. On the contrary, it emphasizes the problem-centered methodological orientation and the mutual verification of multiple methods for the same research problem. As a complex multi-disciplinary phenomenon, tourism is concerned by different fields of social sciences, including psychology. In the field of psychological research, tourism phenomena mostly focus on social psychology and environmental psychology, including tourists' tourism motivation, tourism destination residents' attitude, subject object relationship, tourists' or residents' local attachment and community attachment, etc. Rural tourism, as a new form of tourism development in China, is also an important starting point for new rural construction and urban and rural co-ordination development. Under the background of the "Internet plus" era, the development of traditional rural tourism is facing urgent need of upgrading quality and upgrading. Based on social psychology, this paper analyzes the current situation and problems of rural tourism development under the smart tourism platform, and puts forward countermeasures and suggestions on how to promote its quality improvement and upgrading, such as building a smart rural tourism public service platform, establishing a rural smart tourism marketing system, and actively participating in building a smart rural tourism demonstration area.

Objective: The concepts of smart tourism and global tourism have been deeply rooted in the hearts of the people. Smart tourism makes use of new technologies such as cloud computing and Internet of things to realize the intelligent perception and convenient utilization of all kinds of tourism information through all-round information analysis of various resources. With the promotion of smart city construction, smart city tourism has developed by leaps and bounds, but smart rural tourism has not received enough attention. The development of smart rural tourism has important practical significance for the beautiful rural construction of the city and the transformation and upgrading of agriculture. Smart tourism breaks the limitations of

traditional tourism space. It can eliminate the urban-rural dual structure and realize urban-rural integration through the collection and analysis of tourism big data. It is a new concept and model to drive and promote the coordinated development of economy and society with tourism. Under the background of the "Internet plus" era, the traditional rural tourism industry is facing the urgent need and development opportunity of upgrading and upgrading in order to adapt to the development of the times. Therefore, it is of great theoretical and practical significance to study how smart tourism promotes the improvement and upgrading of rural tourism.

Subjects and methods: Rural tourism based on smart tourism is a new tourism format that applies the Internet of things and modern information technology to rural tourism services. It can be said that it is a new upgrade of the future development mode of rural tourism. The demand of tourists for tourism products guides the development direction of rural tourism. At present, the demand of tourists for rural tourism products has changed greatly. Using the knowledge of social psychology, through the psychological analysis of tourists, the smart tourism platform improves and promotes the development of rural tourism by meeting the psychological needs of tourists.

Study design: Using the interview analysis method, 5 rural tourism developers and 30 tourists were interviewed to understand the development of rural tourism, the current situation and problems of rural tourism development under the smart tourism platform. The visit time is about 15-25 mins.

Methods: The impact of smart tourism platform on promoting rural tourism development from the perspective of Excel statistical social psychology.

Results: Based on the perspective of social psychology, this paper promotes the development of rural tourism from the aspects of tourism service, marketing and management of tourism enterprises and professional quality of service personnel.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Impact of social psychology on the development of rural health resort tourism

Factor	Natural resources	Green consumption	Development resources
Economics	4	4	4

Conclusions: With the rapid development of economy and society, the pace of urban life is accelerating day by day, and various competitions are intensifying. With the continuous increase of income, people's psychological pressure is increasing, and they are more eager to return to nature than ever before. This demand is rigid and increasingly strong. Therefore, the demand for relatively short-term and cheap rural tourism products is gradually increasing. As far as tourists themselves are concerned, their educational background, working environment, living standards and cultural literacy are different, and their tourism needs are also different. They show personalized and diversified development, and pay more attention to participation and experience. They expect that rural tourism can be obtained in e-payment, online reservation, online travel and other smart scenic spots like other urban scenic spots Intelligent services in information retrieval and query. Therefore, this change in demand for rural tourism products can promote the transformation and upgrading of rural tourism. Rural tourism should be based on the new forms of "Internet plus tourism" and "smart tourism". With reference to tourists personalized and diversified demands for rural tourism, we should appropriately adjust and improve the existing rural tourism industry by using modern information technology such as the Internet, so as to achieve upgrading and upgrading of rural tourism industry.

* * * * *

THE RELATIONSHIP BETWEEN COLLEGE STUDENTS'SELF-DIFFERENTIATION AND ANXIETY IN THE PERSPECTIVE OF IDEOLOGICAL AND POLITICAL EDUCATION

Shihao Zhao[1] & Jingyi Li[2]

[1]*School of Marxism, Changsha Normal University, Changsha 410100, China*
[2]*School of Economics and Management, Changsha Normal University, Changsha 410100, China*

Background: According to Bowen's family system theory, self-differentiation can be defined from the level of inner differentiation and the level of interpersonal relationship differentiation. On the inner level, self-differentiation refers to the individual's ability to distinguish between reason and emotion, that is, the individual's ability to be controlled by reason or emotion at a particular moment. On the level of interpersonal relationship, self-differentiation refers to an individual's ability to experience intimacy and independence at the same time when interacting with others. There were differences in anxiety and depression factors among the self-differentiation groups, moderate differentiation group and highly differentiation group. In contrast, the individuals with severe anxiety and depression lack the ability to regulate emotions, and are prone to produce more emotional responses. Individuals with lower scores of anxieties and depression are able to deal with the negative effects of anxiety and depression on body, mind, feeling and behavior, no matter they are closer to the real self. Self-differentiation is a measure of emotional maturity, and its meaning lies in the balance and harmony between the states of independence and intimacy. As far as the influencing factors are concerned, the less emotional response, the more conducive to maintaining the harmony within the self, the more rational handling of problems, emotional disconnection and integration to maintain balance, so that the self is in an appropriate position. When the level of self-differentiation is high, you can calmly deal with the pressures and difficulties in life, take positive and effective measures. Anxiety and depression are the result of the disharmony between the heart and the outside world in the process of development. It can be seen that the level of anxiety and depression is often low. Anxiety plays a part of mediating role in the relationship between self-differentiation and depression, that is, self-differentiation influences depression level through anxiety. Individuals with a lot of anxiety may often fall into anxiety and lead to excessive integration with people, or emotional cutoff, and thus the formation of inner fear and helplessness, a long-term depression. Understanding the role of anxiety in the relationship between self-differentiation and depression may help to improve the level of self-differentiation, reduce the level of anxiety and depression, and improve mental health. Ideological and political work is the lifeline of all work and the fundamental guarantee of all work. But in recent years, the effect of ideological and political education is not obvious, and the reasons are various. But the author thinks that it is counterproductive to treat all the problems as ideological problems because of lack of psychological knowledge education. This is one of the important reasons. Starting with the relationship between college students' self-differentiation and anxiety, this paper applies the knowledge of psychology and ideological education to the work of college students, so as to help college students face the growing problems rationally, improve their psychological endurance, enhance the scientific, predictability, pertinence and effectiveness of ideological and political education, and promote its further perfection and development.

Objective: University stage is the stage in which young students' outlook on life and values are gradually shaped, which makes the ideological education work in university period particularly important. The most important task of ideological and political education in colleges and universities is to promote the healthy development of college students and help people to have a correct understanding and healthy and harmonious psychology. Make it form the ideological and political quality that conforms to social development. Therefore, in order to improve the level of college students' self-differentiation, college ideological and political educators can make efforts from the following aspects: 1. Strengthen the construction of the moral character of college students. 2. Establish an evaluation system for the self-differentiation level of college students. 3. Specific analysis of specific problems in combination with psychological knowledge. 4. Helping students to establish corresponding social support systems. 5. Encourage college students to actively participate in social practice.

Subjects and methods: Random selection of 100 college students, age unlimited, gender unlimited, professional unlimited. According to the self-differentiation questionnaire, we had a conversation with the low self-differentiation score. Talk time is set at 30-45 mins. Ask the interviewee to explain clearly to the interviewee the purpose of the conversation and the issues that need attention before the conversation begins. If the interviewee agrees, take notes. Conversations often start with an open question, specifically: Ask the interviewee to briefly introduce himself/herself, give a brief account of his/her distress, and say what he/she wants to improve. In conversation, when interviewees describe events, they should pay attention to his emotions and let him be specific by asking questions. During the interview, we should pay attention to the relationship between the subjects and their parents and friends, the feelings of being suppressed, worried, afraid, dependent and comfortable when they are close to others, and understand the subjects' views on conflict, and how to deal with their own emotions and other people's relationships, even the defense psychology that may be included. After the interview, the reasons and psychological characteristics of college students' self-differentiation were summarized. Using Excel method for statistics.

Results: Through in-depth conversations, researchers can confirm that undergraduates with low self-differentiation often experience anxiety and depression, as well as distress over other emotions or intimate relationships with classmates, lovers, and parents. They are often not highly receptive to themselves, and have extreme thoughts about interpersonal relationships. Extreme dependence or excessive defense are their specific manifestations. The statistical results are shown in Table 1.

Table 1. Relationship between self-differentiation and anxiety in ideological and political education of college students

Low self-differentiation	Excessive dependence	Distrust	Narcissism	Emotionally significant
Is there any anxiety	Yes	Yes	Yes	Yes

Conclusions: College students' self-differentiation not only directly affects their mental health, but also has some relationship with anxiety and depression. Anxiety plays a part of mediating role between self-differentiation and depression. In order to help college students to develop their personality and improve their self-differentiation, it is of great significance.

*   *   *   *   *

EFFECT OF PHOTOGRAPHIC ART BEHAVIOR THERAPY ON PATIENTS WITH MILD COGNITIVE IMPAIRMENT

Jiawen Zhang

Graduate School of Fusion Arts, Sejong University, Seoul 05006, Korea

Background: Mild cognitive impairment (MIC) is a transitional stage between normal and dementia. If there is no timely intervention and treatment at this stage, when the cognitive function decreases to a certain extent, it will develop into dementia, and dementia is an irreversible process. Therefore, patients with mild cognitive impairment can still maintain good function and cannot reach the diagnostic criteria of dementia. In addition, patients with mild cognitive impairment have decreased cognitive abilities such as attention, memory and instrumental daily living ability. 35%-85% of patients with mild cognitive impairment will have different mental states to some extent, including depression and anxiety. These negative states will have a serious impact on patients' daily life and condition. Therefore, early and timely intervention can effectively slow down or alleviate the process of mild cognitive impairment patients to dementia, which is of positive significance for the improvement of life ability and quality of life of patients with mild cognitive impairment. Mild cognitive impairment is not only affected by memory, but also closely related to patients' daily life style and mental state. There are many risk factors for mild cognitive impairment, so there is no unified conclusion on its diagnostic criteria at home and abroad. Scholars will study it according to different criteria, but no matter which identification criteria, the most core problem involved in the diagnosis of mild cognitive impairment is still cognitive impairment, its core contents are: (1) Cognitive decline: cognitive impairment reported by the principal complaint or insider, and there is evidence of cognitive impairment through objective examination. (2) The basic daily living ability is normal, but complex daily activities, such as the use of more complex electrical appliances, can have slight damage. (3) No Alzheimer's disease.

Objective: Mild cognitive impairment refers to memory impairment and mild other cognitive impairment, but the individual's social, occupational or daily life function is not affected, and cannot be explained by known medical fields or neurological diseases. In recent years, a combination of music therapy, art therapy, group therapy and exercise therapy has emerged. Among them, photography art behavior can improve the cognitive ability of patients with mild cognitive impairment according to their cognitive ability, mental state and lifestyle. Therefore, by exploring the influencing factors and intervention modes of patients with cognitive impairment, establish a social work intervention mechanism of mild cognitive impairment, so as to seek the early prevention and early warning of dementia during mild cognitive impairment. The purpose of this study was to study the effect of photographic art behavior therapy on patients with mild cognitive impairment.

Subjects and methods: Fifty patients with mild cognitive impairment were randomly selected as researchers. No age limit, no gender limit, no occupation limit. Fifty patients with mild cognitive impairment were randomly divided into two groups, 25 in the experimental group and 25 in the control group. The survey was conducted by issuing questionnaires. Through the intervention of photographic art behavior, the experimental group took pictures of different objects, such as natural scenery, garden scenery and interior

decoration, 1-2 times a week for 30-90 mins each time. While feeling the grandeur of nature, the experimental group also understood the charm of artificial carving. At the same time, the same scenery was taken more than 2 times. Supplemented by certain psychological intervention. The control group only received psychological intervention. The experimental time was 3 months. After the experiment, the delayed recall, language, abstraction and other indexes of the two groups were tested. The experimental results were statistically analyzed by SPSS 17.0.

Results: Several indexes of the two groups before and after the experiment were counted, and the results are shown in Table 1.

It can be seen from Table 1 that there is almost no difference in symptoms between the two groups before the experiment, and after the experiment, the score of the experimental group is lower than that of the control group. At the same time, there were significant differences in delayed recall indexes.

Conclusions: The birth of photography is not an accidental scientific invention. it is the inevitable result of people's long historical exploration of reproducing psychology. With the vigorous development of culture and science, the correlation between photographic art creation and psychological research is becoming closer and closer. Photography art behavior is used for the intervention of patients with mild cognitive impairment. Cognitive impairment can be manifested as memory impairment in the early stage. First, there is memory impairment of recent events, often forgetting daily things and commonly used items. With the development of the disease, there can be long-term memory impairment, that is, forgetting long-term events and characters. Secondly, in moderate patients, in addition to the continuous aggravation of memory impairment, the ability to work, learn new knowledge and social contact decreased, especially the obvious decline of the previously mastered knowledge and skills, the decline of logical thinking and comprehensive analysis ability, speech repetition and computational power. The use of low-cost photography art behavior to intervene the symptoms of mild cognitive impairment can provide some reference for avoiding the aggravation of patients' symptoms and improving the symptoms of mild cognitive impairment.

Table 1. Comparison / scores of cognitive impairment indexes between the two groups before and after the test

Group	Before and after the experiment	Delayed recall	Language	Abstract
Test group	Before the experiment	7.8	3.6	2.5
	After the experiment	1.8	2.8	1.5
Control group	Before the experiment	7.9	3.7	2.6
	After the experiment	4.9	3.1	1.8

* * * * *

APPLICATION AND RESEARCH OF PSYCHOLOGICAL PERCEPTION FACTORS IN MURAL TEACHING

Di Zhang

College of Plastic Arts, Guangxi Arts University, Nanning 530000, China

Background: Mural teaching has its own characteristics, laws and theoretical system. Psychology is one of the disciplines most closely related to art (nature also includes painting). The theories and methods of psychology have always been the content of art education. This paper discusses the application of psychological perception theory in painting teaching in order to teach Fang Jia. The world of human life is a rich and colorful world, with vast nature and countless things belonging to the category of social culture. Any objective thing has many attributes, and the individual attributes of things are always closely related to the whole of things. For example, the orange on the tea table has many attributes: orange color, sweet taste and fresh aroma. By touching it with our hands, we can detect its general hardness, temperature and less smooth surface. Feeling is the reflection of people's individual attributes of objective things acting on sensory organs. It is the simplest form of people's understanding of the objective world. On the basis of feeling, people can further have a more complex and in-depth understanding of the whole of things and the relationship between things. There are five kinds of human senses, namely, vision, hearing, smell, taste and body. Of course, the most closely related to murals is vision. In mural teaching, we mainly want to cultivate and improve students' visual sensitivity, that is, what we usually call observation ability. In psychology, vision is divided into two categories: achromatic feeling (all kinds of gray, black and white) and color feeling (all colors except black and white and all kinds of gray). Usually, the sunlight perceived as white is composed

of many-colored lights. Researchers decompose sunlight into spectra through a prism, and different wavelengths of light cause different color feelings.

Objective: Psychology clarifies that perception is the reflection of people's individual attributes of objective things acting on sensory organs. People's sensibility can not only be improved or reduced by adapting to temporary changes in conditions, but also be continuously developed and improved in long-term practice. For example, steel workers can very finely distinguish small differences in light blue, orchestra conductors have highly accurate hearing, bartenders have highly perfect sense of smell and taste, and dyeing and spinning workers can distinguish dozens of black (while ordinary people can only distinguish a few black). In mural teaching, a very important point is to train and cultivate students' observation ability of objective things, including shape and color, and improve their sensitivity to objective objects, so as to accurately and vividly express objective objects.

Subjects and methods: Taking 100 students in a school as the research object, they were randomly divided into experimental group and control group. There was no significant difference in average academic performance and learning habits between the two groups before the experiment. The same teacher was used to teach the content of the same mural lesson, and two different teaching modes were used. In the teaching process of the experimental group, the teachers applied the knowledge of behavioral psychology to carry out hierarchical teaching. The control group only carried out ordinary teaching, and recorded the whole course of the two classes. In the experimental group, it is required to adopt different methods according to students' learning level, psychology and different learning ability. According to students' different degrees and the principle of capacity and acceptability, students are divided into three levels: good, medium and poor. Different teaching methods are adopted for students at different levels and different requirements are put forward. In classroom teaching, let the students with good grades do some difficult exercises to achieve the purpose of improvement. Let middle school students do confident exercises to protect their learning enthusiasm. Let the students with poor grades do some easier exercises to enhance their self-esteem and self-confidence. In this way, every student has the opportunity to practice mural painting. No matter whether students' grades are good or bad, they can't be treated differently in class. In teaching, teachers should give priority to praise and encouragement, and should not hurt students' self-esteem in public. For some students with poor grades, after class, they should take different measures to give timely help and guidance with enthusiasm. Test the learning enthusiasm of the two groups of students, pay a return visit by issuing a questionnaire, and investigate from the two aspects of learning interest and academic achievement to see whether the perceived factors of statistical psychology have an impact on mural teaching.

Results: For the test results, the influence values of specific factors are quantified in three grades 1-3. 1 means irrelevant, 2 means average influence and 3 means great relationship. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 100 students are taken and the average is taken to obtain the results, which are determined by rounding. The specific statistical table is shown in Table 1.

Table 1. Influence of psychological perception factors on the application of mural teaching

Group	Learning interest	Academic record
Experience group	3	3
Control group	1	2

Conclusions: In fact, feeling and perception are difficult to separate. When we see the size of an object, we see its shape and color, as well as some other perceptible things, and we have a perception of it. Therefore, feeling and perception are sometimes called perception. The understanding of perception is reflected in that when people perceive the object, they always understand the object with the previous relevant knowledge and their own practical experience. Therefore, in mural teaching, we require students to see not only the surface condition of the object, but also the internal structure of the human body, such as bones and muscles. The integrity, selectivity and understanding of perception are of great significance in students' learning practice. Teachers should pay attention to students' perceptual psychology in painting teaching, so as to improve teaching methods and teaching effects.

* * * * *

THE INNOVATION OF CLASSROOM INTERACTION MODEL IN ENGLISH TEACHING FROM THE PERSPECTIVE OF PSYCHOLOGY

Qiang Zhen

Foreign Language Teaching and Research Department, Yingkou Institute of Technology, Yingkou 115014, China

Background: Positive psychology is a subject that studies life from beginning to end. It focuses on the things that can make life more valuable. Positive psychology is a subject that studies life from the beginning to the end. It focuses on the things that can make life more valuable, such as pleasure and positive experience, happiness and interpersonal relationship. Everyone will experience setbacks in the process of growing up, but positive psychology emphasizes that we face the setbacks of life with a positive attitude. The word "positive" is very important. It emphasizes that we should be positive and optimistic in the face of setbacks, not negative escape, and believe that everyone has the tendency and ability to live a better life. Psychological theory provides a theoretical basis for the reform of English teaching classroom and has positive guiding significance for the educational innovation of interactive mode in English teaching classroom. The traditional education model is often teacher-centered and does not pay attention to students' initiative. Teachers' unilateral teaching and cramming teaching make students' learning enthusiasm lower and lower. Such a model can no longer meet the requirements of modern English teaching. The classroom interaction process is an effective way to help teachers and students establish feelings and cultivate students' learning enthusiasm. Actively advocate students to "actively participate, be willing to explore and be diligent in thinking", so as to cultivate students' abilities of "acquiring new knowledge" and "analyzing and solving problems", and aim to reverse the teaching situation characterized by "knowledge giving and receiving", take the establishment of students' Autonomous Learning method as an important focus, and pay full attention to the personality and uniqueness of different students' learning methods, so as to make teaching, learning The concepts of teacher-student relationship have gained new meaning.

Objective: In the process of teaching, teachers should implement the requirements of the new round of curriculum reform, put students in the main position, do a good job in imparting knowledge, give consideration to the cultivation of relevant abilities of each student, comprehensively promote students' development, flexibly create classroom teaching activities, mobilize students' enthusiasm and enhance their participation in English classroom. Actively pay attention to students after class, understand their daily physical and mental conditions, establish a good intimate relationship with students, make students feel happy in daily learning, and improve their classroom participation. Positive psychology changes the perspective of attention, studies human positive qualities and positive forces, such as interest, ability, positive social organization system, good interpersonal relationship, etc., so as to help individuals obtain a happy life. Therefore, taking positive psychology as the starting point, the author analyzes how educators should use positive psychology theory to pay attention to and care about students' emotional experience, emotional expression, establish close relationship between teachers and students, and create a harmonious class atmosphere, so as to enhance students' classroom participation.

Subjects and methods: 400 students, aged (22.25 ± 2.68) years, were randomly divided into experimental group and control group, with 200 students in each group. From the perspective of positive psychology, the experimental group pays attention to and cares about students' emotional experience, emotional expression and the establishment of close relationship between teachers and students in the learning process, so as to increase students' interaction in the classroom. The control group received traditional English teaching education. The experiment lasted for 2 months. Questionnaires were sent to the students to test the satisfaction of the two groups of students before and after the experiment. Use SPSS 20.0 software to make statistics.

Results: The satisfaction results of the two groups of students are shown in Table 1. It can be seen that the students in the experimental group are more satisfied with this teaching method. According to the principles of psychology, the learning stage is divided into motivation stage-comprehension stage-acquisition stage-maintaining Association-memory stage-generalization stage-operation stage-feedback stage. The motivation stage ranks first in the learning stage, which shows that learning motivation affects the learning effect. Stimulating correct learning motivation is the key to students' success in learning English, so we should activate students' learning motivation and clarify their learning purpose. Students are competitive and have a strong sense of participation. Introducing the competition into the classroom and running through the classroom is of great significance to improve students' learning enthusiasm. The teacher can divide the class into several groups and start the competition between groups by means of competition points. The content of the competition can include required answers, rush answers, dialogue performance, word recitation, etc. Summarize at the end of each class.

Table 1. Statistical results / number of people

Group	Dissatisfied	Commonly	Basically satisfied	Satisfied
Experience group	0	36	107	57
Control group	57	52	69	22

Conclusions: In the process of English teaching, teachers should treat students patiently, sincerely and enthusiastically, give students sufficient thinking time in class, and encourage students to express their views and give affirmation. There are always some students in the class who are introverted or have low self-esteem. When they encounter difficulties in learning, they are also unwilling to take the initiative to communicate with teachers and students. For this kind of students, first of all, teachers should actively pay attention to their learning dynamics after class, understand their learning troubles through communication and observation, so that students can feel the care of teachers, so as to actively exchange their learning situation with teachers, so as to help students get out of their learning difficulties. In class, teachers can encourage and affirm students by creating some teaching situations and guiding them to raise their hands to answer, whether they are right or wrong. In this way, students will feel that they are valued by teachers in class, so that they will actively communicate with teachers in the next learning process, and their enthusiasm for classroom interaction will be enhanced.

*　*　*　*　*

ANALYSIS ON THE RISK OF CLOUD ACCOUNTING AND THE ANXIETY OF ENTERPRISE PERSONNEL

Pin Zhou

School of Economics and Management, Hubei University of Technology, Wuhan 430068, China

Background: With the help of Internet and computer technology, cloud accounting has more advanced and perfect application functions. It has played a great role in reducing accounting management costs, improving accounting management efficiency, improving accounting information quality, realizing efficient sharing of accounting information and promoting enterprise information management. With the continuous development of cloud technology, more and more enterprises will introduce cloud accounting management system to continuously improve the level of enterprise informatization. On the other hand, in the process of rapid popularization and promotion of cloud accounting, it also involves a series of risk issues, such as data disclosure, operational risk, legal risk, etc., which has become a resistance to the further development of Enterprise Cloud accounting. In such enterprises, the mental health of enterprise employees has attracted more and more attention. This is not only the needs of enterprise employees, but also the needs of enterprise development. The improvement of employees' mental health can not only improve team cohesion and team spirit, but also improve the labor production efficiency and economic benefits of enterprises. In the past, there were some studies on the mental health status and influencing factors of enterprise employees, but there were fewer samples, and there were fewer investigations and studies on large samples of employees in foreign-funded enterprises. Compared with state-owned enterprises, foreign-funded enterprises have many differences in management and operation mechanism. Whether these differences affect employees' mental health or not, it is necessary to carry out mental health education and psychological counseling services among employees.

Objective: Cloud accounting risk refers to information security risk. Under the information management mode, accounting information adopts the mode of digital storage and transmission, which will inevitably encounter various risks in the operation process, such as internal control risk, external legal risk, system operation risk and so on. In this case, enterprise personnel are also prone to anxiety. Therefore, this study analyzes the anxiety of enterprise personnel under the condition of considering cloud accounting risk.

Subjects and methods: Select the front-line staff who are willing to accept the questionnaire survey in an enterprise. A total of 300 questionnaires were distributed, and 278 complete and valid questionnaires were recovered (92.67%). The average age of the subjects was 32.5 ± 12.6 years, of which 57.6% were male and 42.4% were female. The standard self-rating Anxiety Scale (SAS) was used to test the mental and psychological status of the subjects, and the subjects' age, gender, education level, income status, marriage and childbearing status were collected. SAS score ≥ 50 was defined as anxiety state, and the data collection method was in the form of self-administered questionnaire. After uniformly explaining the precautions for filling in the questionnaire to the tested employees, they completed the questionnaire independently within

the specified time. Use Excel software to count the psychological anxiety of enterprise employees.

Results: According to the results of the questionnaire, it is found that:

(1) Most people's psychology is relatively healthy (79.3%), and some people are at the sub-health level, that is, mild psychological problems (14.5%), moderate psychological problems (3.4%) and serious psychological problems (2.8%). Further analysis showed that the incidence of psychological problems decreased with age. The incidence of moderate and above psychological problems in the 20-24-year-old group was 11.8%, and that in the over 40-year-old group was 2.1%. There were also differences in the incidence of above moderate psychological problems among employees of different occupations ($P = 0.046$), among which technicians were the highest (12.7%) and managers were the lowest (3.8%). The difference in the occurrence of psychological problems among employees with different educational levels did not reach a significant level ($P = 0.702$), but there were still some differences in the incidence of psychological problems above moderate level. The incidence of employees in universities (11.2%), technical schools (8.6%) and junior middle schools (8.8%) was relatively high, while the incidence of employees in senior high schools (6.3%), technical secondary schools (6.2%) and junior colleges (4.4%) was relatively low. There was no significant difference in the incidence of psychological problems between men and women ($P = 0.685$), but the incidence of moderate and above psychological problems in men (8.8%) was slightly higher than that in women (5.9%).

This may be related to the fact that technicians bear greater work pressure and get lower treatment and social status. This contrast is bound to affect their mental health. From these data, the psychological problems of enterprise employees are still relatively common. Units should not only care about employees' physical health, but also pay attention to employees' mental health. Conditional units can carry out mental health education and psychological counseling services. Mild psychological problems can be improved through mental health education, moderate psychological problems can be solved through short-term psychological counseling, and serious psychological problems need systematic psychotherapy or drug treatment.

Conclusions: Definition of cloud accounting: it is the product of the combination of cloud computing technology and accounting management, that is, an accounting management model that transmits accounting information to the resource pool through the use of Internet and computer technology, processes and arranges accounting information according to user needs, and then feeds back the information to users. As a modern accounting management method, cloud accounting provides strong technical support for enterprises to improve the informatization, specialization and efficiency of accounting management. However, how to strengthen the security of cloud accounting information is a very key issue and an important factor restricting the further development of cloud accounting. Enterprises care about employees' health from multiple angles, carry out health education, advocate a healthy life concept, improve employees' occupational health environment, so as to find hidden dangers as soon as possible, which can not only reduce enterprise medical expenses and save costs, but also improve employees' sense of belonging and work enthusiasm, and improve work efficiency. Employee health management is a systematic project, involving all aspects of the enterprise. Therefore, when implementing health management, the enterprise must have high-level support, set up a special executive agency and equipped with relevant professionals to ensure the establishment and orderly operation of employee health management system. Employees' health cannot achieve immediate results through one or two activities or short-term promotion. Enterprises need to persevere and make unremitting efforts.

* * * * *

NEW IDEAS AND TEACHING COUNTERMEASURES OF IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

Lin Chen[1,2]

[1]School of Marxism, Shandong Normal University, Jinan 250307, China
[2]General Committee Office, Shandong Institute of Commerce and Technology, Jinan 250014, China

Background: Positive psychology is a new psychological perspective to study various beautiful factors in people's daily life. It was put forward by psychologists in the United States at the end of the 20th century. Contrary to the traditional psychology, positive psychology focuses on the research and diagnosis of people's

psychological problems, turns its perspective to the inherent good quality of human beings, studies and excavates human's positive character and potential, and finally shows it in life. Positive psychology advocates positive personal characteristics and subjective experience, such as optimism, personality strength, interest and pleasure. Positive psychology believes that all good relationships and beliefs can help human beings further improve and make life and human emotions healthier and better, such as friendship, marriage, family, education, religion and so on. This theory has injected a new impetus into all walks of life. Through the extensive research on positive psychology, the author hopes to bring some useful enlightenment to the current situation of poor effectiveness of Ideological and political education. Ideological and political course is the key path and main position of modern college students' ideological and political teaching, and the main channel to help students establish correct three views. Students' ideological and political teaching includes the contents and requirements of mental health teaching. Basic courses also have relevant requirements of mental health teaching. Education needs to follow the law of students' inner acceptance. Students' healthy, positive psychological state is the basis of excellent ideological and political morality. Only by fully stimulating the students' psychological and emotional experience and will activities, allowing them to recognize China's socialist values, transforming them into individual consciousness, and turning them into students' individual words and deeds, can we truly shape the correct three views of students. Positive psychology mainly aims at the exploration of people's positive and excellent qualities such as inner happiness, optimism, gratitude and happiness. It advocates to look at people's positive energy with appreciation, and pay attention to people's survival and development and the perfect realization of life value. Applying the concept of positive psychology to the whole process of ideological and political course education practice, creating a warm and kind educational atmosphere, actively paying attention to students' inner development needs, and exploring their own virtues and qualities are conducive to guiding students to establish correct three views, improving ideological and political teachers' sense of educational pride and achievement, and reducing ideological and political teachers' professional fatigue. Then improve the effectiveness of Ideological and political education.

Objective: Positive psychology pays attention to the positive aspects of human nature, society and life, and is committed to studying people's development potential and virtues. In view of the current situation of low effectiveness of ideological and political teaching, teachers' Job Burnout and students' low interest in learning, it runs the concept of positive psychology through the whole process of Ideological and political teaching, and establishes the concept of taking students' growth needs as the basis, exploring virtues and goodness, and building a happy classroom. Taking the story of sharing love as the carrier, carrying out narrative teaching, stimulating students' positive experience and cultivating positive character will help to improve the effectiveness and appeal of Ideological and political teaching.

Subjects and methods: Select 400 students from a certain school, issue questionnaires to them, and take the way of recovery on the spot. A total of 400 copies are recovered, and the number of valid copies is 400. In the questionnaire design, a questionnaire survey is conducted from the aspects of students' satisfaction with ideological and political teaching, students' enthusiasm in class, the purpose of learning ideological and political theory, class attitude and atmosphere, the real effect of current ideological and political education, the contents that need to be improved, the problems existing in the curriculum, and the role of community organizations, In order to prepare sufficient data support and empirical materials in the early stage of positive psychology. In the process of designing the questionnaire, the author purposefully designs relevant questions for the questions to be explored, and the answers are also very detailed and targeted, in order to have more direct data results. Because the questionnaire design ignores the influence of some subjective and objective factors, it lacks a certain scientific, but it has achieved the expected purpose of this study, which provides the most real practical basis for ideological and political education to learn from positive psychology to improve educational human care and improve educational effectiveness. Use Excel software to count the survey results.

Results: The specific survey results are shown in Table 1.

Table 1. Statistical results

Project	Increase practical links	Flexibly increase the teaching content according to the demands of students	Increase the knowledge of coping with psychological problems	Increase psychological counseling content
Proportion of people/%	83	76	58	69

In terms of satisfaction with ideological and political education, 42% felt general, indicating that they were not very satisfied, 27% of the respondents felt dissatisfied, and more than 10% felt satisfied. This can reflect that the students are generally not satisfied with ideological and political education, so the reform

situation of Ideological and political education is still very serious. According to the investigation of dissatisfied people, it is found that there are the following reasons: 1. More than half of people believe that the main reasons for dissatisfaction are the boring content and the uninteresting teaching of teachers. 2. 23% of the people think that this course is not useful for finding a job, and their ideas are more utilitarian. 3. Another 15% chose courses that were difficult and others. Therefore, it is imperative to change the teaching methods and innovate the teaching content (this problem eliminates the influence of external factors such as environment and Society).

Conclusions: Under the background of positive psychology, the reform of Ideological and political curriculum education needs to apply the concept of positive psychology better and more comprehensively, and take the reform of Ideological and political curriculum education as daily work. Psychology is essentially a discipline that continuously affects individual behavior according to guidance and inspiration. The transformative application and attempt of positive psychology in Ideological and political course education should pay more attention to the influence on students from shallow to deep.

* * * * *

THE INFLUENCE OF UNIVERSITY EDUCATION MANAGEMENT REFORM ON RELIEVING STUDENTS' ANXIETY AND PSYCHOLOGICAL EMOTION UNDER THE PERSPECTIVE OF INTERNET PLUS

Lin Ma

Beijing Institute of Petrochemical Technology, School of Humanities and Social Sciences, Beijing 102600, China

Background: The "Internet Plus" is an organic integration of the Internet and traditional industries to promote the transformation and upgrading of traditional industries, and in essence is a new form and new business form that the interaction between modern information technology and innovation 2.0 promotes the economic and social development. The "+" of the "Internet Plus" cannot be simply understood as addition or plus, but should be "chemical", an upgraded version of the integration of the two industries, and an extraction of core features such as the Internet thinking and its technology to fully integrate with traditional industries and industries. However, such integration is not a simple superposition of 1 + 1 = 2, but rather a "polymerization reaction" of 1 + 1 > 2 generated through innovation, in which innovation is the key. At the same time, the "+" of "Internet +" is not only the "+" in technology, but also the "+" in thinking, idea and mode. Thus, it can be seen that the "Internet Plus" campus does not simply connect the Internet to the interior of colleges and universities, but applies the Internet platform to widely apply a new generation of information technology and deeply integrate it into the fields of teaching, management and life of colleges and universities. It is to learn from the concept and model of the Internet to transform traditional industries, take the needs of teachers and students as the orientation, apply Internet thinking and modern information technology to promote the reform and innovation of education, teaching and management systems and mechanisms of colleges and universities, build intelligent, diversified and intelligent campuses, promote the transformation and upgrading of traditional education and management of colleges and universities, and realize the overall "sublimation" of colleges and universities from the bottom up and from the inside out.

In recent years, under the strategic deployment of the State for vigorously implementing the modernization of governance system and governance capacity and promoting the construction of education information technology, most colleges and universities have established relatively complete basic network, hardware facilities and other supporting systems and application systems for serving teaching, research, decision-making and management, which have played an important role in the teaching, research, service and management of colleges and universities, and have made great achievements in the construction of information technology in colleges and universities. Under the background of the implementation of the "Internet Plus" Action Plan, the construction of "Smart Campus" is a new development stage, an inevitable trend and a better prospect after the traditional, electronic and digital construction of university informatization. However, "Smart Campus" is a new concept from concept, theoretical research, frame work design to specific implementation. At present, there is no clear and unified definition and standard. It is the core idea of intelligent and intelligent campus construction to realize the transformation from the traditional application system to the service system. Therefore, smart campus construction planning must adhere to the people-oriented and user-demand-oriented principle, integrate and optimize the allocation of various information resources, establish a mature application of campus wireless and wired seamless

connection, build a fixed network and wireless network terminal digital campus integration, realize information interconnection and data sharing, and provide various information services in a timely, accurate, efficient and anytime so as to continuously improve the management level and efficiency of colleges and universities and promote the transformation and upgrading of traditional education and management, and the high level development of internal governance system and governance capacity of colleges and universities.

Objective: The traditional education and management of colleges and universities in the "Internet Plus" era is facing unprecedented new situations and challenges. Under the background of the "Internet Plus" era and the informatization construction of colleges and universities, colleges and universities must seize the opportunity of change, reshape the concept of management, establish the Internet thinking, accurately understand the concept and connotation of the "Internet Plus" campus, fully apply the new generation of information technology into the education, teaching and management services of colleges and universities and deeply integrate it into the education, teaching and management services of colleges and universities, take the construction of intelligent and intelligent campuses as a starting point, promote the informatization construction of colleges and universities, and promote the transformation and upgrading of higher education in China and the construction of first-class universities and disciplines. At the beginning of the reform, there were various problems, which caused a lot of troubles to the college students, even affected the mood of college students and caused anxiety. This study analyzes the impact of the reform of college education management on students' anxiety and emotion under the perspective of Internet plus.

Subjects and methods: A total of 1000 questionnaires were randomly selected from many colleges and universities, including 600 questionnaires online and 400 questionnaires offline, using online and offline methods. The questionnaire includes the impact of Internet plus times on students' life and learning style, how to treat the reform of college education management and the change of college students' anxiety and emotion. The questionnaire was collected on the spot, with a total of 1000 questionnaires, with a response rate of 100%. If there is more than one blank or most options are the same consecutively and all options are the same, the questionnaire will be invalidated, and the final effective questionnaire will be 912 and the effective rate will be 91.2%. The questionnaire results were analyzed by SPSS17.0 software.

Results: The result of the survey shows that some students are doubtful about the challenge of the reform of higher education management in the Internet Plus era, and believe that there are some deficiencies in higher education management: Firstly, emphasizing hardware construction rather than theoretical research. Second, the lack of top-level design and planning guidance. The third is to ignore user demand-oriented and personal experience. Fourth, the "smart campus" lacks educational characteristics. Based on the above, the results are shown in Table 1.

Table 1. Results of students' psychological reactions to the changes in higher education management in the internet plus era

Psychological emotion	Value theory	Educational characteristics	Value personal experience	Actual design planning
Percentage of population/%	21.3	35.8	47.3	37.4

Conclusions: Through investigation and research, it is found that the reform of educational management in colleges and universities has a positive impact on easing students' anxiety and emotion. Higher education is undergoing the baptism of the Internet wave. In the tide of Internet era, "Internet +" campus is not only a strategic opportunity but also a strategic necessity. Our country higher education must dare to meet the challenge, to make the transformation, by a more open posture embraces the Internet. The innovation vigor of "Internet Plus" education will make the traditional education industry full of vigor and vitality. Towards the "Internet +" campus, building a smart campus is the inevitable trend of university information construction, but also the main theme of university information construction in the next decade.

* * * * *

MARKETING BEHAVIOR OF AGRICULTURAL PRODUCTS FROM THE PERSPECTIVE OF PSYCHOLOGY

Yina Feng

School of Business Administration, Sichuan Vocational College of Finance and Economics, Chengdu 610101,

China

Background: The important influence of psychological factors cannot be avoided in economic research. Psychological research believes that people's needs, motivation, attitude, personality and other psychological factors affect and lead to people's behavior. Of course, economic behavior is also affected by psychological factors. Therefore, the theories of economists such as Smith, Ricardo, Marshall and Keynes include analysis methods based on psychological behavior, research on the marketing of agricultural products. The interdisciplinary research of economics and psychology has been affirmed by the academic community. Professor Richard sale of the Business School of the University of Chicago, the winner of the 2017 Nobel Prize in economics, is committed to the interdisciplinary research of economics and psychology, builds a bridge between the economic and psychological analysis of personal decision-making, and is one of the founders of behavioral economics. It is of great significance to consider psychological factors in economic research. When people's economic conditions change, they can use their complete and consistent preference system, constraints and external conditions to affect people's consistent purchase behavior.

Most of the major domestic E-commerce platforms sell fresh agricultural products, and there are many medium-sized professional fresh platforms, but the profit ratio is low. It seems that most of the E-commerce platforms for fresh agricultural products are still in the investment stage. Compared with other types of commodities, the development of online sales of agricultural products is slightly slow. However, in recent years, some small-scale online sales of agricultural products have achieved success. Some farmers, farms and cooperatives sell their agricultural products by publishing network information, publishing trends in the circle of friends, establishing WeChat sales group and other means, and have achieved good benefits by means of intra city delivery or express home delivery. Therefore, we can use psychology to analyze the psychological factors of purchasing groups and promote the sales of agricultural products.

Objective: Psychology economics is an interdisciplinary subject of psychology and economics. In the era of network economy, it is more realistic to study the marketing behavior of agricultural products from the perspective of network psychology. Therefore, this paper uses the network psychological economy theory to analyze the important role of psychological factors such as conformity psychology, community psychology, price psychology and green consumption psychology in promoting the sales of agricultural products.

Subjects and methods: This paper mainly analyzes the impact of psychology on the sales of agricultural products. It is studied from four aspects: herd psychology, community psychology, price psychology and green consumption psychology. A third-tier city was randomly selected and a questionnaire was distributed to citizens to statistically analyze the impact of psychology.

Study design: 500 people were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 489 were recovered, and the number of valid copies was 473.

Methods: The effect of Statistical Psychology on agricultural product marketing behavior was analyzed by using Excel.

Results: Conformity is not only the same behavior as others, but also refers to changing their behavior or beliefs due to others. It is a common purchase motivation of consumers. This motivation is easier to be stimulated in small-scale farmers' online sales. Only by fully understanding the needs of consumers can we really control sales. After several shopping experiences, the target customers of xiaonong.com will gradually form a shopping community. They have similar shopping tendencies and interests, interact and communicate through WeChat groups or other platforms, and gradually form a demand preference and stable purchase motivation for a certain type of agricultural products. The members of each shopping group sold by xiaonong.com are relatively close in terms of economic income and cultural level, and have a relatively unified price preference psychology. With the strengthening of people's awareness of environmental protection and health, the concept of green consumption began to gradually affect the behavior mode of consumers. Organic agricultural products, green products and pollution-free agricultural products have become the priority products of some consumers.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 500 groups is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of psychology on marketing behavior of agricultural products

Content	Group psychology	Community psychology	Price psychology	Green consumption psychology
Student group	3	5	5	3
Working group	4	4	4	4
Retired group	5	3	4	5

Conclusions: Psychology is a science that studies people's psychological activities and their laws. The combination of psychology and economics constitutes economic psychology and psych economics. Economic psychology is a new subject that comes from the combination of economics and psychology. Its core is to use psychological theories and methods to study economic phenomena, analyze people's economic behavior from the perspective of psychology, and the psychological factors that form and affect economic behavior, including motivation, attitude, will and expectation. This paper uses the concept of psychological economics to study and analyze the marketing behavior of agricultural products. With the rapid development of information technology, network economy is booming. The combination of psychology and network economy can better analyze and predict the economic activities of agricultural product marketing.

* * * * *

CONCRETE IMPLEMENTATION OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Juan Wu

School of Marxism, Chengdu University of TCM, Chengdu 610000, China

Background: Influenced by their own personality, growing environment and college life experience, contemporary college students are generally fidgety and anxious. Although moderate anxiety is of some positive significance to individual's life, anxiety is, in the final analysis, a negative mentality, which brings a series of negative influences as well as positive ones. Therefore, it is urgent to strengthen the ideological and political education of college students and solve the problem of college students' psychological education. The traditional teaching of ideological and political theory course is the most important and basic carrier in college students' ideological and political education. However, after entering the 21st century, facing the intricate political and ideological development situation at home and abroad, more and more colleges and universities begin to realize that we should not only rely on the traditional ideological and political theory courses as a single transmission channel of ideological and political education, but must actively broaden and innovate the teaching carrier of ideological and political education of students by carrying out a new mode of education of curriculum ideology and politics, so as to enrich the ways for students to receive ideological and political education. From a deeper perspective, the ideological and political education concept of college curriculum can effectively promote the healthy development of students' psychological quality. Colleges and universities should not only reform the traditional ideological and political education by adopting the new educational concept of curriculum ideological and political education, but also broaden the vision of ideological and political educators by facing the modernization, the world and the future, break through the limitations of the traditional ideological and political education in colleges and universities, and study the laws of psychological and behavioral changes in the interaction between ideological and political psychological education and psychotherapy by using the knowledge of educational psychology, so as to open up the new situation of ideological and political education in colleges and universities today.

Objective: With the continuous deepening of the new curriculum reform, there are more obvious problems in the ideological and political curriculum education in higher vocational colleges. Therefore, it is necessary to explore the path of ideological and political education reform in higher vocational colleges from the perspective of educational psychology.

Subjects and methods: Educational psychology plays an active role in guiding the reform of ideological and political education in higher vocational colleges, which can help students to establish correct values and learning concept. This paper mainly analyzes the applied value of educational psychology from the reform measures of ideological and political education in higher vocational colleges. Through the establishment of "student-oriented" education and teaching concept, strengthen the cultivation of teachers' personal quality and skills, establish ideological and political theory education and teaching feedback mechanism, pay attention to ideological and political education and teaching process, and evaluate students in many ways. Randomly select 3 higher vocational colleges as the research object, distribute questionnaires to their students, and count the results of ideological and political education reform.

Study design: Stratified cluster random sampling method was used to investigate 500 students. Random sampling of 500 students to conduct a questionnaire survey, age is not limited, gender is not limited, professional is not limited. Distribution of 500 questionnaires, the recovery of 963 valid questionnaires.

Methods: Using Excel statistics of students of all ages to accept the ideological and political education courses in colleges and universities, to analyze the results of curriculum ideological and political teaching reform.

Results: In the actual teaching work, we should firmly carry out the teaching idea of student-oriented, fully stimulate students' initiative and creativity in learning, so as to realize the resonance with students' thoughts and consciousness, fully stimulate students' interest in learning, and better carry out the teaching work of ideological and political courses. Ideological and political course teachers treat ideological and political course teaching as a major course by changing the traditional formal concept of ideological and political course teaching to arouse students' enthusiasm. Through a variety of ways to discuss with students, timely understanding of vocational students in mind and learning activities of the problems, the implementation of guidance for students, in the late education to improve. Attach importance to the evaluation of fairness and hardness indicators, give students unqualified evaluation, promote the importance of education and education of students, standardization.

The results of this survey use the influence values of 1 to 5 grades and specific quantitative factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation values of 500 students are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Contents of educational psychology on ideological and political teaching reform in higher vocational colleges

Content	Higher vocational college A	Higher vocational colleges B	Higher vocational colleges C
Student-oriented education and teaching concept	4	4	5
Personal quality and skill training of teachers	4	5	4
Teaching information feedback mechanism	4	3	3
Multifaceted assessment of students	4	3	4

Conclusions: In essence, psychology is a subject that continuously influences individual's behavior according to guidance and inspiration. But educational psychology in higher vocational colleges ideological and political curriculum education of transformative use and try, should pay more attention to the implementation of the impact of students. Educational psychology attaches great importance to human nature, life and society, and pays attention to exploring people's inner potential and virtue. In order to ensure the healthy development of students, we need to infiltrate the idea of educational psychology into the whole process of ideological and political teaching in vocational colleges. Under the background of educational psychology, the reform of ideological and political curriculum education in higher vocational colleges needs better and more comprehensive application of educational psychology.

* * * * *

IDEOLOGICAL IMPACT IN ANCIENT CHINESE LITERATURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY-TAKING THE BOOK OF SONGS AS AN EXAMPLE

Jia Fan

School of Literature, Journalism & Commynication, Xihua University, Chengdu 610039, China

Background: Social psychology is a science that studies the occurrence, development and change law of individual psychological activities under specific social living conditions from the perspective of the interaction between society and individuals, that is, the problem of "how to think". Social psychology can effectively study the occurrence and change law of psychology and behavior of individuals and groups in social interaction. Social psychology discusses interpersonal relationships at the individual level and social group level. The research contents at the individual level include: individual socialization process, communication, speech development, partners, the impact of family and living environment and school on individuals. The research contents at the social group level include: group communication structure, group

norms, attitudes, racial prejudice, aggression, customs and culture, etc.

The book of songs is the first collection of poems in China. It collects poems from the early Western Zhou Dynasty to the middle spring and Autumn period, spanning about 500 to 600 years. The book of songs is divided into three parts: wind, elegance and ode. Wind is a ballad of the Zhou Dynasty. "Ya" is the Zhengsheng elegant music of Zhou people. "Ode" is a sacrificial song of Zhou Wangting and noble ancestral temples. The book of songs is rich in content. It reflects labor and love, war and corvee, oppression and resistance, customs and marriage, ancestor worship and banquet, and even celestial phenomena, landform, animals and plants. It is a mirror of the social life of the Zhou Dynasty. In these rich contents, it shows the political and ethical thought of ancient China in the form of art.

Objective: Social psychology is a major branch of psychology. It studies psychological problems related to society. We know that all social things have human factors, that is, psychological problems. Therefore, this paper uses social psychology to analyze the impact of ideological impact on ideological politics in ancient Chinese literature.

Subjects and methods: This paper mainly analyzes the effect of social psychology on the ideological impact in ancient Chinese literature. It is studied from three aspects: influencing individual motivation and behavior, emotion and emotion theory, and promoting the development of ideological work.

Study design: Through the method of literature investigation, this paper refers to the literature on the literary thought of the book of songs in recent 10 years, and studies and analyzes the thought of ancient Chinese literature. Literature survey is a very convenient, free and safe survey method. Literature survey is less restricted by the outside world. As long as the necessary literature is found, it can be studied anytime and anywhere. Even if there is an error, it can be made up by re research, so its safety factor is high.

Methods: The impact of social psychology on the thought of ancient Chinese literature is statistically analyzed by Excel.

Results: The starting point of the work is to guide people's thoughts and behaviors in the right direction on the basis of understanding individual political history, ideological consciousness, moral quality and personality psychological characteristics. Through the impact of social psychology, the development of individual motivation and behavior can be promoted. From the perspective of emotion, it can awaken people's ideas and use the power of emotion to infect the object. Social psychology research shows that emotional communication is most likely to produce positive results. At the same time, harmonious interpersonal relationship can effectively carry out ideological work.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in evaluation, the rounding method of the obtained results is determined. The specific statistical table is shown in Table 1.

Table 1. Ideological impact of social psychology on ancient Chinese literature

Content	Individual motivation and behavior	Emotion and emotion theory	Promote the development of ideological work
Degree of influence	5	5	5

Conclusions: The Chinese nation has a profound cultural tradition, has formed a distinctive ideological system, and embodies the knowledge, wisdom and rational speculation accumulated by the Chinese people for thousands of years, which is the unique advantage of China's thought. Chinese civilization continues the spiritual blood of the country and nation. It not only needs to be passed down from generation to generation, but also needs to keep pace with the times and bring forth the new. The book of songs is one of the earliest and most important classics in the history of the development of Chinese civilization. Its form, content, thought and spirit have a great impact on the development of Chinese civilization. Up to now, it also gives important enlightenment to our political ethics construction and even cultural construction.

*   *   *   *   *

DECISION MAKING AND APPLICATION OF ENTERPRISE STRATEGIC FINANCIAL MANAGEMENT FROM THE PERSPECTIVE OF PSYCHOLOGY

Shuran Feng

School of Business, Hong Kong Baptist University, Hongkong 999077, China

Background: Since 2017, the main idea of China's economic market development is to keep making progress while maintaining stability and continue to promote the development of the overall economy in the new period in accordance with the macroeconomic pace of national industrial structure adjustment and supply side structural reform. However, from the current economic data, in 2016, the national CPI increased by 2.1% and PPI increased by 5.1% year-on-year. Although the total GDP rose to 17 trillion, the national economy as a whole is facing great pressure from the continuous increase of inflation. With the rapid development of enterprises and the increasing requirements of market environment on enterprise management ability, the decision-making and application of enterprise finance have been directly related to the comprehensive management level of enterprises. The ultimate goal in the process of enterprise development is internally consistent with the goal of enterprise financial management, which is to maximize enterprise benefits and profits. Therefore, only by raising the financial management to the height of enterprise management, can financial management really play its role in enterprise capital operation, risk management and strategic planning. The new economic and enterprise development model endows the enterprise financial management with new significance and role, that is, in order to improve the capital operation efficiency of the enterprise and strengthen the core advantages of the enterprise in the current competitive environment, the financial management should start from the overall perspective of the enterprise strategy, based on the long-term development strategic objectives of the enterprise, and give full play to its strategic role in the enterprise's financial activities Tactical role.

Objective: The growing economic situation has brought greater pressure to the further development of enterprises. In order to improve the pressure resistance of enterprises and ensure the survival and development of enterprises, financial management plays an important guiding role in enterprise strategic planning and decision-making. Therefore, based on the current economic development situation and the objectives and contents of enterprise financial management, this paper discusses and analyzes the application of financial management in enterprise strategic planning and investment decision.

Subjects and methods: Under the background of psychology, efficient enterprise strategic management and financial decision-making and application can effectively promote the development of enterprises. This paper mainly studies from three aspects: performance feedback, strategic change and risk prevention and control. Six large, medium and small enterprises are selected as the research object to investigate and analyze the decision-making and application of enterprise strategic management finance.

Study design: A questionnaire was distributed to 60 senior executives of six companies. The questionnaire is required to be completed at one time. It takes about 15-20 mins for each person to fill in the questionnaire. A total of 60 copies were distributed, 60 copies were recovered, and the number of valid copies was 60.

Methods: The decision-making and application effect of enterprise strategic management finance from the perspective of Excel statistical psychology.

Results: The process of performance feedback information is disturbed and affected by many factors, among which the cognition and risk preference of financial managers are the key to the interpretation of fuzziness. Under the psychology of self enhancement and self-service, financial managers can guide the fuzzy feedback information to the decision-making and application of finance. Management's financial decision affects the organization's strategic change to the enterprise, and can effectively promote the development of the enterprise. Correct financial decision-making can effectively improve the risk avoidance, loss control, risk transfer and risk retention of enterprises. Through the feasibility analysis of enterprise investment projects by the financial department, we can get the amount of funds and capital occupation time that enterprises need to invest in the process of project investment, and further estimate the rate of return and investment risk of enterprise investment.

The survey results use five grades of 0-4 to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 60 senior managers of enterprises are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Financial decision-making and application effect of enterprise strategic management from the perspective of Psychology

Factor	Performance feedback	Strategic change	Risk prevention and control
Small business	4	4	4
Medium-sized enterprise	3	4	3
Large enterprises	4	3	4

Conclusions: In order to effectively adapt to the development trend of economy, science and technology,

improve the comprehensive pressure resistance of enterprises, and give full play to the role of financial management in enterprise strategic planning and decision-making, it has become an important means for enterprises to get rid of the bottleneck of development. Enterprises can improve the positive role of financial management in the survival and development of enterprises through psychology, so as to realize the value-added and efficiency of enterprises in the current increasingly severe economic environment, and escort the further progress and development of enterprises.

* * * * *

INFLUENCE OF TEACHER DEVELOPMENT ON ANXIETY AND EMOTION OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF INTERNET PLUS

Xinran Jiao

Teachers' Working Department of the CPC Beijing Dance Academy Committee (Office of Human Resource), Beijing Dance Academy, Beijing 100081, China

Background: With the advent of "Internet Plus" era, higher education is facing opportunities and challenges. University teachers are the cornerstone of the development of colleges and universities, which determines the development direction of higher education in the future. From the perspective of development mode of college teachers, college teachers are faced with the opportunities and challenges of teaching reform brought by the Internet, as well as the pressure of updating their own knowledge system in order to better enhance their scientific research level. From the perspective of organizational system of university teacher development, it is urgent for TDC to provide university teachers with all kinds of development resources needed in the "Internet Plus" era. From the perspective of university faculty development motivation, the university faculty development in the "Internet Plus" era faces the situation of surplus external motivation and insufficient internal motivation. From the content of university teacher development, the way of university teacher development mainly includes teaching development and scientific research development. First of all, the "Internet Plus" era has subverted the traditional way of learning. It is more convenient for college students to acquire knowledge. College teachers' learning methods and teaching methods should also change accordingly. Secondly, the speed of knowledge updating in the Internet Plus era accelerates the aging of the original knowledge structure and knowledge system of university teachers. Scientific research can not only promote university teachers to better learn how to effectively obtain information and reorganize information in the vast ocean of knowledge, but also promote university teachers to further update their own knowledge system. The Internet Plus era provides more space and more options for university teachers to develop scientific research. From the perspective of university teacher development organization system, the university teacher development center is the institution most closely related to university teacher development. In the "Internet Plus" era, the development of university teachers faces unprecedented external impetus. Along with the development of the times, the network technology makes the knowledge change with each passing day, the channel for university students to obtain teaching resources is pluralistic, which leads to the situation that university teachers face the accelerated aging of their own knowledge structure and the lagging of their own teaching level, the external impetus faced by university teachers has destroyed the stability of university teachers' self-value judgment, and triggered the huge internal development demand of university teachers in teaching and research development.

Objective: Anxiety refers to a state of anxiety and fear in which a person's self-esteem and self-confidence suffer setbacks, or feelings of failure and guilt increase, as a result of a failure to achieve a goal or to overcome the threat of obstacles. Since the intensity of anxiety can only be directly assessed by experienced individuals, the researcher must have an indirect way to assess his or her phenomena and physiological characteristics. Competition in various fields has become a social phenomenon. The psychological pressure borne by people is increasing. Especially, the psychological health of college students is on the rise, especially anxiety. If students' anxiety is not adjusted in time, students' self-esteem and self-confidence will be affected, and the sense of guilt in learning will increase sharply. In the long run, there will be a kind of nervous and even fear of learning psychology, on our late music learning will also bring great obstacles.

Subjects and methods: A total of 800 questionnaires were randomly selected, including 500 questionnaires online and 300 questionnaires offline, using both online and offline methods. The questionnaire includes the impact of Internet plus times on students' life and learning style, how to treat the development of college teachers and the change of college students' anxiety and emotion. The

questionnaire was collected on the spot, with a total of 800 questionnaires and a 100% response rate. If there is more than one blank or most options are the same continuously or all options are the same, the questionnaire will be invalidated. The final valid questionnaire is 729 and the effective rate is 91.125%. The questionnaire results were analyzed by SPSS 17.0 software.

Results: The results of the survey show that some students are skeptical about the challenges of faculty development in the Internet Plus era, believing that there are deficiencies in the mode, organization and motivation of faculty development. The results are shown in Table 1.

Conclusions: The "Internet Plus" era has put forward higher requirements for the quality of teaching and the level of university teachers. How university teachers reorganize their knowledge and build their ability to innovate their teaching and research level is a field worthy of further study. From the perspective of the development mode of university teachers, university teachers in the "Internet Plus" era are faced with the opportunities and challenges for teaching reform brought about by the Internet and the pressure to update their own knowledge systems to better enhance the level of scientific research. From the perspective of the organizational system for university teacher development, the university teacher development center in the "Internet Plus" era is faced with the new opportunities and challenges of how to make better use of network technologies and platforms to provide national university teachers with development projects that they can participate in at any time. From the perspective of the development momentum of university teachers in the "Internet Plus" era is faced with the situation of surplus external motivation and insufficient internal motivation. According to the challenges faced by university teachers in the "Internet Plus" era, combined with the research results of university teacher development at home and abroad, it is concluded that the countermeasures of university teacher development in the "Internet Plus" era are that university teachers should take online teaching as the main theme and achieve interdisciplinary research through the Internet, which will not only greatly help teacher development, but also have a positive impact on students' anxiety.

Table 1. Results of students' emotional and psychological responses to faculty development in the internet plus era

Psychological emotion	Mode of development	Organizational system	Power
Percentage of population/%	21.3	47.3	37.4

*　　*　　*　　*　　*

BRAND IMAGE DESIGN OF RURAL TOURISM FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY-TAKING THE BEAUTIFUL COUNTRYSIDE IN CENTRAL AND SOUTHERN HAINAN AS AN EXAMPLE

Rui Wang & Mengxi Zhou

Creative Design College, Hainan Tropical Ocean University, Sanya 572022, China

Background: Consumer psychology has a strong personal subjective consciousness, which will have a significant impact on consumers' cognition, emotion and other psychological factors, and ultimately determine consumers' purchase behavior. Consumer behavior generally comes from two kinds of consumer psychology, one is instinctive consumer psychology, the other is social consumer psychology. Instinctive consumption psychology depends on the temperament, personality, will and ability of individual consumers. Social consumption psychology is not only a social behavior with specific meaning, but also a key factor affecting and dominating consumption behavior. Compared with the average income of residents, rural tourism is a high consumption product. When choosing, consumers will generally understand and compare the tourism sites in advance, and make detailed inquiries on brand image, local customs and climate characteristics.

Since the reform and opening up, more and more people are willing to go out, broaden their horizons and enrich the spiritual world. Therefore, tourism has become one of the choices for people to relax. People often choose scenic spots such as places of interest. However, in recent years, people's consumption concept seems to have changed, and gradually began to transfer from places of interest to rural areas through self-driving travel. Therefore, rural tourism has gradually developed, which has also brought development opportunities to many villages with relatively lagging economy. Analyze rural tourism brands from the perspective of consumer psychology to improve rural economy, Achieve the effect of inheriting history and

culture.

Objective: With the rapid rise of China's economy, tourism is becoming more and more prosperous. As the state puts forward the strategy of actively implementing rural revitalization, many villages have embarked on the road of getting rid of poverty and becoming rich. Taking the beautiful countryside in central and southern Hainan as a case, this paper carries out systematic research, hoping that through the research, it can contribute to enhancing the popularity of rural tourism brand image, improving rural tourism construction and enhancing rural economic development.

Subjects and methods: Consumer psychology can design rural tourism brand image and spread and promote rural tourism brand image through various forms. By studying the influence of consumer psychology, this paper can improve the overall image of the countryside, carry forward the rural characteristic culture and increase the income of the villagers.

Study design: Using the method of interview analysis, 50 builders and 200 tourists of beautiful villages in central and southern Hainan were interviewed to understand the effect of rural tourism brand image. The visit time for each person is about 15-25 mins.

Methods: The influence of consumption psychology on the design of rural tourism brand image is analyzed by using Excel.

Results: Rural tourism brand means that the local government, enterprises or individuals in the countryside take the countryside as the tourism scope, name it after the countryside, and use the unique resources and environment of the countryside to attract tourists, so that the tourists who come to visit can experience an atmosphere different from urban life, which can effectively improve the overall image of the countryside. By displaying rural resources, tourists can feel the nature closely and experience various local activities held by villagers, which can reflect the characteristic culture of rural tourism. The increase in the number of tourists has increased the income of villagers.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Impact of consumer psychology on rural tourism brand image design

Factor	Overall rural image	Rural characteristic culture	Villagers' income
Influence value	4	4	4

Conclusions: On the road of rural tourism development, the innovation and design of brand image can improve the popularity of the countryside and contribute to the development of rural tourism, so as to achieve the purpose of revitalizing the beautiful countryside. To develop rural tourism, we must first find methods, find the right methods, and learn to innovate. While vigorously developing rural scenic spots and building beautiful villages, we should help rural tourism construction and promote rural economic development by building rural tourism brand image. Integrating the characteristics of beautiful villages in central and southern Hainan into the brand construction, highlighting the characteristics and improving the publicity effect plays an important role in the publicity and promotion of rural tourism image. Through the understanding and innovation of the local geographical environment, cultural customs, scenic spots and historic sites, the characteristic elements are extracted and integrated, and the unique brand visual image belonging to the village itself is designed. Through on-the-spot detailed investigation, understand the characteristic highlights of beautiful villages in central and southern Hainan, transform them into new visual symbols, and reasonably apply them to brand design to design a unique brand image for rural tourism.

* * * * *

CHANGES OF WOMEN'S CLOTHING IN TANG AND SONG DYNASTIES FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Fayuan Mai[1] & Wen Hua[2]

¹*Department of Tourism and Art, Guangling College, Yangzhou University, Yangzhou 225000, China*
²*College of Textile and Clothing, Yangzhou Polytechnic College, Yangzhou 225000, China*

Background: The Tang Dynasty was a strong and prosperous Dynasty in China's history. The inclusive social atmosphere made the cultural and trade exchanges between the Tang Dynasty and ethnic minorities more frequent. Generally speaking, the culture of the Tang Dynasty mainly accepted foreign culture, and its cultural spirit and dynamics were complex and enterprising. Clothing is the product of the integration of social, political, economic, cultural and other factors. Women's clothing in the Tang Dynasty has many styles, colorful and strong flavor of Hu people, while women's clothing in the Song Dynasty is simple, elegant and implicit, showing different style characteristics. The Tang Dynasty was a prosperous period of ancient society in China. Enlightened politics, rich economy and inclusive thought created a gorgeous, rich and free clothing culture. During the Tang Dynasty, Chinese clothing constantly absorbed, integrated and innovated, forming a clothing culture with great aesthetic characteristics of the times. The Song Dynasty had frequent social wars and the society had been in a state of turbulence for a long time. Although the social economy had developed in the Song Dynasty, people's thoughts tended to be conservative and their absorption of foreign culture almost stagnated. In the Song Dynasty, due to the great changes in politics and economy, the rise of Zhu Zi's Neo Confucianism and the common action of the aesthetic taste of scholar officials and scholars, clothing appeared different aesthetic characteristics from that of the Tang Dynasty. Song Dynasty costumes are comfortable, simple and elegant, light as the main tone, creating a kind of leisure and elegant aesthetic interest.

Objective: As the product of the integration of many factors such as history, politics, economy and culture, clothing is the embodiment of the comprehensive spirit and material of a period. When it developed to the Tang and Song Dynasties, it showed different styles. Women's clothing in the Tang Dynasty was inclusive and elegant. Women's clothing in Song Dynasty showed the characteristics of simplicity, implication and elegance. Through social psychology, we can effectively study the changing characteristics of women's clothing.

Subjects and methods: Based on the existing literature, archaeological relics, paintings, poems and other ground and underground data, this paper analyzes and compares the characteristics of women's dresses and regular clothes in the Tang and Song Dynasties, including the shape and color of makeup, and clarifies the context of the development of dress color in the Tang and Song Dynasties and the different views of dress color in the Tang and Song dynasties. This paper discusses the relationship between the evolution of clothing color and the vigorous development of handicraft industry in the Tang and Song Dynasties from the perspective of social psychology.

Study design: This paper comprehensively uses multiple textual research methods, historical comparative research methods, inductive analysis and other research methods, takes Confucianism and Taoism as representatives, combs the traditional concept of clothing and color in ancient China, and traces the origin of the different styles of women's clothing color in the Tang and Song Dynasties from the traditional ideas.

Methods: Use Excel to count the changes of women's clothing in Tang and Song Dynasties from the perspective of social psychology.

Results: In Chinese traditional dress culture, dress not only plays the role of covering the body, but also becomes the cultural carrier of "rule of Rites" in feudal society. Represented by Confucianism, Chinese traditional clothing concept advocates the clothing culture concept with "ceremony" as the core, and promotes the etiquette society of respecting and inferiority, elders and children with the help of the externalized form of clothing. Clothing color controls the development and change of the universe by the rise and fall cycle of the five elements of gold, wood, water, soil and fire. The five colors of green, red, black, white and yellow are regarded as the corresponding colors of wood, fire, water, gold and soil, which are regarded as positive colors. The intermediate colors are mixed according to the philosophical view of yin and Yang, which are located between the five colors, forming a unique color view in ancient China and forming a color that affects social life Political culture, religious etiquette and other aspects of the color culture system. In the traditional culture at that time, the five colors once contained a relatively distinct thought of color hierarchy. Black in the five colors represents the sky. Yellow is both the earth and the sun, so it is an auspicious and auspicious color. According to the five elements, yellow represents the middle position. In the Tang Dynasty, it became the exclusive clothing color of the emperor, ranking first among the five colors, which fully shows the hierarchy conveyed by the color.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Conclusions: Clothing culture not only reflects the politics, economy and culture of a certain historical period, but also reflects a nation's national spirit and national psychology. On the whole, the Tang Dynasty

is a prosperous and open Dynasty with great national integration in China's history. The silk weaving industry was developed in the Tang Dynasty. Therefore, in the Tang Dynasty, women's clothing mostly used thin, light and transparent silk. The Tang Dynasty was open-minded, with Confucianism, Buddhism and Taoism, human nature was fully publicized, and the clothing showed the characteristics of gorgeous and open. The Song Dynasty was in years of war with the northern minorities, and the society was turbulent. The economy of the Song Dynasty was more developed than that of the Tang Dynasty, breaking the boundary between the square and the city. Economic activities were active, and then the country was poor and weak. The rulers of previous dynasties emphasized pragmatism and simplicity. With the rise of Neo Confucianism in the Song Dynasty, the feudal patriarchal clan system and ethics bound people's thoughts, so the costumes in the Song Dynasty tended to be simple and simple.

Table 1. Changes of women's clothing in Tang and Song Dynasties from the perspective of social psychology

Factor	Clothing view	Color view	Hierarchy view
Women's clothing	4	4	4

* * * * *

EVALUATION AND ANALYSIS OF COMMUNICATION EFFECT OF ANIMATION FILM AND TELEVISION WORKS BASED ON BEHAVIORAL PSYCHOLOGY

Qiaohong Hu

Institute of Arts, Zhejiang Shuren University, Hangzhou 310015, China

Background: With the healthy and rapid development of information economy and science and technology, people's enthusiasm for culture and art is becoming stronger and stronger. Under the background of serving the cultural and creative industries needed by people's spiritual life and becoming the focus of social attention, network animation has become one of the mainstreams of a new artistic ideology and fashionable flash culture. It is a "new discipline" produced in the era of modern new media. The development of network animation has further promoted the development of technology, art and commerce. This will also face a great test for our cultural form. Under the impact of the changing mainstream fashion, the differentiation brought by media culture is often more exciting and profound than the previous ideas and cultural factors. However, in today's harmonious society, we should pay more attention to the integration of economic common prosperity and cultural order. In the current society, the demand and application range of network animation is very broad. The convenience, economic and civilized benefits and social and cultural progress brought by network animation are incalculable. Under the influence of high technology and digital information age, the development of network animation is gradually reaching a climax. The development of this trend has gradually formed a new ideology of art, and also promoted the development of new media art and commercial economy.

Behaviorism learning theory takes empiricism as its philosophical background. Positivism provides operational methodological guidance. At the same time, we find that positivism is essentially a kind of mechanical materialism. Positivism is manifested in different stages of positivism in its development process, such as empirical positivism, logical positivism and so on. Under its influence, behaviorism learning theory can be divided into two tendencies in its development process: One is radical behaviorism, including Watson's classical behaviorism and Skinner's operational behaviorism. They are greatly influenced by empirical Positivism: another tendency is the mild behaviorism represented by hull and Tolman, which is greatly influenced by logical positivism.

Objective: Animation is a film and television art form with animation form. It not only has all the characteristics of film and television works, but also has its own particularity. Tracing the origin of animation is entirely in people's imagination of the dynamic performance of life. From the perspective of film and television psychology, the common appreciation of refined and popular customs does not mean that audiences at different levels have a common understanding of the connotation of the same program, but that the works contain a meaningful core in the surface interpretable narration, from which viewers who are able to understand this core can obtain philosophical insights. Therefore, through behavioral psychology,

we can convey a simple and beautiful understanding to the audience, provide sufficient entertainment and recreation, and have a strong communication effect.

Subjects and methods: 600 social groups were randomly selected, including 200 students, 200 working groups and 200 retirees. The questionnaire was filled in within 15-20 mins. A total of 600 questionnaires were distributed, 587 were recovered and 573 were effective.

Methods: Excel table is used to study and analyze the evaluation of the communication effect of behavioral psychology on animation film and television works, as shown in Table 1.

Results: People's understanding of color is often accompanied by experience and association formed by these knowledge and experience. Color is divided into two systems: warm color and cold color. Using their different emotional symbolic meanings to depict characters can effectively spread animation values. At the same time, in the design of animation, the law of beauty and the change of rhythm and rhythm are often used to enhance the aesthetic psychological needs of the audience. In film and television animation, passionate music is used to show the scene of fighting. use soothing music to express sweet and dreamy animation scenes. use deep sad music to express heavy and sad emotions. These all need to flexibly use music to promote the development of the story plot according to the needs of the story plot of film and television animation, so that the audience can feel in it. In the field of design, the theme and ideological realm of a work directly affect the success of the work, which is also applicable in the creation of animation works. In the process of animation creation, the creator needs to constantly integrate his thoughts into the animation works, and communicate with the audience in this way, so as to resonate between the audience and the creator.

Use 0-4 to represent the actual impact effect degree, 0 means no impact, 1 means slight impact degree, 2 means impact effect, 3 means strong impact effect, and 4 means profound impact effect.

Table 1. Communication effect of behavioral psychology on animation film and television works

Group	Color	Music	Story
Student group	4	3	3
Working group	4	4	3
Retired group	3	3	3

Conclusions: Whether the cartoon can be loved by the audience does not depend on how beautiful its picture is, how much money it has invested, or how powerful its production team is. To a large extent, it depends on whether it touches the sensitive nerves of the audience and wins the heart of the audience. Therefore, the communication effect of animation film and television works can be effectively through behavioral psychology, so as to expand the influence scope and degree of animation works. According to the effect of the evaluation, it is concluded that to improve the specific means of communication, we can gradually cultivate high-quality animation senior talents who understand creation according to the law of education and market, constantly establish in-depth and perfect research on the basic aesthetic theory and animation creation theory, and apply these theories to practice, so as to improve the level of animation creation in China.

* * * * *

VISUAL EXPRESSION OF CARTOON IN CHILDREN'S FOOD PACKAGING UNDER THE BACKGROUND OF PRESCHOOL CHILDREN'S PSYCHOLOGY

Tianyun Xu

School of Art and Design, Xihua University, Chengdu 610000, China

Background: Cartoon is a Chinese transliteration of English "cartoon". The word cartoon originated in Japan and separated from painting art, including traditional comic books with ironic humor, multiple comic books in narrative form (mostly seen in comic books, i.e., today's picture book stories) and comic books with free spirit of graffiti hand-painted. Because comics can convey information more vividly and intuitively, and are more in line with the fast-paced modern life and children's aesthetic habits, the product packaging based on cartoon and comics is welcomed by parents and children. With the development of social economy, the continuous innovation of science and technology and process materials, the level of product packaging is rising, the design methods are diversified and the style is personalized. Packaging design has some commonness and individuality among different industries and within the same industry. For example,

industrial products packaging mainly uses cold colors to express the image of the enterprise, such as dark blue, green, or black, white and gray. The packaging structure is mostly square, it facilitates mass transportation and safety. The use of graphics also prefers geometric abstract forms with scientific and technological colors. The packaging in the food industry is more emotional. Soft warm colors are often used in color matching, and the packaging structure can be rich and changeable according to the category of food contents. The form of graphics can be realistic or abstract.

Objective: With the rapid development of economy and the increasing improvement of people's living standards, children's consumption has gradually become a major trend. How to design packaging that can not only meet the basic functions of food packaging, but also meet the consumption psychology of modern children and parents has become the focus of modern designers. The integration of cartoon elements into packaging design came into being under this background, it is a deep thinking on children's food packaging, which is discussed from the perspective of composition elements such as text, color and graphics in children's packaging, in order to clarify the ideas for the practice of food packaging design suitable for children. Therefore, in order to improve the efficiency of logistics transportation and ensure stable transportation, it is necessary to study the impact of cognitive impairment of consumer psychology.

Subjects and methods: Parents, as one of the decision-makers of children's food purchase, designers need to take into account the consumption needs of parents who help children make purchase decisions when designing children's food packaging. This involves whether the description of packaging text, color matching and the selection of materials and technology can bring a sense of security to parents. This paper mainly starts from lively text, bright and intuitive colors and graphics Interesting structural modeling and multi-level visual guidance are investigated and analyzed in these four aspects.

Study design: 500 parents were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 493 were recovered, and the number of valid copies was 484.

Methods: Excel was used to count the visual performance of comics in children's food packaging under the background of preschool children's psychology.

Results: Text is the main way and means to convey product information to consumers. According to different product requirements and design styles, in children's food packaging, the title text is generally lively and vivid. Cartoon image and product name can be used to improve purchase desire. Color plays an important role in food packaging design. Different colors have their own meanings and emotions. It can stimulate Association, cause people's psychological resonance, and produce corresponding taste and taste reactions. Using color to accurately express taste information such as sour, sweet, bitter, salty, soft, hard and light on product outer packaging needs to rely on a deep understanding of color law and color psychology. Educational packaging design can also increase the possibility for children to buy products. For example, monomer packaging can add thought-provoking labels on the structure, or find breakthroughs in the shape or way of packaging opening. In view of the limited amount of information in children's packaging design, we should pay attention to overall consideration, straighten out the relationship between various elements, and deal with the relationship between subject and foil, symmetry and balance, comparison and coordination.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Visual expression effect of cartoon in children's food packaging under the background of preschool children's psychology

Factor	Lively writing	Intuitive color and graphics	Interesting structure modeling	Multilevel visual guidance
Children's food packaging	4	4	4	4

Conclusions: The application of cartoon elements in children's food packaging design is not only a phenomenon, but also a trend. Combined with the current hot spots of children's interest, looking for design content, integrating cartoon style, extracting relevant design elements, and designing according to the consumption psychology of children and parents can better achieve the purpose of packaging promotion and realize the artistic and commercial value of packaging.

* * * * *

COPING STRATEGIES OF EMPLOYEES' PSYCHOLOGICAL ANXIETY AND PRESSURE IN THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE

Xuan Gong

Business College, Wuhan Qingchuan University, Wuhan 430000, China

Background: Cross border E-commerce refers to an international business activity in which transaction subjects belonging to different customs territories reach transactions, make payment and settlement through E-commerce platform, deliver goods and complete transactions through cross-border logistics. This is the expansion and extension of E-commerce in the context of economic globalization. In modern consumer life, *Haitao* has become the habit of many consumers in China to participate in online shopping. Especially today, with the continuous development of mobile intelligent technology, the emergence of various shopping and social software makes netizens have more and more opportunities to contact overseas shopping. Therefore, it is common to purchase goods from overseas by means of cross-border E-commerce platform and personal purchasing. At present, Internet E-commerce is developing rapidly, and the rise of major platforms such as Taobao, jd.com and Suning Tesco is gradually changing people's consumption mode, which is an important model for global economic development in the future. At present, the domestic market is improving, and the competition between platforms is aimed at cross-border E-commerce. Although the overall industry seems to have a large demand for talents and good policies, there are many problems in the level of talents. In today's society, the development of the Internet has greatly subverted people's traditional life mode, switching from offline to online, using mobile app to complete the purchase and deliver to the door, including the takeout most used by young people, such as *Hungry*, *Meituan* and *Baidu* takeout. The rapid rise and development of an industry needs a large number of high-quality talents to provide high-quality services. Although the current development trend of China's cross-border E-commerce is good, the problems encountered behind the optimistic development data have also become the main factors affecting the sustainable and healthy development of China's cross-border E-commerce. The problems encountered in the development of cross-border E-commerce are mainly as follows: (1) The management system is imperfect. (2) The payment platform is not standardized. (3) Inadequate logistics development. (4) Brand competitiveness is not strong. Therefore, for employees in the development of cross-border E-commerce, they are under great psychological pressure and are prone to anxiety. Psychological anxiety is a component of anxiety. As opposed to "physiological anxiety". Emotional experience and behavior performance in anxiety state. Individuals in this state feel fear, worry, tension, worry, even panic or a sense of impending death. The behavior shows restlessness, tight face, sad face, limb tremor, rubbing hands and feet, tossing and turning, unable to sleep at night and panic all day. If it is appropriate, it can improve people's vigilance level, mobilize people's coping resources and urge people to take action. If excessive, it will damage cognitive function. Sometimes a vicious circle can be formed between bad emotional experience and cognitive impairment. Social support and psychological defense mechanisms help people get out of trouble. Therefore, special attention should be paid to the mental health of cross-border E-commerce practitioners.

Objective: In order to meet the convenience, speed and linkage requirements of consumers for cross-border E-commerce, improve the management system of cross-border E-commerce and ensure the smooth flow of E-commerce logistics, we must fundamentally solve the psychological anxiety of employees. First, we should use macro-control to strengthen management according to law. Secondly, improve the payment platform and break the transaction barriers. Thirdly, adhere to the brand strategy and expand cross-border business. Finally, strengthen infrastructure and optimize logistics system.

Subjects and methods: 50 cross-border E-commerce practitioners were randomly selected as investigators and investigated in the form of interviews. There is no limit to gender, age and position. The access time shall be controlled within 20-40 min. Fifty investigators were randomly divided into control group and experimental group. The contents of the interview were as follows: The experimental group applied the knowledge of anxiety psychology to understand and analyze the causes of the psychological pressure of the employees in the experimental group, interviewed from four aspects: strengthening management, improving payment platform, expanding business and optimizing logistics system, recorded the psychological reactions of the employees in the experimental group, and whether they were satisfied with the strategies proposed for improvement. The control group has a general conversation, which also starts from the above four aspects to understand the satisfaction of the employees in the control group with their current situation.

Methods: SPSS 18.0 software was used to investigate the satisfaction of employees' psychological anxiety and stress coping strategies in the development of cross-border E-commerce.

Results: The survey results are quantified in five grades of 0-4. 0 indicates dissatisfaction, 1 indicates slight satisfaction, 2 indicates general satisfaction, 3 indicates very satisfaction and 4 indicates special

satisfaction. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of employees of 50 cross-border E-commerce are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Satisfaction degree of employees' psychological anxiety and stress coping strategies in the development of cross-border E-commerce

Factor	Strengthen management	Improve the payment platform	Expand business	Optimize logistics system
Control group	3	2	2	1
Test group	3	4	4	4

Conclusions: The introduction and cultivation of compound talents is not only the for cross-border E-commerce enterprises to improve their competitiveness, but also an important force to promote the transformation of China's industry. Facing the trend of sustainable development of cross-border E-commerce, on the one hand, enterprises should start from their own long-term development and pay attention to the attraction and training of compound talents. While improving the human resource management system, they should also learn advanced models and attract advanced talents through cooperation with foreign E-commerce enterprises. On the other hand, the education department should also be market-oriented, constantly improve the professional courses of E-commerce in colleges and universities and vocational colleges, and improve the ability of modern trade talents to participate in cross-border E-commerce. Employees of cross-border E-commerce play an important role in the development of cross-border E-commerce, because they should pay attention to and solve their psychological problems in time.

* * * * *

MARKETING PSYCHOLOGY OF TOURIST SOUVENIRS CONSIDERING ADVERTISING EMOTION TRANSMISSION

Ying Lu[1] & Bo Cui[2]

[1]School of Applied Technology, University of Science and Technology Liaoning, Anshan 114051, China
[2]Electrical Automation Department, Ansteel Engineering Technology Corporation Limited, Anshan 114000, China

Background: As a special service product, tourist souvenirs are different from the physical products produced by general enterprises in that they are non-storable and nontransferable, which also determines the important position of tourist souvenir advertising. The biggest difference between tourism products and other physical products is that there is no independent production process. The results of production are not expressed in specific physical forms, but production and consumption are carried out at the same time. Without the consumption of tourists, there will be no formation of tourist souvenirs, and it is impossible to show its product utility. Therefore, the non-storability of tourist souvenirs means that the utility of tourist products cannot be accumulated. Only when tourists buy tourist souvenirs can their value be reflected. The role of advertising to attract tourism consumers to buy tourism products is obvious. The manifestation of tourism activities is that tourists visit the tourism destination through sports, but cannot buy at a place other than the production place of the product like buying other physical goods. The circulation of tourist souvenirs cannot be realized by transportation, but only by the flow of buyers caused by the information transmission of tourist souvenirs. Only by attracting tourists to tourist destinations can the value of tourist souvenirs be realized. Therefore, compared with physical products, the advertising of tourist souvenirs is an indispensable and important part of the sales of tourist products. Tourist souvenirs are not necessities of life. In people's daily life, different from other consumer goods, tourist products have great consumption elasticity. The consumption of tourist souvenirs is a high-level consumption in order to achieve higher-level needs after people's physiological and safety needs are met. There is no quantitative limit and there is more room for free choice. Therefore, the promotion function of tourism product advertising is particularly important.

Objective: Advertising is the basis for the survival and development of tourism products. Without the promotion of tourism products, the popularity of tourism enterprises cannot be improved, and it is difficult to attract sufficient tourists. Without sufficient tourists, the benefits of tourism souvenirs cannot be realized, and the development of tourism cannot be sustained. Therefore, it is of great significance to analyze the psychological factors affecting the marketing of tourist souvenirs.

Subjects and methods: This paper mainly studies and analyzes the psychological influencing factors of tourism souvenir marketing from the emotional transmission of advertising. It is studied from four aspects: aesthetic sense, regional culture and innovative design. Ten tourism cities were randomly selected to send questionnaires to citizens to statistically analyze the psychological impact of advertising emotion on tourism souvenir marketing.

Study design: 600 tourist groups were investigated by stratified cluster random sampling. 600 questionnaires were distributed, 589 were recovered, and the number of valid copies was 573.

Methods: Excel is used to count the psychological impact of advertising emotional transmission on tourism souvenir marketing.

Results: Tourists are first attracted by its exquisite shape, and the visual response directly affects their psychological judgment. Therefore, advertising is used to deepen the shape, color and packaging publicity of tourist souvenirs, so as to directly leave a first impression on tourists. Tourist souvenirs meet the needs of tourists. Most tourists buy tourist souvenirs in the hope that the place they have been to can leave space for their memories, or by purchasing tourist souvenirs, they can deepen their understanding of local customs, or give gifts to family and friends, share the regional culture of the tourist destination, and expand the scope of communication by using advertising. Only after understanding the needs of tourists and considering various factors can the design of tourist souvenirs better meet the material and spiritual needs of tourists and produce better value.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 tourism groups are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Psychological effect of advertising emotion transmission on tourism souvenir marketing

Content	Aesthetic sense	Regional culture	Innovative design
College students	4	3	3
White collar group	4	3	3
Retired group	3	4	4

Conclusions: Extending the design of tourist souvenirs with the method of advertising design can better change the current situation of similar and poor Chinese tourist souvenirs, make targeted arrangements for the design of tourist souvenirs according to the needs of consumers, and let tourist souvenirs attract the attention of tourists through their own themes, shapes, colors and materials, so as to better More comprehensively tap the consumption market potential of tourist souvenirs, so as to obtain the market initiative and actively guide consumers' consumption behavior.

*   *   *   *   *

THE APPLICATION OF EDUCATIONAL PSYCHOLOGY THEORY IN INNOVATIVE TEACHING OF PIANO COURSE

Wei Ding

Academy of Music, Xianyang Normal University, Xianyang 712000, China

Background: Educational psychology is the product of the combination of educational activities and psychology. It is a science to explore the psychological laws of middle school and teaching in the process of education. Educational psychology can describe, explain, predict and control educational practice. It can help teachers understand problems, provide theoretical guidance for practical teaching, predict and intervene students' behavior, and make them carry out educational research combined with practical teaching. Behaviorism learning theory, cognitive learning theory, humanistic learning theory and constructivism learning theory constitute the general learning theory of educational psychology. With the improvement of people's living standards, more and more people have the opportunity to learn music. Some learners regard piano learning as one of the main ways to contact music. Through years of piano teaching and performance practice, the author finds that piano teaching does not exist in isolation, but is closely related to pedagogy and psychology. However, there are still many problems in vocal music teaching at this stage, such as single teaching mode, thin teaching content and backward teaching methods, which need our

attention. Under the situation of continuous progress of vocal music art as a whole, the exploration of vocal music education should also move forward, consistent with the international advanced level, and should be improved in the form, content and teaching means of vocal music education, so as to make great progress in vocal music education.

Objective: The theory of educational psychology has a strong application in the innovative teaching of piano course. For example, in piano teaching, the research on group learning psychological differences and individual learning psychological differences. Research on how to adapt piano teaching to different groups and individuals. research on specific problems directly related to piano teaching psychology and piano learning psychology, etc. The more in-depth and detailed research on the applied topics of music educational psychology is an important aspect of the development trend of music educational psychology. At the same time, it also provides a broader and diversified research space for educators.

Subjects and methods: In order to understand the basic situation of piano course teaching at the present stage, 200 students studying piano course in art colleges were selected and sent out questionnaires for sampling survey. The survey time is 2019. The students in Grade 1, grade 2 and grade 3 of a school were investigated after class. The students in grade 4 were investigated during the grade meeting. A total of 200 questionnaires were distributed and 200 questionnaires were recovered. The contents of the questionnaire mainly involve students' interests, communication with teachers, teaching forms, teacher-student relations Satisfaction and suggestions on course content and structure, etc.

Results: The survey results of students' satisfaction are shown in Table 1. It can be seen that some students are not satisfied with the existing curriculum teaching, mainly including teaching content, teaching methods, etc.

Table 1. Statistical results

Satisfaction	Dissatisfied	Commonly	Basically satisfied	Satisfied
Proportion of people	32	23	30	15

At the same time, in view of the problem of learning interest, 33% of the students expressed great interest in learning, 42% of the students expressed that their interest in learning was ok, and 25% of the students expressed little interest in learning. The main reasons were low self-confidence, not really understanding the art of vocal music, not loving themselves, etc. The results of this survey show that the learning purpose of piano learners is not entirely out of interests and hobbies. Even if they have begun to learn relevant courses, they still have not improved their interest.

In view of the communication between teachers and students in classroom teaching, the survey results show that 69% of students have different degrees of communication with teachers, and 31% have little or no communication with teachers. The main reasons are a sense of distance from teachers, teachers' too serious attitude in class and fear of discussion during class, other reasons include lack of initiative and little interest. The survey results show that the status of teachers and students in colleges and universities is still unequal to a certain extent, and students dare not put forward problems, which will dampen their enthusiasm for learning to a great extent.

According to the teaching mode adopted by teachers, the survey result is that 81% of the teaching is based on the traditional teaching mode of teachers'' teaching and students'' learning, and 19% has autonomous learning under the guidance of teachers. The main reason is that teachers have no requirements in this regard. As long as they practice according to the teacher's method, teachers will praise them. The survey results show that in the teaching of piano course, teachers rarely have the awareness of requiring students to study independently. The requirements for students stay at the level of "more practice". The content of students'' learning is only to digest and strengthen the knowledge taught by teachers in class. There is no independent thinking and discovery, and there is little innovation.

According to the teaching situation adopted by teachers, the survey result is that 85% of teachers have not conducted other forms of teaching except classroom teaching. The survey results show that the teaching form of piano course is very single, limited to the piano room, and there are few practical teaching and vocal music activities.

According to the survey of the degree of harmony between teachers and students, most of the scores given by learners are 5-8. The results of this survey show that the degree of harmony between teachers and students is not too high, and most of the relations between teachers and students do not reach the ideal level in the hearts of students.

As for whether the teaching effect can be improved according to the teaching methods, forms and contents, 92% of the students believe that if the teachers adjust the teaching contents, methods and methods appropriately, the learning effect will be greatly improved. The survey results show that students

still have expectations for piano teaching, and the vast majority of students believe that there is room for improvement in piano methods, forms and contents, which is beneficial to their own piano learning.

Conclusions: It can be seen from the survey results that most students are not satisfied with their learning state or effect, some students have little interest in piano learning, and the teaching mode is still dominated by the traditional teaching mode. Most teachers have not conducted other forms of teaching except classroom teaching, and the degree of harmony between teachers and students is not too high, the vast majority of students believe that the teaching content and methods still have room for improvement, and will greatly improve their teaching effect. Therefore, piano teachers should fully combine educational psychology, formulate different teaching plans according to different situations of students, follow the policy of appreciating education, and teach with kindness, kindness and patience. Parents should cooperate with teachers at home and don't scold. According to children's different situations, patiently cultivate their interest in the piano, go to each class easily, complete their homework with confidence, and let students get good artistic cultivation in learning the piano.

* * * * *

ANALYSIS OF THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON COLLEGE STUDENTS' ANXIETY UNDER THE BACKGROUND OF THE NEW ERA

Lin Li

Youth League Committee, Xi'an University of Science and Technology, Xi'an 710054, China

Background: In the new era, with the rapid development of information technology, the amount of information and information dissemination are immeasurable. College students can obtain more information through the new media platform, which makes up for the lack of college students' classroom learning, and the new media platform has also become an important source for college students to obtain information. Under the background of the new era, the new media platform is shared for the dissemination of information. Therefore, it stimulates people's desire for innovation and exploration, and college students are not. In addition, due to the freshness of college students and their courage to try, college students are very receptive to emerging things, and their ability to use the new media platform is relatively high. Under the background of the new era, college students can observe the changes of the world from multiple angles and receive more new knowledge. Therefore, the flexibility and sensitivity of college students' thinking are enhanced. Under the background of the new era, the authority of Ideological and political education has been threatened. On the one hand, the leading authority of educators has been affected, on the other hand, the authority of the content of ideological and political education has been affected. In the information age, a large number of all kinds of information fill the space of students' study and life, increase the space of students' choice, and enhance the initiative of students' choice at the same time. The application of information technology makes the constraints of traditional ideological and political education in space and time disappear. Students can freely choose learning time and learning content through the application of new media platform. The breadth and depth of educational content completely surpass the traditional educational model and educators. Therefore, ideological and political educators and authoritative areas of educational content are facing severe challenges.

Objective: Ideological and political education has certain pertinence for students, but in order to achieve the pertinence of Ideological and political education, we must first have a comprehensive understanding of students, especially a systematic understanding of the psychological changes of students' growth, so we can take corresponding measures according to the needs of students' actual development. Under the background of the new era, college students' ideological and political education has obtained a new educational platform and educational media. Teachers and students can communicate in real time through the new platform, and the information transmission is timelier. At the same time, under the background of the new era, college students' ideological and political education gets rid of the traditional indoctrination education mode, and the forms of education are more diversified, which can better meet the needs of college students for ideological and political education.

Subjects and methods: 400 college students, aged (21.15 ± 1.48) years, were randomly divided into experimental group and control group, with 200 people in each group. Under the background of the new era, the experimental group carries out ideological and political education by means of network and new media, tracks students' psychological dynamics in real time, and adjusts the course teaching content. The control group received traditional ideological and political education. The experiment lasted for 2 months. The anxiety status of the two groups of students before and after the experiment was tested by issuing the

self-anxiety scale to the students. Use SPSS 20.0 software to make statistics.

Results: The anxiety status of the two groups before and after the experiment is counted, and the specific results are shown in Table 1.

It can be seen from Table 1 that there is no significant difference in the anxiety of the two groups of students before the experiment, but after the experiment, the anxiety of the two groups of students is relieved to a certain extent, indicating that ideological and political education in colleges and universities can alleviate the anxiety of college students to a certain extent. However, after comparing the data of the two groups of experiments, it can be seen that the psychological state of the students in the experimental group is significantly better than that in the control group, which proves that under the background of the new era, using the means of networking and informatization to carry out ideological and political education for students can effectively alleviate students' psychological anxiety. This may be because students are one of the main audiences of the network. Students also like to express their views on the network. Those are students' real ideas. Because the network is hidden and anonymous, students can truly express their ideas, and educators can understand students' thoughts through the views expressed by students. We can find an effective way to carry out ideological and political education for students. Ideological and political education should be personalized and targeted, and the network can help ideological and political education to carry out targeted education and teaching, so that students can boldly express their opinions and ideas in the process of Ideological and political education.

Table 1. Comparison of anxiety status / proportion of people in the two groups before and after the test

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Test group	Before the experiment	17	46	31	6
	After the experiment	39	49	12	0
Control group	Before the experiment	16	44	36	4
	After the experiment	28	48	23	1

Conclusions: In order to adapt to the development and changes of the new era, we must start from the perspective of college students' mental health education, accurately grasp the psychological characteristics and influencing factors of college students in the new era, and form a set of educational practice system in line with the psychological characteristics of college students in the new era according to the existing problems and difficulties, so as to promote the steady progress of Ideological and political education in colleges and universities in the new era. Therefore, this study focuses on the key role of carrying out ideological and political education for college students under the background of the new era. Through the respective characteristics and interaction between the development of Ideological and political education and students' psychological state, this study defines what mode of Ideological and political education can be carried out in colleges and universities to meet the psychological needs of college students at the present stage. It has positive guiding significance for the follow-up ideological and political education in colleges and universities.

* * * * *

ON THE FEASIBILITY OF EDUCATIONAL PSYCHOLOGY IN THE TRAINING OF COLLEGE TEACHERS

Lihua Cui

Education School, Yunnan University of Business Management, Kunming 650304, China

Background: Educational psychology is not only one of the compulsory professional basic courses for normal students, but also one of the key contents of teacher qualification examination. Colleges and universities aim to cultivate students' all-round development of morality, intelligence, physique and beauty, so that students can obtain professional knowledge, master practical operation skills, be full of innovative spirit and good professional ethics. Some of the teachers are professional and technical teachers who graduated from non-normal universities. Although they learn the theoretical knowledge of pedagogy through training and refresher meetings, they do not grasp the theoretical knowledge of educational psychology in depth, understand it thoroughly, and apply it fully in teaching. College students are in puberty, and teachers can master and fully apply educational psychology, promoting the all-round development of students is an

inevitable requirement for implementing quality education and improving students' overall quality and comprehensive professional ability. College students' psychological education needs to be paid more attention. College teachers need to put themselves in their own shoes, analyze college students' psychological characteristics, learning status and life needs, and deepen the correct guidance for college students' psychological education quality, find a good solution in the work of college teachers.

Objective: College teachers have professional technical knowledge. Through curriculum teaching, in the process of teachers' curriculum guidance in the classroom, they can accurately analyze the actual personality and conduct standards of different students, focusing on the actual psychological change level of students. In the actual teaching process, fully analyze the psychological problems and obstacles that students may face, and strengthen different psychological guidance for different students. Including learning knowledge and dealing with problem-solving methods. When students encounter difficulties, college teachers can leave problem homework for students through the method of suspension, guide their ideas according to the problems, provide effective psychological counseling for students, clarify the key points and key points of the actual research content, affirm students' research results, fully mobilize students' enthusiasm, and encourage students to strengthen their interest in the research of the overall subject. Encourage students to establish good self-confidence and beliefs, constantly improve students correct psychological state of solving problems, so that students can realize the importance and necessity of learning course content, establish correct beliefs, and constantly improve students' ability to deal with problems in all aspects.

Subjects and methods: Modern educational psychology research shows that when teachers' knowledge level reaches a certain key value, the improvement of teaching level will depend on teachers' rational understanding of teaching, that is, teachers' teaching thinking ability. The level and correctness of teaching thinking ability directly affect the teaching effect. Therefore, in the process of receiving education, teachers should pay attention to the improvement of teaching thinking ability, so as to really receive good teaching results. Therefore, in this study, two college teachers were selected for training to conduct students' teaching research after making an in-depth study of educational psychology. The training period is 3 months. Select two classes of students from a university (set as class A and class B), and make two teachers teach two classes of students respectively, using the knowledge and theory learned from the theory of educational psychology. The teaching time is 1 month. Test the impact of different teaching methods on students.

Results: During the teaching period, teachers adopted group teaching method, personalized teaching mode and special teaching method for education. The statistical results (Table 1) and specific analysis are as follows.

Table 1. Statistical results proportion of people /%

Class	Dissatisfied	Commonly	Basically satisfied	Satisfied
Class A	0	11	32	57
Class B	0	9	39	52

(1) Group teaching mode. Non fixed grouping is carried out within the class, which changes according to the changes of students' learning ability of corresponding disciplines, and teaching students according to their aptitude is really implemented in the teaching with class teaching as the main organizational form.

(2) Individualized teaching mode. Individualized teaching mode usually refers to teacher guidance, peer guidance, parent guidance, tutoring guidance and other forms. With the rapid development of modern multimedia teaching, independent learning, inquiry learning and discovery learning with multimedia and network as the core have made unprecedented development of individualized teaching. Distance education and air classroom have provided broad space and stage for individualized teaching.

(3) Special teaching mode. Due to the existence of students with poverty, single parents, growth retardation and aggressive or withdrawal behavior, they are more likely to have problems in school than other students. These students are usually referred to as high-risk students and should be specially taught. In this experiment, two teachers also conducted special observation and educational counseling for such students.

Conclusions: Educational Psychology says that students' psychological needs are hierarchical. The higher the level of psychological needs, the stronger the motivation to trigger behavior. According to the source, there are mainly two kinds of psychological needs, one is subjective demand, the other is objective demand. The decisive factor of forming motivation is subjective demand, and the external condition of forming motivation is objective demand. In teacher education, teachers must master several effective ways of educational psychology in the process of Education:

(1) Teachers should mobilize students' enthusiasm and form a psychological interactive teaching

atmosphere.
    (2) Teachers should stimulate students' learning motivation and enlarge students' learning enthusiasm.
    (3) Teachers should communicate with students to stimulate students' interest in learning.

*　　*　　*　　*　　*

THE CONSTRUCTION OF IDEOLOGICAL AND POLITICAL CONTENT OF COLLEGE CURRICULUM FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

Jiutao Ding

School of Education, Yunnan University of Bussiness Management, Kunming 650304, China

Background: Bruner, the representative of cognitive psychology, and Ausubel, the contemporary, are famous American psychologists. They believe that the essence of learning is to actively form cognitive structure, and students' learning process should be a transformation process from passive acceptance of knowledge to active acquisition of knowledge. By differentiating and integrating the existing cognitive structure, we can actively form a new cognitive structure. Therefore, Bruner and Ausubel both pay attention to the positive role of cognitive structure in the learning process and the construction of cognitive structure. The acquisition, processing, storage and use of information is the core of cognitive psychology. Its research is to explain individual psychological activities and speech acts, focusing on reminding the internal psychological mechanism of cognitive process. In ideological and political teaching, we should use cognitive psychology theory, emphasize the role of students' intelligence, and comprehensively cultivate students' ability to use ideological and political theory knowledge to solve practical problems in learning and life.

Objective: At present, the ideological and political course teaching in colleges and universities often ignores the cultural knowledge structure built by college students in the past learning process, focuses on the scholastic profound theoretical expression and concept explanation, stripping the political and cultural nature of the ideological and political course education in colleges and universities, resulting in the simplification of classroom teaching resources and the rigidity of teaching forms, and the teaching effect is obviously poor. It even brought some negative effects. Ideological and political teaching based on cognitive psychology should pay attention to the research on the cognitive process of learning subjects. The key to learning ideological and political theory well is to make full use of the special mechanism and function of the brain, form a cognition of the information and laws of Ideological and political language, and master the structure of ideological and political theory through analysis and understanding. In terms of teaching structure and organization, teachers should try to guide students step by step according to the differences of students' cognitive level, follow the law of cognitive development, from shallow to deep, from easy to difficult.

Subjects and methods: 200 students from a university are selected to build an elective course of Ideological and political education, which lasts for 1H and 1-2 sessions a week. The students were divided into two groups of 100. There was no significant difference in thought and academic achievement between the two groups before the experiment. In the experimental group, with the help of cognitive psychology, cognitive psychology emphasizes the situational characteristics of teaching, that is, the processing of symbolic information. According to the principle of cognitive psychology, information processing is mainly driven by concepts. When making class planning, teachers must fully consider students' original knowledge structure and original cognitive model, so that the concepts of new and old knowledge appear repeatedly in the interaction, so as to effectively give play to students' concept driving role. The control group only carried out daily teaching. The experimental time was 2 months. Excel software was used to count the academic achievements of the two groups of students before and after the experiment.

Results: The statistical results of the academic performance of the two groups of students before and after the experiment are shown in Table 1. It can be seen from Table 1 that there is basically no difference in the scores of the two groups of students before the experiment, while after the experiment, the scores of the students in the experimental group are significantly higher than those in the control group.

The above results show that teachers should not only pay attention to the relationship between new knowledge and original knowledge, but also pay attention to students' psychological emotion, that is, pay attention to students' original knowledge level, original experience, possible difficulties in learning, and students' emotional state. We should pay special attention to actively guide students to change their learning methods, guide students from "learning" in high school to "learning" in university, and advocate the moral education learning method of "active participation, willing to explore, exchange and interaction". Highlight the cultivation of students' teaching consciousness and behavior as learning subjects, strengthen

the complementarity and mutual promotion of students' knowledge structure and cognitive structure, stimulate students' patriotic emotion, and make the theory of love week become the internal driving force for students to realize the value of life. It can be said that the teaching of ideological and political course also integrates the educational ideas and models of formal aesthetic education, aesthetic education and emotional education, pays attention to the promotion and development of human nature and personality, and pays attention to the cultivation of human emotion and culture.

Table 1. Academic performance of two groups of students

Group		Average value
Experience group	Before experiment	75
	After the experiment	91
Control group	Before experiment	74
	After the experiment	83

Conclusions: The above results show that teachers should not only pay attention to the relationship between new knowledge and original knowledge, but also pay attention to students' psychological emotion, that is, pay attention to students' original knowledge level, original experience, possible difficulties in learning, and students' emotional state. We should pay special attention to actively guide students to change their learning methods, guide students from "learning" in high school to "learning" in university, and advocate the moral education learning method of "active participation, willing to explore, exchange and interaction". Highlight the cultivation of students' teaching consciousness and behavior as learning subjects, strengthen the complementarity and mutual promotion of students' knowledge structure and cognitive structure, stimulate students' patriotic emotion, and make the theory of love week become the internal driving force for students to realize the value of life. It can be said that the teaching of ideological and political course also integrates the educational ideas and models of formal aesthetic education, aesthetic education and emotional education, pays attention to the promotion and development of human nature and personality, and pays attention to the cultivation of human emotion and culture.

* * * * *

COGNITIVE IMPAIRMENT IN CHINESE GRAMMAR TEACHING FOR FOREIGN STUDENTS

Changming Shen

School of Liberal Arts, Huangshan University, Huangshan 245041, China

Background: Nowadays, a variety of grammatical theories are emerging one after another, and new grammatical theories have injected new vigor into the study of grammar and Chinese grammar. So, teachers of Chinese as a foreign language should pay close attention to the new trend of contemporary grammar study, fully absorb the new achievements of Chinese grammar study and apply them to teaching Chinese as a foreign language. Facts tell us that teachers of Chinese as a foreign language know grammar and learn some grammar theory, which will greatly improve the quality of teaching Chinese as a foreign language. Today, more than ten years later, earth-shaking changes have taken place in teaching Chinese as a foreign language, and various grammatical theories have emerged one after another. The new grammar theory gives the study of grammar and Chinese grammar. Injected new vitality. Therefore, teachers of Chinese as a foreign language should pay attention to the new trend of contemporary grammar study, fully absorb the new achievements of Chinese grammar study and apply it to TCFL. Cognitive linguistics theory is well worth learning, understanding and mastering, because it has a strong explanatory power to grammar. It not only makes grammar know what it is, but also what it is. The introduction of cognitive linguistics into the teaching of Chinese grammar can enhance the image, experience and motivation of foreign students' acquisition of Chinese, overcome the negative transfer brought by their mother tongue, reduce the errors in learning Chinese, and speed up the learning of Chinese and reduce the difficulty of learning Chinese.

Cognitive linguistics is a new and interdisciplinary subject which insists on the philosophy of experience, focuses on the study of body experience and cognition, and focuses on the study of conceptual structure and meaning. It mainly includes perceptual experience, categorization, cognitive model, construal and so on. It interprets grammar in terms of cognitive style and experience. Language teaching as a foreign language and second language acquisition as a Chinese language learning can be guided by cognitive

linguistics in turn.

Objective: Cognitive linguistics holds that the connection between linguistic form and meaning is not absolute arbitrariness, and language is motivational. Motivation refers to the non-arbitrariness and demonstrable connection between language form and meaning. From the aspect of students' acquisition, when the students realize the motivation of Chinese characters' word-building and word-building, they will try to "practice" the word-building and word-building according to this motivation, so as to turn the identification of Chinese characters into the experience of Chinese characters, so as to deepen the impression of Chinese characters and reduce the errors and errors of Chinese characters.

Subjects and methods: Cognition is the intelligent process of cognition and knowledge acquisition, involving a series of random, psychological and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the abnormality of advanced brain processing related to the above-mentioned learning, memory and thinking judgment, which leads to severe learning and memory impairment, as well as the pathological process of aphasia, apraxia, loss of recognition or disability. The purpose of this study was to investigate the intercultural psychological cognitive impairment of 100 college students in China by using the Statistical Scale of Basic Situation and the Scale of Mental Adaptation (Zung Scale of Depression).

Study design: A survey of 100 overseas students from colleges and universities in China was conducted. Randomly selected 10 universities, each university randomly selected 10 foreign students, a total of 100 foreign students conducted a questionnaire survey, a total of 100, 98 recovered, the number of effective copies 96.

Methods: Using Excel to count the cognitive impairment of foreign students in Chinese grammar teaching.

Results: Through the analysis, the main conclusions are as follows: the overall cognitive status of overseas students is good, and they belong to the group without cognitive impairment. Gender, type of students, time of study abroad, cross-cultural experience, family economic conditions have a significant impact on the psychology of overseas students. Homesickness is an important factor causing the psychological depression of overseas students in China. Family members and friends are important social support to alleviate the psychological depression of overseas students in China, and the school support from Chinese teachers and administrators is not significant. Overseas students preferred to do hobbies to deal with negative emotions. It is also found that the improper attitude of teachers in teaching Chinese as a foreign language can easily affect the psychology of foreign students. The researchers conducted in-depth interviews with foreign students with higher levels of depression, to gain a basic understanding of the factors that contribute to their higher levels of depression. The conclusion of this study can be used as a reference for the management of foreign students in the tested schools, and has a direct reference for daily management.

The results of this survey use 1 to 5 grades to quantify the influence values of specific factors, 1 means irrelevant, 2 means slight influence, 3 means ordinary influence, 4 means obvious influence, and 5 means full influence. In order to reduce the great error caused by individual subjectivity in the assessment, the evaluation values of 50 foreign students are adopted and the average values are rounded off to obtain the results. The specific statistical tables are shown in Table 1.

Table 1. Statistics of cognitive impairment in Chinese grammar teaching for foreign students

Factor	Aphasia	Out of use	Denial	Go astray
International student	4	5	3	3

Conclusions: Compared with Chinese college students, the group of overseas students in China is a group that should be focused. Foreign students in China pose a new challenge to the education system and management mode of foreign students in Chinese universities. Colleges and universities should provide foreign students with a variety of services to solve their educational, emotional and health problems in the course of their studies in China.

* * * * *

ANXIETY OF FINANCIAL MANAGEMENT STAFF AND ITS COUNTERMEASURES

Nan Wang[1,2]

[1]Business School, Hohai University, Nanjing 210098, China
[2]School of Business, Nanjing University of Information Science & Technology, Nanjing 210044, China

Background: To some extent, the financial management and related internal control work of an enterprise will seriously affect the development and progress of the relevant enterprises themselves, and at the same time, it is an important guarantee for the realization of the reasonableness and scientific of the financial management of the relevant enterprises of our country. To some extent, the construction effect of the related internal control system will also affect the sustainable development of the enterprise itself, and have a significant impact on the long-term development strategic plan of the enterprise. However, the internal control system and management system of financial accounting in our country are not perfect enough, and there are still some problems in the management of internal control system, which seriously affect the adaptability of enterprises to the market economy, thus causing unnecessary impact on the competitiveness of enterprises in the market. High-level leadership is the core of enterprise leadership, and every step of its decision-making is of great significance to the development of enterprises. But at present, the senior leaders of many enterprises in our country have little understanding of their own position and financial status. So, they do not take all the factors into consideration and neglect the actual strength of enterprises. Some enterprises' senior leaders even ignore the financial and material resources of the enterprise, blindly expand the scale of investment and production, blindly pursue the sales volume of products of the enterprise, and neglect the financial management construction of the enterprise. Some enterprises have done a good job in bookkeeping, but the relevant leaders have not made good use of the financial information disclosed in the account books, and take the bookkeeping work as a tool to cope with the inspection of the relevant departments, resulting in the financial management becoming a mere formality and not playing its due role in the development of the enterprise. Effective financial control system is an important guarantee to improve the level of financial management. At present, many enterprises in China have invested relatively little in the system construction. Some enterprises have established the system, but there are many loopholes, and it is impossible to implement the system at all. In particular, some small and medium -sized enterprises have adopted the family-style management mode. Ownership and management rights are often mixed together. Investors are the operators, and the nepotism of the personnel in the enterprises is relatively heavy. Therefore, confusion of accounts and distortion of accounting information often occur. The systems formulated by some enterprises are often not binding due to kinship, and it is difficult to implement the system, which seriously affects the development of China's enterprises in the direction of standardization. In addition, the control power of the enterprises in financial management is relatively weak. In many cases, the rights and responsibilities are unclear, and there are more overlaps in the setup of personnel. In small enterprises, there are more incompatible posts held by a financial staff, which seriously affects the improvement of the economic efficiency of China's enterprises. Based on the above problems, the financial management staff of the enterprises are faced with serious problems, which cause serious anxiety.

Objective: With the development of market economy, enterprises are faced with unprecedented development opportunities, but the same financial management personnel are also faced with unprecedented challenges. The development of economy is bound to bring along the reform of economic system. The only way to adapt to the trend of economic system reform is reform. But many financial personnel receive the traditional financial education. Their financial knowledge and financial management concepts are still at the traditional level, and it is difficult to improve them in a short time. To some extent, their comprehensive quality is out of line with the development of enterprises. Especially after the introduction of information technology, many financial personnel are more unable to do their best in financial management, and their anxiety is serious.

Subjects and methods: Randomly selected 20 financial management staff as investigators, using the form of interviews to investigate. There is no age limit, position limit and time limit of 30 min-60 min. Interview financial personnel to identify their sources of anxiety and make constructive suggestions. Then from the following four aspects of discussion: First, to strengthen senior leadership of financial management and risk awareness. Second, the effective management of enterprise funds. Third, the establishment of a sound financial training and introduction mechanism. Fourth, improve the investment decision-making mechanism. After the interview, observe the mood change of the surveyors, and summarize their satisfaction with the decision. Using Excel statistics enterprise financial management staff satisfaction.

Results: The results of the survey were quantified in terms of the influence values of specific factors, ranging from 0 to 4 grades. 0 indicated dissatisfaction, 1 indicated slight satisfaction, 2 indicated general satisfaction, 3 indicated great satisfaction, and 4 indicated special satisfaction. In order to reduce the large error caused by individual subjectivity in the evaluation, 20 financial management staff members were rounded up and the results were obtained in a rounded way. The specific statistical table is shown in Table 1.

Table 1. Satisfaction of enterprise financial management staff

Factor	Strengthen senior management	Effective management of funds	Perfect personnel training	Improve the decision-making mechanism
Financial management staff	4	3	4	4

Conclusions: Financial management is an indispensable part of the production and operation of enterprises. This study analyzes the problems in the current financial management of enterprises and discusses the financial management measures in combination with specific circumstances. It is hoped that by establishing scientific internal control system and relevant countermeasures, we can strengthen the level of financial management of enterprises, thus promoting the long-term and stable development of enterprises.

* * * * *

IDEOLOGICAL AND POLITICAL EDUCATION MODEL OF COLLEGE PHYSICAL EDUCATION BASED ON COGNITIVE PSYCHOLOGY

Haiying Wang

College of Physical Education, Baoji University of Arts and Sciences, Baoji 721013, China

Background: According to the classification method of knowledge from the dimension of cognitive psychology, sports knowledge can be divided into declarative knowledge and procedural knowledge. The significance of classifying sports knowledge is that specific teaching methods can be implemented according to different knowledge categories, which is conducive to improving teaching efficiency. In physical education, the concepts and laws that constitute the basic theoretical knowledge of sports belong to declarative knowledge, that is, the knowledge that explains the basic concepts and laws of sports. For example, "what is sports" and "what is the significance of developing sports" belong to declarative knowledge. In teaching practice, the process or method in which teachers teach students to do a certain sport is called procedural knowledge, such as only by transforming physical education knowledge into physical education ability can we achieve the most fundamental goal of physical education teaching. Therefore, we should first deeply understand the classification of physical education knowledge and select different teaching methods according to different categories, so as to achieve the effectiveness of physical education teaching.

From the perspective of cognitive psychology, ability is a psychological feature that will affect individual behavior. Ability can be divided into three types. The first is general ability, that is, the ability that most people have, such as walking, sports, learning, etc. the second is special ability, that is, an ability that most people do not have, such as extraordinary memory or difficult acrobatic movements. The third is creativity, that is, the ability of human beings to create new things, such as the ability to invent new technologies, etc. Sports ability belongs to special ability, which is a comprehensive ability of the combination of individual wisdom, sports knowledge and technology, and an ability to give full play to the physical and mental quality of individuals engaged in sports and skills independently.

Objective: Physical education itself is different from the teaching of other disciplines. The teaching objectives of other disciplines are relatively single. The main teaching objectives are to cultivate students' cognitive and application ability of various disciplines, while the objectives of physical education are relatively diversified, mainly to cultivate students' awareness of physical education knowledge, master physical skills and enhance students' physical and psychological quality in the teaching process. Due to the diversification of physical education teaching objectives, we need to do a good job in the reform of physical education teaching on the premise of fully clarifying teaching ideas and psychology.

Subjects and methods: 200 college students were randomly divided into experimental group and control group, with 100 students in each group. With the teaching assistance of cognitive psychology, the experimental group pays attention to the subject status of students, fully respects their personality, improves their sports ability from reality, pays attention to their psychological and emotional world, and makes them have strong willpower and positive attitude towards life. The control group only carried out daily physical education. For three months, after the experiment, the students were asked to fill in the questionnaire, 300 questionnaires were distributed and 300 were recovered. After excluding the invalid questionnaire (more than two survey questions were not filled in), the effective questionnaire was 297. Excel software was used to count the satisfaction of the two groups of students with physical education

teaching during the experiment.

Results: The satisfaction of the two groups of students with physical education during the experiment is shown in Table 1. It can be seen that with the help of cognitive psychology teaching, there are no dissatisfied students in the experimental group, and the satisfaction rate is 77%, while the satisfaction rate of students in the control group is only 31%. It shows that during physical education teaching, teachers should pay attention to students' subject status, pay attention to students' psychological state, combine their own teaching skills, actively guide students to learn physical knowledge, carry out physical exercise, explore their potential and improve their ability. In specific teaching links, teachers can make reasonable teaching planning and adjustment according to students' own quality and teaching objectives, so as to continuously improve students' ability and teaching quality.

Conclusions: When carrying out the reform of physical education teaching methods in Colleges and universities, we should pay attention to the following problems: First, we recognize that the reform of physical education teaching methods in colleges and universities under the dimension of cognitive psychology is a new reform, which takes cultivating students' moral character, psychology, physical quality and personality as the new teaching goal, determines different teaching methods according to the classification of physical education knowledge, and transforms students' physical education knowledge into physical education ability. The reform of physical education in the dimension of cognitive psychology should break the form of knowledge indoctrination with teachers as the main body in the past traditional teaching, respect students' individual differences, take students as the main body and cultivate students' interest in physical education. Teachers should give full play to their teaching level, inspire and guide students to study actively and creatively from the perspective of cognitive psychology, consciously carry out physical exercise, and pay attention to the cultivation of students' independent thinking ability and creative ability in physical activities. Change the form and means of physical education teaching, adjust the technical difficulty, create physical education teaching situation by means of competition, stimulate students' learning motivation, and effectively improve the teaching effect and quality.

Table 1. Statistical results

Group	Dissatisfied	Commonly	Basically satisfied	Satisfied
Experience group	0	23	32	47
Control group	17	52	19	12

In a word, the reform of college physical education teaching methods under the dimension of psychological cognition must be carried out from the aspects of teaching ideas, teaching objectives and teaching methods, take students as the main body in the teaching process, respect students' personality development, and carry out comprehensive training from the aspects of psychological quality, physical quality, personality development and moral education. Combine the theoretical knowledge of cognitive psychology with the actual situation of physical education, carry out scientific and effective physical education, and comprehensively improve the level of physical education in colleges and universities in China.

* * * * *

THE IMPORTANCE OF PSYCHOLOGICAL ANALYSIS TO VOCAL MUSIC SINGING TEACHING

Gaosheng Duan[1], Jia Zeng[1] & Haibing Ji[2]

[1]College of Music, Hubei Normal University, Huangshi 435002, China
[2]College of Art, Henan University of Economics and Law, Zhengzhou 450046, China

Background: Psychology is a science about the occurrence, development and change law of human

psychological phenomena. Psychological phenomena, including feeling, perception, representation, memory, thinking, imagination, emotion and will, exist in all human behaviors, as well as in human vocal singing and teaching activities. De aspelund, a vocal music educator, believes that all human vocal phenomena are always determined by psychology, from the infant's instinctive cry to the language and singing related to the advanced process of adult artistic creation. The famous Italian singer and composer Lamberti said: "In the process of learning vocal music, we must mobilize the whole body's attention. Hearing, vision and feeling participate in the process of learning. Let the stimuli received by the sensory organs constantly feed the information to the central nerve of the brain. The central nerve constantly adjusts the motor state, accurately realizes the command requirements of singing consciousness, and master the singing skills, skills and scientific methods of singing as soon as possible. At the same time, it also formed the psychology of singing". It can be seen that the quality of singing psychological problems affects and restricts the normal play of singers' singing level. Good psychological quality not only helps the singing career, but also plays a positive role in the singer's future life. The ideal psychological state should be natural relaxation without slack, high concentration without tension and panic. Only by maintaining a good state of mind can we achieve success. It can play its due level in performances and competitions. Singing is an extremely complex functional activity controlled by the advanced nervous system. There are certain requirements for good singing desire and success. It requires singers to have excited spirit and happy mood, good singing psychological consciousness and full emotion. People's breathing, pronunciation, resonance, enunciation and hearing with joint participation, we can form a correct psychological state. Therefore, in the process of learning vocal music, we should always adhere to the knowledge of psychology and maintain our mental health.

Objective: Singing psychology is not only the key to the success or failure of vocal music singing and teaching, but also the primary factor in the whole singing process. Focusing on cultivating students' excellent singing psychological quality and giving full play to the important role of singing psychology in singing activities often have unexpected effects on shaping music image, creating singing atmosphere, strengthening artistic innovation and enhancing artistic vitality. Vocal music teaching is mainly the teaching of singing art. As an art combining human voice and language, singing art can express and show people's thoughts, feelings and psychological world. The most important thing of singing art is not only sound, but also the infectivity of internal thoughts and feelings invested in singing. These are inseparable from the singer's good psychological quality. Only by mastering singing psychology can we perfectly express our understanding and feelings in the song. Therefore, singing psychology is a very important part of vocal music art, and so is vocal music teaching. This paper mainly analyzes the importance of singing psychology in vocal music teaching, and discusses how to cultivate students' singing psychology in vocal music teaching.

Subjects and methods: Fifty vocal singers were divided into two groups with 25 people in each group. There was no significant difference in singing skills and abilities between the two groups before the experiment. The experimental group requires professional teachers to guide singers to fully understand the character image, completely control or even abandon their emotions and personality, enter the character's emotional world and accurately depict the character's inner world completely according to their own understanding of the character. To accurately depict the character's character, we should not only look at the lyrics in the works, but also study the contents other than the lyrics. The same sentence, different psychology and different tone will say different meanings. The control group had no special requirements. Select the same track, let the two groups of actors sing before the experiment, and score by experts. After 2 weeks of preparation, perform the repertoire again and be scored by experts. The full score is 10 points. Use Excel statistical experts to score.

Results: The scoring results of statistical experts are shown in Table 1. It can be seen from Table 1 that there is little difference between the average scores of the two groups of students before the experiment, which does not affect the analysis of the experimental results. After the experiment, the performance of actors in the experimental group was significantly improved, although there was a certain improvement in the control group, but the range was not large. This shows that analytical psychology is helpful to the singing of actors. This reminds that in the teaching of vocal music singing, we should pay great attention to the analysis of psychology, help students find the psychological characteristics of music and establish good students' psychological quality.

Table 1. Scores of two groups of students

Group		Average value
Experience group	Before experiment	6.25
	After the experiment	9.23
Control group	Before experiment	6.36
	After the experiment	7.98

Conclusions: The health, maturity and stability of singing psychological quality plays a vital role and influence on vocal music singing and teaching. It is mainly affected by the emotion (emotion), personality (personality), consciousness and other elements of psychological quality. Therefore, the cultivation of singing psychology is as important as the training of singing skills, and plays a vital role in vocal singing and teaching activities. Vocal music teachers should pay enough attention to students' psychological state in teaching, timely and correctly master students' psychological activities, carry out vocal music teaching according to scientific psychological methods, cultivate students' self-confident singing psychological quality, and let students correctly, standardize and perfectly express vocal music art.

* * * * *

SOLVING THE FINANCING CONSTRAINTS OF MIXED REFORM ENTERPRISES WITH THE COMBINATION OF INDUSTRY AND FINANCE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY -- BASED ON THE PERSPECTIVE OF FINANCIAL COMPANY

Bimao Fu & Xin Qian

China National Chemical Engineering Group Corporation-Finance CO., Ltd., Beijing 100091, China

Background: When the market economy develops to a certain extent, there will inevitably be the combination of industry and finance. The developed capitalist countries represented by the United States, Japan and Germany have formed three main modes of combination of industry and finance. At the beginning of the phenomenon of the combination of industry and finance, academia has been exploring and practicing the theory of the combination of industry and finance. The combination of industrial capital and financial capital includes two basic modes: financial capital entering the real industry and industrial capital entering the financial industry. At present, China has entered an important period of economic structure adjustment and industrial transformation and upgrading. The combination of industrial capital and financial capital can effectively reduce transaction costs, achieve economies of scale and complement each other's advantages. Promoting the integration of industry and finance enterprises to realize the internationalization strategy and meet the requirements of diversified development of enterprises is theoretically conducive to improving the allocation efficiency of resources. In recent years, with the clear support and encouragement of the state, more and more enterprises begin to combine industry and finance.

Educational psychology is the social psychology that studies human learning, the effect of educational intervention, teaching psychology and enterprise organization in the educational situation. The focus of educational psychology is to apply the theories or research results of psychology to education. Educational psychology can be applied to design schemes, improve enterprise financing methods, promote development motivation and help enterprises face various difficulties and challenges in the process of growth.

Objective: Enterprises integrating industry and finance can promote industrial and commercial enterprises and financial institutions to expand their business scope, transformation and upgrading. However, the development of China's financial market is not complete, and the development of the real economy has been burdened with the problems of enterprise financing difficulties and high financing costs. Financing constraint is the first problem that Chinese enterprises represented by financial enterprises need to face when carrying out innovation activities. Therefore, it is of great practical and policy significance to explore the combination of industry and finance from the perspective of educational psychology to crack the financing constraints and integration mechanism of mixed reform enterprises.

Subjects and methods: Based on the influence of educational psychology on the combination of industry and finance of financial companies, this paper mainly studies from four aspects: Building a financing platform under the dynamic cause of the combination of industry and finance, realizing industrial expansion, reducing transaction costs, realizing synergy and obtaining excess profits. Six large, medium and small financial enterprises are selected as the research object, and a questionnaire is issued to their management to make statistics on the financing constraints of enterprises.

Study design: A questionnaire was distributed to 60 managers of six companies. The questionnaire is required to be completed at one time. The time for each person to fill in the questionnaire is about 20 ~ 25min. A total of 60 copies were distributed, 60 copies were recovered, and the number of valid copies was 57.

Methods: Use Excel to count the financing constraints of financial enterprises.

Results: The combination of industry and finance is an effective way for financial enterprises to avoid

excess risks and successfully realize transformation and development. It is conducive to financial enterprises to create new profit growth points for enterprises through business diversification and dispersion. Financial enterprises can save transaction costs through the internalization of economic activities. Generally, the larger the company, the higher the transaction cost. When the market transaction cost is higher than the company's internal management cost, the transaction cost including search cost, bargaining cost, signing cost and supervision cost can be saved. The industry heterogeneity and business complementarity of industrial capital and financial capital make the combination of industry and finance produce synergy in management and finance, significantly improve the excess profit of synergy, and reduce the cost of management and financial synergy. The industrial capital of low profit margin industries is attracted to high profit margin industries, and finally realize the social average profit margin.

The survey results use five grades of 0-4 to quantify the influence value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, 60 managers are adopted to evaluate the value and take the average to obtain the result, which is rounded, the specific statistical table is shown in Table 1.

Table 1. Financing constraints of financial enterprises

Agent	Realize industrial expansion	Reduce transaction costs	Achieve synergy	Obtain excess profits
Large enterprises	4	4	4	3
Medium-sized enterprise	4	3	3	4
Small business	3	3	3	4

Conclusions: The participation of real industries in financial institutions such as banks and insurance make industrial capital and financial capital integrate with each other, reducing the information asymmetry between financial enterprises and financial enterprises. By participating in banks, financial enterprises have significantly increased their debts and bank loans, and the external financing obtained by enterprises has effectively alleviated the financing crisis. Financial enterprises allocate capital to enterprises through the external capital market, and then allocate capital to subsidiaries or branches through the internal capital market. After the combination of industry and finance, a large number of scarce elements such as capital, knowledge, technology and services have changed the original element structure of financial enterprises. This fundamental change in factor structure is conducive to the improvement of learning ability and competitiveness of financial enterprises, and promote the transformation and development of financial enterprises.

* * * * *

PATH INNOVATION OF IDEOLOGICAL AND POLITICAL TEACHING REFORM IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Chunyu Gao[1], Baoliang Qiu[2], Tingting Fang[2] & Weizhen Liu[2]

[1]Vocational and Adult Education, Faculty of Education, Beijing Normal University, Beijing 100875, China
[2]Public Basic Discipline Teaching Department, Xinyang Aviation Vocational College, Xinyang 464000, China

Background: The ideological and political course in higher vocational colleges is the key path and main position of modern college students' Ideological and political teaching, and the main channel to help higher vocational students establish correct three views. The ideological and political teaching of higher vocational students includes the contents and requirements of mental health teaching. The basic courses also have the relevant requirements of mental health teaching. The education needs to follow the law of inner acceptance of higher vocational students. The healthy, positive and positive psychological state of higher vocational students is the basis of excellent ideological and political morality. Only by fully stimulating the psychological and emotional experience and will activities of higher vocational students, allowing them to recognize China's socialist values, transforming them into individual consciousness, and turning them into students' individual words and deeds, can we truly shape the correct three views of higher vocational

students. Educational psychology mainly aims at the exploration of people's positive and excellent qualities such as inner happiness, optimism, gratitude and happiness, advocates to look at people's positive energy with appreciation, and pay attention to people's survival and development and the perfect realization of life value. Applying the concept of educational psychology to the whole process of Ideological and political course education practice in higher vocational colleges, creating a warm and kind educational atmosphere, actively paying attention to the inner development needs of higher vocational students, and exploring their own virtues and qualities are conducive to guiding higher vocational students to establish correct three views, improving the educational pride and achievement of ideological and political teachers, and reducing the professional fatigue of ideological and political teachers. Then improve the effectiveness of Ideological and political education.

Objective: With the continuous deepening of the new curriculum reform, the problems existing in the ideological and political curriculum education in higher vocational colleges are more obvious. When exploring the reform of ideological and political curriculum education in higher vocational colleges, people also think further about the application of educational psychology. Therefore, it is very necessary to explore the path of Ideological and political education reform in higher vocational colleges from the perspective of educational psychology.

Subjects and methods: Educational psychology plays a positive role in guiding the curriculum ideological and political teaching reform in higher vocational colleges, and can help students establish correct values and learning concepts. This paper mainly analyzes the application value of educational psychology from the reform measures of ideological and political teaching in higher vocational colleges. By establishing the "student-oriented" education and teaching concept, strengthening the cultivation of teachers' personal quality and skills, establishing the information feedback mechanism of Ideological and political theory education and teaching, paying attention to the ideological and political education and teaching process, and evaluating students in many aspects. Three higher vocational colleges were randomly selected as the research object, and questionnaires were distributed to their students to count the results of Ideological and political teaching reform.

Study design: A stratified cluster random sampling method was used to investigate 1000 students. Three higher vocational colleges in China were randomly selected, and one class was randomly selected from each grade. A total of 9 classes were surveyed, 1000 questionnaires were distributed, and 963 valid questionnaires were recovered.

Methods: Excel is used to count the students of all ages who receive ideological and political education in colleges and universities, so as to analyze the results of ideological and political teaching reform.

Results: In the actual teaching work, we should firmly implement the student-oriented teaching concept, fully stimulate students' learning initiative and creativity, so as to resonate with students' thoughts and consciousness in the process of ideological and political teaching, fully stimulate students' learning interest, and better carry out ideological and political teaching. By changing the traditional formal teaching concept of Ideological and political course, ideological and political course teachers treat ideological and political course teaching as their major courses, adopt a variety of ways and apply a variety of means to carry out ideological and political course teaching, so as to mobilize students' learning enthusiasm. Carry out discussion with students through various methods, timely understand the ideas in the hearts of higher vocational students and the problems existing in learning activities, provide practical guidance to students and improve them in later education. Pay attention to the indicators of fairness and hardness of evaluation, give students unqualified evaluation, and promote students' attention to education and education.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, 1000 students are used to evaluate the value and take the average to obtain the result, which is determined by rounding. The specific statistical table is shown in Table 1.

Conclusions: Educational psychology attaches importance to the positive development of human nature, life and society, and pays attention to exploring people's internal potential and virtue. For the problems of low timeliness of ideological and political course education and professional fatigue of ideological and political teachers in higher vocational colleges, it is necessary to infiltrate the concept of educational psychology into the whole process of ideological and political teaching in higher vocational colleges, so as to ensure the healthy development of students. Under the background of educational psychology, the reform of ideological and political course education in higher vocational colleges needs to apply the concept of educational psychology better and more comprehensively, and take the reform of ideological and political course education as daily work. Psychology is essentially a discipline that continuously affects individual behavior according to guidance and inspiration. The transformative application and attempt of educational psychology in ideological and political course education in higher vocational colleges should pay more attention to the influence on higher vocational students from shallow to deep.

Table 1. Effects of educational psychology on ideological and political teaching reform in higher vocational colleges

Content	Higher vocational college A	Higher vocational college B	Higher vocational college C
"Student oriented" education and teaching concept	3	5	5
Teachers' personal quality and skill training	4	4	4
Teaching information feedback mechanism	3	4	3
Multifaceted assessment of students	5	3	4

* * * * *

INNOVATION OF E-COMMERCE LIVE SECOND KILL MODE DRIVEN BY CONSUMER PSYCHOLOGICAL FACTORS

Tian Xie

College of Economics and Trade, Henan Industry and Trade Vocational College, Zhengzhou 450000, China

Background: The development of the Internet has promoted the development of China's E-commerce industry and live broadcasting industry. However, the two sides are also facing different difficulties. For E-commerce, the explosion of various apps has divided up the original considerable traffic, and the growth of the number of stores has made the traffic of each store very small. In contrast, the live broadcasting industry has obtained huge flow advantages, but it is faced with the problem of how to convert the flow into cash. In this context, the "live + E-commerce" model came into being. It draws on each other's strengths to make up for their weaknesses, diverts products or stores through live sales, and converts anchor traffic into revenue by means of sales share or promotion fee. "Online shopping" has become the primary choice for Chinese residents. Through online shopping, consumers can get rid of the restrictions of time and place, easily buy the goods they want, and buy any goods in the country or even overseas goods. Among the overseas shopping orders announced by Taobao in 2020, the demand for "infant milk powder" and "high-grade jewelry" has reached a new transaction amount in recent years, breaking through the transaction amount in 2019. In order to better stimulate China's economy, the E-commerce platform has derived a new live second kill mode. Through the second kill mode, stimulate consumers' own psychological "sense of crisis" and make them effectively participate in the purchase of goods. An excellent E-commerce live second kill platform is also an excellent consumer "psychological interpreter" to a certain extent.

The live broadcasting platform uses the existing number of users to bring traffic to E-commerce, which makes profits through sales. Online real-time interaction, coupled with store links, coupons, red envelopes and other means, consumers have obtained an entertaining and interesting shopping experience. Compared with general product market segmentation, this model has the advantages of low cost, high information efficiency, strong interaction, product diversification and no time and space constraints, which makes it have unique advantages in the general environment.

Objective: "Live + E-commerce" mode solves the dilemma of traditional E-commerce and traditional live broadcasting in one fell swoop, and enterprises are happy to apply it widely. From a practical point of view, as the main body of purchase behavior, the research on the influencing factors of consumers' behavior will help to understand the process of purchase behavior and the key factors that determine their purchase decision. Therefore, it is very necessary to explore the innovative effect of E-commerce live second kill mode driven by consumer psychological factors.

Subjects and methods: This paper mainly analyzes the effect from the innovative measures of E-commerce live second kill mode. By deepening the sense of shopping presence, online popularity effect and shopping trust. A third-tier city was randomly selected to issue a questionnaire to the public, and the statistical analysis class made innovations in the E-commerce live second kill mode.

Study design: 500 people were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 487 were recovered, and the number of valid copies was 469.

Methods: Use Excel to count the impact of E-commerce live second kill mode innovation on groups of all ages.

Results: In the "live + E-commerce" mode, the anchor plays the role of shopping guide in traditional marketing, gives consumers an on-the-spot experience, and urges consumers to make purchase decisions through situational structure and problem interaction. Net red itself has a certain fan group, and in the formation process of this fan group, it has successfully filtered out the "disapproving" audience. In this group, led by Wang Hong, the group's enthusiasm is fermented, consumers are stimulated by shopping, and the purchase conversion rate will be greatly improved. Due to the development of online shopping, its existing worry-free service increases consumers' satisfaction and trust. In addition, the authenticity brought by live broadcasting and trust in the anchor make it easier for consumers to buy products.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 500 groups is adopted and the average is taken to obtain the result rounded. The specific statistical table is shown in Table 1.

Table 1. Innovation effect of E-commerce live second kill mode

Content	College students	Wage group	Retired group
Shopping presence	3	5	5
Net red effect	4	4	4
Shopping trust	5	3	4

Conclusions: In the environment of the rapid development of emerging technology networks, the live broadcast network red E-commerce model is increasingly sought after by many people, completely subverting the rigid traditional business model. Due to its own characteristics, the operation mode of "live + E-commerce" has high attraction to consumers, can effectively promote consumers' purchase and cultivate loyal consumers. The key to its development is to attract consumers and promote the transformation from 0 to 1. E-commerce live broadcasting is an emerging industry. In an era when 5G is coming, "cloud live broadcasting" and "cloud selling" may become a trend. For the country, it is necessary not only to give this emerging industry good development opportunities, but also to supervise, improve relevant laws and promote the more standardized growth of the industry.

* * * * *

CRIMINAL PSYCHOLOGICAL MOTIVATION OF ANTISOCIAL PERSONALITY MINORS IN CRIMINAL LAW

Li Wang

Department of Public Security, Shaanxi Police College, Xi'an 710063, China

Background: The juvenile social investigation system is a special system to analyze the reasons why minors embark on the road of crime according to their performance before and after crime, especially their growth background, family status, social relations and educational experience, so as to make their criminal responsibility more conducive to their education and transformation, so as to facilitate their return to society. Therefore, for the investigation report formed by this investigation, the people's court will take it as an important reference for sentencing in the process of judicial adjudication, so as to make the administration of justice to minors more in line with the characteristics of minors and realize justice under the special premise. At present, China's juvenile criminal social investigation system is still in its infancy, and there are still many imperfections. For example, the subject, content, procedure and application of the investigation are still rough and arbitrary. Therefore, in practice, the function of the juvenile criminal social investigation system has not been brought into full play, and there are still many cases that are mere formality or the investigation is not accurate enough. In order to enhance the scientific and accuracy of social investigation results and strengthen the neutrality and professionalism of investigation activities, it is necessary to further improve China's juvenile criminal social investigation system on the basis of learning from the relevant systems of other countries. Therefore, it should be carried out from the following aspects: First, through improving legislation, further clarify the subject of social investigation and improve the supervision mechanism of social investigation. Secondly, we should accurately define the attributes of social investigation reports, establish fair and impartial investigation procedures, and ensure the legitimate rights and interests of minors. Finally, we should improve the social investigation report system, increase the

supervision and review mechanism, the confidentiality system of investigation work, and the post evaluation system of social investigation, so as to make China's juvenile criminal social investigation system more scientific, fair and rational.

Objective: Minors are not mature in mind and lack the ability to make correct judgments. In the case of juvenile delinquency, many crimes are committed on impulse. Therefore, it is more conducive to reduce their crime rate to carry out law popularization education and formulate reform plans for minors. When making reform plans for minors involved in crime, we should refer to the causes of crime and growth environment of minors involved in crime, and formulate implementable and targeted educational reform plans. Therefore, the social investigation report system should have the characteristics of authenticity, objectivity and professionalism, so as to provide reference for judges and protect minors' human rights.

Subjects and methods: Taking 100 prisoners in a provincial juvenile detention center as the survey object, 100 questionnaires were actually issued, 100 were recovered, and 100 were valid. The questionnaire includes five parts: general items, crime and mistake, psychological status before crime, the possibility of rescue before crime and the methods provided by the offender to effectively prevent crime. First explain the filling method to the offender. After the minor prisoner fills in, he takes back the questionnaire. The average filling time is about 1.5 h. SPSS 17.0 software was used to count the questionnaire results.

Results: The survey results of psychological state before crime are shown in Table 1.

Table 1. Criminal psychological state of antisocial personality minors in criminal law

Psychological characteristics before crime	Irritable, impulsive, excited	Fear, tension	Disorder, helplessness, worry, irritability	Resentful or cruel	Other
Proportion of people / %	25	11	26	17	21

It can be seen from Table 1 that the psychology of minors before committing a crime is in an unbalanced state. Other performance characteristics are shown in the following results:

(1) Age of crime and education level: Among the 100 people surveyed in this survey, 12% are aged 7-15 and 88% are aged 15-17. Among the 100 criminals, 5% had primary and secondary school education, 79% had junior middle school education, 11% had senior high school education and 5% had technical secondary school education. This suggests that the proportion of crimes in junior middle school is the highest.

(2) Education level of parents: Illiteracy accounts for 4%, primary school accounts for 24%, junior middle school accounts for 37%, senior high school accounts for 19%, junior college accounts for 15%, and university and above account for 1%. This suggests that the proportion of children who have low educational background is high.

(3) Nature of crime: Robbery 33%, theft 32%, homicide and injury 22%, rape 13%. It is suggested that juvenile crimes are mainly robbery and theft.

(4) The time from upset to criminal motivation: 38% within 1 day, 25% within 1 week, 18% from 1 week to 1 month, 11% from 1 to 12 months and 8% over 12 months. The above tips, from upset to criminal motivation, account for more than 50% within one week. Before committing a crime, people who are not calm account for the majority. Usually, paying attention to upset students and timely psychological counseling are important measures to prevent crime. It is of great value to study the characteristics of psychological disturbance before crime.

Conclusions: Among the various types of personality disorders, antisocial personality disorder is the most valued by psychologists and psychopathologists. This kind of personality causes the most illegal and criminal acts in society, and 1/3 - 2/3 of the prisoners who have committed repeated crimes of the same nature, serious crimes or bad circumstances belong to this type of personality disorder. Therefore, strengthening the research on the prevention and treatment of antisocial personality disorder is of great significance to promote the safe, stable and healthy development of minors. According to the psychological characteristics of soldiers with antisocial personality disorder, create corresponding experience situations and training contents, with the help of a variety of stimulation means, guide minors to independently complete a series of explicit behavior actions, adjust and improve their psychological state, and establish a positive and stable cognitive model and behavior coping model. In the process of minors completing a series of actions, they should timely correct their bad behaviors and strengthen their random good behaviors such as thinking, communication, cooperation and mutual assistance, calm, overcoming difficulties and being brave in creation. By constantly correcting bad behavior and repeatedly strengthening good behavior, we can change the psychological state and behavior mode of minors.

* * * * *

ONLINE TEACHING MODE OF PHYSICAL EDUCATION THEORY IN HIGHER VOCATIONAL COLLEGES BASED ON COGNITIVE PSYCHOLOGY

Peng Zhang

Department of Basic Education, Lianyungang Higher Vocationl Techical College Traditional Chinese Medicine, Lianyungang 222007, China

Background: According to the theory of cognitive psychology, the process of human acquiring knowledge and skills includes three processes: information input, information storage and processing, information extraction and application. The core idea of modern cognitive psychology is that man is an information processing system. The characteristic of the system is to use symbolic form to represent things in the external environment or internal operation process. The system can process the external environment and its own operation process. Starting from this basic theoretical framework, cognitive psychology is to study the laws, characteristics and essence of various information processing processes of human information processing system, so as to deepen our understanding and understanding of human perception, memory, thinking and other activities, and then use the achievements in this field to give better play to human ability to understand the world. Modern cognitive psychology emphasizes the study of human internal cognitive process, and its basic idea also highlights its fundamental view that it compares the human brain with the computer and regards the human brain as an information processing system similar to the computer. The student training goal of higher vocational colleges is different from that of primary and secondary school students to strengthen basic knowledge, cultivate basic skills and take entering a higher school as the main purpose, and it is also different from that of undergraduate colleges to cultivate research talents. The main purpose of teaching in higher vocational colleges is to enable students to obtain the practical ability (including skills and knowledge) required by a specific occupation or occupational group, so that they will become high skilled applied talents in the front line of social and industrial development in the future. For this purpose, the classroom teaching mode of higher vocational colleges should also be different from that of primary and secondary schools and undergraduate education. On the basis of knowledge transfer, we should mainly highlight the training of practical skills. Even in the teaching of physical education, we should design and organize teaching by highlighting practical skills.

Objective: Due to the different training objectives and educational objects, the classroom teaching of higher vocational education cannot be imitated mechanically. There are more researches on high-efficiency classroom in higher vocational education focusing on specific disciplines, and there are few researches on constructing a universal high-efficiency classroom teaching model based on psychological theory. In order to explore the efficient model of classroom physical education theory teaching in higher vocational colleges, it is important to reflect on the classroom teaching form of specific courses at a certain height, and to summarize the efficient classroom teaching model with guiding significance. Based on the theory of modern cognitive psychology, this study discusses this problem and studies the online teaching mode of physical education theory in higher vocational colleges.

Subjects and methods: 100 college students in a higher vocational college were selected to conduct online teaching of physical education theory in Higher vocational colleges by using cognitive psychology theory for 3 months. After the experiment, the students were asked to fill in the questionnaire. The self-made psychological state self-assessment form was mainly used for evaluation, including 35 questions. The time for filling in the questionnaire was controlled within 30-60 mins, and the students' satisfaction with physical education theory teaching was counted. The psychological state of students is counted by Excel, and summarized, recorded and archived.

Results: The current higher vocational education is developing rapidly, and the scale of students is becoming larger and larger. In particular, many higher vocational colleges have new campuses, most teachers do not live in the new campuses, and there is less and less direct communication between teachers and students. In the online teaching classroom of physical education theory based on cognitive psychology, teachers and students can understand each other's dynamics in time by paying attention to each other (that is, becoming followers of each other). Students can feed back their learning questions and suggestions on the course to teachers in time. Teachers can also timely understand students' learning situation, from which they can have a deeper understanding of students' attitude towards learning, learning behavior, cognitive level and application ability, and constantly reflect on their own educational views and teaching methods, so as to summarize a set of teaching mode more suitable for students' situation, so as to achieve a win-win situation between teaching and learning. And this interaction is not limited to learning, but also in life. In

this way, teachers will be more aware of the ideological dynamics of students, and then give guidance, so as to achieve better educational effect. The psychological state of students on the current curriculum design is shown in Table 1. It can be seen from Table 1 that students are basically satisfied with the teaching mode after the experiment, and two students express a little dissatisfied with the course. This may be due to the large population base, and teachers cannot fully understand each student's psychological state, so as to carry out targeted teaching. Therefore, this also reflects that in the future online teaching of physical education theory, teachers should make full use of network resources to understand students' psychological state in real time, so as to make targeted teaching strategies.

Conclusions: At present, higher vocational education is booming. Due to the close integration of higher vocational education with the market, the teaching reform of higher vocational colleges should be constantly updated and deepened. According to the theory of modern cognitive psychology, the process of individual learning knowledge and skills is actually the process of individual effectively absorbing, storing, processing, extracting and using information through the brain. In order to achieve the goal of efficient classroom teaching in higher vocational colleges, teachers' teaching design must be based on cognitive psychology, take the realization of the goal of cultivating students in higher vocational colleges as the principle, realize effective information input, efficient information storage and processing methods, and skillfully extract and use the results of information as the guiding mode.

Table 1. Students' satisfaction before and after the experiment

	Crowd	Number of people
	Dissatisfied	0
	A little dissatisfied	2
Higher vocational students	Commonly	17
	Quite satisfied	45
	Very satisfied	36

* * * * *

APPLICATION OF DESIGN PSYCHOLOGY IN PRODUCT DESIGN

Jinming Zheng[1], Tingjiao Ye[2], Xiaofeng Wang[1] & Xiaojun Cui[1]

[1]Institute Of Information Technology, Wenzhou Academy of Agricultural Sciences (Wenzhou Vocational College of Science and Technology), Wenzhou 325000, China
[2]College of Animal Sciences, Wenzhou Academy of Agricultural Sciences (Wenzhou Vocational College of Science and Technology), Wenzhou 325000, China

Background: Design psychology is also a kind of psychology. It is the science of user psychology in a specific field. The establishment of design psychology integrates many basic knowledge and basic rules of psychology. The protagonist and core of any design process and practical activities are people, and human psychology is also the basis of design psychology. Design psychology is carried out around people's psychology and needs, such as cognitive psychology and Gestalt psychology. Therefore, we should do a good job in screening and selecting the sources of basic psychological theories involved, and fully combine design knowledge with design needs. Design psychology is a subject that studies the needs of users. First, we should understand the basic information of users and establish user model on this basis. Design psychology also studies the user use process and the relevant information in the user use process. This is the application of design psychology in packaging design. Design psychology also studies users' evaluation of design, which is a way to summarize experience and make progress. User feedback and evaluation is the assessment and affirmation of design, so design psychology should have the process of user feedback. Design psychology should also study users' psychological needs, study users' feelings for products, and establish users' emotional model. Design psychology is a subject that studies the aesthetics of users to products and needs to establish users' aesthetic model. Design psychology should also study the environmental factors of product use, carry out packaging design on this basis, meet the environmental requirements, establish the environmental model of use, and so on. Only with these qualities can designers design good products, meet the needs of users and enhance the value of products.

Objective: Packaging design plays a very important role in product sales. Not only the role of packaging, but also the role of marketing. Exquisite packaging design will undoubtedly add a lot of color to the product. In a certain sense, it can improve the value of the product and reflect the quality of the product, which is

an important link in marketing. Because the first thing people see when buying goods is the outer packaging of products, which is the first impression to consumers, they pay special attention to the outer packaging of products in marketing. As the teaching or practice of packaging design specialty, we should start from reflecting the quality and quality of products and pay attention to the high quality of design. In design, the designer's design psychology determines the aesthetics of packaging. Design psychology plays an inestimable role in design practice.

Subjects and methods: A questionnaire are distributed to 500 adults. The questionnaire is required to be completed at one time. It takes about 15 – 30 min for each person to fill in the questionnaire. A total of 500 copies were distributed, 457 copies were recovered, and the number of valid copies was 413. The questionnaire mainly focuses on exploring the packaging visual factors that affect consumers' purchase of products, understanding consumers' psychological reaction, as well as the demand for product performance and aesthetics, and mainly explores consumers' psychological state of factors such as product appearance, texture and color. The survey results were analyzed by Excel and SPSS 20.0 software.

Results: As for the survey contents of the main elements of product packaging concerned by people, the statistical results are shown in Table 1, which can reflect people's aesthetic needs to a certain extent.

In the past, when people chose products, they paid more attention to the quality and function of products. With the continuous development of China's economy, the people's aesthetic level and aesthetic needs have been qualitatively improved. In the process of selecting products, they will not only pay attention to the quality and function of products, but also pay attention to the aesthetic design of products. In this regard, designers need to comprehensively understand the real needs of users for products, and carry out product design on this basis. However, in the actual user demand survey and research, it is vulnerable to many internal and external factors, such as the unwillingness of the surveyed users to cooperate. To solve this problem, it is necessary to conduct different research according to the characteristics of different users in the actual research of product design, and apply more targeted research methods to lay a solid foundation for improving the market adaptability of product design.

Table 1. Survey results of elements concerned about aesthetic needs

	Appearance form	Color	Texture	Visual stimulation
Select number of people	343	326	205	304

Conclusions: As a product, its external form is transmitted to the human brain before its function. Consumers respond to the external form of the product through vision, so as to trigger psychological feelings. A good product should not only have its due use value, but also have a beautiful form, so as to let consumers wake up the beauty of the product through vision, so as to produce a pleasant psychology and stimulate consumers' purchase desire. Therefore, in the product design stage, designers must make a detailed analysis and Research on consumers' aesthetic psychology, and design products with more aesthetic value by applying laws such as color and proportion, contrast and echo, focus and priority.

Design psychology is closely related to product design. At the same time, product design is bound to be subject to the subjective influence of the designer, and his personal thinking or will directly affect the final form of the product. Design psychology can help designers establish a more scientific design concept and help designers design products more in line with the needs of users. Therefore, it is necessary for relevant personnel to apply scientific strategies to better integrate design psychology into product design in combination with the actual situation of design psychology and product design.

* * * * *

ON THE INTEGRATION PATH OF SOCIAL PSYCHOLOGY AND COMMUNITY PUBLIC GOVERNANCE STRUCTURE

Xiaolan Chen

Law and Administration College, The Open University of Guangdong, Guangzhou 510091, China

Background: Psychological researchers believe that health psychology is a comprehensive discipline, which mainly provides services for people how to maintain a healthy body and mind. With the progress of society and the development of the times, healthy psychology will play a more and more important role in people's daily life and work. Although the psychological circles have two views on the future development trend of psychology: One is an optimistic view that psychology will be valued by millions of people, even religious worship. The other is a pessimistic view that "psychology has a long-term past, a short history and a confused future", and that psychology will not become a real science even in another 10 years. But one thing that cannot be ignored is that modern people must master some necessary knowledge of health psychology in order to improve the quality of life. It can be said that mastering the necessary knowledge of health psychology is not only an inevitable requirement for people in today's era, but also an important guarantee for people to maintain physical and mental health, and even an important factor affecting the success or failure of people's career.

Based on social psychology, public psychological service is a necessary link to intervene the community public governance structure. The construction of public psychological service system is an important link in the construction of "co construction, co governance and sharing" social governance system. It is the concentrated embodiment of the current social governance ability and the modernization of governance system. Since the transition period, China has always attached great importance to the construction of social psychological service integrated into the governance structure and mechanism of grass-roots communities. The report of the 19th National Congress of the Communist Party of China clearly puts forward the following requirements "Strengthen the construction of social psychological service system and cultivate self-esteem, self-confidence, rationality, peace and positive social mentality". Especially during the epidemic this year, the integration of social psychological services into the basic community governance structure is particularly important, and the community people's demand for social psychological services has increased significantly. How can the government proceed from reality and strengthen the construction of the mechanism for the integration of social psychological services into the grass-roots community governance structure, so as to lay a solid foundation for improving the governance capacity of the basic community and realizing the modernization of social governance?

Objective: With the spread of novel coronavirus pneumonia, the public's psychological needs are doubling. The focus of our current party and government is how to do well in the process of community-based prevention and control, how to integrate social psychology into the basic community governance structure. In the process of integrating social psychological services into community governance, the community not only meets the people's psychological service needs, enhances the community cohesion, but also improves the level of community governance.

Subjects and methods: In the process of integrating social psychology into community public governance, it still faces difficulties, mainly in the following aspects: 1. The initiative of integrating social psychological services into community governance is poor. 2. The supply of psychosocial services and the demand of residents are unbalanced. 3. The system of integrating psychosocial services into community governance is not perfect. 4. The specialization level of social psychological services is not high, and there is a shortage of employees. This study investigated the community service staff and people from four aspects: Initiative, balance, perfection and professionalism, and counted the impact of the integration of social psychology into the community public governance structure.

Study design: Using the interview analysis method, 20 community service staff and 50 mass personnel were interviewed to analyze the reflection of community staff and mass personnel on the impact of the integration of social psychology knowledge and community public governance structure. The visit time is about 15min-25min.

Methods: Excel is used to count the impact of the integration of social psychology and community public governance structure.

Results: To improve the community public governance structure, improve the level of community governance, enhance community cohesion and meet the people's psychological service needs, the integration of social psychology and community public governance institutions is imperative.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Conclusions: Through the application of social psychology knowledge, it has changed the concept of community workers, clarified the positioning of community workers, and psychologically changed the idea of community workers that "they are service providers rather than leaders". Strengthen the input of social psychology knowledge of community staff, absorb professionals and improve the quality of staff, so as to

quickly establish the function of mental health service in grass-roots communities. At the same time, it can also optimize the community public governance mechanism, making the integration process of social psychology more standardized, more scientific and more efficient into the process of grass-roots social governance. With the joint participation of multiple subjects, this paper analyzes the problems and reasons of the integration of social psychological services into grass-roots community governance. Therefore, according to the existing problems, this paper puts forward effective measures to finally improve the mechanism of the integration of social psychological services into grass-roots community governance and improve the level of grass-roots community governance.

Table 1. Impact of integration of social psychology and community public governance structure

Factor	Initiative	Balance	Perfection	Specialty
Working personnel	4	3	3	4
Mass personnel	3	3	4	4

* * * * *

ANALYSIS OF TOURISTS' TOURISM BEHAVIOR FROM THE PERSPECTIVE OF PSYCHOLOGY

Long Jin

School of Economics and Management, Liaoning Finance Vocational College, Shenyang 110122, China

Background: Psychological researchers believe that health psychology is a comprehensive discipline, which mainly provides services for people how to maintain a healthy body and mind. With the progress of society and the development of the times, healthy psychology will play a more and more important role in people's daily life and work. It can be said that mastering the necessary knowledge of health psychology is not only an inevitable requirement for people in today's era, but also an important guarantee for people to maintain physical and mental health, and even an important factor affecting the success or failure of people's career. As a complex multi-disciplinary phenomenon, tourism is concerned by different fields of Social Sciences, including psychology. In the field of psychological research, tourism phenomena mostly focus on social psychology and environmental psychology, including tourists' tourism behavior, tourism motivation, tourism destination residents' attitude, host guest relationship, tourists' or residents' local attachment and community attachment, etc. In the process of tourism at home and abroad, Chinese tourists often have more immoral and low-quality behaviors, which not only damage the interests of scenic spots and other tourists, but also tarnish China's image, which has become a problem of common concern in the society. On the one hand, the non-ecotourism behavior of tourists comes from the independent behavior under the civilized and moral norms of tourists themselves, on the other hand, it comes from the environmental behavior caused by the mistakes and inducements of managers. This view holds that tourism behavior that does not conform to ecological ethics is non ecological tourism behavior. Although no one has defined ecotourism behavior, it has been more understood as tourist behavior in the process of ecotourism. However, real ecotourism is rare in China. Protecting the environment is not a sufficient condition for ecotourism, but a necessary condition. It can be seen that ecotourism behavior should be rare, and more tourists' behavior belongs to non-ecotourism behavior. In view of the concept confusion between non ecotourism behavior and ecotourism behavior, uncivilized tourism behavior and tourism immoral behavior, it is more appropriate to define tourists' immoral behavior of destroying or damaging the landscape environment in the tourism area (such as graffiti, littering, etc.) as tourists' autonomous non ecological behavior. This paper classifies the non-ecological behaviors of tourists' autonomy, and analyzes the psychological and external factors of tourists' making such behaviors by using the theories and methods of psychology and behavior.

Objective: Since the implementation of the "Golden Week" system, the number of domestic tourists has increased day by day, and the proportion of domestic tourism in tourism has accounted for 2 / 3. The sharp increase in the number of tourists makes the management of some scenic spots inadequate. In the face of many independent non ecological behaviors of some low-quality tourists that destroy the environment in the process of sightseeing, such as random inscription and littering, although the competent department of

the scenic spot is not completely helpless, the governance effect is very limited.

Subjects and methods: In the economic practice of ecotourism, there are some conflicts among the subjects because the objectives pursued by each subject are different. Developers only pay attention to how much revenue can be obtained. Tourists often only pay attention to their own physical and mental pleasure experience, and rarely think of protecting the ecological environment in the process of sightseeing. Therefore, from the perspective of social psychology, this paper focuses on the harmonious development between man and nature, the coordination between natural ecological relations and socio-economic relations, and strengthens the cultivation of ecological concepts, so as to improve the ecological ethics and moral mechanism, so as to promote the sustainable development of China's agricultural eco-tourism economy.

Study design: 600 tourists were investigated by stratified cluster random sampling. Randomly selected tourists from different tourist places, conducted a questionnaire survey on tourists of different genders and ages, distributed 600 questionnaires and recovered 564 valid questionnaires.

Methods: The influence of tourists' tourism behavior from the perspective of statistical psychology is analyzed by Excel.

Results: After analyzing tourists' psychology, the scenic spot cannot expect tourists to improve their self-cultivation independently, but should build the probability of tourists' independent non ecological behavior from their own point of view by strengthening education, active guidance, improving planning and construction level and strengthening supervision and management.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 600 tourists is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Impact of social psychology on the development of rural health resort tourism

Factor	Strengthen education	Active guidance	Improve the level of planning and construction	Strengthen supervision and management
Tourist	4	4	4	4

Conclusions: In order to improve the quality of domestic tourists, enhance the international image of Chinese tourists and eliminate the occurrence of Chinese people's independent non ecological behavior in the process of tourism, we also need to apply the knowledge of psychology, behavior and other disciplines to conduct more in-depth and multi angle analysis and research, and need the active participation of all tourism departments and all sectors of society. In particular, it is necessary for the scenic spot to continuously explore ideas and actively innovate in tourist management to improve its management performance.

* * * * *

THE INFLUENCE OF GREEN BUILDING DESIGN ON CONSUMERS' PURCHASE PSYCHOLOGY FROM THE PERSPECTIVE OF PSYCHOLOGY

Yun Liu[1], Xiaokang Liu[2], Zuochang Zhang[1]* & Qingzhe He[1]

[1]School of Management Science and Engineering, Guangxi University of Finance and Economics, Nanning 530007, China
[2]Department of Management Engineering and Technology, Guangdong Jinyuan New Energy co., ltd., Guangzhou 510000, China

Background: Consumer psychology is an important branch of psychology. It studies the psychological phenomena and behavior laws of consumers in consumption activities. Consumer psychology is a new subject. Its purpose is to study the law of psychological activities and personality psychological characteristics in people's daily purchase behavior in the process of life consumption. The learning contents of consumer psychology include the process of consumers' psychological activities, consumers' individual psychological characteristics, psychological factors affecting consumers' behavior, psychological activities of consumers' purchase process, the impact of social environment on consumer psychology, consumer psychology and consumer behavior of consumer groups, consumer situation and consumer psychology, commodity factors and consumer psychology, marketing communication and consumer psychology.

With the development of society, green building has become an important part of China's implementation of the sustainable development strategy in the 21st century. Green building is an important part of sustainable development strategy in principle. In principle, green buildings adhere to sustainable development, pay attention to science in the overall design, emphasize naturalization in the design of integrated greening configuration, ventilation and daylighting, adopt low energy consumption materials for enclosure structure, and fully display humanities and architecture in the use of high and new technologies such as solar energy utilization, geothermal utilization, reclaimed water utilization, green building materials and intelligent control Harmony and unity of environment and science and technology. The core content of green building is to minimize energy and resource consumption, reduce damage to the environment, and adopt new technologies and materials conducive to improving living quality as much as possible. There should be reasonable site selection and planning, try to protect the original ecosystem, reduce the impact on the surrounding environment, and fully consider natural ventilation, sunshine, transportation and other factors. To realize the recycling of resources, colleges and universities should try to use renewable resources. Try to use natural energy such as solar energy, wind energy, geothermal energy and bioenergy. Minimize the discharge of wastewater, waste gas and solid waste, and adopt ecological technology to realize harmless and resource treatment of waste. Control the content of various chemical pollutants in the indoor air to ensure good indoor ventilation and sunshine conditions. At present, the topic of green environmental protection has become the main topic discussed by people. Because people pay more and more attention to environmental protection, based on consumer psychology, people's demand for green environmental protection products has also greatly increased.

Objective: The birth of the discipline of consumer psychology has a "blood relationship" with the formation of psychology, consumer economics and other branches. To a large extent, it is due to the continuous infiltration of psychological science theory into the field of consumer research in empirical research, and the social, economic and cultural problems related to consumption react on applied psychology. Any kind of consumption activity includes both consumers' psychological activities and consumers' consumption behavior. Accurately grasping consumers' psychological activities is the premise of accurately understanding consumer behavior. Consumer behavior is the external expression of consumer psychology, and consumer behavior is more realistic than consumer psychology.

Subjects and methods: This study mainly analyzes the impact of psychology on the sales of green building design products. It is studied from four aspects: herd psychology, community psychology, price psychology and green consumption psychology. A third-tier city was randomly selected and a questionnaire was distributed to citizens to statistically analyze the impact of psychology.

Study design: 500 people were investigated by stratified cluster random sampling. 500 questionnaires were distributed and 491 were recovered, with 475 valid copies.

Methods: The effect of green building design on consumers' purchase psychology from the perspective of Excel Statistical Psychology.

Results: Conformity is not only the same behavior as others, but also refers to changing their behavior or beliefs due to others. It is a common purchase motivation of consumers. This motivation is easier to be stimulated in small-scale farmers' online sales. Only by fully understanding the needs of consumers can we really control sales. With the strengthening of people's awareness of environmental protection and health, the concept of green consumption began to gradually affect the behavior mode of consumers. Organic agricultural products, green products and pollution-free agricultural products have become the priority products of some consumers.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 500 groups is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of green building design on consumers' purchase psychology from the perspective of Psychology

Content	Group psychology	Community psychology	Price psychology	Green consumption psychology
Student group	3	5	5	3
Working group	4	4	4	4
Retired group	5	3	4	5

Conclusions: Psychology mainly studies people's psychological activities and behavior laws. Psychology takes consumers as the research object, that is, consumer psychology is formed. This study uses the concept

of consumer psychology to study and analyze the impact of green building design on consumers' purchase psychology. With the improvement of people's ideological consciousness, the concept of taking the road of sustainable development has been deeply rooted in the hearts of the people, and the green architectural design is also very recognized by consumers.

*   *   *   *   *

THE MECHANISM OF IMPROVING PEOPLE'S PSYCHOLOGICAL HAPPINESS IN THE PROCESS OF SOCIAL GOVERNANCE COMMUNITY CONSTRUCTION

Mingyuan Shen[1,2]

[1]School of Marxism, Hainan Normal University, Haikou 571158, China
[2]Hainan Research Center for Theoretical System of Socialism with Chinese Characteristics sub-Center of Hainan Normal University, Haikou 571158, China

Background: The social governance community highlights "everyone". It not only emphasizes that all social members are governance subjects and have the responsibility and obligation to participate, but also emphasizes the value concept that everyone shares the results of social governance. It is an organic combination of rigid management and flexible governance. The proposal of social governance community is not only the inevitable result of the deepening and expansion of social construction and social governance law by the Communist Party of China, but also the internal need to promote the modernization of national governance system and governance ability. The starting point and foothold of the construction of social governance community is "everyone", which deeply answers the major questions of who will lead and participate, what ways and means to connect the governance subjects, and how to effectively and fairly distribute the governance achievements, highlights the strong characteristics of the people, and highlights the people-centered development thought. Building a social governance community not only emphasizes that in the specific practice process, each social member is the governance subject and has the responsibility and obligation to participate, but also emphasizes the improvement of the people's self-organization ability, but also emphasizes that all social members share the achievements of social governance fairly and fairly. If we want to deeply understand the profound connotation of social governance community, we need to grasp it from the three dimensions of "everyone has a responsibility, everyone does his duty and everyone enjoys".

Objective: Idea is the forerunner of action, and system is the carrier of practicing idea. The transformation from pattern to system reflects the development from theoretical experience to system practice, but the core concept of "co construction, co governance and sharing" is consistent and integrated. This echoes with "everyone has a responsibility, everyone is responsible and everyone enjoys", embodies the people-centered thought, and clearly answers the fundamental question of "who governs, how to govern and for whom" in social governance. Co-construction, co governance and sharing are successive and progressive, blending, infiltrating and inseparable. Co-construction emphasizes "everyone's responsibility" and co governance highlights "everyone's responsibility". Together, it constitutes the fundamental premise for realizing "everyone's enjoyment" and is the source of shared resources and wealth. Sharing is not only the inevitable result of co construction and co-governance, but also provides a fundamental driving force for co construction and co governance. The three promote each other step by step, in a virtuous circle, and jointly promote the continuous improvement of the modernization level of social governance.

Subjects and methods: The Fourth Plenary Session of the 19th CPC Central Committee not only proposed the construction of a social governance community, but also defined the key tasks. In the new era, we should deeply understand the characteristics and laws of social governance modernization with Chinese characteristics, focus on building a social governance community, promote the continuous improvement of the level of social governance modernization with higher requirements, more practical measures and greater efforts, ensure that the society is full of vitality, harmonious and orderly, and create a good social environment for the people's good life. Social stability, order, harmony and stability are important prerequisites for building a strong modern socialist country. A safe social environment and good social order are important components of people's good life. The people are the basic unit of the family, and the family is the basic unit of the society. Only when the people are happy can the family be harmonious, the family be harmonious can the society be harmonious, and only when the cells are sound can the body be healthy. The family style marks the unique spiritual temperament and moral style of a family or family. A good family style is related to the healthy growth of family members and the shaping of a fresh social atmosphere, The formation of good family style is gradually cultivated by healthy families through correct tutoring. Therefore,

maintaining family stability and health, guiding positive energy tutoring and cultivating good family style are important contents to achieve "good governance" in grass-roots society.

Study design: 500 social people, regardless of occupation, age and gender, were randomly selected as investigators. Questionnaires were distributed to the investigators. The content of the questionnaire is carried out from the following three aspects: First, co construction, that is, everyone is responsible. Second, CO governance means that everyone is responsible. Third, sharing, that is, everyone enjoys. Of course, this is also the core concept of social governance community construction.

Methods: Use Excel to count the impact of people's psychological well-being in the process of social governance community construction.

Results: According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 indicates no symptoms, 1 indicates slight symptoms, 2 indicates general symptoms, 3 indicates obvious symptoms and 4 indicates intense reaction. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 people are taken and averaged. The specific statistical table is shown in Table 1.

Conclusions: Social stability, order, harmony and stability are important prerequisites for building a strong modern socialist country. A safe social environment and good social order are important components of people's good life. Only when the world is peaceful can the people be happy, China be rich and strong, and the Chinese nation take off. If the society is not peaceful and the country is not safe, the people will be very sad to live a good life, and reform and development cannot last. Therefore, the fundamental purpose of adhering to and improving the social governance system of co construction, co governance and sharing is to build a safe China with wider fields, more satisfaction of the people and stronger effectiveness, maintain social stability and safeguard national security. To strengthen and innovate social governance, we should focus on solving the major risks affecting national security, social stability and people's peace, coordinate the two overall situations at home and abroad, offline and online battlefields, actively explore a new model of social governance reflecting Chinese characteristics and characteristics of the times, and constantly improve the level of building a safe China.

Table 1. Effect of people's psychological well-being during the construction of social governance community

Factor	Jointly sponsor	Co-governance	Share
Populace	3	3	4

* * * * *

APPLICATION OF COLOR PSYCHOLOGY IN INTERIOR DECORATION DESIGN

Jue Wang & Rong Ma

School of Design Art, Wuxi Institute of Technology, Wuxi 214121, China

Background: Color psychology is a science that studies the relationship between color and people's psychology. People's daily life is inseparable from the role and influence of color. In interior design, the color of interior space affects people's psychological space, time and temperature to varying degrees. The psychological factor of color is often the key point those designers can't ignore. With the social progress and the development of the times, people's living standards and quality are constantly improving, and people pay more and more attention to their own living environment. A unified indoor environment with both functionality, decoration and practicability can highlight the personality taste of the head of household, but the factors that need to be considered are often diverse in how to create a comfortable, warm and flexible home atmosphere. Among them, color is the main factor affecting people's senses. It affects the physiology and psychology of the human body, restricts various organs and physiological systems of the human body, and will inevitably affect the effect and function of interior design. In interior design, we need to deeply study the principle of color psychology in order to better meet people's psychological needs. Color psychology is a subject that studies a series of behaviors or psychological activities produced by human beings after feeling the influence of color. Its research changes with the different symbolic meanings of colors in different cultures in various fields. The formation of object visual image depends on the difference of object shape and color. People's psychological reaction to color varies with the change of time, space,

ideology and region. As a common human physiological function, external stimulation, and can bring different people with different psychological effects, the role is color. Color is the soul of interior design. Vision is people's first reaction to objective things. People's feeling of visible light is color. Vision is most affected by color. The study found that when color is projected to the eyes through light and transmitted to the brain at the speed of light, it affects people's psychological and physiological feelings to varying degrees. Design and color are inseparable, just like the relationship between lips and teeth. Design works without color will lose its significance. When we walk into an indoor space, the first reflection into the human brain is the color of the object. As an information stimulus, color plays an emotional medium in the indoor room. When color stimulates visual feeling, it also affects the changes of human physiology and psychology, such as rich association. In the human brain, the image of color seems to have been solidified, and it has no plasticity. However, when we calm down and analyze rationally, we will be surprised to find the rich emotional level of color, which gives designers great significance to further study the application of color in visual art and the design of indoor rooms. Color in interior space design, whether visually or psychologically, can give people a strong impact and feeling of artistic style. It has certain guiding significance in practical application in changing space size and artistic conception, creating style, psychological temperature and so on.

Objective: With the change of age and physiological structure, people's psychological feeling of color will change, and the psychological induction of color will be gradually different. Young people like bright and colorful colors. The more mature the middle-aged and elderly people are, the preference for color is also gradually transitioning to composite color, and gradually tends to the calm and mild warm color system. In other words, with the enrichment of people's life experience and cultural connotation, the feeling of color is calmer and softer than that of young age. Therefore, interior designers can analyze according to the gender and age of users and find the right entry point for design.

Subjects and methods: This study discusses the application of color theory and color psychology in interior design, and discusses how to use the color psychological differences of different nationalities, different environments, different genders and ages for interior design. It also investigates and analyzes social groups from three aspects: Creating a sense of space, shaping a sense of time and strengthening a sense of temperature, and counts their influence.

Study design: Using the test paper survey method, 100 social people were randomly selected, regardless of gender, nationality and age. A total of 100 papers were distributed, 95 papers were recovered and 92 valid papers were issued.

Methods: The effect of the application of color psychology in interior decoration design is analyzed by Excel.

Results: Through the application of color psychology in interior decoration design, it can not only meet people's psychological requirements, but also meet people's spiritual requirements. At the same time, it can well reflect people's desired psychological artistic conception, conform to people's psychological characteristics, and make the designed space reasonable and beautiful.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Effect of the application of color psychology in interior decoration design

Factor	Natural resources	Green consumption	Development resources
Economics	4	4	4

Conclusions: Design comes from life. The inspiration of interior designers is the same. Designers need to know how to skillfully apply color psychology to interior design based on people's life and spiritual needs, so as to create a better and reasonable human living space. Its space can not only meet the use function, but also meet people's spiritual needs, reflect a certain artistic conception, meet people's physical and mental characteristics, and better integrate people's different color psychological feelings into indoor color design. To sum up, a design that can meet both psychological and physiological needs is a truly successful design.

* * * * *

ON THE CULTIVATION AND PROMOTION PATH OF COLLEGE STUDENTS' CULTURAL SELF-CONFIDENCE FROM THE PERSPECTIVE OF POSITIVE

PSYCHOLOGY

Yuxi Wang

College of Humanities & Social Development, Nanjing Agricultural University, Nanjing 210095, China

Background: Cultural self-confidence is the high affirmation and positive practice of a nation, a country and a political party on its own cultural value. General secretary Xi Jinping has repeatedly stressed that cultural self-confidence is the ideological foundation of road confidence, theoretical self-confidence and institutional self-confidence. "Cultural self-confidence" is a more fundamental, broader and deeper self-confidence. Therefore, the cultivation of cultural self-confidence in colleges and universities is related to the future and destiny of socialism with Chinese characteristics and should be highly valued by the party and the state. Economic globalization, political diversity and cultural diversity have brought opportunities and challenges to cultural self-confidence. The new era requires college students to actively grasp the opportunities of the times and realize the great rejuvenation of the Chinese nation. As the backbone of socialist construction, college students must cultivate a high degree of cultural self-confidence if they want to shoulder the historical mission entrusted by the times. Positive psychology is a new research field rising gradually. In the past, the research of psychology basically focused on the treatment of psychological abnormalities, rarely starting from people's survival and development. The discipline of positive psychology studies people's morality, potential and vitality from the perspective of human nature and its value, and pays attention to the research of people's strength and excellent quality. It believes that living individuals in society should have both positive and negative personality. When the negative personality traits are dominant, the individual is depressed. On the contrary, it gives play to the individual's good constructive function, that is, the consistency and integrity of personality. The research perspective of positive psychology includes individual positive emotional experience, positive personality traits, positive emotion and health, creativity and talent training. College students' cultural self-confidence requires them to be full of confidence in national culture, form a comprehensive understanding of their dominant position on the premise of always maintaining national pride, and gradually establish and improve the awareness of cultural security, innovation and diversified development on the basis of in-depth understanding and learning the basic contents of socialism with Chinese characteristics, In the process of inheriting and innovating traditional culture, further promote exchanges and truly realize the goal of unity of knowledge and practice.

Objective: "Culture is the soul of a country and a nation. Culture prospers the country and makes the country strong." Culture plays a great role in improving the country's comprehensive competitiveness. Since the late 20th century, with the emergence and rapid development of new knowledge fields such as knowledge economy, artificial intelligence and life science, it has reached a consensus that culture is the new focus of international competition. From this perspective, the occupation of the commanding heights of cultural development means the improvement of cultural soft power, and it also means that it will finally firmly occupy the competitive initiative in the case of increasingly fierce international competition.

Subjects and methods: Positive psychology adopts scientific principles and methods to study happiness and advocates the positive orientation of psychology to study human positive psychological quality and pay attention to human health, happiness and harmonious development. At the same time, the university is the main place for the inheritance and innovation of China's excellent traditional culture. This is because the university itself is a place for academic research and discussion. It must maintain the characteristics of keeping pace with the times. At the same time, it also has the leading role of corresponding culture, especially socialist culture. Cultivating college students' cultural self-confidence is also one of the important ways for universities to maximize their cultural leading role. College students can be said to be the image spokesman of a university. In a sense, college students' attitude towards culture is the reflection of the University's attitude towards culture. Based on positive psychology, it can not only help college students establish cultural self-confidence, but also help college students correctly and rationally treat foreign culture and national culture and establish a correct cultural attitude, so as to maximize the cultural leading role of the University and consciously assume the responsibility of carrying forward Chinese culture.

Study design: In the form of interview survey, 100 college students were randomly selected for interview. Time limit: 15-20 mins. The content of the interview is whether there is a significant impact on the cultivation and improvement of college students' cultural self-confidence from the perspective of positive psychology.

Methods: Using Excel statistics to explore the influence of the cultivation and promotion path of College Students' cultural self-confidence from the perspective of positive psychology.

Results: According to the survey results, five grades of 0-4 are used to quantify the influence values of specific factors. 0 means no symptoms, 1 means slight symptoms, 2 means general symptoms, 3 means obvious symptoms and 4 means intense reaction. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 university students are taken and averaged. The

specific statistical table is shown in Table 1.

Table 1. Research on the cultivation and promotion path of college students' cultural self-confidence from the perspective of positive psychology

Factor	Amnesia	Aphasia	Disowned	Motional instability
Students with cognitive impairment	2	3	2	4

Conclusions: With the continuous introduction of foreign culture, negative thoughts such as money worship and utilitarianism have had a great negative impact on China's national culture. based on positive psychology, we have strengthened the cultivation of college students' cultural self-confidence, resisted the negative impact of foreign bad culture, carried forward Chinese excellent traditional culture, and played a good role in leading advanced culture. Through the cultivation of college students' cultural self-confidence from the perspective of positive psychology, we can better enhance college students' cultural identity, help them better learn and deeply understand the connotation of socialist advanced culture with Chinese characteristics, consciously assume the responsibility and responsibility of carrying forward the socialist advanced culture with Chinese characteristics, and consciously maintain China's cultural security in the era of globalization.

* * * * *

APPLICATION OF EDUCATIONAL PSYCHOLOGY IN PRESCHOOL EDUCATION CURRICULUM

Hui Zhang[1,2]

¹Normal College, Hunan University of Arts and Science, Changde 415000, China
²Center for International Education, Philippine Christian University, Manila 1008, Philippines

Background: Educational psychology is the product of the combination of educational activities and psychology. It is a science to explore the psychological laws of middle school and teaching in the process of education. Educational psychology can describe, explain, predict and control educational practice. It can help teachers understand problems, provide theoretical guidance for practical teaching, predict and intervene students' behavior, and make them carry out educational research combined with practical teaching. As an applied science, educational psychology studies the law and application of students' psychological activities under the conditions of education and teaching, and provides sufficient psychological basis for teaching methods. When students are in the early childhood stage, their mental development is childish and their thinking is simple. Therefore, they have great plasticity and are the foundation stage of life development. So, it's the best time for children to be interested in learning. Playfulness is a child's nature. By studying the child's psychology, on the basis of respecting the child's nature, we use relatively easy interactive games to stimulate children's interest in learning according to objective laws. Children's expression ability is weak, and it is often difficult to express themselves accurately. Sometimes we can only explain their feelings with the help of expression and body language, even if you feel interesting, you can't use specific language to express it. This requires teachers to use a variety of methods to guide children to understand knowledge and accurately express their feelings. Inspire children from many aspects and angles. Using interactive games in this process is a good method. Stimulate children's interest in learning through interesting stories. Children gradually become interested in knowledge in their slow learning. Then we should consolidate this interest through practice. We should not only cultivate children's interest in learning, but also exercise children's observation, which requires changing teaching methods, making the classroom go to nature, and letting children touch the real beauty during spring outings or school activities. Organize activities in nature. A keen eye for discovery is gradually produced in interesting and rich activities. You can even touch with your hands, listen with your ears, see with your eyes and other ways to let children have a personal experience of natural things and enrich their sensory experience. We know that in early childhood, every child has rich curiosity and creativity. But this ability is also very fragile. Teachers need patient guidance. Using interesting methods according to children's psychological changes in interactive games is a good guiding means. To sum up, children are interested in learning, and our ultimate goal is to encourage children to learn. How to make children happy in learning? As a teacher teaching knowledge, we need to organize some interesting activities and games through educational psychology to let children participate.

Objective: As we all known early childhood is the golden age for young children to lay the foundation for learning knowledge all their life. In order to cultivate high-quality talents to meet the needs of the society in the new era, enriching teaching methods in early childhood education is a good means to improve teaching quality. Learning in early childhood is very different from that in adulthood. The most prominent feature is the lack of active learning ability, because children's knowledge base is very weak in early childhood, and they often need adult guidance to correctly understand some knowledge. Therefore, teachers have a great impact on children at this stage. In order to enrich the education of children at this stage, they use psychological education methods and interactive games to make the classroom lively and interesting, so that children can gradually learn a series of abilities that play an important role in the future, such as knowledge, aesthetics and creativity, in line with their lively nature, so as to better lay the foundation for children to learn knowledge in the future.

Subjects and methods: 50 children were randomly divided into experimental group and control group. There was no significant difference between the two groups in their usual performance and self-care before the experiment. Choose the same preschool teacher to teach the same preschool education course and use two different teaching modes. In the teaching process of the experimental group, the teachers applied the knowledge of educational psychology to guide the children to complete the teaching and complete the hierarchical teaching. The control group only used the general teaching mode in the preschool education curriculum. The teaching process was accompanied by parents and videotaped. In the experimental group, children are required to feel the interest of the course through music and watching videos according to their psychological changes and interests. And provide children with the props they need in the game, encourage children more, and tolerate children's imagination that is sometimes too wild. Encourage them, and then teach them according to their aptitude from the perspective of teachers. After the course is accepted, it will be evaluated according to the teaching status of children and the reflection of parents, and the impact of the application of educational psychology in preschool education courses will be counted.

Results: In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 50 children are adopted and averaged to obtain the results, which are rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of the application of educational psychology in preschool education curriculum

Factor	Learning interest	Learning ability	Observation power	Creative ability
Control group	2	2	1	1
Experience group	4	3	4	4

Conclusions: Through the study of children's psychology, the main purpose of implementing education by means of interactive games in the early childhood stage is to cultivate children's optimistic attitude and aggressive outlook on life. Taking the application of interactive games in the classroom as an example, this paper discusses how to use flexible interactive games in early childhood education to stimulate children's imagination, creativity and observation. This is beneficial to promote the healthy growth of children, give full play to their potential and promote the growth of intelligence. I hope it can give some reference to early childhood educators.

* * * * *

CANCER RISK PREDICTION BASED ON PERSONALIZED MEDICAL CONCEPT AND RELATED SUB-PATHWAY IDENTIFICATION IN COGNITIVE PSYCHOLOGY

Zhiqiang Zhu

College of Science, Huazhong Agricultural University, Wuhan 430070, China

Background: Cancer and other complex diseases have always been important factors that seriously endanger human health. With the opening and development of human post genome era, a large number of high-throughput sequencing technologies have been continuously developed, which makes biomedical research gradually get rid of the constraints of traditional research methods. On this basis, research methods relying on big data have also been proposed, which has accelerated the research process of various complex diseases such as cancer in the biomedical field, and its research method has gradually changed from single

gene analysis to finding genes or biological pathways dysregulated in the cellular process. Biological pathway plays an important role in human life activities, and its small changes may lead to the occurrence of some cancer to a certain extent. Biological pathway analysis has become an important direction of cancer research. At present, the commonly used cancer pathway recognition technologies are mainly divided into two categories: Gene enrichment analysis and network-based pathway recognition methods. These two methods find the relationship between cancer and pathway according to the gene function and network structure of pathway respectively. Biological pathway expansion is also an important cancer pathway analysis method. It mainly studies the genes closely related to the pathway in the human gene network to find the emerging possible pathogenic genes, which is of great significance for exploring the mechanism of cancer, finding drug targets and early prediction of cancer. Personalized medicine refers to a customized medical model based on personal genome information and combined with proteome, metabolome and other relevant internal environment information to design the best treatment scheme for patients in order to maximize the treatment effect and minimize the side effects. Based on the concept of personalized medicine, with the progress of a large number of biological experiments, biological pathway data is also accumulating, which makes the demand for visualization increasing.

Cognitive psychology, a psychological trend of thought and research direction rising in the West in the mid-1950s. In a broad sense, it refers to the study of human advanced psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, creativity, problem solving, speech and thinking. Using the knowledge of cognitive psychology, through the identification of cancer pathways and based on the concept of personalized medical treatment, the cancer risk is predicted.

Objective: The emergence and development of cancer is a very complex process. Traditional cancer research focuses on single gene analysis, such as analyzing the impact of a protein on biological phenotype, and studying the functional role of a single gene or a mutation. Traditional research methods mainly combine the process of human life activities, by comparing the expression of genes in cancer tissues and normal tissues to find the differentially expressed gene set related to cancer, so as to accurately locate the pathological genes that play an important role in the generation and development of cancer cells, and help biomedical scholars better understand the mechanism of cancer generation and development. However, it is found that these cancer markers cannot be well applied to other data sets and do not have good universality. At the same time, with the rapid development of bioinformatics at home and abroad, a large number of biomedical experiments are being carried out in an orderly manner, and various high-throughput technologies have been continuously developed and put into experiments, such as genes, diseases, proteins, drugs, pathways and other biological data. The emergence of massive bioinformatics data provides rich resources for biomedical research. In recent years, it has become more and more important to explore unknown biological information by integrating various existing bioinformatics data and mining the relationship between various biological entities. The analysis of pathway data has gradually become one of the important bioinformatics methods to understand other types of "omics" data. The interest of biomedical scholars in metabonomic and systems biology is also growing, which also increases the demand for pathway analysis, calculation and visualization. On this basis, path visualization tools and systems based on personalized medical concept data have sprung up.

Subjects and methods: Using interview analysis, 10 attending oncologists were randomly selected for interview. The access time is 15-25 mins. Interview content: From the perspective of cognitive psychology, this paper discusses the impact of cancer risk prediction based on personalized medical concept and related sub pathway identification by analyzing patients' clinical symptoms, cancer screening results and protein network.

Methods: The impact of cancer risk prediction based on personalized medical concept and related sub pathway identification under excel statistical cognitive psychology.

Results: According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Impact of cancer risk prediction based on personalized medical concept and related sub pathway identification under cognitive psychology

Factor	Patient symptoms	Cancer screening	Protein network
Attending physician of oncology department	4	4	4

Conclusions: Modern medical research has found that cellular processes and pathways play a direct or indirect role in the generation of complex human diseases. Finding pathogenic genes and dysregulated pathways that may be related to the mechanism of cancer has become a research hotspot. Whether it is

biomedicine or systems biology, its research results are very important for cancer treatment Prediction and the exploration of drug targets are of great significance.

* * * * *

APPLICATION OF SOCIAL PSYCHOLOGY IN IDEOLOGICAL AND POLITICAL EDUCATION AND PSYCHOTHERAPY OF COLLEGE STUDENTS

Liping Bai

Student Affairs Office, Baotou Railway Vocational & Technical College, Baotou 014060, China

Background: Influenced by their own personality characteristics, growth environment and college life experience, contemporary college students are generally irritable and anxious. Although moderate anxiety psychology has certain positive significance to some individual living conditions, in the final analysis, Anxiety Psychology is a negative psychology. It will not only bring positive effects to people, but also bring a series of negative effects. When anxiety develops to an excessive state of anxiety, it is seriously harmful to individual physical and mental health. Therefore, it is urgent to strengthen the ideological and political psychological education of college students and solve the problem of psychological education of college students. The traditional ideological and political theory teaching is the most important and basic carrier in college students' Ideological and political education. However, since entering the 21st century, facing the complex political and ideological development situation at home and abroad, more and more colleges and universities have begun to realize that they can no longer only rely on the traditional ideological and political theory course as a single communication channel for students' Ideological and political education, We must actively broaden and innovate the teaching carrier of students' ideological and political education and enrich the ways for students to receive ideological and political education. On a deeper level, the concept of Ideological and political education in college curriculum can effectively promote the healthy development of students' psychological quality. Colleges and universities not only need to adopt the new educational concept of curriculum ideological and political education to innovate the traditional ideological and political education, but also constantly broaden the vision of ideological and political educators from the perspective of modernization, the world and the future, break through various limitations in the traditional ideological and political education in colleges and universities with innovative spirit, and use the knowledge of social psychology, only by studying the law of psychological and behavioral changes in the interaction between Ideological and political psychological education and psychotherapy in society can we effectively open up a new situation of Ideological and political courses in colleges and universities.

Objective: Social psychology plays an important role in college students' ideological and political psychological education and psychotherapy. Mental health education is an important part of Ideological and political education in colleges and universities.

Subjects and methods: With the application of social psychology, the concept of Ideological and political psychological education in college courses plays a positive guiding role in students' psychological development and treatment, can help students establish correct values and learning views, and has a very curative effect on students' psychological diseases. It can be seen that the psychological situation of students needs to be alleviated by the way of Ideological and political education in college courses. Starting from social psychology, this paper studies the concept of Ideological and political psychological education in college courses, and studies students' self-confidence, sense of responsibility, emotional change, personality and personality stability. By issuing questionnaires, the investigators need to be issued twice before and after. The first is the questionnaire survey after the normal ideological and political psychological education for the researchers, and the second is the questionnaire survey after the ideological and political psychological education with the knowledge of social psychology. Through the comparison of the two survey results, this paper statistically analyzes the impact of college curriculum ideological and political psychological education on students from the perspective of social psychology.

Study design: A stratified cluster random sampling method was used to investigate 1000 students. Five universities were randomly selected, and 200 students were randomly selected from each university, regardless of gender, age and major. A total of 1000 students were surveyed. 1000 questionnaires were distributed in the first survey, 972 questionnaires were recovered and 963 valid questionnaires. In the second survey, 1000 questionnaires were distributed, 985 were recovered and 979 were valid.

Methods: The influence of the application of social psychology in college students' ideological and political psychological education and psychotherapy was analyzed by Excel.

Results: Based on the application of social psychology knowledge, students will have a great impact on their own psychological quality under the influence of the concept of ideological and political education, and basically achieve the therapeutic effect on students with psychological disorders.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, 1000 students are used to evaluate the value and take the average to obtain the result, which is determined by rounding, the specific statistical table is shown in Table 1.

Table 1. Influence of Ideological and political education on students' psychological quality

Factor	Self-confidence	Responsibility	Emotional change	Character	Personality
Student	4	5	5	4	4

Conclusions: Curriculum ideological and political education refers to a comprehensive educational concept that takes all kinds of courses and ideological and political theory courses in the same direction, forms a synergistic effect, and takes "Building Morality and cultivating people" as the fundamental task of education. Curriculum ideological and political education should not only focus on condensing knowledge in value communication, but also emphasize value guidance in knowledge communication, so as to effectively promote the integration of explicit education and implicit education. This brand-new educational model pays special attention to the development of "curriculum ideological and political" to actively build the great ideological and political pattern of colleges and universities, that is, we should focus on new achievements, new times, new ideas, new goals, new arrangements and new requirements, reconstruct the new curriculum system of Ideological and political education in colleges and universities, so as to promote various majors, courses all aspects can be developed in the same direction and work together as the main position of Ideological and political education in classroom teaching.

* * * * *

PREDICTION METHOD OF STUDENTS' POP MUSIC PREFERENCE FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY

Jinzhi Chen

Youth Psychology Professional Committee, Hubei Association of Marriage and Family Studies, Wuhan 430000, China

Background: Behavioral psychology is a school of psychology originated in the United States in the early 20th century. From the perspective of behavioral psychology, psychology should not only study consciousness, but also include the study of behavior. The so-called behavior is the combination of various physical reactions used by organisms to adapt to environmental changes. Vocal music teaching is one of many behaviors training. Therefore, follow the basic rules of behavior training. In teaching, only when teachers understand the positive behavior can they solve the practical problems encountered in teaching. In the research thinking of behavioral psychology, we assume that students show a behavior we call "result", and there must be "internal" or "internal" factors that promote this behavior "external stimulus" condition causes. Causes produce results, and the relationship between results and causes is the law studied by behavioral psychology. A very important memory in behavioral psychology is to enhance memory, so as to achieve the prediction of pop music preference. With the development of modern education, many psychological theories and methods have been integrated. "Teaching in fun", it has become an indispensable educational philosophy. Let students have fun in the classroom, have the willingness to learn actively, quickly and effectively complete learning goals from a relaxed and pleasant atmosphere, and achieve the purpose of education imperceptibly. This is the positive role of behavioral psychology in pop music. Psychological research on behavior is to find out the relationship between stimulation and response, so as to Stimulate inferential response, infer the stimulus according to the response, and achieve the purpose of predicting and controlling people's behavior. With the gradual rise of the status of education in the country, students will be exposed to multi-disciplinary knowledge since the primary school stage, and schools also pay enough attention to the cultivation of students' comprehensive ability and are committed to promoting the all-round development of talents. Pop music is an important field in the field of mass culture since the 21st century, there has been a "Chinese style" in pop music. With the help of this element, musicians with different music styles have jointly expressed a trend towards Chinese traditional elements, which makes pop music have a

unique Chinese style. The "Chinese style" in the music world in fact, it has always existed. The traditional melody with poetic and picturesque lyrics can be classified into these works. The biggest feature of these works is that after a moving score is completed, it can be embedded with words and sentences that move people's hearts. When Fang Wenshan injected seemingly loose and interlinked charm into the music with Tianma XingKong's thinking and painstaking pen skills Chinese elements have really achieved the exciting "Chinese style". Various elements outside the basic music framework have strong regionality. "Chinese style". Therefore, by studying the prediction methods of students' preference for pop music from the perspective of behavioral psychology, analyzing and combing the prediction methods of students' preference for pop music from the perspective of behavioral psychology, combing the development and research status of each method, and analyzing its corresponding advantages and disadvantages to explore the future research direction of students' preference prediction methods for pop music.

Objective: With the gradual evolution and development, new species and forms have emerged. Pop music is relative to traditional music, which is different from traditional music, because traditional music often has deep ideological connotation and some special knowledge levels, which requires the audience to use their own professional knowledge and cultivation to understand and taste carefully... While pop music has short form, popular content and catchy, And the audience can understand it only by their spiritual and perceptual understanding of music.

Subjects and methods: Taking 100 students in a school as the research object, they were randomly divided into experimental group and control group. There was no significant difference in average academic performance and learning habits between the two groups before the experiment. The same teacher was used to teach the content of the same music class, and two different teaching modes were used. In the teaching process of the experimental group, the teachers applied the knowledge of behavioral psychology to carry out hierarchical teaching. The control group only carried out ordinary teaching, and recorded the whole course of the two classes. In the experimental group, it is required to adopt different methods according to students' different learning abilities, learning levels and psychology. According to students' different levels and the principles of capacity and acceptability, students are divided into three levels: good, medium and poor. Different teaching methods are adopted for students at different levels and different requirements are put forward. In classroom teaching, let the students with good grades do some difficult exercises to achieve the purpose of improvement. Let middle school students do confident exercises to protect their learning enthusiasm. Let the students with poor grades do some easier exercises to enhance their self-esteem and self-confidence. In this way, every student has the opportunity to practice music. No matter whether students' grades are good or bad, they should be treated equally in class. In teaching, teachers should give priority to praise and encouragement, and should not hurt students' self-esteem in public. For some students with poor grades, after class, they should take different measures to give timely help and guidance with enthusiasm. Test the learning enthusiasm of the two groups of students.

Results: The test results are determined by quantifying the influence values of specific factors in three grades 1-3. 1 indicates general liking, 2 indicates very liking, and 3 indicates special liking. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 100 college students are taken and averaged, and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Students' preference for pop music

Group	Before experiment	After the experiment
Experience group	1	3
Control group	1	2

Conclusions: Behavioral psychology is a complete subject. The technical ability of pop music directly affects the quality of music externalization. Without skilled music technology, even with very rich imagination and unique personality feelings, it cannot be expressed vividly and accurately through its own interpretation. However, music technology is not a purely physiological skill problem, it is also restricted by certain psychological factors. Therefore, in the process of pop music teaching, teachers should not only improve their self-cultivation and set a good example, but also actively learn from the knowledge of other disciplines such as psychology and aesthetics to optimize their own teaching methods and update their own teaching methods, so as to achieve better prediction of students' pop music, improve students' psychology of learning music, and make full use of the emotional effect between teachers and students. In order to achieve the harmonious development of teaching and learning.

* * * * *

FARMERS' INCOME FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Shujin Wang & Guanjun Huang

College of Economics and Management, Nanjing Agricultural University, Nanjing 210095, China

Background: The problem of farmers' income affects farmers' living standards, agricultural production capacity and market demand in the national economy. There are many factors involved in the problem of farmers' income, and the reasons are quite complex. Because the production cost is too high and the product price is low, 90% of farmers believe that farming is becoming more and more uneconomical, so farmers' initiative in farming is not high. The utilization rate of rural land is low, and the value created by the land used is very little. Most farmers earn some traditional food crops from the field. From the income per unit area of land, there is not much left after removing the cost. Less value-added in the processing of agricultural products. For the products sold, 95% are sold directly without any processing. In the processing part of 5%, the degree of processing is very low, such as processing soybeans into tofu and rice into adult cakes, creating less added value of agricultural products. Moreover, the employment of rural labor force is also facing difficulties. There is a large backlog of labor force, and the rural labor force has little capital accumulation and lack of technology. It is very difficult to do business and run factories. Even if there are farmers who go out to work, their income is low. Due to cognitive problems, the poorer the place is, the more serious the phenomenon of unreasonable consumption expenditure is, and so on. Generally speaking, the main reasons affecting farmers' income are as follows: Frst, some rural grass-roots organizations do not have a clear idea of their work. 71% of farmers believe that the main reason for low income is poor grass-roots guidance. Some rural grass-roots organizations believe that farmers are responsible for rural production and give up the guidance of farmers' production. In fact, in today's market economy, farmers' economic development needs the strong guidance of rural grass-roots organizations. If rural grass-roots organizations do not focus on guiding farmers to develop economy, it is difficult to do a good job in rural work. Second, farmers' concept of efficiency is not strong. Farmers did not pay attention to the rationality of agricultural planting structure in production. The survey data show that most of the agricultural products are grain, and the output of grain crops accounts for 74.5% of the total agricultural products, while the proportion of some cash crops with relatively high unit value is less than 5%. Third, the level of farmers' cultural quality is low. The survey data show that only 13% of them have high school or equivalent education, and 48% of them have not graduated from primary school or primary school. The above is only to understand the situation of basic culture and education, but in fact, few people master agricultural science and technology knowledge and skills.

Objective: The reasons restricting farmers' income in China are very complex. Solving the problem of farmers' income in China is also a very complex problem. It is an arduous and complex system project and a process that requires long-term efforts. This requires not only the efforts of farmers themselves, but also the help of governments at all levels. For the government, various measures need to be taken, including long-term measures and short-term measures, temporary measures and permanent measures. This requires us to analyze the psychological ideas of rural grass-roots organizations and farmers based on social psychology, improve the education level of rural population, improve the cultural quality level of farmers, and strengthen the benefit concept of farmers.

Subjects and methods: The application of social psychology can complete the analysis of farmers' income through various forms. This study mainly studies the problem of farmers' income from the level of farmers' own cultural quality and benefit concept through the application of social psychology.

Study design: 100 farmers were investigated by stratified cluster random sampling. Through the social psychology education of the 100 farmers, we talked with 100 farmers by means of interview. The main contents of the conversation were the economic form of today's society, the concept of benefits that modern people should have and the importance of cultural quality. The interview time was 30 mins.

Methods: Using Excel statistics, this paper analyzes the impact effect of farmers' income research from the perspective of social psychology.

Results: Only by doing a good job in farmers' social and psychological education, improving farmers' cultural quality, enhancing farmers' concept of benefits, and deepening farmers' understanding of today's social development, can farmers be spiritually positive and healthy, better accept new things from society, understand the latest social trends, change ideologically and psychologically, and have the courage to step out of the countryside. Dare to start their own businesses, so as to solve the problem of farmers' income.

The survey results are quantified by five grades of 0-4. 0 means irrelevant, 1 means slight impact, 2 means average impact, 3 means obvious impact and 4 means full impact. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 100 farmers is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Impact of research on Farmers' income from the perspective of social psychology

Factor	Cultural quality level	Benefit concept
Farmer	3	4

Conclusions: There are so many farmers in China. In order to solve the problem of food and clothing for farmers, lead farmers to a well-off society and drive China's economic development, we must increase farmers' income. The key to increasing farmers' income lies in their own quality. Farmers' cultural quality is relatively low, which requires government departments to go to the countryside to organize farmers' skill training based on social psychology, Break the rigid ideological situation, let farmers make bold attempts, innovate independently, adapt to circumstances, and let farmers know the latest information and dynamics of the market more and earlier. Income comes from farmers, and farmers must do well from themselves.

* * * * *

BUSINESS ENGLISH TRAINING TEACHING BASED ON COGNITIVE PSYCHOLOGY

Zhuo Li

Foreign Language Department, Pass College of Chongqing Technology & Business University, Chongqing 401520, China

Background: Cognitive psychology divides knowledge into two kinds: declarative knowledge and procedural knowledge. Program knowledge includes both action skills and cognitive skills, such as playing table tennis, cycling and solving mathematical problems. The most characteristic of procedural knowledge is that it can be easily displayed by actions or steps to show how the thing is done, but it is not easy to describe it clearly in language. Business English majors have the characteristics of practicality, professionalism and openness: Practicality requires students to have strong hands-on and verbal skills. Professionalism requires students to have certain vocational skills. Openness requires society, especially business companies or enterprises to participate in professional construction. The "three characteristics" of business English vocational education determine the importance of business English professional training. According to the theory of cognitive psychology, declarative knowledge of business English can be divided into: English includes phrases, grammar, sentences, chapters and English terms for special purposes. Business subjects include international business laws and regulations, international business processes, import and export correspondence and document formats, business contract formats, business etiquette and communication, etc. Procedural knowledge of business English can be divided into: English includes listening, speaking, reading, writing and translation. Business subjects include business negotiation, business communication, international business operation, import and export correspondence and document catering, business quality, etc. The knowledge system of higher vocational education belongs to the action system, which is the combination of declarative knowledge and procedural knowledge, and the acquisition of procedural knowledge mainly depends on learning situations. Situational learning is the best way for students to obtain procedural knowledge. Business English learning scenarios can be simulated scenarios on campus, such as foreign trade negotiation training room, training room and language training room, or real scenarios off campus, such as foreign trade companies, foreign-funded enterprises, sinotrans companies and convention and exhibition centers. The learning scene in the school mainly includes English listening, speaking, reading, writing and translation training, import and export correspondence and document case simulation training, import and export comprehensive business simulation training, import and export simulation negotiation training, etc. The off campus learning scene mainly includes business English comprehensive ability training and professional quality training. From the classification of knowledge in cognitive psychology, it can be seen that the skills acquired in business English training are procedural knowledge, which can be divided into business speech skills and business process operation skills. Business language skills highlight the automatic reaction of business language in the real situation, while business process operation skills emphasize the skilled operation of business processes in the real situation. Therefore, they all belong to the process of information output, but their cognitive models or mechanisms are different.

Objective: Under the stimulation of the learning situation, the target language is output, and the sensory system modifies the target language. The so-called correction refers to the sensory registration of the external stimulus information first. Then, the sensory information that has been noticed is input into the

short-term memory, processed and processed in the short-term memory, and then input into the long-term memory for long-term storage, and the information stored in the long-term memory will be extracted into the short-term memory when necessary to facilitate the processing and processing of sensory information. Under the stimulation of learning situation, the process recalls and thinking system associate the target language, then reconstruct the workflow, and finally transfer to the long-term memory for long-term storage, and the information stored in the long-term memory will be extracted into the short-term memory when needed, so as to facilitate the processing and processing of sensory information.

Subjects and methods: The Enlightenment of business English training teaching based on cognitive psychology: first, do a good job in the transition from declarative knowledge to procedural knowledge. Second, strengthen the organic combination of learning situation and procedural knowledge acquisition. Third, use post practice to speed up the formation of students' professional ability, method ability and social ability. This study investigates and analyzes these three aspects.

Study design: Using stratified cluster random sampling method, 100 college students were selected for investigation. A total of 100 copies were distributed, 89 copies were recovered, and the number of valid copies was 78. Among them, 11 answers fail to reach 50% of the questionnaire questions, which shall be deemed as invalid.

Methods: The influence of business English training teaching based on cognitive psychology is studied by using Excel statistics.

Results: The application of cognitive psychology plays an important role in Business English training teaching. Through the analysis of the application of cognitive psychology, it strengthens the cultivation of students' ability, achieves the purpose of cultivating talents with the combination of skills and knowledge, and provides a strong support for the reform of business English training teaching methods in colleges and universities.

The survey results use four grades 1-4 to quantify the influence values of specific factors. 1 means irrelevant, 2 means slight influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 100 college students are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Research on the influence of business English practical training teaching based on cognitive psychology

Factor	Transition of declarative knowledge	Combination of situational and procedural knowledge	Post practice
College student	3	4	4

Conclusions: According to the principle of cognitive psychology, the knowledge obtained in Business English situational training is procedural knowledge. The most characteristic of procedural knowledge is that it can be easily displayed with actions or steps to show how to do it. Business English training teaching is the best way to transform declarative knowledge into procedural knowledge. In this way, we need to grasp the relationship between declarative knowledge and procedural knowledge or deal with the relationship between theory and practice, follow the characteristics of higher vocational education, strengthen the proportion of practical teaching hours, and achieve the organic combination of business and English.

* * * * *

INNOVATIVE TEACHING PATH OF COLLEGE STUDENTS' MUSIC CLASSROOM FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

Xun Pan

College of Music, Luoyang Normal University, Luoyang 471934, China

Background: With the development of society and the intensification of competition, people's self-awareness and values are constantly evolving and deepening. Especially for students in colleges and universities, there is a problem of cultivating themselves and building the future. Therefore, they pay more attention to their own achievements and honors. However, due to the constraints of experience, environment, adaptation, tolerance and other screening and judgment abilities, its pressure is becoming increasingly prominent. Music and art courses are easy to be ignored or ignored in students' mental health education. Many people think that people who major in performance will appear frequently and appear

repeatedly. Naturally, they should not be nervous and cannot be nervous. Most professional teachers focus on the training of students' sound skills and ignore the training and cultivation of psychological quality, resulting in the good state of students in their usual classroom practice. Once they encounter a game When trying to wait for major scenes, you will feel uncomfortable, and the psychological state is seriously unbalanced, resulting in the phenomenon of "performance anxiety". Music psychology takes the education brought by music courses as the core idea, and takes people as the dominant position in learning music. At the same time, music can also reflect people's perceptual side. Music can decorate the beautiful scene of the world and be composed by people. Through continuous development, music education releases itself from traditional ideas and realizes music education with people as the main body. At the same time, music art can be formed through people's thinking, and reflect the composer's inner emotion and energy experience in the music. The development process of music art has extended from the previous conflict with schools and types to the integration of society and nature. Through this transformation, music psychology has realized the cognitive subject status. The connotation it wants to show in the created music works is the real value and significance in the music works. It shows people the continuous communication between people, various phenomena in the development of society show and express the described process in the form of music. Therefore, music psychology can shape people's spiritual thoughts and carry out music education by realizing students' attention to art, so that students' artistic perception can come from their hearts.

Objective: With the gradual rise of education in the country, students will be exposed to multi-disciplinary knowledge since the primary school stage, and the school also pays enough attention to the cultivation of students' comprehensive ability and is committed to promoting the all-round development of talents. Music culture occupies an important position in traditional culture, which covers many aspects of knowledge. If positive psychology is integrated with music teaching activities, it can not only help students cultivate their music literacy, but also help students improve their interest in learning music, promote the formation of students' health values and world outlook, and promote the development of students' comprehensive quality. This study focuses on the comparison of students' preference for traditional music, in order to mobilize students' interest in traditional music, expand students' knowledge vision, and achieve students' all-round development.

Subjects and methods: From the perspective of positive psychology, innovate the music classroom model of college students, that is, change the concept of music education and the original music teaching methods and methods under the existing objective music environment. So as to promote the popularization of music education and the improvement of teaching quality. Through the way of issuing questionnaires, this paper statistics and analyzes the research on the innovation and development of college students' music classroom from the perspective of positive psychology.

Study design: 600 college students were selected for investigation. Ten universities were randomly selected, 20 students were randomly selected from each grade, and a total of 30 classes were surveyed. A total of 600 copies were distributed, 573 copies were recovered, and the number of valid copies was 556.

Results: Positive psychology can improve college students' learning enthusiasm, strengthen their learning confidence in music courses, and promote the obvious improvement of college students' academic performance.

In this survey, the influence values of specific factors are quantified in four grades of 0-3. 0 means irrelevant, 1 means slight effect, 2 means obvious effect and 3 means significant effect. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 college students are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Research on innovative development of college students' music classroom from the perspective of positive psychology

Factor	Pay attention to students' thinking	Pay attention to students' emotion	Pay attention to students' ability
Freshman	2	3	3
Sophomore	2	3	2
Junior	3	2	3
Senior	3	22	2

Conclusions: As a very important research topic, music psychological education inherits the development and continuation of human music art and culture, creates human valuable cultural spirit and knowledge wealth, and meets people's spiritual needs through music emotion. At the same time, psychology plays an educational role of mutual promotion in the integration of music education. It aims to study people's

creation and psychology, find inspiration and emotion in the process of people's music creation, and study people's psychological activities in this process, so as to clarify the sensibility and music emotion of music teaching assisted by psychological education.

*　*　*　*　*

RESEARCH ON MODERN ART DESIGN FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY

Zhiyuan Wang

School of Art, Shandong Jianzhu University, Jinan 250101, China

Background: With the increasingly close relationship between color and various disciplines, people have more and more research on the relationship between color and human psychological activities, and the concept of "color psychology" has emerged. Although this concept has not been defined by the field of professional psychology, it cannot be denied that its impact on human psychology exists objectively, and has been spontaneously applied to real life to solve various psychological problems. In different times, different national boundaries and different fields, people have different preferences for color, but the impact of color on people is similar. Therefore, it has become an important dimension of color psychology to observe people's different stress reactions after being affected by color and solve some practical problems on this basis. There are more and more studies on the relationship between color and human psychology, the concept of "color psychology" came into being. Although color psychology has not been officially accepted by the psychological family, the influence of color on human psychological existence is objective, and this knowledge has been used to solve psychological problems in real life. In different times, different ideologies and different fields, people may have different color preferences. However, the common human physiological mechanism and similar external stimuli make the psychological role of color similar. This also provides a breakthrough for understanding a person's heart, so that we can understand others through color. The color observed in daily life is largely affected by psychological factors, that is, the formation of psychological color visual sense. In colorimetry, the name of color is tristimulus value (x, y, z). (R,G,B). Hue, lightness, purity, dominant frequency, etc. However, in production, it is customary to use peach red, golden yellow, emerald green, sky blue, bright or not, thick or light, fresh or not to express color. These popular expression methods are not as accurate as the naming of colorimetry, and the names are not unified. According to the common features of these names, they can be roughly divided into three groups. The expressions of hue, color light and color are summarized into a group. Lightness, brightness, depth, shade and hierarchy are summarized into a group. Saturation, freshness, purity, chroma and color correctness are summarized into a group. Such grouping is just a feeling, there is no strict definition, and the meaning of each other is not exactly the same. The influence of color on human psychology is also of enlightening significance to modern art design. "Modern art" is the dominant art form in the West since the 20th century. Since the beginning of the 20th century, with the western society entering the modern period, modern art with different features from classical art and modern art has emerged. Its prominent feature is that the artistic form is no longer dominated by realistic style, but the concept and formal language reflecting the artist's personality, and many art schools have been formed, dominated by a certain art school in one period. For example, we are familiar with cubism, futurism, surrealism, abstractionism, pop art, photographic realism, and so on. Based on the actual needs of people's daily life, modern art design reflects the aesthetic value and cultural connotation of the nation and the times. We can learn from the color implication, pattern modeling, shape and color matching in color psychology, integrate our own understanding and creation, design a schema language with self-personality, reflect the character's character in an inch, and summarize the world, constitute its rich cultural design concept.

Objective: In fact, in daily life, each of us is a "master" of color psychology. This seemingly broad and profound discipline has a strong affinity with the people. In the past, the walls of the classroom were painted light green, the exercise books were light yellow, which can effectively protect students' eyes, and the blue and white school uniforms can make students quiet and study. The flowers planted at home are colorful, which makes people feel happy. Cars of various colors on the road also reflect the personality characteristics of the owner to a certain extent. These examples are very simple, but they actually happen around us, reflecting the significance of the impact of color on people's psychology. In the field of art, the use of color is more diverse.

Subjects and methods: No matter what hue modern art design uses to highlight the design concept, or even if there is only one hue from beginning to end, we can actually feel the charm of color and remember

the color pictures. In fact, this is to hint the audience through different color symbols to achieve the purpose of unforgettable. This study mainly analyzes and discusses the return to naturalization, nationalization and personalization of design, and studies the influence of modern art design from the perspective of color psychology.

Study design: In the form of interview survey, 100 audiences were randomly selected for interview. Time limit: 15-20 mins. The content of the interview mainly focuses on the impact of modern art design from the perspective of color psychology.

Methods: The influence of modern art design research based on color psychology is counted by Excel.

Results: According to the survey results, five grades of 0-4 are used to quantify the influence values of specific factors. 0 means no symptoms, 1 means slight symptoms, 2 means general symptoms, 3 means obvious symptoms and 4 means intense reaction. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 university students are taken and averaged. The specific statistical table is shown in Table 1.

Table 1. Research influence of modern art design from the perspective of color psychology

Factor	Return to naturalization	Nationalization	Individualization
Audience	2	3	2

Conclusions: What modern art design shows is not only aesthetic feeling, but also the overall artistic conception and pattern conception. Of course, no matter what kind of art form, it reflects and expresses the social and psychological characteristics brought by the changes of modern society, and it is the artist's exploration of the form of artistic expression. The positive achievements enrich people's aesthetic experience and expand the visual expression space of art.

*   *   *   *   *

THE ROLE OF SPORTS GAME TEACHING METHOD IN ALLEVIATING STUDENTS' PSYCHOLOGICAL ANXIETY IN HIGHER VOCATIONAL COLLEGES

Peng Zhang

Department of Basic Education, Lianyungang Higher Vocationl Techical College Traditional Chinese Medicine, Lianyungang 222007, China

Background: Psychological anxiety is a common problem of higher vocational college students. With the rapid development of China's economy, social reform, educational reform, academic, emotional and interpersonal complexity, it has brought intangible pressure to the psychology and spirit of contemporary college students. Under these pressures, some students have different degrees of psychological barriers, which seriously affect the physical and mental health of college students. When higher vocational education accounts for a large proportion of higher education, a series of psychological problems such as anxiety and depression exposed by higher vocational college students in their daily college life have become common problems in higher vocational colleges. Mental health refers to the normal and positive state of individual psychology and the ability to maintain good psychological adaptation to the environment, it reflects the high standard pursuit of human psychological system. Higher vocational college students are a group with high cultural quality and the backbone to promote social development. The mental health of higher vocational college students is related to the future and destiny of the country and society. The rapid development of modern society, the acceleration of the pace of life and the increasing competition have had a great negative impact on the mental health of higher vocational college students. It also causes a series of problems in students' mental health, and the prospect is not optimistic. Sports game teaching method is a teaching method in sports teaching. In recent years, sports game teaching method has been widely used in various technologically complex sports, and its role has been paid more and more attention. This paper aims to study the application of sports game teaching method in basketball technology teaching, find and explore the advantages and disadvantages of sports game teaching method by comparing with traditional sports teaching method, and explore the role of sports game teaching method in alleviating students' psychological anxiety in higher vocational colleges.

Objective: As a psychological state, mental health refers to that when individuals interact with the social environment, they can keep their mentality and behavior in harmony with the social environment. From the main signs and basic contents of mental health, physical education teaching will more naturally and effectively promote the all-round development of students' physical and mental health than any other

subject teaching. The author starts with physical education teaching methods, takes basketball as an example, takes sports game teaching method as the independent variable, and takes higher vocational college students' mental health level as the dependent variable. Its purpose is to explore the internal relationship between sports game teaching method and higher vocational college students' mental health, promote the positive impact of sports teaching on middle school students' mental health, and find the theoretical basis of the psychological effect of sports game teaching method, so as to provide a theoretical basis for higher vocational college students' mental health education and all-round quality education.

Subjects and methods: 2019 students of a higher vocational college were randomly divided into experimental group and control group, with 30 students in each group. Before the experiment, the two groups of students' in-situ one hand shoulder shot and three-step layup skills were tested and analyzed by one-way ANOVA. It was found that there was no significant difference in skills. At the same time, the anxiety of the two groups of students was evaluated before and after the experiment. There was no significant difference in the anxiety degree of the two groups of students before the experiment.

Study design: (1) Literature method. Search and consult the relevant literature on sports game teaching method, sports teaching and experimental design, so as to provide some theoretical support for this study. (2) Experimental method. The experiment was divided into two groups: the experimental group and the control group. The experimental time was from March to June 2019. Classes were held once a week for 80 minutes each time, with a total class hour of 32. Both groups were carried out in the Teaching Hall of vocational colleges. The teaching contents of the experimental group and the control group are single handed shoulder shooting and three-step layup. The experimental group adopts sports game teaching, and the control group adopts traditional teaching methods. After 18 weeks of the experiment, the successful times of one hand shoulder shooting in the two groups were compared and analyzed. (3) The standard score of self-rating Anxiety Scale was greater than 50. Before the experiment, the subjects were informed that the test content included basketball, and reminded of their right to withdraw freely at any time. The experiment was started after signing the informed consent, and a certain reward was given after the experiment. The self-rating Anxiety Scale was used to detect the anxiety status of the two groups of students before and after the experiment.

Methods: Make statistical analysis on the collected data, and use SPSS 18.0 and Excel for data statistics.

Results: The anxiety status of the two groups before and after the experiment is shown in Table 1. It can be seen from Table 1 that the anxiety of the students in the experimental group has been significantly alleviated, the students with severe anxiety have changed to severe anxiety or mild anxiety, and the students with moderate anxiety have changed to mild anxiety or even no anxiety, indicating that the sports game teaching method can effectively alleviate the anxiety of the students. The moderate anxiety students in the control group increased instead of decreased.

Table 1: Comparison of anxiety status / number of people in the two groups before and after the experiment

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Experience group	Before the experiment	0	9	13	8
	After the experiment	11	12	7	0
Control group	Before the experiment	0	11	12	7
	After the experiment	2	8	17	3

Conclusions: The sports game teaching method is obviously better than the traditional sports teaching method in promoting students' interest and enthusiasm in learning. The sports game teaching method is conducive to cultivating students' autonomy and enthusiasm in learning, and cultivating students' self-learning ability, creativity and adaptability. The sports game teaching method fully reflects the students' main position and alleviates the students' anxiety to a great extent.

Through the experimental research on the sports game teaching method, this paper also finds some problems: generally speaking, in different teaching stages, choose appropriate teaching methods. When teaching sports games, we must choose the correlation between the game content and the teaching content, and pay attention to monitoring the whole process of play and learning, so as to achieve the expected effect of teaching and to the greatest extent, help students relieve anxiety and psychological pressure.

* * * * *

THE IMPACT OF PERFORMANCE INNOVATION BASED ON POSITIVE PSYCHOLOGY

ON SOCIAL AND ECONOMIC DEVELOPMENT

Xuenan Zhang

Faculty of Humanities and Social Sciences, Dalian University of Technology, Dalian 116000, China

Background: Positive psychology is not only a revolution in the field of psychology, but also a new milestone in the development history of human society. It is a new science that studies the research of traditional psychology from a positive perspective. As a research field, positive psychology adopts scientific principles and methods to study happiness and advocates the positive orientation of psychology, so as to study human positive psychological quality and pay attention to human health, happiness and harmonious development. In terms of research methods, positive psychology absorbs most of the research methods and research means of traditional mainstream psychology (such as scale method, questionnaire method, interview method and experimental method), and organically combines these research methods and research means with humanistic phenomenological method and empirical analysis method.

Innovation performance refers to the increase of enterprise value after the implementation of new technologies, which is measured by the increase of enterprise business volume. In this study, organizational size was used as the control variable. It is expected that organizational technology diversification, technology accumulation and external learning opportunities may have a positive correlation with organizational scale. Performance is a multidimensional construction, and the results will be different with different measurement factors.

Objective: Today, social development is changing with each passing day, consumer demand is also changing, and competition among enterprises is fierce. With the advent of the era of economic globalization, innovation has become the key for enterprises to improve their core competitiveness and maintain their foundation under the new normal. Employee's active behavior is an important driving factor of organization and employee's innovation performance. The purpose of performance appraisal has an important impact on promoting employee's active behavior and improving innovation performance. Therefore, taking measures to stimulate employees' creativity and willingness to innovate and improve employees' innovation performance has become an important issue concerned by more and more managers.

Subjects and methods: This paper mainly investigates and analyzes the impact of positive psychological performance innovation on social and economic development. By issuing questionnaires, this paper statistically analyzes the effect of positive psychology on enterprise development.

Study design: 600 employees of different types of enterprises of different ages and genders were investigated by stratified cluster random sampling. 200 people from three enterprises were randomly selected for questionnaire survey. A total of 600 questionnaires were distributed, 600 were recovered, and the number of valid copies was 584.

Methods: Use Excel to count the impact of positive psychological performance innovation on social and economic development.

Results: Positive psychology is a variable that can promote knowledge exchange. People with self-confidence are more willing to speak out their opinions boldly. There may be some relationship between psychological capital and knowledge sharing. Psychological capital can positively predict knowledge sharing behavior. Employees who are full of hope, optimism and strong willpower are more likely to carry out knowledge sharing. Employees' positive psychology can affect their willingness to share knowledge. Employees with higher psychological capital are more willing to share knowledge. There is a positive relationship between knowledge sharing and innovation performance. The innovation ability generated by the interaction between individuals is higher than that of independent individuals. Employees need to sort out and absorb the knowledge they have obtained and stimulate innovation through knowledge sharing. Psychological capital is a positive psychological state, and only when the positive psychological state is transformed into action can it give full play to the maximum benefits. It is considered that paying attention to employees' positive psychology and cultivating employees' ability to acquire knowledge can bring better performance.

The survey results use five grades of 0-4 to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 enterprise staff groups are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Conclusions: With the emergence of "big data", firstly, knowledge workers need to mine the information they need from a large amount of data. Secondly, the collected information can be transformed into knowledge after processing. Finally, the knowledge they have obtained can be applied to practical work to improve themselves. In addition, knowledge workers often play a "leading" role in their work. Sharing their personal experience and skills with other team members can improve the overall work efficiency of the

team. At the same time, after absorbing relevant knowledge, sharing with others can bring about the re flow of knowledge and promote the development of the whole company.

Table 1. Effect of positive psychological performance innovation on social and economic development

Factor	Knowledge sharing	Innovation performance	Psychological capital
Large enterprises	3	4	4
Medium-sized enterprise	3	4	3
Small business	4	3	4

*   *   *   *   *

ANALYSIS ON THE PROMOTING EFFECT OF EDUCATIONAL PSYCHOLOGY TRAINING ON COLLEGE TEACHERS' TEACHING EFFECT

Hongru Jia

College of Educational Science, Henan Finance University, Zhengzhou 451464, China

Background: Educational psychology is the social psychology that studies human learning, the effect of educational intervention, teaching psychology and enterprise organization in the educational situation. The focus of educational psychology is to apply the theories or research results of psychology to education. Educational psychology can be applied to design schemes, improve enterprise financing methods, promote development motivation and help enterprises face various difficulties and challenges in the process of growth. Colleges and universities aim to cultivate students' all-round development of morality, intelligence, physique and beauty, so that students can obtain professional knowledge, master practical operation skills, be full of innovative spirit and good professional ethics. Educational psychology is one of the compulsory professional basic courses for normal students and one of the key contents of teacher qualification examination. Some of the teachers are professional and technical teachers who have not graduated from normal universities. Although they learn the theoretical knowledge of pedagogy through training and refresher, they do not grasp the theoretical knowledge of Educational Psychology deeply and understand it thoroughly, it is also not fully applied in teaching. College students are in the puberty stage. Teachers can master and fully apply educational psychology to promote students' all-round development. It is an inevitable requirement for implementing quality education and improving students' all-round quality and comprehensive professional ability. College students' psychological education needs to be paid more attention, and college teachers need to put themselves in their shoes, Analyze the psychological characteristics, learning status and living needs of college students, deepen the correct guidance of college students' psychological education quality, and find a good solution in the work of college teachers. Some studies have proved that teachers' behavior is affected by their views on personality expression and values, that is, teachers' existing views on learning and teaching will have a significant impact on educational decision-making. Teachers' thinking researchers believe that the research on the psychological process of teachers' perception of teaching environment is the key to understand teachers. At the same time, relevant researchers believe that the research on the psychological process of teachers' perception of the teaching environment is the key to understand, predict and affect teachers' behavior. In this process, attribution plays a very important role, which is related to teachers' perception of the causes of students' behavior and students' emotional response. It can be seen that teachers' existing view of learning and teaching is very important.

Objective: The theory of educational psychology is helpful to the professional development of college teachers. Reflective practice is a main content of educational psychology. Teachers' reflective practice can more clearly understand their professional knowledge structure, and then play a certain role in promoting the development of professional knowledge and promoting the development of the rationality of teaching practice. Teachers' learning is not from theory, but from experience. Reflective practice is the most important way for teachers' professional development. Teachers reflect on their teaching ideas and existing experience, and then construct their own learning. Experts in educational psychology believe that if teachers participate in the process of self-reflection, the relevant research results and ideas will become valuable and meaningful to them. Practice has proved that teachers can improve their quality by establishing their own teaching theory, and constantly summarize and reflect at the same time. When college teachers encounter problems that they can't solve alone, teachers majoring in educational psychology give them corresponding guidance, which promotes the improvement of teachers' quality and plays the effect of

training to a certain extent.

Subjects and methods: 100 college students and 10 English teachers in a school were selected to fill in the questionnaire. The self-made psychological state self-assessment form was mainly used for evaluation, including 30 questions. The time for filling in the questionnaire was controlled within 20 – 40 min, and the teaching reflection of college students was counted. At the same time, interviews were conducted with teachers, including whether to support targeted teaching, teaching content considering psychological characteristics, etc. The psychological status of teachers and students was counted by Excel, and summarized, recorded and archived.

Results: The psychological state of students and teachers on the current curriculum design is shown in Table 1. It can be found that both students and teachers expressed dissatisfaction with the existing teaching model. At the same time, according to the results of statistics on whether teachers support targeted teaching considering students' psychological characteristics, 9 teachers expressed strong support. Teachers feel that combined with educational psychology, they can better find out students' real psychological ideas, help students solve problems, and not only improve students' English performance to a certain extent, it can also improve students' mental health.

Table 1. Reflection effect of teachers and students under educational psychology training

Factor	Dissatisfied	Quite satisfied	Satisfied
Teacher	1	1	8
Student	5	9	86

Conclusions: Educational psychology is one of the important theories to study modern teaching methods. It combines educational psychology with college teachers' teaching. In the teaching process, teachers should follow the teaching rules, understand the students' individual psychological characteristics, psychologically explore the process and characteristics of using language, learning language and mastering language, and reasonably arrange the teaching content, adopt appropriate teaching methods, effectively solve a series of psychological problems encountered in teaching practice, and achieve the actual effect of teaching.

* * * * *

DESIGN CONCEPT OF EXPRESS PACKAGING FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Juanjuan Li

Institute of Art and Design, Changsha University of Science & Technology, Changsha 410114, China

Background: Experience economy follows the information age and replaces the traditional economy. The development stage of human economic life changes from the initial agricultural economy to industrial economy and service economy, and finally to experience economy, which is an extension of the value of service economy. The express packaging design concept created from the perspective of social psychology makes the design concept successful. In the era of industrialization, people pay more attention to the product function and modeling itself, seek more considerable profits, create income at cost, and lack communication and exchange between designers and consumers. Experience economy is more a physiological and logical experience. This requires that product design should also develop to a higher and deeper level. The focus of product design should turn to user experience, the interaction between products and users, and the impact on consumers' lifestyle. It absorbs the theory and experience technology in the fields of traditional design, usability and engineering, and has become the mainstream of modern design thought. The products and services provided in the information age can not only meet people's simple physical and physiological needs, but also bring people non-material experience. With the development of

commodity economy and science and technology, more and more kinds of commodities are presented in front of people. The function of express packaging of commodities is becoming more and more important. Its function exceeds the definition of traditional packaging to a great extent. It has evolved into a multi-functional information dissemination aggregate. This internal change poses a higher-level challenge to Modern Express packaging design. In today's rich spiritual and material level, the form of traditional packaging is far from meeting today's consumers. Consumers' interest in packaged goods has expanded from simple needs to deeper pursuit of cultural connotation and innovative experience of goods. In short, product packaging should not only have functional benefits, but also experience or emotional benefits, so as to establish a closer skillful relationship between packaging and consumers, form an interactive relationship, break the traditional mode of one-way transmission of information in the past, and the essence of packaging is the silent promotion of products.

Objective: With the development of social productive forces, human society has gradually changed from the era of material production and consumption to the era of spiritual production and consumption, and people's consumption needs are more and more hierarchical. Therefore, the focus of product design should turn to user experience, the interaction between products and users, and the influence of consumption lifestyle. The essence of packaging design is the silent salesman of products, and its direct object is consumers. Therefore, packaging design is closely related to the psychological changes of consumers. Therefore, it is of great significance to analyze the design concept of express packaging from the perspective of social psychology.

Subjects and methods: This paper mainly studies and analyzes the design concept of express packaging from the perspective of social psychology. It is studied from four aspects: visual image, functional value, design structure and use experience. A third-tier city was randomly selected and a questionnaire was distributed to the citizens to investigate the impact of express packaging design concept.

Study design: 500 people were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 489 were recovered, and the number of valid copies was 472.

Methods: Using Excel statistics, the design concept of express packaging affects the effect from the perspective of social psychology.

Results: The visual image design of packaging is mainly composed of text, graphics and color. It is a visual and information-based design of packaging modeling through technical means such as printing process, so as to ensure that express packaging can effectively and accurately convey commodity information in the sales process and correctly guide consumers to buy and use. The design of functional structure of express packaging is an indispensable part of packaging, which is generally related to the purpose of consumers. People's requirements for packaging not only use functions, but also transform to the spiritual level, reflecting emotional communication and interaction. The use modes in express packaging design include opening mode and use mode of packaging auxiliary components. Packaging interactive design requires that the structural modeling of packaging can guide people's use and realize the interactivity of use in packaging. The interaction of consumer experience is a new creative experience in Modern Express packaging, which can bring additional value to packaging. The interaction of consumer experience is the information feedback of the use process of express packaging, and it is the most effective means to evaluate interactive packaging.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 500 groups are taken as the average to obtain the results and rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of express packaging design concept from the perspective of social psychology

Content	Visual image	Functional value	Design structure	User's experience
College students	4	3	3	4
White collar group	4	3	3	4
Retired group	3	4	4	3

Conclusions: The consumption level of modern consumers is gradually improved, and the consumption strength is gradually strengthened. Consumers no longer blindly follow the consumption market. People have independent consumption consciousness and consumption concept. The concept of consumption has changed culture, thought and education through social psychology. Express packaging has changed people's consumption concept. People's consumption concept has changed from pure rational pursuit to more emotional pursuit, and pay more attention to emotional communication and cultural experience.

(No. 20B037).

*   *   *   *   *

TEACHING REFORM AND INNOVATION OF POLLUTION ECOLOGICAL REMEDIATION TECHNOLOGY IN FORESTRY COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Yang Lin[1], Deming Wang[2] & Wei Xiao[3]

[1]Bangor College, Central South University of Forestry and Technology, Changsha 410004, China
[2]College of Entrepreneurship and Innovation, Central South University of Forestry and Technology, Changsha 410004, China
[3]College of Forestry, Central South University of Forestry and Technology, Changsha 410004, China

Background: The rapid development of economy has not only greatly improved human life, but also brought great challenges to human survival. Human health problems and agricultural product safety problems caused by diversified environmental pollution make the task of pollution control, environmental restoration and ecological restoration very urgent. Training professionals who can deal with complex pollution problems and are competent in the formulation of remediation schemes and engineering design has also become one of the core objectives of the training of environmental science and engineering professionals in colleges and universities.

Educational psychology is a social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization in the educational context. The focus of educational psychology is to apply the theories or research results of psychology to education. Educational psychology can be applied to designing courses, improving teaching methods, promoting learning motivation and helping students face various difficulties and challenges in the process of growth. The terms "educational psychology" and "school psychology" are often used alternately, but usually those engaged in theoretical work and research tend to be called educational psychologists, while those engaged in practical work in schools or school related fields are classified as school psychologists. Educational psychology pays attention to how students learn and develop, and pays special attention to students with special educational needs in practical work. Through the relationship with other disciplines, it is also helpful to understand educational psychology.

Objective: In the teaching reform and innovation of pollution ecological remediation technology course in forestry colleges, there has been a major breakthrough and innovation in the concept, structure, content, implementation, evaluation and management of the course. Therefore, colleges and universities must also renew their ideas, reform the talent training mode, reform the teaching contents, teaching methods and means, so as to realize the organic combination of theory and practice.

Subjects and methods: Based on educational psychology, this paper mainly discusses the three factors of teaching reform and innovation of pollution ecological remediation technology course in forestry colleges and universities from the three aspects of implementing teaching requirements, integrating teaching content and optimizing knowledge structure. Three universities were randomly selected as the research objects, and questionnaires were distributed to their students to statistics the effect of educational psychology on teaching reform and innovation.

Study design: A questionnaire was distributed to 600 students. 200 students were selected from three universities for testing. The questionnaire is required to be completed at one time. The time for each person to fill in the questionnaire is about 15-25 min. A total of 600 copies were distributed, 600 copies were recovered, and the number of valid copies was 587.

Methods: The influence of Excel statistical educational psychology on the teaching reform and innovation of pollution ecological remediation technology in forestry colleges and universities.

Results: Pay attention to the communication of teaching requirements, emphasize the teaching requirements at the beginning, end and beginning of each course, stimulate students' expectation of learning new content and mobilize students' learning enthusiasm. The teaching content is messy and boring, which can easily lead to students' learning weariness. By integrating the teaching content and classifying knowledge points, it is conducive to improve the teaching effect. The integrated teaching content is clearer and clearer, which can enable students to obtain clearer learning ideas. Reasonable knowledge structure requires that knowledge revolves around the core, with primary and secondary. Expand step by step from point to area. Gradually deepen from basic to professional. If the knowledge structure is not divided into primary and secondary, it is difficult for students to successfully build a systematic knowledge structure. In

a short classroom time, a good knowledge structure helps students effectively absorb knowledge, logically clear and digest knowledge in the self-test link.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 college students are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Conclusions: Only by timely adjusting teaching ideas, teaching contents, teaching methods and means according to the needs of the reform and development of basic education, can college education make the trained students adapt to the needs of the new curriculum reform, be full of vitality and innovative spirit in the future educational work practice, and cultivate more new people to adapt to the development of modern society.

Table 1. Influence of educational psychology on teaching reform and innovation of pollution ecological remediation technology in forestry colleges and universities

Content	Implement teaching requirements	Integrating teaching content	Optimize knowledge structure
School a	3	3	3
School b	4	4	4
School c	3	4	4

* * * * *

THE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN THE REFORM AND PRACTICE OF FINANCIAL ACCOUNTING TEACHING PARADIGM

Xiaojia Tian

School of Accountancy, Anyang Institute of Technology, Anyang 455000, China

Background: Since the emergence of human society, there has been education for the purpose of transmitting human knowledge and experience and improving human nature. As we all know, to improve the quality of talent training is inseparable from education. To improve the efficiency of educational activities, we need the guidance of educational psychology. As early as thousands of years ago, many philosophers and educators in human history put forward rich psychological thoughts, which also became the theoretical basis for them to clarify their educational ideas. For example, Confucius, a great educator in China, attached great importance to the use of psychological thought in his educational theory. He put forward the learning theory of learning from the times and drawing inferences from one instance. In the continuous practice of educational reform, people gradually find that the combination of educational psychology and school educational practice plays an important role in realizing the goal of education. Educational psychology is the product of the combination of psychology and education. It is a science that uses scientific research methods to reveal the basic psychological laws in the process of the interaction between teaching and learning.

The specific research category of educational psychology focuses on the interaction process between teaching and learning. College students are in the transition period of life development. They have not accumulated rich life experience and experience in life and learning. They cannot better adapt to independent life and are highly dependent. There is no comprehensive understanding of their own actual situation. The orientation of life is more one-sided and less objective. The adverse situations encountered in life cannot be effectively resisted, and the ability of self-control is not formed. Thought and action are easily affected by external factors. The long-term development of this psychological contradiction and

behavior conflict will make the psychological problem more serious.

Objective: College teaching must be based on the psychological development law, learning law and teaching law of college students, and systematically design the whole teaching process from the determination of teaching objectives before teaching, the selection of teaching process and methods, the specific implementation in teaching to the evaluation and reflection after teaching. Therefore, it is of great significance to analyze the application of financial accounting teaching paradigm reform and practice through the research of educational psychology.

Subjects and methods: This paper mainly discusses the three factors of the reform and practical application of financial accounting teaching paradigm based on educational psychology from three aspects: teaching concept, teaching environment and teaching staff. Five universities were randomly selected as the research objects, and questionnaires were distributed to their students to statistics the effect of educational psychology on teaching reform and innovation.

Study design: A questionnaire was distributed to 1000 students. 200 students were selected from five universities for testing. The questionnaire is required to be completed at one time. The time for each person to fill in the questionnaire is about 15–25 min. A total of 1000 copies were distributed, 1000 copies were recovered, and the number of valid copies was 989.

Methods: The application of Excel statistical education psychology in the reform and practice of financial accounting teaching paradigm affects the effect.

Results: In order to improve the teaching quality of financial accounting and ensure the efficiency of teaching reform. In teaching, relevant teachers should actively change the traditional teaching concept and pay attention to the future development of students. Schools should actively optimize teachers' teaching conditions, while relevant teachers should actively optimize the teaching environment of financial accounting and increase the investment in the teaching funds of the major. So as to create a good learning environment for students and promote the effective improvement of students' learning efficiency and ability. To ensure the teaching quality and cultivate professional and technical talents, the school needs to have a professional teacher team with excellent theoretical knowledge and professional experimental operation ability.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 1000 college students are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Effect of the application of educational psychology in the reform and practice of financial accounting teaching paradigm

Content	Teaching concept	Teaching environment	Teaching staff
School a	4	4	3
School b	3	3	3
School c	4	3	4
School d	4	3	3
School e	3	4	4

Conclusions: The application of educational psychology in the teaching of financial accounting system has been preliminarily explored and summarized, and the teaching effect is good. In the teaching process, there are still many problems to be further deepened and strengthened in practice in the future, such as how to use the principles of educational psychology to enhance students' understanding ability, strengthen learning motivation, stimulate learning interest and so on.

* * * * *

THE APPLICATION OF COLOR PSYCHOLOGY IN ART DESIGN FROM THE PERSPECTIVE OF PSYCHOLOGY

Min Wang

School of Management, Chongqing University of Technology, Chongqing 400054, China

Background: Color is an important artistic language in visual art. In the field of modern design, color is

an important element for designers to express their emotions, arouse and stimulate users' emotions. People often judge the feeling of color through psychology. Once the external color stimulation echoes with the inherent experience, color will affect our mood and behavior. Color psychology can express a comprehensive experience of thought and spirit beyond vision. In the "people-oriented" art design, the rationalization of design form and color application has become an increasingly concerned problem. The purpose of studying the application of color psychology in art design color is to solve the state, law and method of complex and changeable emotional reflection caused by color cooperation with the knowledge of psychology, colorology, design, aesthetics and other disciplines. From the perspective of psychology, it is committed to studying the emotional impact of different color coordination on people, as well as the use value, cultural value and aesthetic value generated by this impact. Through the detailed investigation, analysis and induction of a series of emotional reactions of different color coordination, it comprehensively analyzes and summarizes the emotional psychological effects of people caused by different color coordination. Color has an impact on people's emotions, but no one has yet studied the fixed law of which color matching corresponds to which emotion. By studying the color psychology of the audience, this paper aims to summarize and answer the complex and changeable emotional reflection states, laws and methods caused by color matching, and comprehensively and deeply summarize the color emotion theory. It provides detailed data and theoretical basis for how to use emotional psychology in color design in art design, so as to make it more in line with the aesthetic needs of the audience, so as to promote consumption and realize the humanistic care of color design.

Objective: Color has always played an important role in art design. It can not only express the designer's emotion, but also arouse and stimulate the user's emotion. Different colors will make people have different emotional reactions. From the perspective of psychological reflection, color has two combinations of positive emotional psychological reflection and negative psychological reflection. The influence of color on emotion is also widely used in environmental art design, clothing design, visual communication art design and other industries. Therefore, color psychology has an effect on art design.

Subjects and methods: Based on the application of color psychology in art design, this paper mainly analyzes color art from the role of emotion in people's psychological activities. This paper discusses these three aspects according to physical and mental health, learning and work efficiency, aesthetics and decision-making. A third-tier city was randomly selected and a questionnaire was distributed to the citizens to analyze the application effect of color.

Study design: 500 people were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 492 were recovered, and the number of valid copies was 484.

Methods: The application effect of color psychology in art design from the perspective of Excel Statistical Psychology.

Results: Color and music are the same regardless of countries. It is the culture of people all over the world. However, because everyone's living environment and personal background are different (culture, personality, gender, etc.), the color in different designs will also have different effects on people's emotional changes. A single color will have an impact on people's mood, and different color combinations will also have an impact on people's mood. Generally, the combination of more than two warm colors will give people a warm feeling, while the combination of some cold colors will create a quiet and elegant feeling. Reasonable color matching will increase the beauty of works. A reasonable color matching can greatly improve the recognition of works of art and deepen people's impression of works.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 500 groups are taken as the average to obtain the results and rounded, the specific statistical table is shown in Table 1.

Table 1. Application effect of color psychology in art design from the perspective of psychology

Content	Physical and mental health	Learning and work efficiency	Aesthetics and decision making
College students	3	3	3
White collar group	4	4	3
Retired group	4	3	4

Conclusions: Different colors will affect people's emotions. The correct use of color matching can have a positive impact on people. The visual effect caused by color matching is a very complex problem. Different color matching will trigger a variety of emotional and psychological reactions. According to its positive and negative effects on people, from the aspect of emotional psychological reflection, we summarize it into

two aspects, namely, the color cooperation with positive emotional psychological reflection and the color cooperation with negative emotional psychological reflection. Therefore, when designing works, designers should consider color matching to meet the needs of different people. Only this can make artistic works more perfect.

*   *   *   *   *

RESEARCH AND PRACTICE OF TEACHING MANAGEMENT INFORMATIZATION IN COLLEGES AND UNIVERSITIES BASED ON SOCIAL PSYCHOLOGY

Feng Xue

Office of Teaching Affairs, Shandong University, Weihai 264209, China

Background: Social psychology is a science that studies people's social behavior and its psychological basis in the context of social interaction. As the main way of cultivating high-end talents, teaching management in colleges and universities is very important to the improvement of the overall innovation force of the country. In order to improve the innovation ability of teaching management and scientific research in colleges and universities, we should take scientific research and education as the starting point, and actively explore the new mechanism of establishing morality and cultivating people in education. Choose teaching methods that are conducive to students' in-depth participation in scientific research activities and improve their core quality and ability. This method has been practiced in vocational education, liberal arts education, basic education and graduate education in China, and some achievements have been made in the cultivation of students' subject knowledge self-construction, action skills and mental skills. Higher education informatization is a huge systematic project. It involves the management, teaching, scientific research and social services of higher education institutions. It is a multi-dimensional and multi-level information project. Among them, the informatization of teaching management in colleges and universities is a very important dimension. It uses modern information technologies such as computer, multimedia and network communication to realize the informatization of the whole teaching process management in terms of talent training scheme, student learning, teacher teaching and teaching management, so as to meet the requirements of the information society and the reform of talent training mode of colleges and universities, build an information application environment and integrate educational resources, and constantly promote and deepen education and teaching reform.

Objective: Focusing on the construction of unified data platform, colleges and universities use the teaching management information system to gather and accumulate scattered and sporadic materials into information resources. The teaching management informatization of colleges and universities realizes data interaction and resource sharing. At present, the infrastructure of information construction in Chinese colleges and universities is becoming more and more perfect. All colleges and universities have established digital campus information systems to varying degrees. Therefore, using social psychology to analyze the effect of teaching management in colleges and universities can greatly promote the construction of teaching information resources in colleges and universities in China.

Subjects and methods: Social psychology can effectively improve the informatization ability of teaching management in colleges and universities, help college students practice the correct concept of learning and the subject status of knowledge, and improve their comprehensive application ability. This paper mainly studies and analyzes the influence of social psychology on strengthening organizational construction, establishing scientific system and improving management quality. By issuing questionnaires, this paper statistically analyzes the role of social psychology in improving the informatization of teaching management in Colleges and universities.

Study design: 500 college students were investigated by stratified cluster random sampling. Three universities were randomly selected, and one major was randomly selected from each grade. A total of 500 questionnaires were distributed to students of 12 majors, 500 were recovered, and the number of valid copies was 481.

Methods: Excel is used to count the effect of social psychology on the informatization of teaching management in colleges and universities.

Results: The innovation of teaching management under the information background is mainly reflected in the reform of talent training mode. Quality education and innovation education must be run through the whole process of talent training, and both general education and professional education must be emphasized in order to realize the diversification of talent training. According to the requirements of talent training programs of different schools, collect discipline information, curriculum information, teacher information,

student information, teaching information and other teaching management information in an all-round way, make full use of modern advanced information technology, and establish an advanced and perfect technical platform to provide strong technical support for realizing the information networking of teaching management and the intelligence of information processing. To realize the informatization of teaching management, we should pay attention to the construction of teaching management team, and effectively improve the informatization level and informatization management ability of teaching managers.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 college students are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Conclusions: Social psychology is not only a theoretical discipline, but also an applied discipline. Therefore, learning the relevant knowledge of social perception can improve the informatization effect of teaching management in colleges and universities, so as to make students better adapt to their future work and life. Through the improvement of ability, we can realize the learning of interpersonal attraction and interpersonal relationship related knowledge, so that students can understand their shortcomings and deficiencies in interpersonal communication, so as to consciously improve their interpersonal attraction ability and ability to deal with interpersonal relationships.

Table 1. Effect of social psychology on informatization of teaching management in colleges and universities

Factor	Organization construction	Scientific system	Management quality
University a	4	3	3
University b	4	3	4
University c	3	4	4

* * * * *

ANALYSIS ON THE INFLUENCE OF THINKING ABILITY OF ENVIRONMENTAL ART DESIGN UNDER THE BACKGROUND OF HUMANISTIC PSYCHOLOGY

Ruoyang Han

College of Fine Arts, Longdong University, Qingyang 745000, China

Background: Today, with the high development of material civilization, humanistic psychology is gradually valued by mankind. The original living conditions that can only be satisfied with practical living conditions are far from meeting the needs of today's era, especially the improvement of modern people's living standards and cultural quality, which puts forward higher requirements on how to create a comfortable and comfortable living space. With the progress of the times, modern people pay more attention to the environmental quality of living space. As an inseparable field of human life, interior design has attracted extensive attention from all walks of life. Modern people create a beautiful living space and improve the quality of life through interior design. An excellent designer should not only consider the color, shape, materials and overall budget for customers, but also work hard on how to grasp the environmental psychology and guide the interior design. Only in this way can he make a modern design that meets the requirements of mankind. In the indoor environment, human psychology and behavior have some commonalities, which is the theoretical basis and starting point of interior design. Environmental art design should conform to human behavior patterns and psychological characteristics, and meet the mutual coordination between the personality of different users and the environment. Only by integrating many human sensory factors into the design, can designers better create a harmonious environment suitable for human survival and development. It has become the responsibility of designers in the 21st century to design people-oriented and create a comfortable indoor environment for mankind. Under the background of humanistic psychology, environmental art design generally focuses on environmental cognition, environmental evaluation and environment and human behavior. Training designers to correctly grasp environmental cognition, environmental evaluation and the relationship between environment and human

behavior has always been the focus and difficulty of environmental psychology.

Objective: Environment, as the place of human survival and activities, affects people's psychological cognition to a great extent. At the same time, people change the environment through their behavior. Therefore, environmental art design must be based on humanistic psychology. With the development of environmental art design, more and more designers and researchers pay attention to the role of environmental psychology, and pay attention to the application of environmental psychology in design.

Subjects and methods: This paper mainly studies and analyzes the thinking ability of environmental art design under the background of humanistic psychology. It is studied from three aspects: light and shadow change, color difference and material application. Randomly select a third-tier city and issue a questionnaire to the designer.

Study design: 500 designers were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 475 were recovered, and the number of valid copies was 469.

Methods: Using Excel statistics, the thinking ability of environmental art design under the background of humanistic psychology affects the effect.

Results: The application of light and shadow in environmental art design is the impact on users' senses through visual effects. It can not only play the effect of space definition, space division, space transformation and atmosphere construction, but also integrate certain space connotation, style connotation and cultural connotation. Color application is the most intuitive part of design. In environmental art design, through the rational application of color, the whole environment or local environment will be refreshed and bring people different psychological feelings. In the design, different materials are used to render different atmosphere, style and cultural connotation in the environment, which will also bring people different psychological feelings.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 designers are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of thinking ability of environmental art design under the background of Humanistic Psychology

Factor	Light and shadow change	Color difference	Material application
Designer	4	4	4

Conclusions: Environmental art is a new comprehensive interdisciplinary subject, which is the integration of environment and art. The starting point and destination of environmental art design is human needs. Therefore, environmental art can be effectively studied through humanistic psychology. Environmental art design is a human demand for the environment. According to Maslow's hierarchy of needs theory, there are five kinds of human needs, the lowest is physiological needs, and the highest is the realization of self-worth. People's needs are endless and created by ourselves. After a demand is met, there will always be higher-level needs. Therefore, there is a demand for optimizing environmental design. This optimal design of the environment, expressed in the form of art, is environmental art design, which is a human demand for the environment. Therefore, environmental art design should take the expression of environmental psychology as the starting point and destination, and meet human demand for the environment through design. Secondly, psychology affects the expression of design. Design is the performance of behavior cognition, and the environment affects people's behavior cognition. From this point of view, what kind of environment will produce what kind of design. Therefore, in the design, we should "adjust measures to local conditions, circumstances and scenery", and carry out environmental cognition and evaluation from the perspective of the design audience. Humanistic psychology can guide designers to better understand and evaluate the environment from the theoretical level.

*　*　*　*　*

ARTIFICIAL INTELLIGENCE ETHICS AND LAW IN COGNITIVE PSYCHOLOGY

Jianming Li

College of Law and Administration Management, Hebei GEO University, Shijiazhuang 050031, China

Background: The core hypothesis of cognitive psychology is that the human brain is similar to a computer, thinking is computing, and the cognitive process is like the representation and operation process of a computer. This symbolic processing model of cognitive psychology cannot reflect the flexibility of cognitive process, so it needs to be studied from two aspects of theory and practice. Artificial intelligence is the inevitable outcome of the development of modern industrial civilization. As early as the beginning of "Modernity", Hobbes, the founder of modern political philosophy, began to conceive man and human society as the most exquisite machine at that time. In the industrial age, it has become a universal reality to replace human labor with machines. Machines in the industrial age replace only part of human physical labor. Then artificial intelligence, as an upgraded version of industrialization, is a natural extension of this process. It aims to replace part of human mental labor. Artificial intelligence can actually combine mental and physical work, perception and thinking, decision-making and execution, so it is more like a complete person. As for whether it has "human form", it is no longer important to re-examine it. Anything about "artificial intelligence" with the artificial intelligence supported by the Internet of things, big data and cloud computing, you can obtain data thousands of miles away through its senses, use your incomparable memory to precipitate and digest data, use your computing power far better than human beings to process data, and make judgments and "decisions" on this basis.

Law is the product of man's bounded rationality, and the legal rules themselves reflect and conform to man's limitations. Even if a person is full of goodwill, he may cause harm to himself and others because of his limited ability. The design and implementation of legal rules will take this limited ability into account. In fact, all the rules of human society, including the rules of the game, have limitations It is designed by people with limitations. In the agricultural society and early industrialized society with slow technological development and socio-economic structure change, the conservative tendency makes the law play a good role in maintaining social stability. However, in the era of artificial intelligence, it makes the law lag behind the development of technology and economy, and makes those who grasp the opportunity obtain huge marginal returns.

Objective: Artificial intelligence is a science and technology widely concerned by people today. Its development speed is faster than people's imagination. We have reason to believe that the rapid development of artificial intelligence will have a profound impact on the whole society in the future. It will not only change people's lives at the material level, but also have an impact on traditional ideas at the value level of ethics and morality, including conflicts with the law. Therefore, it is of great significance to study the ethical and legal issues of artificial intelligence through cognitive psychology.

Subjects and methods: This paper mainly studies and analyzes the thinking ability of environmental art design under the background of humanistic psychology. It is studied from three aspects: risk estimation, data collection and manufacturing. Randomly select a third-tier city and issue a questionnaire to the designer.

Study design: 500 artificial intelligence designers were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 500 were recovered, and the number of valid copies was 487.

Methods: The effect of artificial intelligence ethics and law in cognitive psychology is statistically analyzed by Excel.

Results: Scientific research is the freedom and right of citizens, which is protected by the constitutions of all countries. However, the constitution has strict limits on the freedom of scientific research and only protects those conducive to the cause of human progress. We cannot predict whether artificial intelligence meets constitutional standards. Because science and technology have strong uncertainty, it will bring great risks. The development of artificial intelligence is inseparable from the support of data. Today is not only a big data era, but also an era of data flooding, and most of these data come from individual citizens. Intelligent robot is a typical representative of artificial intelligence, and it will also play a great role in life. Under the background of industry 4.0, artificial intelligence and new generation human-computer interaction technology will participate in all key fields of manufacturing industry.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 engineering intelligent designers are adopted and averaged to obtain the results, which are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of artificial intelligence ethics and law in cognitive psychology

Factor	Risk assessment	Data collection	Manufacturing production
Artificial intelligence designer	4	4	4

Conclusions: The legal problems brought by the development of artificial intelligence have not been

highlighted at this stage, but we can't predict and judge the future, so these legal problems can't be ignored. The law always lags behind the development of society, but this does not mean that we cannot take corresponding preventive measures, such as the precautionary principle in environmental law. In order to avoid environmental damage, we should detect the risks of environment and health through comprehensive investigation and research, make forward-looking plans, and take measures before we get conclusive evidence of damage. This also has reference significance for the development of artificial intelligence. In the future of artificial intelligence, the relationship between machines and people, in the final analysis, lies in human beings. Machines are designed by human beings. The use of machines mainly affects the society by the people who design and manufacture machines. Therefore, the solution to the legal problems brought by the development of artificial intelligence lies in how to regulate the behavior of designers and manufacturers behind artificial intelligence technology. In this regard, we can strengthen the formulation of relevant legal rules, so as to strengthen the legal supervision of the development process of artificial intelligence, achieve a certain preventive effect, and make this technology move forward in the direction conducive to the cause of mankind.

* * * * *

REFORM OF TEACHING MANAGEMENT IN COLLEGES AND UNIVERSITIES BASED ON EDUCATIONAL PSYCHOLOGY

Ping Yue

School of Mechanical and Electrical Engineering, University of Electronic Science and Technology of China, Chengdu 611731, China

Background: Educational psychology is a psychological theory put forward to serve the teaching reform. It has important theoretical and practical value in promoting the deepening reform of higher education. Teaching management in colleges and universities is of great significance to cultivate students' comprehensive quality. Take educational psychology as the basic theory to carry out teaching management. Education management staff should be fully aware of the psychological problems faced by students in their study and life, conduct in-depth investigation on students' inferiority complex, autism, poor interpersonal skills and other problems, conduct psychological counseling for students through psychological counseling, and combine educational psychology theory with teaching management to correct unscientific and unreasonable phenomena in their work, while strengthening their own teaching management ability, cultivate excellent talents with positive psychological quality. Teachers need to attach great importance to the positive significance of educational psychology to teaching work and actively learn the theoretical knowledge of educational psychology through self-study. At the same time, colleges and universities need to organize internal learning, short-term training, further education and other educational activities to help teachers master the knowledge of educational psychology, establish an application assessment system, and integrate the theory of educational psychology into teachers' teaching work through material and spiritual encouragement, so as to improve the effect of classroom teaching. Colleges and universities need to take educational psychology as the ideological guidance to provide students with good mental health education by setting up health courses and optimizing curriculum arrangement. Teachers should reasonably plan the content of mental health education, effectively enhance students' enthusiasm in combination with the common psychological problems of contemporary college students and common mental health cases in society, and actively carry out classroom innovation activities to bring attractive mental health education to students through situational display, role play, cooperative exploration and other forms. Give full play to the positive impact of educational psychology theory on college teaching management, let students develop positive psychological character in a good educational environment, promote the all-round development of students' comprehensive quality and realize their own value.

Objective: In the new educational environment, teaching management in colleges and universities not only needs to pay attention to the construction of talents' professional quality, but also cultivate students' mental health quality to better adapt to the complex changes of the environment. Therefore, we can combine educational psychology theory with college teaching management, give play to the leading role of educational psychology theory, improve the overall efficiency of college teaching management, and build a perfect psychological education system.

Subjects and methods: Educational psychology plays a positive role in guiding the reform of teaching management in colleges and universities, and can help students establish correct values and learning concepts. This paper mainly studies the self-confidence, sense of responsibility and effect of educational

psychology on reform. Primary school, junior middle school and senior high school are selected as the research objects, and questionnaires are distributed to their students to count the impact of educational psychology on the reform of teaching management in colleges and universities.

Study design: A stratified cluster random sampling method was used to investigate 1000 students. One primary school, junior middle school and senior high school in each city, county and town were randomly selected, and one class was randomly selected from each grade. A total of 12 classes were surveyed, 1000 questionnaires were distributed, and 1000 valid questionnaires were recovered.

Methods: The effect of teaching management reform in colleges and universities based on Excel statistical educational psychology.

Results: Educational psychology can manage students from the psychological level, help students solve psychological problems through appropriate psychological counseling, and guide students to actively face various challenges in learning and life. As a positive educational concept, educational psychology can effectively cultivate students' collective consciousness, make students clear their value orientation in the team, and effectively cultivate students' excellent character by combining it with teaching management. As a positive and innovative educational theory, educational psychology can help students enhance their courage to overcome difficulties and form tenacious character.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, 1000 students are used to evaluate the value and take the average to obtain the result, which is determined by rounding, the specific statistical table is shown in Table 1.

Table 1. Effect of teaching management reform in colleges and universities based on educational psychology

Factor	Dredge psychology	Establish the spirit of collectivism	Creative ability
Primary school	5	4	5
Junior high school	5	4	4
High school	4	5	4

Conclusions: Under the background of continuous enrollment expansion of higher education, the number of college students continues to grow, and the enrollment standards and scope are expanded, resulting in an obvious gap in students' quality. Many students have limited learning ability and are difficult to bear the high-pressure learning environment, resulting in learning weariness. Educational psychology can help students dredge their psychological problems. Colleges and universities are a collective learning and growth environment, which has high requirements for students' collective consciousness. At the same time, under the background of building morality and cultivating people, value education has become an important direction of talent training in colleges and universities. Therefore, it is of practical significance to effectively cultivate students' values and promote the reform of teaching management in colleges and universities through the combination of educational psychology and teaching management.

* * * * *

THE PSYCHOLOGICAL LINKS AND STRATEGIES OF ANXIETY OF PARTY BRANCH PERSONNEL IN COLLEGES AND UNIVERSITIES

Yu Zhou

President's Office, Zhejiang University of Finance and Economics, Hangzhou 310018, China

Background: Colleges and universities play an important role in party building, and grass-roots party branches in colleges and universities are important support in party building. In order to better implement the party's policies and party building, colleges and universities have established a work assessment and evaluation system for grass-roots party branches so that relevant personnel can work in strict accordance with the rules and regulations. The assessment and evaluation system for the work of grass-roots party branches in colleges and universities mainly assesses the work of party construction in colleges and universities and party members themselves. With the establishment of the system, the behavior of Party members and Party construction have been standardized to a certain extent. However, at present, there are still some problems in the assessment and evaluation system of grass-roots party branches in colleges

and universities, and the relevant systems need to be improved. Therefore, it will bring anxiety to the Party branch personnel in colleges and universities. At present, the assessment and evaluation of the work of grass-roots party branches in colleges and universities is mainly aimed at the supervision and management of the administrative work carried out by colleges and universities and the political leaders of colleges and universities, as well as the assessment and evaluation of them. The purpose of establishing the work assessment and evaluation is to promote the implementation of party construction in colleges and universities, cultivate the strong party construction consciousness of party members in colleges and universities, improve the political consciousness of Party members through the work of Party branches, Build the Party branch of colleges and universities into an organization with advanced ideological and political concepts. The construction of the assessment and evaluation system for the work of grass-roots party branches will implement the work of party branches, play a positive role in the reform and innovation of party construction in colleges and universities, and make colleges and universities become high-level colleges and Universities under the leadership of the party.

The anxiety of Party branch staff in colleges and universities mainly comes from the fact that party members believe that the quality of life of party organizations is not high, that the political function of party branches of some teachers in colleges and universities is not strong, that they do not have a clear understanding of the function, that the work of party branches is weakened and marginalized, that they have a one-sided understanding of the relationship between party construction and business, and that the assessment constraints of party construction are difficult to quantify compared with teaching and scientific research. There is a problem of valuing business over Party building, replacing politics with business, so as to weaken the theme of Party building. On the other hand, a small number of teachers and Party members are not firm in ideals and beliefs and have a weak sense of the party. They regard participation in the life of Party organizations as a burden and do not actively participate in activities. Some members of the leading group rarely participate in the organizational life of the branch, and the implementation of the dual organizational life system of Party members and leading cadres is not strict and realistic. 22.1% think that "the exemplary role of leading cadres is not played enough, and supervision is missing". In addition, the party branch's awareness of problems is not strong, and the party's organizational life does not touch the thoughts of party members and answer their doubts. Some college teachers' party branch secretaries are unwilling or unable to do due to their lack of ability, lack of authority, lack of discourse power and influence, and have great randomness in doing their work, which is difficult to fully mobilize the enthusiasm of party members and effectively promote the branch work. All the above reasons bring anxiety to the Party branch personnel.

Objective: In order to arouse the enthusiasm of party members, promote the work of party branches, enhance the meaning of party branch personnel, and alleviate the anxiety of party branch personnel in colleges and universities, it is urgent. Through the understanding of the psychology of uniformed personnel, this paper makes changes from the following aspects and studies the feasibility of the strategy. First, build an ideological and cultural system, consolidate the ideological basis of the organizational life of teachers' party branches, and highlight the purpose. Second, build an organizational system, enhance the organizational function of teachers' party branch organizational life, and highlight pragmatism. Third, build a dynamic system to stimulate the vitality of teachers' party branch organizational life and enhance creativity. Fourth, build a security system, consolidate the institutional basis of the organizational life of teachers' Party branches, and adhere to standardization.

Subjects and methods: 20 party branch personnel in colleges and universities were randomly selected and investigated in the form of interview. The interview time shall be controlled within 20 - 40 mins. The interview contents include attitudes and suggestions on the development of the party branch work in colleges and universities, the current satisfaction with the party branch work and their own psychological evaluation. Through the above four reform methods, interview the interviewees again to express their views, whether the problems causing anxiety at work have been solved, and whether the psychological anxiety has been alleviated.

Methods: The influence of party branch personnel in colleges and universities on anxiety psychological link mitigation strategies was counted by Excel.

Results: The survey results are quantified by five grades of 0-4. 0 means irrelevant, 1 means slight impact, 2 means average impact, 3 means obvious impact and 4 means full impact. In order to reduce the large error caused by personal subjectivity, the evaluation values of 20 Party branch personnel of each company are taken as the average, and the results are rounded. The specific statistical table is shown in Table 1.

Conclusions: The party branch of university teachers is the basic unit for education, management, supervision and service of teacher party members, the battle fortress for implementing the party's line, principles and policies to the grass-roots level of colleges and universities, the bridge link for the party to unite and contact the majority of teachers, and the important support for running a socialist university with Chinese characteristics. The party's organizational life is an important content and carrier of the party's

political life and an important form of education, management and supervision of Party members. It is of great significance to seriously the organizational life of the party branch of university teachers, to build the party branch into a school for educating party members, the core of uniting the masses and a fortress for overcoming difficulties, to improve the combat effectiveness, cohesion and appeal of the party branch of teachers, to promote the implementation of the requirements of comprehensively and strictly administering the party, and to implement the fundamental task of building morality and cultivating people.

Table 1. The influence of party branch personnel in colleges and universities on the mitigation strategies of anxiety psychological links

Factor	Ideological and cultural system	Organizational system	Dynamic system	Guarantee system
Party branch personnel	4	3	4	3

* * * * *

RESEARCH ON THE INFLUENCE OF INVISIBLE PSYCHOLOGICAL NEEDS ON PRODUCT DESIGN

Jingjing Du

Arts and Media College, Suqian University, Suqian 223800, China

Background: From the development of ancient society to today's scientific and technological society, human psychology has also been sublimated in the long evolution. From the earliest problem of only meeting their food and clothing, to the later aesthetic problem, and then to the current problem of taste and fashion, it can be said that products are developing in the process of continuously meeting people's needs. At the same time, human demand psychology is also changing with the emergence of new products, so as to promote the continuous progress of the whole human society. With the development of social economy, people's living standards have been greatly improved. People's demand for products has also changed from the possession and wealth of goods to the pursuit of self-existence and personality differences. Their pursuit of material and spirit is different from the past. This pursuit has developed from simple "usable" to "convenient and durable" and then to "happy to use". This also means that the era of "mass consumption" has entered the era of "class consumption", products have evolved from standardization to differentiation, and people are more and more inclined to buy the symbolic value of products. Moreover, product design is not an artistic creation in a complete sense, because designers not only have to express their emotions in design, but more importantly, designers should meet the psychological needs of the audience to the greatest extent through product design.

Product design aims to meet people's needs. It first meets people's physiological needs, and then meets people's spiritual requirements. Therefore, products have two different characteristics: One is the use characteristics of products. Second, the of products should meet the spiritual needs of users and the aesthetic characteristics of consumer culture. With the increasing improvement of people's aesthetic outlook, they can have higher and higher requirements for products. According to psychological theory, after their basic needs are met, they have begun to challenge high-level invisible needs. Therefore, it is also an unprecedented challenge for product design.

Objective: With the progress of science and technology, product design has developed very fast in social production and life, and psychology has also developed a lot different branches, such as consumer psychology, study the psychological phenomena and behavior laws of consumers in consumer activities. Design psychology studies people's psychological state through consciousness on design. At the same time, it also studies people's psychological state in the process of design creation. Therefore, the application of invisible psychological needs in design is very important. If there is a lack of knowledge of demand psychology in design, designers often misunderstand the main problems to be solved in design.

Subjects and methods: This paper mainly studies and analyzes the influence of invisible psychological needs on product design. It is studied from three aspects: color, shape and function. Randomly select a third-tier city and issue a questionnaire to the designer.

Study design: 600 designers were investigated by stratified cluster random sampling. 600 questionnaires were distributed, 581 were recovered, and the number of valid copies was 567.

Methods: Use Excel to count the impact of invisible psychological needs on product design.

Results: The color of products acts as a bridge between products and people, that is, it plays a role of

transmitting information. Product color is the most infectious artistic factor in design. Through the conversion of human physiology, psychology and emotion, it produces various visual effects and obtains consumers' emotional cognition. Consumers will also pay special attention to the modeling of products. Product modeling design mainly has innovation, diversity and fuzziness, which will be loved by consumers. With the progress of high technology, a product with only one function can no longer meet the needs of consumers. After the color and shape are satisfied, consumers will make a comprehensive evaluation on the use function, product quality and product price of the product, and also compare it with similar products. Therefore, if we can win in performance and function, then the product must be the one that can attract consumers' attention and make consumers remember deeply.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 designers are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of invisible psychological needs on product design

Factor	Color	Modelling	Function
Designer	4	4	4

Conclusions: Demand is the desire of organic individuals or groups for objective things under certain living conditions. According to the origin of demand, it can be divided into biological demand and social demand. People's needs are diverse and multi-level. With the improvement of living standards, the field of life is expanding and the lifestyle is diversified. In psychological pursuit, more and more people pursue personality and change. Therefore, on the basis of meeting their own material and physiological needs, they began to pursue various needs in a broader social and natural environment. In many psychological activities, the emergence of demand psychology has brought important behavior guidance to people. According to the invisible psychological needs, people adopt various ways of behavior to meet various needs.

* * * * *

DRESS CULTURE AND ART CHARACTERISTICS AND DESIGN STYLE UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

Xiang Liu

School of Design, Xianyang Normal University, Xianyang 712000, China

Background: In the process of fashion design, the research on fashion design art and fashion culture can help designers design excellent works. At this time, this dress not only has the function of preventing cold and shame, but also has the function of appreciation, which can express the designer's emotion and thought. Gradually, the fashion design art and fashion culture have their own characteristics and form the brand culture. Artistic style is the highest realm of art and the intangible thing that artists strive to pursue. It is the highest ideal of fashion designers to make every fashion design work have a mature style. The formation of clothing style is closely related to the times, the nation and the designer's own thoughts. At this time, clothing not only has the function of covering up shame and preventing cold, but also breaks away from the constraints of various patterned forms and achieves the purpose of maturity. The clothing with truly original style has strong artistic appeal, which shows that the clothing designer has successfully expressed his thoughts, emotions and aesthetics on the clothing, and the clothing is very consistent with the wearer, that is to say, the clothing designer can communicate well with the wearer. Mature fashion design is mainly reflected in the style, color and cultural taste of clothing. These elements are called clothing personality. The most fundamental and irreplaceable elements in the formation of clothing brand culture are humanistic spirit, style characteristics, cultural concept and logo. This irreplaceable is the same as the irreplaceable style, which is the necessary factor for the brand to become a brand, that is, the advantage of the brand. There are generally two views on the irreplaceable elements of brand culture, one is the absolute cultural advantage of the enterprise, and the other is the relative cultural advantage of the enterprise. Absolute cultural advantage is the management concept, enterprise belief and enterprise spirit precipitated by the enterprise in the long-term business process. Absolute culture is a kind of culture owned by enterprises at present. They want to have it for a long time and want it to become an absolute culture. For example, Pierre Cardin company carried forward the French traditional culture to the end, and finally formed its own

corporate culture. It has become an irreplaceable brand, with both brand product quality and its own characteristics.

Cognitive psychology is a psychological trend and research direction rising in the West in the mid-1950s. In a broad sense, it refers to the study of human advanced psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, creativity, problem solving, speech and thinking. Based on the background of cognitive psychology, this paper studies the dressing style, psychological needs and cultural ideas of dressers, so as to improve the cultural and artistic characteristics and design style of clothing.

Objective: The admirers of each style of clothing are different, and their knowledge structure and cultural connotation are also different. The admirers of each style have their own value tendency and value angle. Therefore, the main task of fashion designers is to use the knowledge of cognitive psychology, connect their hearts with the hearts of the wearers, find out what elements of these wearers produce this value tendency, and then integrate this element and emotion into the clothing and display it in front of the world. In the process of display, designers can carry out bold artistic processing of clothing from their own subjective emotions. It should be noted that in the process of processing, the inherent ideological connotation and attributes of the wearer must be integrated into the design. In this way, the work can be meaningful and the connotation of clothing can be truly displayed. Because this is a "display", the designer's desire to give clothing is that the wearer can understand and understand his own personal aesthetic image and aesthetic cognition from the clothing style.

Subjects and methods: The service object of clothing culture and art characteristics and design style is the wearer, who is also a person, with independent consciousness, agile talent, keen insight and speculative ability. They are also picky about clothes. They no longer want to just let clothes have the function of covering up shame and cold, but hope to feel some thoughts and emotions from this brand, so as to integrate their emotions with those on clothes. Generally speaking, it is to let clothes express their emotions and thoughts. In the process of buying this brand of clothes, the wearer does not buy clothes, but the cultural idea contained in this brand of clothes, which is the kind of beauty he needs. This beauty can be expressed in style or style. Therefore, when designing clothing, designers need to integrate their own cultural connotation, thought and aesthetic style, so as to meet people's particularity of this kind of clothing.

Study design: Using the method of interview analysis, 20 fashion designers and 50 people were randomly selected for interview. Based on cognitive psychology, interview and analyze from three aspects of art culture, art style and art characteristics to understand the trend of today's clothing culture and art characteristics and design style. The visit time is about 15 -25 min.

Methods: Using Excel to study the influence of dress culture and art characteristics and design style under the background of statistical cognitive psychology.

Results: According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Impact of social psychology on the development of rural health resort tourism

Factor	Art and culture	Style of art	Artistic characteristics
Fashion designer	3	4	4
Object	4	4	4

Conclusions: It is undeniable that in fashion design, the characteristic style of clothing can become a brand and then form a brand culture, so that enterprises can have their own soul. It is the magic weapon for enterprises to open the market, win in the competition, develop in the competition and realize human culture. Therefore, we should pay great attention to it.

*   *   *   *   *

APPLICATION OF PSYCHOLOGICAL PERCEPTION FACTORS IN ANIMATION ARTISTIC EXPRESSION

Jingjing Xiong

Art Institute, Xiangtan University, Xiangtan 411100, China

Background: The concept of animation is different from animation in the general sense. Animation is a comprehensive art. It is an artistic expression form integrating many art categories such as painting, film, digital media, photography, music, literature and so on. It originated in Britain in the first half of the 19th century and flourished in the United States. Chinese animation originated in the 1920s. The more standardized definition of animation technology is to form a moving image technology by taking pictures of objects frame by frame and playing them continuously. No matter what the subject is, as long as its shooting method is grid by grid, and continuous playback forms an active image when watching, it is animation. Design psychology is based on psychology. It is a knowledge that people's psychological state, especially people's psychology for demand, acts on design through consciousness. It also studies people's mentality in the process of design creation and the psychological response of design to society and social individuals, which in turn acts on design. It can make the design more reflect and meet people's psychology. Design art psychology intersects design art and psychology. It is a marginal discipline of applied psychology. It is a science to study the psychological phenomena of design subject and design target subject in the field of design art. Animation product is a form of media art. It is also necessary to make animation works that can meet the needs of consumers and have a far-reaching impact on consumers according to the psychology of the target subject.

Objective: Animation art products are based on design psychology and create people's psychological state, especially the psychology of demand, through the function of consciousness. As one of the digital media art products, animation can not only express and convey people's emotions, but also transform the impossibility in reality into possibility in animation. It is the product to meet people's spiritual needs.

Subjects and methods: This paper mainly studies and analyzes the influence of psychological perception factors on the artistic expression of animation. It is studied from four aspects: color, light and shadow, composition and sound effect. Randomly select a third-tier city and issue a questionnaire to animation designers.

Study design: 600 animation designers were investigated by stratified cluster random sampling. 600 questionnaires were distributed, 591 were recovered, and the number of valid copies was 582.

Methods: The application effect of psychological perception factors in animation artistic expression is analyzed by Excel.

Results: People's understanding of color is often accompanied by daily experience, and these colors are associated by daily experience. For example, red will remind the audience of festivity, enthusiasm and, of course, blood, while black will remind us of heaviness and darkness. Therefore, color can improve the appeal of animation, and its importance is self-evident. The role of light and shadow is generally more infectious where there is a strong contrast. In animation works, the light and shadow contrast are strong. Whether it is natural light or artificial light, it is almost very strong and more infectious than soft light. Moreover, under the irradiation of hard light, the light dark ratio is also stronger. In terms of psychology, people are used to balanced things. Even when unbalanced pictures appear, people will feel uncomfortable and uncomfortable. Therefore, some animation lenses will create balanced pictures. The clean and pleasant music is integrated into the wonderful pictures to create a romantic and dreamy fairy tale kingdom. Through the sound effect, it awakens the pursuit of goodness in the hearts of countless people, and constantly touches the audience to have deep feelings and resonance for the stories in the animation.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, 600 animation designers are adopted to evaluate the values and take the average to obtain the results, which are rounded, the specific statistical table is shown in Table 1.

Table 1. Application effect of psychological perception factors in animation artistic expression

Factor	Color	Light and shadow	Composition	Sound effect
Animation designer	4	4	4	

Conclusions: In the production of animation, we need to consider the elements of consumer psychology and design psychology. Most other media products should also firmly grasp the core view of design psychology in the production, that is, we should always be people-oriented, take understanding people's aesthetics and needs as an important means to promote our own artistic achievements, create for people, and put ourselves in the position of consumers to consider the experience effect, will make the design work successful.

* * * * *

"BEAUTIFUL CHINA" AND "TOURISM POWER" FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY: HAS ENVIRONMENTAL GOVERNANCE PROMOTED THE DEVELOPMENT OF TOURISM ECONOMY—EMPIRICAL EVIDENCE FROM 282 CITIES ABOVE PREFECTURE LEVEL IN CHINA

Feifei Zheng

Humanities and Arts School, Nanjing Institute of Tourism and Hospitality, Nanjing 211100, China

Background: With the progress of society and the improvement of living standards, people's vision has gradually shifted from material life to spiritual life and their own health. As the tourism industry, "beautiful China" and "tourism power" attract people to participate in and feel the interest of the combination of outdoor activities and nature, which has brought many benefits to people's physical and mental health, and has increasingly become an important part of people's life. At present, the tourism demand of "beautiful China" and "tourism power" is becoming stronger and stronger, and the tourism market is becoming larger and larger. Rural tourism has become a new development opportunity in the eyes of tourism developers and operators. We will start with tourists' consumption psychology and understand a series of problems such as market demand, consumers' tourism habits, consumption direction and personal preferences through research, put forward strategies and suggestions to effectively improve and meet "beautiful China" and "tourism power". As a non-governmental diplomacy, tourism will greatly promote the dissemination of national image, so as to promote economic prosperity and cultural exchanges. However, from the existing research, the research on national image mainly focuses on the fields of communication, media and literature, and has little impact on economy, trade and consumption behavior, and the research on the attraction of national image to international tourism is rare. Therefore, it has strong theoretical research value and practical significance to explore the impact of the national image of "beautiful China" and "tourism power" on the development of tourism economy, enhance the soft power of Chinese culture and enhance the external communication of cultural self-confidence from the perspective of consumer psychology.

Objective: Environment is the basis for the development of tourism activities. Tourism activities not only play a positive role in the natural environment and cultural environment of tourism destination, but also inevitably have a negative impact. In order to ensure the sustainable development of tourism, we should strengthen environmental protection and make environmental protection planning for tourist scenic spots. Expand tourism supervision in the recording area. Using economic means and administrative measures to carry out macro-control. Strengthen tourism environmental legislation and scenic spot environmental management, and strengthen governance measures. Improve the energy structure and vigorously develop ecotourism. Engage in greening and beautification projects. Do a good job in publicity and education to ensure the sustainable development of tourism.

Subjects and methods: Environmental governance under consumer psychology can effectively promote the development of tourism economy. This paper mainly discusses the realization path of rural tourism environmental governance by studying the impact of consumer psychology, analyzing environmental protection planning, expanding tourism capacity and strengthening management measures.

Study design: Using the method of interview analysis, 500 tourists were randomly interviewed to understand the tourism desire and choose the tourism location after environmental governance. The visit time for each person is about 15 - 25 mins.

Methods: Excel is used to count the impact of environmental governance of "beautiful China" and "tourism power" of consumer psychology on tourism economy.

Results: Establish the idea of long-term planning and systematic development, adhere to the policy of "protection first and development second", protect the natural landscape resources as the life source of tourism development, and formulate a scientific, rigorous and predictable tourism environmental protection plan for the rational development and utilization of natural wind resources, so as to ensure the sustainable and stable tourism activities of economic development, so as to expand tourism the purpose of developing economy without damaging the environment of tourist areas. The tourism capacity of scenic spots includes traffic capacity, sightseeing capacity and accommodation capacity, which are related to ecology, natural resources and environmental quality. Traffic capacity directly affects the temporal and spatial distribution of tourists, and often plays a decisive role in tourism capacity and accommodation capacity. Expanding tourism capacity can alleviate environmental pressure. Regularly carry out environmental monitoring to accurately grasp the changes of environmental quality in scenic spots, so as to provide scientific basis for the development and construction of tourism and environmental management.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence

and 4 means full influence. The specific statistical table is shown in Table 1.

Conclusions: Green ecotourism emphasizes that tourism should not only delight the body and mind and increase knowledge, but also be truly friendly to nature. By establishing corresponding and perfect laws and regulations, encourage relevant enterprises to carry out green production and operation, and strengthen tourism consumers' confidence in the green concept. While developing tourism projects, we should strictly follow the standard of not damaging the ecology, reduce environmental pollution as much as possible in arranging the clothes, food, housing and transportation of tourists, publicize and educate consumers on environmental protection concepts through network public relations, advertising, product packaging instructions, etc., and use highly authoritative media as much as possible to promote the popularization of publicity and education, So as to establish a good psychological impression of tourists on the tourism market of "beautiful China" and "tourism power".

Table 1. Impact of environmental governance of "beautiful China" and "tourism power" in consumer psychology on tourism economy

Factor	Environmental protection planning	Expand tourism capacity	Strengthen management measures
Influence value	4	4	4

* * * * *

THE EXPRESSION AND SOLUTION OF ANXIETY IN THE INNOVATION OF FASHION DESIGN EDUCATION AND TEACHING IN COLLEGES AND UNIVERSITIES

Huiming Ke[1] & Minjia Liu[2]

[1]*College of Fine Arts, Guangdong Polytechnic Normal University, Guangzhou 510665, China*
[2]*Mental Health Education and Counseling Center, Guangdong Polytechnic of Environmental Protection Engineering, Foshan 528216, China*

Background: Anxiety refers to the frustration of self-esteem and self-confidence, or the increase of sense of failure and guilt due to people's inability to achieve goals or overcome the threat of obstacles, forming an emotional state of tension and fear. Because only experienced people can directly evaluate the intensity of anxiety state, researchers must have an indirect way to evaluate his phenomenon and physiological characteristics. Competition in various fields has become a current social phenomenon. People are under increasing psychological pressure, especially the mental health problems of college students are on the rise, and the social psychology of anxiety is particularly prominent. How to reduce or eliminate the level of anxiety has been related to the physical and mental health of college students. Anxiety disorder in learning is mainly the emotional disorder produced by students in the learning process. If they fail to make adjustment in time, students' self-esteem and self-confidence will be affected, and their sense of guilt in learning will increase sharply. In the long run, there will be a nervous and even fear of learning, which will also bring great obstacles to our later learning. Students' learning anxiety has a significant negative effect on the education and teaching of fashion design in colleges and universities. With the continuous progress of social culture and the influence of new consumption concepts, people's way of wearing has gradually changed from meeting the basic needs of life to paying attention to formal beauty. Therefore, people have higher and higher requirements for the garment industry, more and more difficulties in the teaching of garment design, and more contradictions such as high employment pressure, lack of innovation by students and low stickiness between teachers and students are becoming more and more prominent, the anxiety of students in fashion design teaching is becoming more and more obvious, which has seriously hindered the development of fashion design specialty. Therefore, it is urgent to strengthen the teaching reform of fashion design specialty to alleviate students' learning anxiety.

Objective: The education and teaching innovation of fashion design in colleges and universities. Middle school students' anxiety mainly comes from not adapting to the unstable teaching mode, which makes students change from the traditional dependence on teachers to the process of independent thinking after innovation, which cannot be fully accepted, resulting in students' inactivity, inactivity, dull atmosphere,

depression, etc. This requires teachers to understand the source of students' anxiety, cultivate students' inventiveness, stimulate students' design inspiration, improve students' enthusiasm for invention and strengthen students' personalized narrative ability based on psychology. The addition of clothing marketing courses also makes students increase greater pressure on the basis of the original learning pressure, and the resistance to new knowledge makes students accept and absorb slowly. Therefore, this study adopts applied psychology, through students' psychological cognition, to inspire students' innovative inventions and strengthen students' personalization as the new goal of clothing teaching. Teachers respect students' main role in the teaching process, play the role of guide and enlightener, and make full use of various students' psychological needs to mobilize students' initiative. Respect students' individual narratives, let students actively participate in teaching, change from passive recipients of teaching to active explorers, consciously cultivate students' ability to find, think and solve problems, explore different shining points of each student, help students recognize and improve themselves, and inspire their own design potential. Only in this way can we fundamentally change the performance of anxiety students in fashion design education and teaching innovation.

Subjects and methods: 40 students with anxiety disorder were selected through the use of self-rating anxiety scale by fashion design teachers and class guides in a university. The 40 patients were randomly divided into experimental group and control group. Except for demographic variables, there was no significant difference in emotion regulation ability, executive function, emotion and anxiety at baseline. Before the test, inform the experimenter of the test content and purpose, adopt the principle of complete voluntariness, and start the test after signing the informed consent.

Study design: The experimental group conducted fashion design education and teaching methods based on applied psychological knowledge, conducted sufficient interaction and communication with students, and conducted teaching according to students' psychological needs. 1-3 times a week for 45 minutes. During this period, there are professional teachers for guidance. The control group was taught by the traditional teaching mode of fashion design specialty. Teachers should treat the two groups of students equally in teaching. The overall test time is 2 months.

Methods: The anxiety status of the two groups of college students after 1 month was detected by self-rating anxiety scale, and the data were statistically analyzed by SPSS 18.0 and excel.

Results: After one month's test of this study, the statistical results are shown in Table 1.

Table 1. Comparison of partial anxiety status / number of people in the two groups before and after the test

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Test group	Before the experiment	0	12	22	6
	After the experiment	20	16	4	0
Control group	Before the experiment	0	18	21	1
	After the experiment	6	6	27	1

It can be seen from Table 1 that after one month of fashion design teaching based on psychology, the anxiety of college students in the experimental group has been significantly alleviated, the students with severe anxiety have changed to severe anxiety or mild anxiety, and the students with moderate anxiety have changed to mild anxiety or even no anxiety. It shows that the teaching of fashion design specialty based on the application of psychological knowledge can effectively intervene the anxiety of college students. The students in the control group did not get good anxiety. Although some students turned into non anxiety, the students with moderate anxiety increased instead of decreased, indicating that the psychological anxiety of college students is difficult to alleviate by themselves without intervention.

Conclusions: Based on the great pressure of contemporary college students, schools and parents should pay attention to the psychological state of college students and carry out psychological intervention or guidance in time to avoid excessive psychological burden and aggravation of anxiety.

*　*　*　*　*

THE DEVELOPMENT MODE OF CONSIDERING THE ANXIETY OF PARTICIPANTS IN

LAW TEACHING IN COLLEGES AND UNIVERSITIES

Shiqing Chai

School of Marxism, Zhejiang University of Science and Technology, Hangzhou 310023, China

Background: In China, since the 90's of the 20th centuries, law teaching has been developed by leaps and bounds. However, after the "Cultural Revolution", in order to get rid of the embarrassing position such as "naive law", law teaching especially emphasizes its scientific and academic nature. In fact, the traditional teaching mode is mainly aimed at cultivating law research talents, which will inevitably lead to a large number of law graduates' incompetence and inadaptability to the practice of law. The serious disconnection between legal teaching and legal profession, theoretical teaching and legal practice has led to the complaints of legal professionals and the attack of public opinion. The teaching of law must establish the concept of quality education, and guarantee the reform of law teaching through a series of feasible measures, so as to promote the subject construction and higher education.

Change the teaching method, take the case teaching as the leading way, use the process of solving the case to impart the related knowledge, set up the legal idea. In the classroom, we should pay attention to the student's participation, the two-way interaction between the teacher and the student is crucial, enables the student to use each kind of legal concept, the legal principal essence, the legislation technology and the explanation method and so on, grasps the legal article each kind of intrinsic, the basic and the stable essential factor, forms the legal wisdom. Moot court teaching is also a good choice. By selecting the right cases, students are given more chances to participate in the cases themselves, so that students can quickly become familiar with the process of the cases. This feeling of immersion is much better than the effect of pure lecturing alone. Therefore, the law teaching should choose the suitable time, maximum limit uses the moot court the way to practice repeatedly, deepens the impression.

Objective: Anxiety is an absence of inner uneasiness or unfounded fear lacking obvious objective causes and a tension expected to face a bad situation. In today's society, anxiety has become a very common negative mood. A strong sense of anxiety will seriously affect the physical and mental health and academic performance of college students. Therefore, it is necessary to fully consider the anxiety of the participants in the college legal teaching, and provide psychological counseling, so as to finally improve and relieve the anxiety of college students and promote the mental healthy development of college students.

Subjects and methods: Taking full account of the participants' anxiety in law teaching in colleges and universities can help college students ease their anxiety and establish a correct view of learning and values. Thus, the anxiety of college students can be alleviated through appropriate teaching methods. This article mainly from the university law teaching through the teaching material establishment, the education pattern, the study atmosphere and the teacher troop five aspects to participate in personnel anxiety alleviation situation. College students were chosen as the subjects of the study, and questionnaires were distributed to them.

Study design: Stratified cluster random sampling method was used to investigate 600 college students. Random sampling of 3 universities, each grade randomly selected 1 major, a total of 12 classes of students to carry out a questionnaire survey, a total of 600, 586 recovered, the number of effective copies 579.

Methods: Excel was used to calculate the impact effect of participant anxiety in college law teaching.

Results: Contemporary secondary vocational school students are the generation growing up in the development of mass culture and network culture, with unique group characteristics. Their ideas are more open and tolerant, their personalities are open, their self-expression is strong, they are full of innovative consciousness, they have keen insight and efficient receptivity to seek new information, and they are easier to accept and absorb new things from the outside world. Therefore, they innovate textbook setting and educational mode. The construction of school legal education atmosphere is an organic whole. Through the mutual participation and cooperation of society and family, students' learning atmosphere can be improved. Teachers need to explain the essence of the law in simple terms, thorough analysis of legal cases, improve the level of teachers.

The results of this survey use the influence value of specific factors of 0-4 grades, 0 means nothing, 1 means slight relief, 2 means general relief, 3 means obvious relief, and 4 means full relief. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 600 students is rounded off and the result is obtained. The specific statistical table is shown in Table 1.

Conclusions: With the rapid development of modern society and the profound changes in the basic concepts of the people, China has gradually entered the construction and development stage of a state based on the rule of law. The demand for human resources in the field of law has shown a trend of rapid growth in the actual social environment. The quality level of teaching of law majors in colleges and universities has a profound practical impact on the quality of the construction of the system of law professionals in China in the coming period and the historical development trend of the cause of the rule of

law in China.

Table 1. The effect of anxiety in college law teaching

Factor	Teaching material setting	Educational pattern	Learning atmosphere	Teaching staff
University A	3	4	4	3
University B	3	4	3	3
University C	4	4	3	4

* * * * *

EFFECT OF TRADITIONAL LACQUER ART CULTURE ON SOOTHING ANXIETY DISORDERS

Yaqi Chen

School of Art and Design, Nanjing Institute of Technology, Nanjing 211167, China

Background: Lacquer art is an important part of Chinese traditional culture and art. It has always been respected and concerned by people, and has great influence on the formation and development of Chinese art and culture. In fact, we should not only pay attention to the specific lacquer art products, but also grasp the essence and essence of the lacquer art culture. At the same time, we cannot talk about lacquer art without architecture and interior environment, because architecture and interior space are the stage of its existence and performance. Lacquer art also has a large market space in the beautification of the public environment. Many high-end hotels and restaurants have a great demand for lacquer paintings, lacquer screens, lacquer classical furniture, and the natural nature of lacquer materials, in line with today's pursuit of environmental protection, return to nature, conform to the trend of history and the development direction of the times. With the development of society, industrialization and science and technology, most of the modern home furnishings are full of modern western ceramic home, glass and other decorations, while the use of lacquer art in modern home design is obviously lagging behind in concept. Anxiety disorder has become one of the most common psychological diseases in the life of modern people. It brings great damage to the physiology, cognition, emotion and behavior of the patients. As a kind of architecture and home environment closely related to people's life, it is meaningful to use traditional lacquer art culture to beautify the architecture and home environment and alleviate patients' anxiety.

After thousands of years of evolution, the Chinese traditional lacquer art culture has accumulated rich knowledge and a certain number of classics, which is the foundation of the development of modern lacquer art. Through the interpretation, appreciation and analysis of relevant knowledge, we can understand its form characteristics and aesthetic connotation, and make use of traditional resources to recreate is one of the necessary accomplishments of modern art students. Along with the development of modern society, modern lacquer art should extend the making standard and aesthetic standard of traditional lacquer art to people's individuality creation, integrate the traditional cultural factors into contemporary art, and use a new modern art style to continue the Chinese lacquer art tradition, so as to realize the innovation at a higher level. At present, the anxiety problem of modern people is also a difficult problem to be solved urgently. Therefore, it is of positive significance to explore the influence of traditional lacquer art culture on relieving anxiety.

Subjects and methods: The SAS questionnaire developed by W. K. Zuan was used as a measuring tool to screen out students with moderate and severe anxiety. The SAS is divided into 20 items, with an impact factor of 0-4. Add the scores of these 20 items and multiply them by the coefficient of 1.25 (rounded off) to get the standard points. The standard score was no anxiety below 50, mild anxiety between 50 and 59, moderate anxiety between 60 and 69, and severe anxiety above 70. Psychological questionnaire (SAS) was distributed to 500 employees of different occupations and ages to screen out anxiety patients with moderate or severe anxiety. Among them, 45 boys and 86 girls. Moderate anxiety was 102 and severe anxiety was 29. Taking these patients with anxiety as the research object, they studied the traditional lacquer art culture, painting and artistic practice of traditional lacquer art, 2-3 times a week, 50-90 minutes each time. Patients are advised to consult once a week on Mondays, Wednesdays, Fridays and Sundays (the patients are required to communicate at least once every half a month, and even if there is no situation, they need to communicate their recent situation in the past two weeks). Three months is a course of treatment. SPSS 22.0 software was used for statistical analysis.

Results: The comparison of anxiety before and after the experiment is shown in Table 1.

Analysis of anxiety before and after treatment, moderate and severe anxiety in the proportion of whether there is change. Through statistical analysis, it is found that some patients with anxiety after treatment reduced to mild anxiety or normal, which shows that traditional lacquer art culture has a certain role in alleviating anxiety.

Spreading the knowledge of Chinese traditional lacquer art culture according to the actual situation will not only help to carry forward the long tradition of Chinese traditional lacquer art culture, but also improve people's cultural quality and artistic accomplishment, cultivate students' innovation ability, and have positive significance to the cultivation of humanistic quality, but also can promote the perfect combination of artistic quality education and skill education in art education, and relieve the anxiety of modern people to a certain extent.

Table 1. Comparison / number of anxiety conditions before and after the trial

Before and after the experiment	Moderate anxiety	Severe anxiety
Before the experiment	102	29
After the experiment	46	9

* * * * *

EFFECT OF REGULAR PHYSICAL TRAINING ON MENTAL AND EMOTIONAL STRESS OF COLLEGE STUDENTS

Shengfeng Fu[1] & Yu Zhang[2]

[1]School of Sports and Health, Hunan Technology and Business University, Changsha 410000, China
[2]School of Physical Education, Hunan Normal University, Changsha 410000, China

Background: Due to the development of science and technology and economy, people's material and spiritual life has become more and more rich. As a special group in modern society, contemporary college students have changed their spiritual field. Due to the interference of various factors such as society, family and themselves, college students are facing all kinds of mental pressure. Cause mental malaise, poor appetite and other adverse phenomena. As an important part of modern society, contemporary college students' mental health and mental stress cannot be underestimated. Because the physical and mental state of college students is not fully developed and mature, their coping ability is still immature, and their self-regulation ability in the face of setbacks and blows is poor. Therefore, there will be greater mental pressure when problems arise. It is undeniable that moderate mental stress can enhance people's ability to deal with adversity. However, too much mental stress can lead to negative emotions such as irritability, depression and anxiety. Many students are unable to relieve their excessive mental pressure and suffer from psychological diseases such as depression and mania. Due to the influence of disease, they can't control their behavior. Some of them have gone to extremes, even caused tragedies and become unstable factors endangering society. In order to improve and create a good social environment, we must pay attention to today's psychological education and explore improvement schemes. Patients with mental diseases are often excluded by today's society, which is very unfavorable to the treatment of patients, and will further develop their mental diseases. Serious mental illness will also lead to patients' retaliatory paranoia, which has brought unsafe factors to the society. This is also a painful blow to China's mental health cause. Based on this, we put forward this research, hoping to improve this situation through the research results of this project, improve college students' mental health education, and create a good campus environment and living environment.

Objective: Psychological stress refers to a state of psychological tension caused by various life events, sudden traumatic experience and chronic tension in people's daily life. Psychological stress is not only the general psychological and emotional experience of college students, but also one of the main factors affecting college students' mental health. A certain degree of stress helps to improve the efficiency of College Students' study and work. However, excessive stress will affect their physical and mental health. However, regular physical exercise can bring people a good emotional state. Therefore, It is of great theoretical and practical significance to study the current situation and characteristics of college students

stress and the relationship between stress, mental health and physical exercise, timely eliminate the adverse factors affecting college students physical and mental health, and then alleviate college students stress, so as to ensure the healthy growth of College Students and promote their physical and mental health .

Subjects and methods: Explore the spiritual source of college Students' psychological and emotional pressure, release college students' bad emotions and psychological pressure through scientific and regular sports training, so that college students can no longer be bow headed, go out of dormitories and classrooms, move towards sports venues, relieve pressure, enhance college students' physical quality and improve their ability to withstand pressure, To alleviate the psychological pressure of college students and prevent mental diseases. This study investigates and analyzes the therapeutic effect of regular physical training on College Students' mental and emotional stress. Through the way of questionnaire survey, the effect of regular physical training is counted.

Study design: 500 college students were randomly selected to issue a questionnaire. The questionnaire is required to be completed at one time, with a specified time of 10-15 minutes. A total of 500 copies were distributed, 482 copies were recovered, and the number of valid copies was 463.

Methods: Excel was used to count the therapeutic effect of regular physical training on College Students' mental and emotional stress.

Results: Regular physical training has a very significant therapeutic effect on College Students' mental and emotional stress.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 adults are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Effect of physical exercise on relieving students' mental stress

Factor	Pressure effect	Emotional change	Physical condition
Adult	3	3	4

Conclusions: The purpose of college physical education teaching is to cultivate professional talents with physical and mental health and high quality, and then let students form a good physical exercise habit through some necessary physical exercise activities, and comprehensively relax their heart and mental state in the process of physical activities. In this regard, the sports psychological problems of students in college physical education teaching must be highly valued by all education departments and educators. College physical education teachers should adopt more effective scientific teaching methods in the actual physical education teaching, pay attention to the cultivation of students' psychological quality, and comprehensively understand and analyze students' psychological problems. Then the perfect integration of psychological education and college physical education, in order to continuously strengthen the students' physical quality and good psychological condition, and then greatly improve the effect of college physical education and the quality of physical education.

* * * * *

VISUAL CURE OF COLLEGE STUDENTS' EMOTIONAL STRESS BY INNOVATIVE DEVELOPMENT OF FINE ARTS EDUCATION

Yuan Guo

Academy of Art and Design, Yancheng Teachers University, Yancheng 224007, China

Background: In recent years, despite the continuous improvement of material living standards, people's spiritual world has become empty and impetuous, especially college students. Some college students who should have made contributions to the country, society and family were troubled by negative emotions for a long time, which eventually led to the occurrence of malignant events. The occurrence of these malignant

events has sounded the alarm to the world: college students' mental health and emotional management problems exist hidden dangers, college students' emotional management problems are closely related to the development of society, the progress of the Times, the happiness of the family. Art education in colleges and universities is to educate students' basic artistic accomplishment by using various forms of art activities, which plays an important role in cultivating and improving students' spiritual culture, mental health level, emotional management and artistic accomplishment. Fine arts education is a kind of education based on fine arts. Art education has a profound influence on promoting college students' mental health and emotional management. It provides a variety of visual, tactile and sensory experiences, and it is also a unique way to understand and reflect the world. The process of painting art creation is a kind of inner emotional expression process, is to express the author's consciousness and subconscious process with the help of art works, is also a creative process. Contemporary college students should have the ability to combine painting art with emotion management. Painting art is the carrier of emotion management, as well as the artistic expression and implementation of psychology.

Objective: With the in-depth development of campus cultural and humanistic care, the mental health of college students has gradually been paid attention to, and the emotional management of college students is the top priority to effectively improve the mental health of college students. Art education in colleges and universities can not only help college students adjust their emotions, relieve psychological pressure, make them maintain a positive and optimistic attitude, but also stimulate their enthusiasm for creation, enrich their spiritual world, and ultimately effectively promote the emotional management of college students.

Subjects and methods: Emotion is the state in which the inner feelings are expressed by the body, and it is the attitude and experience of the objective things and the corresponding behavioral reactions. Positive and positive emotions play a positive role in life. College students' emotions are characterized by rich and colorful emotional experience. Emotional activity is unstable and fluctuates greatly. Emotional experience is intense and impulsive. Emotional expression is both explicit and implicit. This paper mainly studies from three aspects: enriching the content of education, promoting the diversification of education forms and the comprehensive application of fine arts in colleges and universities.

Study design: Using stratified cluster random sampling method, 1000 college students were investigated. Four universities were randomly selected, and one class was randomly selected from each grade. A questionnaire survey was conducted on students of 16 classes. 1000 copies were issued and 1000 copies were recalled, with 974 valid copies.

Methods: Excel is used to calculate the visual cure of college students' emotional stress caused by the innovative development of art education.

Results: Facing the severe emotion management problem of college students, it highlights the necessity and urgency of the general development of art education in colleges and universities. Art education in colleges and universities plays a positive role in improving students' bad emotions. The creation process of painting art is the external expression and expression of people's inner emotions, and art creation is one of the ways for students to get rid of depression and liberation. Art works use images to show the inner world of creators. Art tools can safely and smoothly express the inner conflicts, emotions and desires of college students, especially those parts that are not accepted by themselves, others or the society. Painting as a special kind of language, can combine with psychology, this is because the painting can be cast out of one's inner conflict, feelings, thoughts, etc., and projection paintings content can cross the past, present and future, are not subject to the limit of space and time, sometimes even to the collective unconscious reflection, can alleviate the pressure of the college students' emotion in an all-round way.

The survey results, use a scale of 0-4 quantitative value of the influence of specific factors, five grade 0, 1 ease slightly alleviate 2 said general, 3 said relieve obviously, 4 said full relief, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take 1000 students take average, calculated results determine rounded way. The specific statistics obtained are shown in Table 1.

Table 1. Visual cure of college students' emotional stress caused by innovative development of art education in colleges and universities

Factors	Enrich educational content	Diversified forms of education will be promoted	Comprehensive application of fine arts
University A	4	4	4
University B	3	3	4
University C	4	3	3
University D	3	4	3

Conclusions: Art education in colleges and universities plays a vital role in maintaining the physical and mental health of college students and improving their emotions, which deserves more attention and research from the majority of college educators. As long as college students sincerely into the creation, can arouse the resonance of love for life, so as to cultivate college students' noble artistic sentiment and psychological quality, can correctly accept themselves, improve the positive and optimistic mood.

*   *   *   *   *

THE PERFORMANCE AND SOLUTION STRATEGIES OF COLLEGE STUDENTS' ANXIETY DISORDER IN THE READING PROMOTION OF UNIVERSITY LIBRARY

Zhixun Hu & Lei Zhao

Library, Shandong University, Jinan 250101, China

Background: Reading promotion is not only an important cultural development strategy in China, but also one of the core services of university libraries. As a research topic, reading promotion is deeply concerned by the academic community. With the development of the times, as the information and cultural center of the University, the responsibility of university library is no longer limited to the traditional book borrowing service and document resource guarantee, but becomes a comprehensive service innovation platform integrating information and knowledge, culture and literacy, innovation and entrepreneurship and other services. Reading promotion is an important task in the service innovation of university library. Through reading promotion activities, the library can not only organize or guide college students to participate in reading activities in a planned way, help people who lack reading will fall in love with reading and cultivate a good campus reading culture, but also deeply intervene in college students' reading process, affect college students' reading choices and help people with weak reading ability learn to read, help people with reading difficulties overcome reading difficulties. However, although the reading promotion activities of domestic university libraries are constantly innovating in form and content, the research and practice in the evaluation of the effect of the activities are relatively lagging behind, which makes the summary and analysis of the reading promotion activities in colleges and universities more superficial, such as the number of sessions, people, questionnaires and so on. However, there is a lack of sufficient data to answer the core questions such as how to improve students' reading awareness and which activities are more suitable for the characteristics of students in our school. The library also needs to continuously promote the evaluation of reading promotion activities to refinement and systematization. With the improvement and reform of promotion activities, the education mode of college students has been improved, but some college students' adaptability is weakened, which will produce anxiety and emotion. College students' anxiety has become a problem worthy of social attention. The influencing factors need to be explored in order to find out appropriate coping strategies and give appropriate help and relief to different college students' Anxiety Psychology and conditions. Therefore, from the perspective of the combination of individual college students and the whole campus, this paper puts forward the evaluation scheme of reading promotion activities of university library based on college students' big data analysis. At present, the domestic research on reading promotion has covered all the elements of reading promotion, but there is less research on the effect of reading promotion activities in colleges and universities, and the research perspective is mostly the organizer of reading promotion activities, and the papers from the perspective of college students are rarer. Only when we have a deep understanding and grasp of college students' reading behavior, and use the theories and methods of cognitive science and behavioral science for reference in research methods, adopt empirical or experimental methods, and study the relevant characteristics of reading motivation, behavior, experience and effect based on the results of data analysis, so as to produce scientific practical strategies or service suggestions for reading promotion. In order to promote the scientific and effective development of reading promotion.

Objective: With the development of the times, the library has become the main position to promote national reading, and reading promotion has also become the highlight of library service. In order to strengthen the concept of reading promotion in university libraries, promote the practice and experience exchange of reading promotion, and lead the reading promotion in colleges and universities to a deeper level. The deep meaning of reading promotion is to stimulate college students' interest in reading, increase the number of readings, enhance their reading ability and cultivate their reading habits. Therefore, the effect of reading promotion activities cannot be studied only from the perspective of the event organizers, but only from the number of visitors to the library, the number of books borrowed, the number of views and downloads of digital resources. It is necessary to evaluate the effect of reading promotion activities from

the perspective of college students.

Subjects and methods: Since both autonomous support and structural support occur in interpersonal relationships, the quality of these interpersonal relationships can increase the possibility that autonomous needs and competency needs can be met, the participation support in reading promotion activities may be reflected in both autonomous support and structural support. In addition, there is a certain correlation between autonomous support and structural support. In the independent support, the implementation channels of encouraging college students' initiative, helping college students form reading behavior and goal, value connection and providing reading guarantee to college students include reading guidance and interaction in structural support. In addition, the three support conditions of independent support, structural support and participation support to meet the internal psychological needs of college students are all determined by the external environment the background is provided by the reading promotion.

Study design: 200 college students were randomly selected by questionnaire survey. A total of 200 questionnaires were distributed, 185 were recovered and 178 were valid. Seven of the questionnaires were invalid.

Methods: Using Excel to count the performance and solving strategies of college students' anxiety disorder in reading promotion of university library.

Results: To promote the development of rural health and vacation tourism, we need to make rational use of natural resources, promote green consumption of tourists in the process of development, and reasonably develop effective resources, so as to finally improve the economic level.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Performance and solution strategies of college students' anxiety disorder in reading promotion of university library

Factor	Autonomous support	Structural support	Participation support	Reading intention
College student	4	3	4	4

Conclusions: In the process of reading promotion, librarians should strengthen their sense of service, actively guide and help college students to explore and acquire various collection resources, so as to enable college students to successfully realize the construction of Ideological and knowledge system, expand and increase the participation of more subjects, strengthen the publicity of reading promotion activities, comply with the development of the information age, constantly explore new information technologies, and actively introduce new media, combine physical publicity with media publicity, seek multi-party support and cooperation, expand the reading promotion camp, constantly inject new vitality into reading promotion activities, achieve leapfrog improvement and form a greater influence.

* * * * *

ANALYSIS OF THE IMPORTANCE OF FILM AND TELEVISION COMMUNICATION IN THE TREATMENT OF DEPRESSIVE PSYCHOSIS

Lianji Huang[1] & Haihong Zhang[2]

[1]College of Art, Guangdong Business and Technology University, Zhaoqing 526000, China
[2]Computer Science Institute, Guangdong Business and Technology University, Zhaoqing 526000, China

Background: Depressive psychosis can be interpreted as depression, depression, pessimism, deviations from the understanding of social things, and death thoughts and behaviors in severe cases in order to end pain, suffering and confusion. Depressive patients commit suicide at a rate of 20 times that of the average person. This shows the harm that depression can cause to depressed patients. and the rate of social disharmony is very high. Experts have long recommended that depression be prevented and treated as soon as possible, and that families and friends not be reminded of the tragedy that depresses you in the final form of suicide. Long-term clinical research has found that the main inducing factors of depression have a great relationship with one's own psychology, which avoids the misunderstanding that there is no proper

way to mislead patients into another kind of area. Years of clinical research by psychiatrists on "Dipu Yin" music therapy, exercise therapy, reflex therapy, women's hormone replacement therapy, HRT experimental therapy, alternative therapy, electroconvulsive therapy have summarized a set of treatment standards for mild and severe depression - brain biogenic amine balance therapy, which is a scientific and appropriate treatment for the severity of depression symptoms, classification and treatment. Because the cause of its induced seizures for the psychological role, so pay attention to regulate and control the mood of patients is very important. The film and television cultural dissemination activities, not only to guide the psychological direction of patients, but also to ease the negative psychology of patients.

At present, network culture, film and television culture, cell phone culture, idol culture and so on are widely popular in society, affecting people's life style, aesthetic taste, values. Film and television culture absorbs the essence of various arts, has a variety of forms of expression and means of communication, is an important carrier of entertainment and access to information. Film is a kind of world language art, and the product of the fusion of different cultures. Modern film, as the carrier of national culture, can express to the world and achieve the goal of dissemination and development. For the object and audience of communication, the concept of information, whether in material form or intangible, needs to be spread in a happy and broad way. The spread of culture is not a preaching chatter, but attracting the audience's own appreciation and experience and find resonance from it.

Objective: The evaluation of a movie, mainly in the visual, auditory, sensory aspects of the audience to bring shock and can arouse the audience's resonance. Vision is the picture of a movie and the impression it conveys to the audience. Sensation refers to the psychological feelings of the audience. This feeling can be directly conveyed to the audience from the film itself through the screen and music, and can also indirectly allow the audience to think, associate, taste. People's senses are interlinked, feeling directly affect people's mood, so film and television dissemination of activities on the treatment of depressive psychosis will also play a positive role.

Subjects and methods: Select a mental health center hospitalized 60 patients with depressive psychosis as the study subjects, using a random number table was divided into study group and control group of 30 cases. The study lasted one month. There was no significant difference between the two groups ($P > 0.05$) in sex, age and other general data. The control group was only treated with normal medication and normal nursing. On the basis of the control group, the study group increased the time of film and television transmission activity by two hours every day. The first half of the films to choose to take a positive, optimistic and humorous, family-based harmony. The second half of the month to education, publicity and cultural films mainly. While the patients in the study group watched the movie, the psychological changes and expression changes of the patients in the study group were recorded, and the patients in the study group were allowed to communicate, talk and speak out their ideas. At the end of the experiment, the data were analyzed by interview. Talk with control group and experimental group, visit time 20 min-30 min. After the interview, according to the performance of the two groups for statistical analysis.

Methods: Using Excel statistics of the importance of video communication activities in the treatment of depressive psychosis.

Results: The results of this test, with 1 to 4 levels of quantitative specific factors influence value, 1 means irrelevant, 2 means general, 3 means great, 4 means deeply affected. In order to reduce the subjective errors in the evaluation, 60 patients were evaluated and the results were rounded. The statistical table is shown in Table 1.

Table 1. Importance of video communication activities in the treatment of depressive psychosis

Groups	Emotional aspect	Pressure relief aspect	Affective aspect
Participants	4	3	4

Conclusions: Through the investigation and research, it is found that the activity of film and television transmission plays an important role in the treatment of patients with depression and psychosis. Film and TV communication is a kind of leading intervention, which is different from other psychological interventions, and it is more effective in improving people's mental state, and it is more acceptable.

* * * * *

OVERCOMING MEMORY BARRIER IN COGNITIVE TEACHING OF MATHEMATICS

THEORY FOR COLLEGE STUDENTS

Bingjun Li[1,2] & Dan Yang[3]

[1]School of Mathematics & Statistics, Guizhou University of Finance and Economics, Guiyang 550025, China
[2]Guizhou Key Laboratory of Big Data Statistical Analysis (No. [2019] 5103), Guizhou University of Finance and Economics, Guiyang 550025, China
[3]Personnel Department, Guizhou University of Finance and Economics, Guiyang 550025, China

Background: Modern cognitive psychology holds that learning is the process of acquiring, storing, processing and using knowledge to form a new cognitive structure in the human brain, that is, the process of interacting or integrating the original cognitive structure in the brain into a new cognitive structure. Cognition plays an important role in mathematics learning in colleges and universities: on the one hand, the cognitive level of college students affects their mathematics learning to a great extent. on the other hand, the abstract knowledge of mathematics affects the cognitive structure and cognitive level of students, which makes the students' mathematical ability and cognitive structure in mind change, and lays a foundation for later learning. Cognitive impairment is a kind of concentrated embodiment of mathematics theory learning impairment of college students, and it is also a kind of universal and important obstacle. Mathematics theory plays an important role in the process of learning in colleges and universities. Only by making clear what obstacles exist in students' cognitive process and analyzing the causes of these obstacles, can we carry out teaching and help students eliminate the obstacles in learning mathematics theory, so as to enable them to make certain progress in mathematical thinking and cognitive level while mastering knowledge.

Objective: Based on the definition of mathematics learning disability and cognition disability, this paper defines the definition of learning disability, the definition of mathematics learning disability and the scope of the concept of cognition disability. Based on the analysis of the characteristics of the content and cognition of mathematical theory learning of college students, this paper tries to find out what obstacles exist in the cognitive process of mathematical theory learning by means of questionnaire survey, the degree of obstacles and the correlation between obstacles by means of statistical software analysis, and whether there is a significant correlation between obstacles at different stages and grades.

Subjects and methods: This questionnaire mainly test the pros and cons attitude of the students to the questions in the questionnaire, so the questionnaire adopts the form of Richter's five-level state scale. Each question in the questionnaire gives five answers: "Complete Match, Comparison Match, Match with Dismatch, Comparison Dismatch, Complete Dismatch". Participants were asked to choose the closest answer to their own ideas. For each question, the five answers were recorded as 1, 2, 3, 4, 5 points, the total score of the whole question is the sum of the scores of each question, this score shows his attitude to the problem. The subjects of this study are randomly selected 300 college students of different grades in a university. After the questionnaire is collected, the students are tested and the invalid questionnaires are removed. Using SPSS 20.0 software for data statistics.

Results: Statistical students' satisfaction with the curriculum design, the results are shown in Table 1.

Table 1. Statistical results / number ratio

Factor	Unsatisfied	Commonly	Basically satisfied	Satisfy
Value/%	17	48	23	12

In the teaching of mathematical theoretical knowledge with relatively little difficulty, teachers are apt to form a teaching mode that lays stress on the conclusion rather than the process. They do not pay attention to the process of the occurrence and development of knowledge, and do not pay attention to the students' understanding of knowledge and opportunities for practice. Instead, they emphasize the students' memory of the conclusion and the picture of formula. Such teaching methods and teaching modes have become one of the obstacles for students. If teachers do not pay attention to strengthen the students' understanding and grasp of the essence of knowledge, it will often cause the students to remember the conclusion mechanically, but do not understand the background of the knowledge, the derivation of the formula and their scope of application, which will lead to obstacles in students' learning.

Conclusions: The development of students' logical thinking and dialectical thinking is not mature, and they cannot analyze and solve problems completely and thoroughly. The degree of knowledge understanding is only superficial, and the lack of understanding and understanding of the essence of knowledge leads to obstacles in the application of formulas and images in the study of mathematical theory. The immature development of students' broad, profound and flexible thinking also makes students unable to be flexible in learning knowledge and solving problems, and give answers quickly and accurately, so that the knowledge

of mathematical theory becomes a barrier to learning. Mathematics teaching is no longer a simple and objective process of imparting mathematics knowledge, but a process of mutual communication between teachers and students to make students discover new knowledge, construct new knowledge meaning and form their own knowledge system. The teaching of mathematics theory in colleges and universities not only pays attention to students' learning of mathematics knowledge, but also emphasizes the cultivation of students' various mathematical abilities and ideas, the cultivation of students' ability to learn mathematics, and the cultivation of students' ability to learn mathematics, so that students can learn mathematics and make it become a lifelong learning knowledge.

* * * * *

INFLUENCE OF INNOVATIVE TEACHING MODEL OF SHU EMBROIDERY SPECIALTY IN COLLEGES AND UNIVERSITIES ON COLLEGE STUDENTS' ANXIETY DISORDER

Jiayu Wu[1] & Jigang He[2]

[1]*Mental Health Education Center, Sichuan University of Media and Communications, Chengdu 611730, China*
[2]*School of Mechanical Engineering, Southwest Jiaotong University, Chengdu 610031, China*

Background: Anxiety refers to the frustration of self-esteem and self-confidence, or the increase of sense of failure and guilt due to people's inability to achieve goals or overcome the threat of obstacles, forming an emotional state of tension and fear. Because only experienced people can directly evaluate the intensity of anxiety state, researchers must have an indirect way to evaluate his phenomenon and physiological characteristics. Competition in various fields has become a current social phenomenon. People are under increasing psychological pressure, especially the mental health problems of college students are on the rise, and the social psychology of anxiety is particularly prominent. How to reduce or eliminate the level of anxiety has been related to the physical and mental health of college students. Shu embroidery teaching plays a positive role in improving people's mental health. The release of the Declaration on intangible cultural heritage education has defined the direction of intangible education inheritance and opened the prelude to a series of work of intangible cultural heritage into the campus and classroom. As an important institution for cultural inheritance, development and innovation, colleges and universities should shoulder the mission of intangible cultural heritage education inheritance and provide effective platform and technical support. Local universities play a leading role in regional culture. They should give full play to their geographical advantages and actively explore the way of educational inheritance of local intangible cultural heritage. Shu embroidery is one of the four famous embroideries in China and has been listed in the first batch of national intangible cultural heritage list. As a textile intangible cultural heritage, Shu embroidery has the most essential function of decorating clothes. In today's diversified fashion, this form can still serve real life. Introduce Shu embroidery into the teaching of clothing design major in colleges and universities, give full play to the discipline and professional expertise, transform intangible cultural heritage into resources for modern design, and explore the living inheritance from "heritage" to "resources" with the help of fashion culture. The teaching of Shu embroidery specialty adopts the combination of theoretical teaching, technical study and design practice, in order to realize the inheritance and innovation of intangible cultural heritage.

Objective: Anxiety is a common negative emotional state. It is a negative emotion caused by feeling nervous, worried, uneasy and unable to cope with external pressure. It hinders individual psychological adjustment. Anxiety will affect daily behavior and life enthusiasm. The long-standing anxiety tendency is a negative emotional response. Research shows that anxiety and anxiety disorders account for 5 to 10 percent of the total number of college students. However, they rarely take the initiative to go to the hospital. Therefore, they have great concealment. At the same time, they will seriously damage the body and mind of college students, reduce their learning efficiency and quality of life, and have a negative impact on their adaptation to college life and their own healthy development. Therefore, effectively alleviating college students' psychological anxiety is one of the focuses of current research.

Subjects and methods: 60 volunteers, aged (23.15 ± 1.48) years, were selected. Colorless blindness, weak color, normal vision or corrected vision greater than 0.8. The standard score of self-rating anxiety scale is more than 50. The subjects are ordinary college students with anxiety symptoms. The subjects were randomly divided into 30 in the experimental group (23.22 ± 1.43) years old, BMI = 21.33 ± 2.64, and 30 in the control group (23.08 ± 1.53) years old, BMI = 21.45 ± 1.54. Except for demographic variables, there was no significant difference in emotion regulation ability, executive function, emotion and anxiety at baseline. Before the experiment, inform the experimenter that the experiment content is the course of innovative teaching mode of Shu embroidery specialty, remind him of his right to withdraw freely at any time, and start the experiment after signing the informed consent.

Study design: The experimental group conducted the teaching of Shu embroidery specialty under the innovative mode, 2-4 times a week, each time for one class hour. During this period, there are professional teachers for guidance. The control group carried out the traditional teaching mode of Shu embroidery. Teachers should treat the two groups of students equally in teaching. The overall test time is 4 months.

Methods: The anxiety status of the two groups of college students after 4 months was detected by self-rating anxiety scale, and the data were statistically analyzed by SPSS 18.0 and excel.

Results: The statistical results obtained after the 4-month test of this study are shown in Table 1.

Table 1. Comparison of partial anxiety status / number of people in the two groups before and after the test

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Test group	Before the experiment	0	9	15	6
	After the experiment	13	12	5	0
Control group	Before the experiment	0	12	14	4
	After the experiment	5	5	17	3

It can be seen from Table 1 that after four months of innovative teaching mode of Shu embroidery specialty in the experimental group, the anxiety of college students has been significantly alleviated, the students with severe anxiety have changed to severe anxiety or mild anxiety, and the students with moderate anxiety have changed to mild anxiety or even no anxiety, indicating that the innovative Shu embroidery specialty teaching can effectively intervene the anxiety of college students. The students in the control group did not get good anxiety. Although some students turned into non anxiety, the students with moderate anxiety increased instead of decreased, indicating that the psychological anxiety of college students is difficult to alleviate by themselves without intervention. This also shows that schools and parents should pay attention to the psychological state of college students and carry out psychological intervention or guidance in time to avoid excessive psychological burden and aggravation of anxiety.

Conclusions: Relying on professional teaching and community activities, promote the inheritance of Shu embroidery, drive more people to join in, and promote the development of Shu embroidery through innovation and entrepreneurship. Shu embroidery has low requirements for students, the process is simple and feasible, and can be completed independently. It is suitable for college students to alleviate anxiety. Colleges and universities can incorporate Shu embroidery and other courses that can regulate college students' psychological anxiety into the teaching of mental health centers, psychological associations and Shu embroidery majors, so as to strengthen students' ability to master the awareness and regulation of their own emotions.

* * * * *

THE EFFECT OF INTEGRITY CONSTRUCTION OF COLLEGE STUDENTS ON THE SOLVING OF COGNITIVE DISORDERS

Zhixin Xie

School of Marxism, Suzhou University of Science and Technology, Suzhou 215009, China

Background: University campus is a special part of the society. The unique campus culture formed by it has a strong influence in contemporary Chinese society, and sometimes has a far-reaching impact on China's society and cultural consciousness. Therefore, the construction of a harmonious university campus can be called the foundation of building a socialist harmonious society. From the traditional view of the Chinese

nation, honesty has always been regarded as the foundation of human life. In our efforts to develop the socialist market to exaggerate, integrity has become the main pass of the market, the market economy as a golden rule, so more and more people's universal concern. Whether the individual has integrity character is of great significance to the construction of a harmonious society. Therefore, as the young elite guiding the trend of the times in the new era, college students are the hope and future of the Chinese nation. After they enter the society, they will become the main force in the construction of socialist market economy, and will also become the inheritors of human knowledge and civilization. Whether they have higher integrity degree is an important standard to measure whether they are qualified or not, and even relates to the future and future of the country and the nation to a certain extent. Therefore, strengthening the construction of college students' integrity will also become an important basic work of harmonious campus construction.

Objective: Honesty is a moral category, which requires people to pay attention to the inner moral cultivation, establish people with virtue, and establish the character and realm of integrity. After the moral quality of integrity develops, it can be transformed into honest moral practice and treat people with sincerity. At the same time, integrity is a legal category, it requires people to engage in civil activities, exercise their rights and fulfill obligations, pay attention to credibility, abide by credit, legal behavior, do not avoid the law and distort the meaning of the actor. Therefore, the construction of integrity of college students can effectively alleviate cognitive barriers.

Subjects and methods: Integrity construction is an important aspect of the harmonious construction of the university campus. At present, there is a serious lack of integrity in college students' learning behavior, economic behavior and employment behavior, which has become a major obstacle to the construction of a harmonious campus. In order to improve the integrity quality of college students and promote the construction of a harmonious university campus, this paper mainly investigates and analyzes the three aspects of strengthening the sense of integrity, playing the main role of students and improving the ideological and moral quality of teachers.

Study design: Using stratified group random sampling, 400 college students of different ages and genders were investigated, and a total of 400 questionnaires were distributed, 387 were recovered and a valid number of 369.

Methods: Excel and SPSS 17.0 were used to make statistics on the effect of college student integrity construction on solving cognitive impairment.

Results: Through various ways and means to make students internalize the external integrity standards into their own concept, and through the moral "self-discipline", through self-evaluation, self-monitoring, self-incentive and so on to shape their own integrity image, strengthen the sense of integrity. In moral education in colleges and universities, must adhere to the organic combination of integrity cognition and integrity behavior and harmonious unity, not only to quote extensive ethics to edify people, but also to be close to students' daily activities, emphasize with understanding to guide behavior, with behavior to strengthen understanding, through the unity of knowledge and line, in practice to create a group of consistent integrity conscious practitioners, give full play to the main role of students. By strengthening the construction of teachers own integrity, the harmony and unity of teachers' words and deeds are realized. Through the school leaders, teachers set an example, take the lead in abiding by the integrity norms, and drive college students to develop a sense of integrity.

The results of this survey, the influence values of specific factors were quantified by 0-4, 0 indicating irrelevant, 1 slight influence, 2 general influence, 3 obvious influence, 4 sufficient influence, and the specific statistical tables are shown in Table 1.

Table 1. Effect of the problem of cognitive impairment

Strengthen the awareness of integrity	Give full play to the main role of students	Improve the ideological and moral quality of teachers
4	4	4

Conclusions: The generation of anything is the result of a variety of factors, and the present cultivation of college students' integrity awareness is no exception. Therefore, it is necessary to deepen the construction of integrity of college students. Of course, the way of the construction of college students has diversity, the cause of the lack of integrity also has complexity, so the construction of college students is also a huge and systematic project, need national, society, family and individuals in the construction of the rule of law moral construction, cultural construction and social life, in order to alleviate the cognitive barriers.

* * * * *

THE IMPACT OF FAMILY COMPENSATORY CONSUMPTION ON CONSUMER COGNITIVE IMPAIRMENT FROM THE PERSPECTIVE OF POPULATION AGING

Yanlan Xu[1] & Xiaobing Yan[2]

[1]Department of Business Management, Dongguan City College, Dongguan 523430, China
[2]Department of Finance and Trade, Dongguan City College, Dongguan 523430, China

Background: Since 2000, our country has been facing the irreversible trend of gradual increase of the aging population. The population born in the "baby boomers" in the 1950s entered retirement age in turn around 2010. The second wave of retirement tide has led to the further increase of the number of the elderly population and formed the peak of the growth of the elderly population. In the aging society, the increase of retirees affects the income, consumption and psychology of the residents and their families on the micro level, and on the macro level, the labor supply, social consumption and industrial structure. But the present compulsory retirement system in our country will make more and more people retire in the age of aging. A big problem in the realistic economic environment is that the consumption demand is insufficient in the new normal period of the economy. The retirement decision of these groups affects the development and lasting stability of social economy through the dynamic impact on residents' consumption. The main characteristics of aging in our country are as follows: rapid development process and speed, economic pressure caused by aging before the rich, significant regional and urban-rural differences in aging, aging trend highlighted. As a symbol of the change of population structure, aging reflects the degree of civilization and the health level of human society. Its influence on economic development has both advantages and disadvantages, both positive and negative. It not only affects the labor force, labor productivity, industrial structure, consumption, savings, social investment and social security, but also affects the supply and cost of labor force, the responsibility and burden of enterprises, and the health, consumption demand, social participation and social support and assistance of the elderly at different levels.

Objective: The accelerated ageing of the population means, in theory, a decline in the proportion of the working-age population, indicating a relative decline in the supply of labor, a diminishing demographic dividend in abundance, and a growing proportion of retirees. It is well known that old age is the last stage of an individual's life cycle. Retirement is often the beginning and symbol of old age. Retirees retire from the labor force and join the aging population. With the aging of the population, more and more people are facing the problem of retirement. The way of living, consumption demand and consumption behavior after retirement have great influence on the change of economic aggregate, trend and the setting of relevant policies. Therefore, it is of great significance to analyze family compensatory consumption from the perspective of population aging for consumer cognitive impairment.

Subjects and methods: At present, the severe aging of our country has formed a negative impact on the new normal of the economy in many aspects, such as the current situation of economic development, transformation and upgrading of the industrial structure, innovation-driven development and the conflict of interests among generations. At the same time, our country will still face the economic facts of insufficient consumption demand and unbalanced economic structure. Therefore, this paper mainly from the elderly consumption motivation, commodity prices, commodity practicality and expected impact, the four aspects of investigation and analysis.

Study design: Using stratified cluster random sampling method, 400 retired people of different genders and occupations were investigated on their consumption concept. 400 questionnaires were sent out, 387 were retrieved and 374 effective copies were obtained.

Methods: Using Excel to measure the effects of household compensatory consumption on consumer cognitive impairment in the context of an aging population.

Results: The consumption motivation of the elderly is more rational and their consumption habits are solidified, that is, consumption has habitual characteristics. Most of the commodity brands they choose are regular purchases with high loyalty. They don't like to pursue innovation and altruistic consumption. The elderly is more sensitive to the price of goods or services improved by businesses. Especially after retirement, they prefer high-quality and low-cost products or services. At the same time, they are more practical and pay special attention to the practical functions of products. The consumption behavior of the elderly after retirement will be affected by expectations. The uncertainty of future life and health status promotes their consumption behavior to be more frugal, their marginal consumption propensity is low, and their preventive savings are high.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Effect of family compensatory consumption on consumer cognitive impairment from the

perspective of population aging

Factor	Consumption motivation	Commodity price	Commodity practicability	Expected impact
Elderly population	4	4	4	4

Conclusions: Aging is a population development problem of aging age structure in the process of natural population change, and it is also an inevitable product of economic and social development to a certain stage. The impact of the increase of the elderly population on social economy is a more complex process, affecting capital accumulation and economic growth, which cannot be underestimated. According to relevant statistics, so far, all economically developed countries or regions in the world have entered an aging society. China entered the ranks of aging countries in 2000 and is one of the developing countries that entered the aging society earlier. Affected by political economy, crazy society culture, population inertia, population multiplier and other factors, China's aging not only has similarities with other countries, but also has distinct characteristics in development characteristics and change trends. Compared with other groups, the elderly group itself has heterogeneity, which is mainly reflected in the great differences in the quality of the elderly, including physical quality, education level, personal experience, family environment, etc. Therefore, the consumption characteristics and effects of the elderly can be analyzed in the form of family compensatory consumption, so as to alleviate the cognitive barriers of the elderly consumers.

* * * * *

APPLICATION OF VIRTUAL REALITY TECHNOLOGY IN MENTAL REHABILITATION OF COLLEGE STUDENTS

Chuanke Lai[1] & Hui Shi[2]

[1]*Academy of Music, Jiangxi Science and Technology Normal University, Nanchang 330000, China*
[2]*Department of Virtual Reality and Games, Jiangxi Taihao Animation Vocational College, Nanchang 330200, China*

Background: Autism, also known as autism, is the most typical disorder in the autism spectrum disorder (ASD). Autism, different from autism spectrum disorder, refers to a series of characteristics similar to autistic patients widely existing in the normal population. Autism will bring a series of hazards, including affecting the enthusiasm of learning, hindering the growth of college students, destroying the physical and mental health of college students, hindering social development, etc., the causes of college students' autism include personal, family, school and society. In recent years, the incidence rate of autism has increased year by year. However, the pathogenesis of autism has not been confirmed and there is no effective treatment to cure the core symptoms of autism. In contrast, behavioral therapy is currently mainly used to make autistic patients better adapt to the survival of modern society. Based on the relatively limited medical resources, educational resources and social investment, for lifelong diseases such as autism, the traditional intervention and treatment methods cannot well meet the needs of patients, their families and society. For example, psychotherapy is restricted by time, place and other factors. Because the etiology of autism has not been clearly studied, drug therapy cannot change the core symptoms of autism. Autism is called "mental cancer". The disease of autism has caused huge economic burden to thousands of families and our society. Therefore, it is urgent to find a safe, scientific, efficient, convenient and economic intervention and treatment method for autistic patients. Virtual reality technology is a technology developed rapidly in recent years. With the development of virtual reality technology, there are many experts in recent years Scholars use virtual reality technology to assist in the treatment of mental diseases.

Objective: Autism is known as "mental cancer" because of its uncertain pathogenic factors, unsustainable lifelong diseases, limited treatment and increasing incidence rate. It is deeply troubled by many patients and their families all over the world. However, the cost of autism treatment and intervention is very large. Most families can't afford to find professionals for one-to-one teaching, and most special education schools can't well meet the group autism intervention treatment. There is only simple and targeted teaching, especially in the medical and education systems of developing countries. Even for families that can provide one-to-one intervention treatment for patients, due to the limitations of parents' own professional knowledge, and there are few ways to help autistic patients learn practical skills on the market, most intervention teaching still takes "normal life" as the main purpose. Combined with the characteristics of virtual reality technology and the thinking mechanism of autistic patients, aiming at the autistic phenomenon of college students and making up for the limitations of traditional treatment methods,

this paper focuses on the feasibility and necessity of the application of virtual reality in autistic treatment and the design of virtual reality system model for intervention treatment of autistic patients.

Subjects and methods: The safety of virtual reality autism intervention system is reflected in the following aspects. Social disorder is one of the main clinical manifestations of autistic patients. Patients also have obvious obstacles in establishing intimate relationships with others, even ordinary eye contact. One advantage of virtual reality technology is that it can reduce or highly control autistic individuals' need for human interaction in the real world, so as to reduce the source of anxiety of autistic patients. Select 20 college students with autism. When designing the hardware equipment in the intervention system, try to use portable facilities to reduce uncomfortable body feeling, so that patients can better focus on the virtual century and reduce anxiety. Therefore, use virtual reality equipment, including helmet stereo display, tracking equipment, headset, data gloves and eye tracker, closely combined with the characteristics of virtual reality technology and relying on the theoretical model of traditional autism teaching and intervention, the experimental group of college students with autism were treated with mental rehabilitation four times a week, each treatment time was 30 minutes, and the treatment cycle was 3 months. The interview method was used to conduct a separate interview with college students after treatment for 30-90 minutes to understand the psychological state of college students. The obtained data were analyzed by SPSS 13.0 statistical software, and the difference was statistically significant ($P < 0.05$).

Results: After the intervention, the emotion, behavior and total score of college students were significantly better than those before the intervention treatment. There was significant difference in emotion and behavior between the experimental group and those before the treatment ($P < 0.05$). However, there was no significant difference in social and sensory perception before and after treatment ($P > 0.05$).

Table 1. Statistical results of autism before and after intervention

	Emotion	Social contact	Behavior	Sensory perception
Before treatment	8.17	25.68	15.77	24.94
After treatment	3.58	18.56	10.25	21.62

Conclusions: Emotional and behavioral disorders are the prominent clinical characteristics of autistic college students, mainly manifested in abnormal emotional irritability, excitement or impulse, emotional indifference or over dependence, stereotyped behavior, etc., these behaviors are not only the main obstacles to the social development of autistic college students, but also reduce the social acceptance of them. In the treatment process of this study, the reduction of middle school students' bad emotions can contribute to their social development, indicating that the use of virtual reality technology intervention therapy has a more significant effect in improving the emotional regulation and behavior expression of autistic college students, and has clinical significance in the intervention of autism.

* * * * *

THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON RELIEVING THE MENTAL AND EMOTIONAL PRESSURE OF COLLEGE STUDENTS

Yanqiong Shang[1] & Wenyuan Wang[2]

[1]School of Marxism, Wuxi Vocational Institute of Commerce, Wuxi 214153, China
[2]Business School, Wuxi Vocational Institute of Commerce, Wuxi 214153, China

Background: Psychological stress can also be called mental stress, refers to the individual response to stress in the face of stressors and a kind of physical and mental tension. The common stressors of college students are academic pressure, employment pressure, interpersonal pressure, love pressure, economic pressure, independent life pressure, family pressure, competition pressure and social pressure. As we all know, psychological stress has both positive and negative effects. On the one hand, moderate psychological stress can play a positive role in maintaining physical and mental health, improving study and work efficiency, and can also stimulate students' potential to the utmost, so as to make them reach the best state in all aspects. On the other hand, insufficient or excessive pressure has a negative impact on students' physical and mental health, study and work efficiency, and even leads to slackness of will or lack of motivation. There is a great difference between college students and high school students. Many college students have stepped into the society during their college years. Many of them have been influenced by the society when they are out of the protection of school. Higher vocational education, as a type of higher education, is

charged with the task of training highly skilled talents for production, construction, service and management. When college students are in a confused period, colleges and universities need their own strength to carry out ideological and political education activities for college students to become a member of a harmonious society.

Objective: The main manifestations of psychological stress overload are: relatively difficult to concentrate, relatively slow response; memory decline, easy to forget things; low self-evaluation, mental tension. There will be tension, anxiety, depression and other negative emotions, and even more people will have suicidal thoughts or behavior. become sensitive and suspicious, distrustful of others, afraid to go to places with many people; expression dull, slow movement, not care about the people or things around. Often addicted to the Internet, malicious alcoholism, sleep very late, wake up very early. Practice has proved that the more targeted the ideological and moral construction of college students, the more specific the goal, the greater the value. Carrying out correct ideological and political education and guiding students' correct outlook on life and values may alleviate the mental and emotional pressure of college students to a certain extent. Therefore, this study analyzes the impact of ideological and political education on alleviating the mental and emotional stress of college students.

Subjects and methods: The traditional teaching of ideological and political theory course is the most important and basic carrier in college students' ideological and political education. However, after entering the 21st century, facing the intricate political and ideological development situation at home and abroad, more and more colleges and universities begin to realize that we should not only rely on the traditional ideological and political theory courses as a single transmission channel of ideological and political education, but must actively broaden and innovate the teaching carrier of ideological and political education of students by carrying out a new mode of ideological and political education, so as to enrich the ways for students to receive ideological and political education. This study mainly analyzes the influence of ideological and political education on students' psychological quality to different degrees. By stratified cluster random sampling, 500 students of different ages, different genders and different majors were randomly selected to conduct a questionnaire survey. 500 questionnaires were distributed, 489 questionnaires were retrieved and 476 valid questionnaires were issued. The content of the questionnaire is to investigate and analyze the influence of college students' attention, memory, mental emotion and self-evaluation through the intervention of ideological and political education.

Methods: Using Excel statistics of ideological and political education in vocational colleges to alleviate mental and emotional stress of college students.

Results: The results of this survey use the influence values of 1 to 5 grades and specific quantitative factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation values of 500 students are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Effects of Ideological and political education on mental and emotional stress of college students

Factor	Attention	Memory ability	Mental emotion	Self-evaluation
Student	4	5	5	3

Conclusions: The starting point and goal of ideological education should be focused on improving the comprehensive quality of college students and cultivating qualified talents with all-round development of morality, intelligence, physique and beauty. All personnel engaged in the daily ideological and political education of college students should adhere to the correct political direction, strengthen ideological and moral cultivation, enhance the sense of social responsibility, and become the guide and guide for the healthy growth of college students.

* * * * *

PROBLEMS AND ANALYSIS OF COGNITIVE BARRIERS IN THE INHERITANCE AND CHALLENGE OF SCULPTURE CULTURE IN ANCIENT BUILDINGS IN GUANGXI AND GUANGDONG AREAS

Jichun Xu

Academy of Fine Arts, Guangzhou College of Technology and Business, Guangzhou 510850, China

Background: The grey plastic decoration in architecture contains the life culture of traditional society and the simple concept of right and wrong. The art of grey plastic decoration and the culture of grey plastic decoration are now in a relatively closed system. The limited knowledge is only in the hands of a few intangible cultural inheritors and cannot be shared by the whole society, resulting in linear inheritance and lack of aggregation fission from generation to generation. The homogenization of grey plastic culture in contemporary times is obvious, single and lack of innovation. The closure of traditional architectural gray plastic decoration culture is in sharp contrast to the opening of architectural culture in the new era. The lack of open inheritance will inevitably lead to the contemporary people's inability to understand the cultural spirit of gray sculpture, thus forming an obstacle to development and a single inheritance. Making a macro examination of the decorative characteristics of grey plastic is inseparable from the entity research in the environment. The lack of micro detection of gray plastic decoration, even if there are gains. It will also look very rough. It is inevitable that the inference is rough and cannot stand academic test. Only by refining the research level of grey plastic decoration can we review its theoretical results. By comparing the structure of gray plastic decorative entities carefully and analyzing a large number of materials and multiple cases, we can peel off the rough surface and show the cultural characteristics. The inheritance and development of grey sculpture culture is related to people's cognitive activities. Human cognitive activities include psychological activities such as perception, attention, memory and thinking. According to the different obstacles that learners suffer in each stage of cognition, cognitive impairment is divided into four types: sensory impairment, attention impairment, memory impairment and thinking impairment.

Objective: Starting from the building facade, this paper analyzes the theme and specific characteristics of gray sculpture. Combined with the time context of historical development, this paper combs the regional characteristics of gray plastic. This paper summarizes the regional characteristics of gray plastic decoration, and probes into the internal relationship between gray plastic decoration and traditional architecture in various regions of Guangdong and Guangdong. In the process of inheritance and development, certain cognitive intervention is carried out for patients with cognitive impairment. People's perception, attention, memory and thinking process is a continuous process, which always starts from the perception activities of sensory organs to high-level thinking activities. The smoothness of cognition in the previous stage plays an important role in the development of activities in the later stage, The progress of cognitive activities in the latter stage will also be fed back to the previous stage to promote its timely adjustment.

Subjects and methods: The content of culture needs to be expressed in a certain form. A good form can better convey the cultural connotation and gain the content. In order to reveal the content of truth, goodness and beauty, we need to use appropriate forms to express it. Its form must take into account the generality, popularity, vividness and acceptability of gray sculpture culture. Therefore, it is necessary to express the value orientation and cultural spirit of gray sculpture culture in a concise and concise way. Gray plastic decoration in architecture is an excellent carrier. It can effectively carry and transmit the humanistic spirit of Guangdong and Guangxi, and its form is widely accepted by the public. The strong national style of gray plastic architectural decoration is completely consistent with the local characteristics of Guangdong and Guangxi. Gray plastic is formed under the nurturing of regional cultural factors of Guangdong and Guangxi. From various shapes such as figures, animals, fruits and vegetables, the themes, styles and forms of expression of gray plastic architectural decoration strongly express the humanistic character and aesthetic taste of Guangdong and Guangxi. It has strong local characteristics and is a three-dimensional and comprehensive style painting.

Study design: 120 patients with mild cognitive impairment were divided into experimental group and control group. Both groups received psychological intervention and drug intervention. Among them, the experimental group conducted in-depth understanding of gray sculpture culture in ancient buildings in Guangdong and Guangdong, and carried out cultural inheritance, including making inheritance materials and cultural dissemination. In the process of inheritance, the experimental group adopts the form of grouping, with 10-15 people in each group. The inheritance form, inheritance area and audience are determined by group discussion. After a period of 3 months, the degree of cognitive impairment was tested in both groups.

Methods: The degree of cognitive impairment was counted by SPSS 15.0 software and compared with the data before the experiment.

Results: The changes of cognitive impairment of patients are shown in Table 1. It can be seen from Table 1 that after psychological and drug intervention, cognitive impairment in both groups has been alleviated to a certain extent. Because the experimental group joined the inheritance intervention of gray plastic culture, the degree of cognitive impairment was greatly alleviated, which shows that the inheritance of gray plastic culture is helpful to the recovery of cognitive impairment.

Conclusions: For the traditional architectural decoration culture, it is the internal gene of a regional culture. In today's wave of globalization, while actively absorbing and learning from foreign cultures, we should pay more attention to, strengthen, improve and promote localization, so as not to be digested or

submerged by the world wave. At the same time, in the process of inheriting gray sculpture culture, it can promote the communication between people.

Table 1. Comparison / scores of cognitive impairment indexes between the two groups before and after the test

Group	Before and after the experiment	Delayed recall	Verbal fluency	Abstract
Test group	Before the experiment	12.6	13.6	16.5
	After the experiment	3.5	20.7	11.4
Control group	Before the experiment	13.9	13.7	16.6
	After the experiment	8.9	15.1	11.7

* * * * *

ANXIETY OF ENTERPRISE ACCOUNTANTS BASED ON INTELLIGENT FINANCE AND TAXATION BACKGROUND AND ITS COUNTERMEASURES

Jing Wen

Department of Economic Management, Shanghai Jiguang Polytechnic College, Shanghai 201901, China

Background: With the rapid development of science and technology in China, intelligent technology has gradually penetrated into all walks of life. The wide application of intelligent technology in the field of accounting has promoted the emergence of intelligent finance, but also put forward new requirements for the overall quality of accountants. In order to grasp the opportunity to better enhance the competitive advantage of enterprises in the era of intelligent information development, it is necessary to conduct in-depth study of the current large number of accounting personnel of small and medium-sized enterprises, and constantly strengthen the analysis of the basic requirements of enterprises for the quality of accounting personnel in the context of intelligent finance and taxation, and put forward the best scheme for constructing the model of talent quality according to the actual situation. In recent years, a variety of intelligent technology more and more people into our economic life, changed our way of life, business models and consumption habits, but also more and more used in the field of finance and taxation. Intelligent finance and taxation emerged under this background. Intelligent finance and taxation apply information technology such as mobile Internet, big data and cloud computing to tax collection and management, financial accounting and tax declaration. For example, with respect to the six special additional deductions under the new Individual Income Tax Law that will come into force as of January 1, 2019, an individual may fill in the form by himself/herself through the mobile APP. The tax authorities may, through information sharing between different departments, analyze and identify the authenticity of the declaration materials submitted by a declarer, so as to complete the calculation and collection of individual income tax. At the same time, the tax authorities may also take certain punitive measures against entities or individuals that provide false information. In fact, our country from several years ago began to implement the "Golden Tax Phase III" project even if a typical application of intelligent finance and taxation. Through the big data tax identification system, the "Golden Tax Phase III" project collects, stores, examines and compares the all-element information of invoices on a real-time basis one by one. On the one hand, it can provide taxpayers with high-quality, convenient and all-round tax services, and on the other hand, the tax departments can realize the comprehensive monitoring of all links of tax collection. Especially after the five-in-one, tax, industry and commerce, social security, statistics, banking and other information can be in the tax system at a glance. Therefore, under this powerful intelligent tax supervision Skynet, if the taxpaying enterprises still take some "barbaric tax avoidance" measures in the past, they will face huge tax risks. Not only the accounting level of small and medium-sized enterprises is very limited, but also the ability of tax risk control is very low, which put forward new requirements for the quality of accounting talents. Therefore, the enterprise accountant appears the anxious phenomenon generally.

Objective: With the continuous development of science and technology in China, intelligent technology has gradually penetrated into all walks of life. With the help of intelligent technology, it not only has a great impact on our way of life, but also has a significant effect on the basic business model of small and medium enterprises. Among them, the application of enterprise finance and tax is more extensive, which promotes the emergence of intelligent finance and tax background. Generally, the background of intelligent finance and tax mainly refers to the management of tax, finance and tax payment of enterprises by using modern information technologies such as mobile Internet and big data cloud computing. For example, since the

implementation of the special individual income tax report through mobile terminals at the beginning of 2019, the tax authorities will distinguish the authenticity of the basic materials of the declarers by means of internal information sharing, so as to ensure the normal implementation of the calculation failure of individual income tax.

Subjects and methods: Random selection of 100 enterprise accounting staff, age unlimited, gender unlimited. Questionnaire survey was carried out, 100 questionnaires were distributed, 93 questionnaires were retrieved, 88 effective questionnaires. Before the questionnaire, the author interviewed the 100 accountants based on the background of intelligent finance and taxation, and summarized the reasons for the anxiety of the 100 accountants. Random selection of 100 enterprise accounting staff, age unlimited, gender unlimited. Questionnaire survey was carried out, 100 questionnaires were distributed, 93 questionnaires were retrieved, 88 effective questionnaires. Before the questionnaire, the author interviewed the 100 accountants based on the background of intelligent finance and taxation, and summarized the reasons for the anxiety of the 100 accountants.

Results: In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means great influence, and 4 means serious influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 100 accountants shall be rounded off and the result shall be obtained by means of average. The specific statistical table is shown in Table 1.

Table 1. Anxiety of enterprise accountants in the context of intelligent finance and taxation and the influence of countermeasures

Factor	Improve Accounting Learning Ability	Strengthen capacity development	Improve management control capability
Teacher	4	4	4

Conclusions: Under the background of intelligent finance and tax, the majority of SMEs will face certain risks of finance and tax management. Accounting talents should improve their own learning ability, strengthen the cultivation of information-based processing ability, and improve the management and control ability of fiscal risk. Only by promoting these quality elements to a certain degree, can we meet the needs of future accounting work and business management, and relieve the anxiety of accounting personnel.

*　*　*　*　*

THE INFLUENCE OF INDOOR COLOR DESIGN OF CHILDREN'S MEDICAL REHABILITATION CENTER ON PEOPLE WITH MENTAL DISORDERS

Jinyong Zhang, Kailu Yang, Xuejing Zhang & Huining Pei

School of Architecture & Art Design, Hebei University of Technology, Tianjin 300000, China

Background: With the continuous evolution and development of human beings, the psychological barriers of children are increasing. The incidence rate of autistic children is increasing rapidly year by year. Autism has become an important social problem. Autism is an explosive disease that is difficult to cure and accompanies the patient's life. However, so far, the medical community has not developed specific drugs for the disease, so the rehabilitation treatment of autistic children is very important, and it is also a matter that we need to solve at present. It not only needs the long-term care and company of children's parents, but also needs a long process of rehabilitation training to improve the social skills and survival skills of children with autism. In response to this situation, in recent years, the government and all sectors of society have invested a lot of funds and manpower to build and improve relevant institutions for autism rehabilitation, which has made great strides in its development. A large number of children with autism have received scientific and effective treatment, which has brought confidence and hope to their families. In addition to advanced treatment methods and scientific treatment environment, as a designer, we should shoulder the responsibility and do our best to provide children with high-quality and comfortable indoor rehabilitation environment.

Objective: Firstly, access to relevant materials to elaborate the theoretical research and practical status of rehabilitation centers for autistic children at home and abroad. Then it explains the definition of autism, analyzes the characteristics of autistic children, and expounds the corresponding treatment methods and rehabilitation methods. At the same time, it systematically discusses the service characteristics of autistic children's rehabilitation center, the classification of rehabilitation institutions in China and the differences

of various institutions. Finally, based on the data obtained from the field investigation, taking the vision and position of autistic children as the starting point, combined with their personal feelings, this paper describes the use of the rehabilitation center and the indoor space environment, and takes the demonstration as an example to discuss the current situation of the indoor space environment of the rehabilitation center, This paper comprehensively expounds the basic characteristics of autistic children's rehabilitation center, a healing building subject, and the special needs of relevant users for indoor space. Finally, it analyzes the characteristics from the four aspects of indoor function division, space color, system logo and detail design, puts forward the corresponding design methods, and designs a set of more scientific indoor space design scheme which is beneficial to the rehabilitation of autistic children. As a research topic in the field of indoor space design, this paper aims to put forward a more scientific design scheme for the indoor environment of rehabilitation places for autistic children, so that children can enjoy treatment in a happy atmosphere, make the treatment effect better and return to the mainstream society as soon as possible.

Subjects and methods: At present, the indoor environment of many children's medical institutions is single, which brings serious treatment pressure to special children's patients and brings many difficulties to follow-up treatment. Moreover, the existence of this problem will directly reduce the treatment effect of children. In order to understand the influence of indoor color design of children's medical rehabilitation center on people with mental disorders, children with mental disorders were rehabilitated by designing different indoor colors, so as to achieve the purpose of research. Taking children as the main body, this paper studies the influence of color on children's psychology and emotion. Color can express people's different feelings. Compared with dim colors, bright colors can make people feel happier. It is important to create different spatial feelings in different spatial functions. Color design advocates function over form. Therefore, 100 children with psychological disorders undergoing rehabilitation treatment were randomly divided into experimental group and control group, with 50 people in each group. The control group did not carry out special indoor color design. According to the different functional needs of the rehabilitation center, the experimental group matched it with the appropriate space color to make the children better judge and feel, so as to carry out the rehabilitation training effectively. Using large-area color changes in similar environments can enhance their memory and help them distinguish and recognize spatial functions. According to the characteristics of color, it can meet different spatial feelings, so that the color has weight, distance and temperature. High brightness warm color will bring forward movement and prominent effect, while low brightness cold color has a sense of distance. Use the characteristics of color to adjust the internal visual experience and create different sizes and heights of the space.

Results: The study found that the children in the experimental group were more willing to cooperate with the treatment, and their emotions were more stable. The specific comparison results are shown in Table 1.

Table 1. Statistical results / number of people

Group	Not cooperate	Commonly	Cooperative treatment
Experience group	3	23	24
Control group	9	32	9

Research has confirmed that yellow green, light yellow, light blue, orange and other colors have positive guidance and emotional hints. Children will maintain emotional stability in a colorful and soft environment. Using the same color design space can better create a warm and harmonious space color environment. In the children's rehabilitation center, the design method with large color contrast will have a significant psychological impact on children, and even more actively cooperate with the treatment without realizing it, so as to obtain unexpected results.

Conclusions: Autism has become one of the most serious social problems of mankind, and its form is only high, and the demand for intervention is increasing, but its rehabilitation center is seriously scarce and the indoor space environment is worrying. Based on this background, as an interior designer, starting from the special psychological and behavioral needs of autistic children, combined with the professional theoretical knowledge, to provide children with a high-quality indoor space rehabilitation environment, so as to promote the improvement of rehabilitation efficiency. Therefore, it calls on relevant government agencies to increase resource investment and industry norms and improve the role of social forces.

* * * * *

APPLICATION OF FACE TARGET RECOGNITION ALGORITHM BASED ON VISUAL COMMUNICATION IN MEDICAL IMAGE SYSTEM OF COGNITIVE IMPAIRMENT

Yan Chen, Shiwei Chu & Xiaomei Ding

School of Computer Engineering, Anhui Wenda University of Information Engineering, Hefei 230032, China

Background: Mild cognitive impairment is a transitional stage between normal aging and dementia, which is characterized by mild memory and intelligence damage, but the general cognitive function and living ability remain intact, which cannot meet the diagnostic criteria of dementia. Patients with mild cognitive impairment are at high risk of Alzheimer's disease, especially amnestic mild cognitive impairment dominated by memory impairment, which often turns into Alzheimer's disease. The proportion of patients with mild cognitive impairment turning into Alzheimer's disease is about 10%-15%, 50% in 3-4 years and 80% in 6 years, while that of normal elderly is only 1%-2% every year. At present, the face target recognition algorithm based on visual communication is mainly used in clinic as a screening tool for mild cognitive impairment. In recent years, with the rapid development of neuroimaging, people can functionally understand the changes of cerebral blood flow, metabolism and biochemistry in patients with mild cognitive impairment. Neuroimaging plays an increasingly important role in the diagnosis and treatment of mild cognitive impairment.

Face target recognition algorithm based on visual communication is a typical problem of image pattern analysis, understanding and classification. It involves many disciplines, such as pattern recognition, image processing, computer vision, statistical learning, cognitive science and so on. The in-depth research and final solution of automatic face recognition can greatly promote the maturity and development of cognitive impairment medicine.

Objective: Human beings seem to have "innate" face recognition ability. Giving computers the same ability is the ultimate goal of automatic face recognition research. Automatic face recognition is a typical problem of image pattern analysis, understanding and classification. It involves pattern recognition, image processing, computer vision, statistical learning, artificial intelligence, computer graphics and cognitive science. As a pattern recognition problem, it is considered to be one of the most challenging problems. Therefore, the face target recognition algorithm based on visual communication can effectively alleviate the condition of patients with cognitive impairment and improve the effect of subject medical images.

Subjects and methods: 1000 patients with mild cognitive impairment were randomly selected, including 500 female patients and 500 male patients. Through the actual acquisition of neural images of patients with mild cognitive impairment, the effect of face target recognition algorithm based on visual communication is analyzed.

Methods: Use Excel table to count the impact of face target recognition algorithm on medical images of cognitive impairment subjects, as shown in Table 1.

Results: Biometric recognition is a large type of recognition technology which has developed rapidly in recent years and is deeply concerned by the public. It is a technology that relies on the unique physiological characteristics of organisms as recognition codes. Face recognition does not need to be like fingerprint recognition and iris recognition. The identified person needs to take the initiative to detect. Just stand within the detection range of the machine, which is convenient and fast, and improves the speed of medical images. Face, as a unique physiological feature, combined with more and more perfect in vivo detection technology, can well deal with many counterfeiting attacks and ensure the accuracy of recognition. At the same time, in the practical application scenario of medical images in the discipline of cognitive impairment, multiple faces can be sorted, judged and recognized, which is in line with the visual characteristics of "recognizing people by appearance", with simple operation, intuitive results and good concealment.

Use 1-5 to represent the actual impact effect degree, 1 means no impact, 2 means slight impact degree, 3 means impact effect, 4 means strong impact effect, and 5 means profound impact effect.

Table 1. Impact of face target recognition algorithm on medical images of cognitive impairment subjects

Effect	Non-contact identification	Anti-counterfeiting ability	Concurrency
Female patients	5	4	4
Male patients	4	4	5

Conclusions: As an auxiliary means for the diagnosis of patients with cognitive impairment, neuroimaging has been gradually recognized in the prediction of the transformation of patients with cognitive impairment to Alzheimer's disease and the evaluation of the effect of early intervention and treatment. With the popularity of functional imaging, it is believed that it will play a greater role in the clinical diagnosis and treatment monitoring of patients with cognitive impairment. However, at present, neuroimaging research

on patients with cognitive impairment still has some shortcomings, such as single research means, small sample size, short follow-up time, and lack of strict unified-diagnostic and exclusion criteria in actual clinical operation. Therefore, in the future, we should carry out longer follow-up research on larger samples and combine a variety of neuroimaging or neuroimaging with apoE4 gene protein and a in CSF β- 42. Neuropsychological tests.

* * * * *

ON THE ROLE OF ADVERTISING DESIGN IN IMPROVING PEOPLE'S COGNITIVE IMPAIRMENT

Huan Huang

School of Design, Hunan University, Changsha 410082, China

Background: Cognition is a process in which the human brain receives external information, processes it and converts it into internal psychological activities, so as to obtain knowledge or apply knowledge. It includes memory, language, visual space, execution, calculation, understanding and judgment. Cognitive impairment refers to the impairment of one or more of the above cognitive functions and affects the individual's daily or social ability, which can be diagnosed as dementia. Cognitive impairment mainly includes: (1) Perceptual impairment, such as sensory allergy, sensory retardation, internal discomfort, sensory deterioration, sensory deprivation, pathological illusion, hallucination and perceptual comprehensive disorder. (2) Memory impairment, such as strong memory, memory defect and memory error. (3) Thinking obstacles, such as abstract generalization process obstacles, association process obstacles, thinking logic obstacles, delusions, etc. The causes of the above cognitive impairment are various, most of which are caused by mental diseases, except for organic diseases. Such as neurasthenia, hysteria, hypochondriasis, climacteric syndrome, depression, obsessive-compulsive disorder, senile dementia, schizophrenia, reactive psychosis, paranoid psychosis, mania, manic depression, etc. Cognitive psychology research shows that dynamic pictures can attract more attention than static pictures. Experiments show that if a dynamic picture and a static picture are arranged in the two pictures, the result is that most people will first pay attention to the dynamic picture. The main reason is that the dynamic picture can give people a realistic visual feeling, easily attract the attention of the audience, and make the viewer interested at the moment of seeing the picture. Therefore, by using different advertising design concepts and watching advertising content, this paper discusses the improvement effect of advertising design on people with cognitive impairment.

Objective: "Vision is a kind of active exploration. It is highly selective. It not only selects the things that can attract it, but also makes a choice for any kind of things it sees." according to the research and test of Gestalt psychology, people's vision is unbalanced in the field of vision. Consumers are the object of advertising. In order to succeed in an advertisement, excellent creativity and technology are important. The psychological laws and behavior characteristics of consumers cannot be ignored. They meet the psychological needs of consumers, and then use various technologies to improve their attention and effectively promote the "memory" and "association" of the audience Therefore, this study carries out certain visual intervention on people with cognitive impairment, and discusses the improvement effect of visual impact in advertising design on people with cognitive impairment.

Subjects and methods: 80 people with cognitive impairment, aged 35-65 years, including 43 males and 37 females, were selected. Diagnostic criteria: the diagnostic criteria of American Psychiatric Association MCI (DSM-IV): a. subjective perception of memory loss. b. Decline of life and social function. c. Objective examination showed evidence of mild cognitive impairment, such as MMSE score, illiteracy 18-21, primary school education 21-24, middle school education 25-27, and GDS score 2-3. d. Excluding cognitive impairment caused by specific causes. e. The course of disease was more than 3 months. f. It does not meet the diagnostic criteria of dementia. Exclusion criteria: (1) It does not meet the diagnostic criteria of MCI. (2) Severe heart, liver and kidney dysfunction, severe infection and severe diabetes. (3) Severe visual or hearing impairment. (4) Previous history of mental illness. (5) Incomplete clinical data. A total of 80 patients met the above criteria. The patients were randomly divided into intervention group and control group.

There were 40 patients in intervention group and 40 patients in control group. In the intervention group, explain the visual impact of advertising design to patients with cognitive impairment, and then divide the patients into groups of 4-6 people in each group. Let the patients participate in advertising design in the form of groups, allowing patients with cognitive impairment to play freely and design advertising pictures and colors freely. At the same time, it was supplemented with the same psychological intervention as the control group. The control group only received psychological intervention. The intervention time was 3 months. The degree of cognitive impairment was tested before and after the intervention, and the data were statistically analyzed by SPSS 15.0 software.

Results: The degree of cognitive impairment of the two groups was tested, and the results are shown in Table 1.

Table 1. Comparison of cognitive impairment degree / number of people in the two groups before and after intervention

Group	Before and after the experiment	Nothing	Light	Moderate	Severe
Intervention group	Before the experiment	0	9	25	6
	After the experiment	19	16	5	0
Control group	Before the experiment	0	12	24	4
	After the experiment	5	15	17	3

It can be seen from Table 1 that after the intervention of the advertising design process, the degree of cognitive impairment in the intervention group has been significantly alleviated, while the control group has a certain remission, but the effect is not obvious.

Conclusions: Psychology is a science that studies the laws of human behavior and psychological activities. Psychology should study human behavior, psychology and the activity law of psychology and behavior. Psychological activities are produced in behavior and expressed in behavior. The problems discussed in psychology have gradually penetrated into all fields of social life. The combination of design and psychological research is particularly important today. Therefore, considering the psychological role of advertising design can not only promote the marketing of advertising products, but also improve people's cognitive impairment to a certain extent.

* * * * *

EFFECT OF COMMUNITY ELDERLY CARE SERVICE MODEL ON ELDERLY PATIENTS WITH ANXIETY DISORDER

Zhao Li[1], Guifeng Zhang[2], Huaye Li[3] & Yunfang Lv[4]

[1]*School of Public Affairs, Xiamen University, Xiamen 361005, China*
[2]*School of Sociology and Anthropology, Xiamen University, Xiamen 361005, China*
[3]*School of Public Health and Management, Binzhou Medical University, Yantai 264003, China*
[4]*College of Foreign Languages and Cultures, Xiamen University, Xiamen 361005, China*

Background: Under the situation of accelerating population aging, on the one hand, the transformation of social roles, the reduction of social activities, the decline of physical function and the weakening of anti-disease ability of the elderly make them start to reassess their own value, produce psychological problems such as inferiority complex, loneliness, loss, depression and paranoia, and further induce and accelerate the reduction of their action ability Deterioration of physical health. On the other hand, with the change of social structure and the weakening of family function, the elderly care services provided solely by children and relatives are becoming more and more difficult to meet the physiological and spiritual needs of the elderly. Under the family structure of fewer children, the intergenerational support of children to parents may also increase the psychological burden of the elderly on their children's work. In the socialized elderly care service system, community, as an important support for the elderly to enjoy socialized elderly care services, connects and even integrates a variety of elderly care services. Under the current realistic conditions that the family pension function is weakened and the elderly turn to social help, the supply of community pension services may become an effective way to improve the mental health level of the elderly, delay the decline of the elderly's self-care ability and improve the efficiency of socialized pension services. Therefore, it is of great significance to explore the effectiveness of "community-based" elderly care services

and analyze the impact of community-based elderly care services on the physical and mental health and quality of life of the elderly, so as to promote the healthy elderly care of the elderly and improve the "elderly care service system based on home, supported by community, supplemented by institutions and combined with medical care". Based on this idea, starting from the concept of positive aging, this paper explores the important factors involved in the improvement of mental health of the elderly in community elderly care services, and studies the important impact of the joint effect of community elderly care services, personal positive aging behavior habits and family informal support on the improvement of mental health of the elderly, In order to explore new ways in the content and structure adjustment of socialized elderly care services, the improvement of physical and mental health and quality of life of the elderly.

Objective: Mental health is a relatively broad concept, which shows a good state of internal and external adjustment at the macro level, including not only the sense of stability of the internal environment, but also the dynamic adaptability to the external environment. However, for people in different life cycles, there are some heterogeneities in the standards of mental health, although this difference is not fundamental. For the elderly, due to their physiological decline, their psychology will change accordingly. Therefore, more attention should be paid to their cognitive function and adaptability.

Subjects and methods: The research team conducted a questionnaire survey on the permanent residents of 20 communities by means of random sampling. The inclusion criteria of the respondents: (1) 60 years old and above. (2) Clear consciousness, can clearly communicate with the interviewer and complete the questionnaire. (3) Confirm suffering from different degrees of anxiety. The content of this questionnaire covers the needs of daily life, emotional comfort, culture and entertainment, self-realization, medical care, emergency assistance and other aspects. From the perspective of logical analysis, this questionnaire can achieve the goal of questionnaire design and has ideal content validity. Through the correlation analysis of the items and influencing factors in the index system, the overall correlation between the items and influencing factors is significant, showing a positive correlation, and the criterion validity is high.

Results: The survey results of the current situation of elderly care life are shown in Table 1.

Table 1. Survey results of pension life status

Content	Proportion of people/%
Lonely	22
Financial constraints	14
Unattended	25
Weak and sickly	26
No difficulty	11
Other	2

Some community elderly care services have a positive impact on the improvement or maintenance of mental health of the elderly, but it is noteworthy that the positive role of providing basic instrumental services such as daily care, door-to-door medical treatment and drug delivery is more significant than consulting and assistance services such as providing legal aid and helping to deal with family and neighborhood disputes. This is because in the primary development stage of community elderly care service, although the elderly group has high demand for affairs consulting services, most of them can only improve the quality of life through the basic instrumental services provided by the community, so as to indirectly alleviate the spiritual pressure. Similar to legal consultation and family neighborhood dispute resolution, most of them belong to community career and charity services. Although they can directly and effectively improve mental health, they are not significant due to low service level and poor accessibility. Therefore, it is necessary to strengthen and improve the community-based elderly care service system, give play to the supporting role of community service platform, and strengthen the supply of community services with high-level needs of consultation and assistance on the basis of ensuring the supply of basic services such as medical aid, walking aid, cleaning aid and meals for the elderly, so as to help improve the mental health level of the elderly.

Conclusions: At this stage, the publicity of community home-based elderly care focuses on the publicity of the effect after the activity. The publicity of preliminary activities is relatively lacking. The elderly is unable to understand relevant information due to lack of information access. In order to improve the participation of the elderly and the social response of community elderly care activities, it is necessary to establish and improve the activity publicity system to ensure that the information is transmitted to the elderly in the jurisdiction, continuously improve the participation of the elderly and promote the elderly group's understanding of the community home-based elderly care model. Gradually change the traditional concept of pension, promote the better development of community pension and make better use of social

pension resources. At present, the elderly care service is lack of planning, unclear work arrangement and single service content. For this problem, the community elderly care service should formulate a complete service plan, establish an information system for the elderly, timely track and feedback the health and life of the elderly, and provide personnel or economic assistance to the elderly who lack the implementation conditions of elderly care.

* * * * *

ANXIETY STATUS AND MITIGATION STRATEGY OF POWER MONITORING SYSTEM STAFF

Yinxi Liang

Department of Power & Electronics Engineering, Hubei Water Resources Technical College, Wuhan 430070, China

Background: Anxiety refers to mental health problems. Mental sub-health state is an existing state characterized by frequent emotional agitation, low interest, inattention, excessive sensitivity or decreased behavioral ability, anxiety and depression. In recent years, the incidence rate of insomnia in occupation population is significantly higher, and the rate of insomnia with anxiety and depression is higher. Although the relationship between insomnia and emotional disorders has not been determined yet, most of them tend to lead to insomnia due to the changes of people's emotions. Of course, insomnia can further aggravate emotional disorders. Insomnia may be the result of internal and external psychological conflicts. These unresolved internal and external psychological conflicts lead to emotional arousal and strengthen physiological activities during sleep, Insomnia occurs with chronic emotional arousal and enhanced physiological activities. Occupational stress refers to the physiological, psychological and behavioral performance caused by the lack of complete coordination between the body and environmental pressure under occupational conditions. Individuals in a strong tension environment can produce acute tension reactions. For example, the long-term persistence of tension factors can lead to obvious and permanent effects, including cardiovascular and cerebrovascular diseases, impairment of immune function and endocrine system, peptic ulcer, anxiety, depression and other negative emotions. Cardiovascular disease complicated with psychological problems such as anxiety and depression is very common in clinic. China Health Education Center conducted a survey on the mental health status of more than 13000 professional people in 6 provinces and cities in China. The results show that more than half of the workers are in a state of depression. Experts believe that building a good interpersonal support network, learning to actively seek help and live a relaxed life, and developing interests and hobbies are feasible ways to avoid mental health problems among professional people.

Objective: For a long time, Chinese enterprises have been paying attention to employees' physical health, but ignoring their mental health. Due to the reform and reorganization of the enterprise, the positions and work contents of employees have changed, and employees have increased pressure, anxiety and depression. In order to explore the related factors affecting the anxiety and depression of staff in power monitoring system and effective intervention methods, and to provide theoretical basis for staff mental health management.

Subjects and methods: This study adopts the method of random stratified cluster sampling. Two regions are randomly selected from five power companies in North China, three power supply companies are selected from the selected regions, and then one of the power supply companies is selected from the above three companies. At the street lamp office, substation operation A total of 100 qualified personnel from the substation maintenance and power supply company for transmission operation and transmission maintenance were investigated. (1) Inclusion criteria: employees who have worked in power supply enterprises for at least 3 years. (2) Exclusion criteria: early retirees, sick retirees and retired employees are not included in the survey. Foreign personnel employed are not included in the survey. All participants in the investigation signed informed consent. Epidemiological follow-up method was used to conduct baseline

questionnaire survey. Epidemiological follow-up method was used to conduct baseline questionnaire survey. The general information questionnaire includes gender, age, nationality, type of work, education, marriage, smoking, drinking, sleep, housing, diet, smoking, drinking, emotion, stress, friends, communication, future and mental health. Psychological questionnaire includes anxiety and depression scale. The subjects filled in the questionnaire themselves, and psychological professionals scored the questionnaire. 1000 workers were divided into intervention group and control group. The intervention group used lectures on mental health, happiness knowledge, methods to reduce anxiety and depression, enterprises provided social support intervention, established psychological assistance stations for individuals, organized group psychological guidance, group discussion, etc. General population: conduct mental health counseling lectures twice a month and group discussions twice a month for 6 months. Key groups: mainly psychological counselors, supplemented by mental health counseling lectures and group discussions, twice a month. The control group did not take any psychological intervention measures, and its natural changes were observed.

Methods: Epidata3.1 software was used to establish the database, and SPSS13.0 software package was used for statistical processing. Statistics are based on the anxiety and satisfaction of power monitoring system staff under psychological intervention.

Results: The satisfaction results of the two groups of staff are shown in Table 1. Among the staff of the intervention group, they were satisfied or average with this method, and none were dissatisfied. In the control group, about one third of the staff are not satisfied with the results of the traditional model, and only one quarter of the staff are satisfied.

Table 1. Satisfaction results of two groups of students

	Dissatisfied	Commonly	Satisfied
Experience group	0	26	74
Control group	29	46	25

Conclusions: Living conditions, friends and communication styles are all related to anxiety and depression. The anxiety and depression standards of self-owned housing, many friends and power supply professionals who are good at communication are low. Therefore, functional community units should actively care about the mental health of professional people, hold various recreational and sports activities, and promote the communication and exchange of employees. Conditional units can also set up decompression rooms, equip psychological counselors, and regularly hold mental health lectures to alleviate individual psychological pressure and eliminate psychological obstacles. The results of this study show that after the establishment of psychological assistance stations in functional communities, through the psychological intervention of doctors and psychological counselors, the scores of anxieties and depression of professional people in the intervention group are significantly lower than those before the intervention and the control group. Psychological intervention is effective. It can identify the anxiety and depression of professional people, alleviate individual psychological pressure and eliminate individual psychological obstacles. It has an important impact on reducing the harm of depression to the physical and mental health of professional people and improving mental health.

* * * * *

A STUDY OF AFFECTIVE DISORDER FACTORS IN ENGLISH TRANSLATION

Xin Ma[1], Jing Ma[2] & Jing Sun[3]

[1]*School of Foreign Languages, Zhengzhou Normal University, Zhengzhou 450044, China*
[2]*Continuing Education School, Zhengzhou Normal University, Zhengzhou 450044, China*
[3]*School of Physics and Electrical Engineering, Zhengzhou Normal University, Zhengzhou 450044, China*

Background: English and Chinese have certain differences in expression forms. Therefore, in the process of translation, we must focus on cultural differences, understand the negative effects brought by cultural atmosphere and social background, and pay attention to the important emotions and scenes in the process of language communication. Only in this way can we ensure the effect of translation. For most non-English majors, affective factors cause many obstacles to students' translation. If teachers and students can understand these affective factors, they can guide college English translation and improve the translation effect. The "affective obstacles" of English translation seriously restrict the effect of students' English translation, which has attracted the attention of psycholinguistics and English teaching. The factors affecting affective disorder are: value cognition deviation, power, translator's temperament and personality,

traumatic emotional experience, the negative transfer of Chinese acquisition to English, China's current education system, etc. We can help students overcome the emotional barriers in English translation and improve the efficiency of English translation from four aspects: strengthening the education of internal translation motivation and cultivating translators' interest in English. Shaping the translator's healthy personality and cultivating the translator's good character. Establish an equal relationship between teachers and students and teach teachers "good teaching". Reform the current education management system and establish appropriate evaluation methods. Affective disorder in English learning refers to the destruction of the law of English learners' emotional activities, the disorder of attitude in the process of English learning, and the emotional state of negative feelings, feelings, emotions and attitudes that hinder the smooth progress of cognitive acquisition. Usually, the emotional activities of normal people are coordinated with other psychological activities. Once emotional activity fails, it can cause obstacles to other activity processes. When a person is in a state of excitement, self-confidence and has a clear learning goal, his learning potential will be brought into full play and his efficiency will be very high. On the contrary, negative emotions such as anxiety, excessive self-protection and low interest. The disharmonious relationship between teachers and students will affect, or even seriously affect, the efficiency of English acquisition. In English learning, affective disorder is manifested in the following aspects. Anxiety inhibition, inferiority, indifference, external motivation and fear of teachers. Anxiety is largely related to learners' past experiences, especially the personal injuries suffered by learners and the negative evaluations of people around them. Inferiority complex is a psychological phenomenon. It refers to an emotional experience that individuals underestimate their ability in the process of learning and have experienced failure. It makes people depressed, lose confidence, do not want to make progress, and will cause individual emotional depression and psychological instability. Inferiority complex not only affects English learning, but also affects the development of individual ability and potential.

Objective: Under the trend of globalization, exchanges and interactions between countries are becoming more and more frequent. English is also an important tool and bridge for national political, economic and cultural exchanges and cooperation. In order to ensure effective communication, English learning is essential. Among them, English translation plays an important role. In order to ensure the accuracy of translation, translation staff must stand in a cross-cultural perspective and master appropriate and feasible translation skills through the effective transformation of perspective. Realize the stable improvement of translation ability and level. Sociolinguistics and psycholinguistics believe that language learning and use is a psychological process. The processing of language information is not only closely related to people's thinking, but also related to other factors, such as mother tongue transfer, cognitive style, cultural background, learning strategies, emotional attitude and so on. Many scholars believe that affective factors are one of the most important factors affecting the effectiveness of foreign language learning, because people are always closely related to their will quality, self-confidence, motivation and so on. In real life, many people can't learn language well. In fact, it's not intellectual, but emotional.

Subjects and methods: 100 students majoring in English translation were randomly selected as subjects, regardless of gender and age. 100 subjects were randomly divided into control group and intervention group, with 50 people in each group. Choose the same English translation teacher with the same teaching content. The students in the intervention group were intervened with special affective disorder factors, while the students in the control group were trained in daily English translation. During the teaching period, the teachers shall not treat the students of both sides differently, and the whole process shall be recorded by monitoring video. After class, the two groups of students were interviewed and analyzed from three aspects: translation flexibility, students' learning enthusiasm and students' learning initiative.

Methods: The influence of affective disorder on English translation was analyzed by Excel.

Results: According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Students' influence on English translation under the intervention of affective disorder factors

Factor	Translation flexibility	Learning enthusiasm	Learning initiative
Student	4	4	4

Conclusions: Today, with the development of economic integration, the application frequency of English in daily work and life is gradually increasing, and the importance of English translation is also highlighted. English translation is not a simple process of language conversion, but also needs to integrate the emotional application of human language in translation to ensure the accuracy of language conversion. Therefore, the research based on positive affective factors and translation skills in English translation is of great significance to the development of English translation.

*   *   *   *   *

THE PERFORMANCE OF ANXIETY DISORDER IN DIFFERENT ENGLISH TEACHING METHODS IN COLLEGES AND UNIVERSITIES AND ITS SOLUTIONS

Xiaorong Wang

Foreign Language Department, Shanxi Normal University Linfen College, Linfen 041000, China

Background: Anxiety refers to a state of anxiety and fear in which a person's self-esteem and self-confidence suffer setbacks, or feelings of failure and guilt increase, as a result of a failure to achieve a goal or to overcome the threat of obstacles. Since the intensity of anxiety can only be directly assessed by experienced individuals, the researcher must have an indirect way to assess his or her phenomena and physiological characteristics. Competition in various fields has become a social phenomenon. The psychological pressure borne by people is increasing. Especially, the psychological health of college students is on the rise, especially anxiety. Anxiety will affect the daily behavior and life enthusiasm, the long-term existence of anxiety tendency as a negative emotional response. Research shows that the current college students have anxiety, anxiety disorders accounted for 5 to 1 in 1000 of the totals. But they seldom take the initiative to go to the hospital, so they have great concealment. At the same time, they will cause serious damage to college students' body and mind, reduce their study efficiency and quality of life, and have a negative impact on their adaptation to college life and their own healthy development. Therefore, the effective alleviation of psychological anxiety of college students is one of the focuses of current research. Anxiety disorder in English learning is mainly caused by the students' emotional barriers. If they fail to make timely adjustment, students' self-esteem and self-confidence will be affected, and their guilt will increase sharply. In the long run, there will be a kind of nervous and even fear of learning psychology, on our late English learning will also bring great obstacles. Learning anxiety has a significant negative effect on English learning. It is found that students who are anxious seldom take the initiative to answer questions in English learning, and have low participation in classroom activities, or even avoid learning. These students often show high levels of tension, sweating, and sometimes rapid heartbeats when confronted with a teacher's question. It's easy to forget what you already know. Learning anxiety can also lead to low self-esteem, low self-esteem, and low likelihood of success, leading to inability to concentrate on learning, and consequently to diminished language proficiency and competence.

Objective: Attaching importance to the understanding and application of knowledge, paying attention to the timely change of learning concepts, and learning to summarize and summarize, can effectively improve performance. In addition, language learning is not accomplished in a day, it is a relatively slow learning process, which is an important reason why we are prone to anxiety. This is precisely because the students do not have a clear and specific goals, over time, the loss of self-discipline on the power. Because people are equal to each other, the relationship between teachers and students is also one of equality and democracy. Students in the process of learning should not be afraid of psychology, leveling their minds.

Subjects and methods: Colleges and universities are the main position for cultivating talents, and they shoulder the responsibility of cultivating students to master corresponding knowledge and skills. In order to alleviate students' anxiety disorder in higher English education, we must find scientific and reasonable strategies to improve English learning anxiety.

Study design: The subjects were randomly divided into 60 experimental group and 60 control group. Except for demographic variables, there was no significant difference in emotion regulation ability, executive function, emotion and anxiety level at baseline. Before the trial, the experimental group shall be informed of the contents and purposes of the trial, and be reminded of its right to freely withdraw at any time, and the trial shall start after signing the informed consent form. The experimental group was taught English under the knowledge of applied psychology, 1-3 times a week, one class hour each time. During the professional teachers to guide. The control group carries on the traditional English specialized teaching pattern to carry on the teaching. Teachers should treat the two groups equally in their lectures. The whole experiment lasted 3 months.

Methods: Two groups of college students' anxiety status after 3 months were tested by self-rating anxiety scale, and data were collected by SPSS18.0 and excel.

Results: After 3 months of this study, the statistical results are shown in Table 1.

As can be seen from Table 1, after 3 months of psychology-based English teaching, the students' anxiety in the experimental group has been relieved, which shows that the innovative English teaching can effectively intervene the students' anxiety. Although some of the students in the control group had no anxiety, the number of students with moderate anxiety increased instead of decreasing, which indicated

that it was difficult to relieve their anxiety without intervention.

Table 1. Comparison of partial anxiety status between the two groups before and after the experiment

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Experimental group	Before the experiment	0	18	30	12
	After the experiment	26	24	10	0
Control group	Before the experiment	0	24	28	4
	After the experiment	10	10	34	3

Conclusions: Because of the great pressure of contemporary college students, colleges and parents should pay attention to their psychological state, and give psychological intervention or guidance in time.

* * * * *

THINKING LOGIC OBSTACLES IN INTELLIGENT COGNITIVE ANALYSIS OF ELECTRONIC TECHNOLOGY

Longyin Yuan

Department of Artificial Intelligence, Chongqing Business Vocational College, Chongqing 401331, China

Background: Electronic technology has developed rapidly in the process of industrialization. It has also become an indispensable part of China's economic development and made an important contribution to China's economic development. With the development of economy, electronic technology has been widely used in all walks of life. There is no doubt that the application of technology can have an important impact on the whole social process, and it is also a strong guarantee for the process of industrialization. There are many work links in the field of intelligence, and it is very difficult, which leads to the occurrence of thinking logic obstacles. In this way, it not only increases the consumption of manpower and additional workload, but also increases the cost of the enterprise, which is very unfavorable to the development of the enterprise. Therefore, the intelligent cognitive analysis of electronic technology and the problem of thinking logic obstacles can reasonably optimize the workflow, remove some unnecessary links, and realize the scientific and rationality of the workflow. Therefore, electronic technology can play an important role in this link. The use of high-tech and intelligent mode can reasonably optimize the whole link of thinking, reduce the problems existing in the cognitive process, so as to improve work efficiency. It is also an effective measure to promote economic development and personal ability.

Thinking is the generalization and indirect reaction of human brain to objective things. It includes image thinking, logical thinking and epiphany thinking. Logical thinking is an advanced form of thinking, which refers to the thinking form in which people reflect reality with the help of concept, judgment and reasoning in the process of cognition. It is characterized by abstraction, leaving aside the concrete image, and revealing the essential attributes of things. Personal logical thinking has different types of models, such as experience type and theory type. Therefore, it is necessary to improve the thinking quality through intelligent cognition of electronic technology.

Objective: Since the reform and opening up, China's economy has achieved leapfrog development, and the level of science and technology has been highly improved in this process. Electronic technology also has a broader development space, and has played an important role in various fields and links, which also makes the electronic industry a key link to support China's economic structure. The wide application of electronic technology also makes the field of intelligence in China develop continuously, which can effectively analyze the problem of thinking logic obstacles. Therefore, improving the intelligent cognitive ability of electronic technology can effectively change personal logical thinking methods, enhance personal logical thinking ability, stimulate learning interest and improve personal quality of life.

Subjects and methods: The intelligent cognition of electronic technology is to effectively connect the communication lines through the computer network, so as to realize the purpose of resource sharing and information exchange. It also gradually enters the life of ordinary people, and greatly improves people's quality of life. This paper mainly investigates and analyzes the influence of intelligent cognition of electronic technology on thinking logic disorder. Through the way of issuing questionnaires, statistical analysis of the impact effect.

Study design: 900 groups of different ages, genders and occupations were investigated by stratified

cluster random sampling. 300 students, white-collar workers and retirees were randomly selected for questionnaire survey. A total of 900 questionnaires were distributed, 886 were recovered, and the number of effective copies was 873.

Methods: The influence of intelligent cognition on thinking logic disorder by using Excel statistical electronic technology.

Results: Human thought is from phenomenon to essence, from superficial to profound, and constantly deepened to infinity. The intelligent cognition of electronic technology can be gradually deepened by changing people's experience. Representation is the reflection of the internal nature of things. The same nature often shows similar phenomena, but similar phenomena do not necessarily reflect the same essence. Therefore, the intelligent cognition of electronic technology can build a bridge between appearance and essence, cultivate personal thinking logic, pay attention to the cultivation of personal abstract thinking ability, and can effectively strengthen logic ability.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 900 social groups are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of intelligent cognition of electronic technology on thinking logic disorder

Factor	Improve thinking awareness	Building a bridge between appearance and essence	Strengthen logical ability
Student group	4	3	3
Working group	3	4	3
Retired group	3	3	4

Conclusions: Electronic technology must have a broader development space in the future, and the problems of thinking logic obstacles at this stage can be solved more effectively. Therefore, the future electronic technology is still the key link of social and economic development and the basis for promoting the stable development of social economy. As an important link in the development of science and technology in the new era, electronic technology has been fully used in the field of intelligence. In the future process of industrial development, electronic technology will promote the development of social economy. Therefore, as an enterprise, we should fully realize the importance of electronic technology and apply it in daily production and life, so as to realize the innovation of technical level and lay a solid foundation for future economic development.

* * * * *

THE INFLUENCE OF TOURISM PRODUCT MARKETING STRATEGY ON PATIENTS WITH AFFECTIVE DISORDER

Pengfei Zhang

Department of Tourist Management, Hospitality Institute of Sanya, Sanya 572000, China

Background: The occurrence of affective disorder is closely related to their own attitude towards life and their views on things. If effective intervention measures are not implemented as soon as possible, it can lead to serious consequences and even suicidal or hurting others. Therefore, it is very important to actively implement intervention measures. The research object of tourism behavior is the floating or floating people. Tourism behavior refers to the characteristics of tourists' choice of tourism destination, tourism season, tourism purpose and tourism mode, as well as the closely related characteristics of tourism consciousness, tourism effect and tourism demand. In tourism research, tourists, as the main body of tourism and tourism research, have always been valued by scholars all over the world. The research on tourist behavior in various countries is mainly carried out from the perspectives of economics, sociology, anthropology and psychology. The marketing strategy of tourism products belongs to the economic perspective of tourism. The study of tourists' behavior from the perspective of economics is the starting point of tourists' behavior research. Looking back on the long academic development of tourism in the past 100 years, we can clearly see that the research of the whole tourism discipline starts from the study of economic phenomena. The research on tourist behavior from the perspective of economics is prominently reflected in the continuous improvement of research methods and the deepening of measurement in recent

100 years, so that the research on tourist behavior in this field is closer to the measurement of natural science. In terms of research methods, from simple statistical analysis to measuring and describing tourists' behavior through investigation, field research and experimental research, economic methods are introduced to construct models for explanation. In terms of research purpose, it has risen from exploratory research to explanatory research. Through the design of more complex experiments or research methods, it can detect the variable relationship in tourists' behavior, so as to obtain a regular explanatory model.

Objective: In order to survive and develop in the complex social environment, human beings need to properly deal with various social relations and take appropriate social behavior, which requires correct social cognition as the basis. Affective disorder is one of the common clinical diseases, also known as emotional disorder. The typical clinical manifestation is persistent depression, accompanied by clinical symptoms such as anxiety and physical discomfort. Through clinical investigation, it is found that the occurrence of the disease is closely related to the acceleration of the pace of life and the increase of work pressure, which leads to the increasing incidence of affective disorder in clinic. The occurrence of the disease can not only have an adverse impact on their own health, but also have a serious impact on family development. Therefore, clinical attention should be paid to it, Through the implementation of corresponding intervention measures to reduce clinical symptoms.

Subjects and methods: Since the differentiation of consumers' demand for tourism products is very obvious, enterprises must consider the physiological and psychological characteristics of consumers and develop products targeted. Therefore, this paper investigates and studies the population of tourism patients with affective disorder, and discusses the impact of tourism product marketing strategy on patients with affective disorder. 50 patients with affective disorders were selected from the tourist population, and the needs of patients with affective disorders, their views and suggestions on current tourism products were understood in the form of interviews. At the same time, different tourism product suggestions and strategies were given to judge the acceptance of patients with affective disorders. The interview time is 50-90 min / time. Use Excel software to count the survey results.

Results: The study found that patients with affective disorders have a particularly obvious need for convenience and nearby purchase (as shown in Table 1). In order to meet the need for convenience, the marketing channels should also be adjusted. Therefore, you can open some convenience stores or scenic spot chain supermarkets. Open shopping malls in places with dense consumers and counters in shopping malls. In order to reduce consumers' shopping time cost, energy cost and physical cost, we can use direct marketing, telemarketing, TV marketing, mail order, E-commerce and other ways to sell products. At the same time, we can also use direct sales and visiting sales.

Table 1. Actual demand survey results / proportion of patients with affective disorders

Demand project	Convenient and nearby purchase	Price	Accommodation in scenic spot	Service quality
Proportion of people / %	87.2	47.2	52.4	77.2

Conclusions: Tourism product marketing enterprises should pay attention to the form and strategy of advertising, do more image advertising, and improve the loyalty of consumers with emotional disorders. In the choice of media, we should pay attention to the role of radio, leaflets and road signs. For some new commodities, soft text advertising is better than traditional advertising forms, and the advertising language should be simple and concise. In terms of appeal mode, we should give consideration to emotional appeal mode and rational appeal mode, and give full play to the publicity role of word-of-mouth. Public relations activities are an important way to win consumers. First, enterprises should shape their corporate image and play more emotional cards when promoting products. Secondly, based on scenic spots, enterprises can also sponsor consumers to hold some useful fitness activities and fellowship activities. With the help of some festivals and typical deeds, enterprise employees can carry out warm sending activities, shorten the distance with consumers and expand the influence of enterprises. In addition, free trial, free tasting and health knowledge lectures can make more consumers familiar with products and enterprises. Enterprises should also turn passivity into initiative, carry out visiting marketing and conference lecture marketing to consumers, move consumers with emotion, and turn patients with emotional disorders into real consumers.

* * * * *

ON THE THERAPEUTIC EFFECT OF PIANO MUSIC ON SCHIZOPHRENIA

Zhongguo Yang

College of Music, Huaiyin Normal University, Huaian 223001, China

Background: Schizophrenia is a disorder of brain function caused by various pathogenic factors, resulting in cognitive, emotional, will and behavior disorders. Most schizophrenic patients often have more psychological problems, produce a variety of negative emotions and affect their recovery due to pathological mental activities and bad behavior such as delusion, hallucination and thinking Association disorder. Schizophrenia has the characteristics of high disability rate and high recurrence rate. If effective treatment is not available, patients are prone to mental disability in the extension of the disease. Music therapy is a new frontier discipline integrating music, medicine and psychology. It takes music activities as a treatment medium to improve individual physical and mental health.

Objective: Schizophrenia is a common mental disease. Patients will be affected by the development of the disease and lead to mental decline, Lose basic self-care ability and social function. Therefore, it is necessary to study effective treatment methods to alleviate patient's symptom.

Subjects and methods: 80 patients with schizophrenia from January 2018 to March 2019 were selected as the research objects. Inclusion criteria: (1) Meet the ccmd-2 diagnostic criteria for schizophrenia, the course of symptoms lasts for more than 2 years, and all voluntarily participate in this research activity. (2) After treatment with antipsychotics, most of the positive symptoms disappear. Patients who can cooperate with the treatment for one course of treatment can temporarily not change the original dosage and not be combined with other treatments. (3) They are all under the age of 60 and have education above primary school. (4) The scores of negative symptoms before treatment were more than 30 points. Exclusion criteria: Patients with liver and kidney failure and complicated with systemic diseases. There was no significant difference in gender, age and time of onset between the two groups ($P > 0.05$).

Study design: The control group received routine rehabilitation treatment. The contents include: first, correct the patient's cognition. Use the neurocognitive correction manual to train and strengthen the patient's cognition for 45 minutes, 4 times a week. Second, behavior training, including psychological counseling for patients, consciously guiding patients how to express their requirements, communicating more with patients, and mobilizing patients' relatives and friends to talk more with patients. The third is life skills training, including training patients to change clothes, trim nails, wash and make beds. The experimental group was treated with piano music therapy on the basis of the control group. (1) The treatment room is spacious and comfortable, with soft light, indoor air circulation, sound and lighting equipment. (2) The therapist is a nurse who has worked in clinic for many years and has basic piano knowledge, psychology and psychiatry knowledge, and a psychiatrist who has worked in clinic for many years and has music therapy knowledge. (3) 30 min is a course of treatment, 5 times a week, 60 min each time. First, start with cultivating patients' interest in music, from passive dynamic music therapy to active music therapy (from music appreciation to learning piano playing, etc.). (4) Scale evaluation: before and after treatment, the author evaluated the enrolled patients with BPRS (concise psychiatric scale) and made statistical treatment.

Methods: SPSS 23.0 statistical software was used to analyze and process the observation data of the two groups.

Results: The statistical processing results of BPRS scores before and after music treatment are shown in Table 1. It can be seen from Table 1 that through music therapy, the self-control of patients before and after BPRS treatment has extremely significant differences in anxiety, depression and lack of vitality of total score and factor score ($P < 0.01$). There was no significant difference in thinking disorder, hostility and suspicion ($P > 0.05$).

Table 1. Statistical processing results of BPRS scores

Project	Before treatment	After treatment	*P*
Bars total score	25.62±9.78	18.10±7.65	<0.01
Thinking disorder	6.57±1.05	5.68±2.18	>0.05
Hostile suspicion	6.14±1.87	4.15±1.62	>0.05
Lack of vitality	9.17±3.53	7.01±2.74	<0.01
Anxiety and depression	6.18±2.43	4.86±1.85	<0.01

Due to the factors of their own diseases, schizophrenic patients have serious psychotic symptoms, their interest in the surrounding things is decreasing, and their emotional response is missing. Clinically, they are mainly manifested in a certain degree of mental decline, such as poor thinking, indifferent emotion, insufficient active care for life, serious damage to social function, which seriously affects the improvement of patients' condition and physical and mental recovery. Piano music therapy is a treatment method based on music and supplemented by medical guided relaxation therapy. It mainly acts on physiology and psychology through music, an art form that reproduces the sound of nature, combined with voice guidance,

and affects people's emotion and behavior.

Conclusions: Schizophrenia has the characteristics of high disability rate and high recurrence rate. If effective treatment is not available, patients are prone to mental disability in the extension of the disease. At present, drug therapy is often used in the clinical treatment of chronic schizophrenia, but it has little effect. The new medical research results show that music therapy has a good effect on patients with chronic schizophrenia. The results of this study showed that the effect of music therapy on schizophrenia was excellent ($P < 0.05$). The reasons are as follows: (1) the use of piano music therapy can relax the patient's spirit, promote the effective release of the body's defense strength, and play the dual role of treatment and health care. (2) With the help of psychological and physical effects, piano music therapy can affect the hypothalamus and brain stem of patients and improve the function of cerebral cortex. To sum up, music-based therapy plays an excellent auxiliary role in the rehabilitation treatment of schizophrenia, so it is necessary to promote this treatment method.

* * * * *

STUDENTS' ANXIETY DISORDER AND ITS SOLUTIONS IN COLLEGE ENGLISH EDUCATION

Yunzi Chen & Hongtao Wu

Department of Public Courses, Xi'an Traffic Engineering Institute, Xi'an 710300, China

Background: Anxiety disorder in English learning is mainly caused by the students' emotional barriers. If they fail to make timely adjustment, students' self-esteem and self- confidence will be affected, and their guilt will increase sharply. In the long run, there will be a kind of nervous and even fear of learning psychology, on our late English learning will also bring great obstacles. Learning anxiety has a significant negative effect on English learning. It is found that students who are anxious seldom take the initiative to answer questions in English learning, and have low participation in classroom activities, or even avoid learning. These students often show high levels of nervousness, sweating, and sometimes rapid heartbeats when confronted with a teacher's question. They tend to forget what they already know. Learning anxiety can also lead to low self-esteem, low self-esteem, and low likelihood of success, leading to inability to concentrate on learning, and consequently to diminished language proficiency and competence. Generally speaking, English learning anxiety has three main manifestations: First, fear of communication. Mainly in the face dare not face each other, appear flustered, blush and excessive restraint and so on. Sometimes there is a lack of articulation or a lack of articulation, or a loss of control due to interruption of expression. The second is test anxiety. Prominent performance in the attention cannot be focused on the teaching content, thinking cannot be effectively controlled, every exam will worry, there are nervous and restless mood. The third is fear of negative evaluation. Students who have this kind of anxiety often do not like to speak English and dare not open their mouth to read English. They are afraid of answering the wrong teacher's questions.

Objective: Heavy anxiety will affect the daily behavior and life enthusiasm, the long-term existence of anxiety tendency as a negative emotional response. Research shows that the current college students have anxiety, anxiety disorders accounted for 5 to 1 in 1000 of the totals. But they seldom take the initiative to go to the hospital, so they have great concealment. At the same time, they will cause serious damage to college students' body and mind, reduce their study efficiency and quality of life, and have a negative impact on their adaptation to college life and their own healthy development. Therefore, the effective alleviation of psychological anxiety of college students is one of the focuses of current research. Attaching importance to the understanding and application of knowledge, paying attention to the timely change of learning concepts, and learning to summarize and summarize, can effectively improve performance. In addition, language learning is not achieved in a day, it is a relatively slow learning process, which is an important reason why we tend to anxiety. This is precisely because the students do not have a clear and specific goals, over time, the loss of self-discipline on the power.

Subjects and methods: Because college students are the foundation of talent training, colleges and universities are the main places to train talents, who shoulder the responsibility of training students to master the corresponding knowledge and skills. In order to alleviate students' anxiety disorder in higher English education, this study, based on psychology, analyzes college students' anxiety disorder in English teaching.

Study design: The subjects were randomly divided into 120 experimental group and 120 control group. Except for demographic variables, there was no significant difference in emotion regulation ability, executive function, emotion and anxiety at baseline level. Prior to the trial, the subjects shall be informed

of the contents and purposes of the trial, be reminded of their right to freely withdraw at any time, and sign the informed consent form before starting the trial.

The experimental group was taught English under the knowledge of applied psychology, 3-4 times a week, one class hour each time. During the professional teachers to guide. The control group carries on the traditional English specialized teaching pattern to carry on the teaching. Teachers should treat the two groups equally in their lectures. The whole experiment lasted 2 months.

Methods: Two groups of college students' anxiety status after 2 months were tested by self-rating anxiety scale, and data were collected by SPSS 18.0 and Excel.

Results: After 2 months of this study, the statistical results are shown in Table 1.

Table 1. Comparison of partial anxiety status between the two groups before and after the experiment

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Experimental group	Before the experiment	0	36	60	24
	After the experiment	52	48	20	0
Control group	Before the experiment	0	48	56	16
	After the experiment	20	20	68	12

As can be seen from Table 1, after 2 months of English teaching based on psychology, the anxiety of the students in the experimental group has been obviously alleviated, the students with severe anxiety have been turned into severe or mild anxiety, and the students with moderate anxiety have been turned into mild anxiety or even no anxiety, which shows that the innovative English teaching can effectively intervene the college students' anxiety. Although some of the students in the control group had no anxiety, the number of students with moderate anxiety increased instead of decreasing, which indicated that it was difficult to relieve their anxiety without intervention.

Conclusions: In order to adapt to the learning environment in colleges and universities, students in English learning anxiety phenomenon are inevitable. Based on psychology, through the understanding of students' anxiety, we can change students' learning concepts, clarify students' learning goals, establish students' self- confidence and keep students' positive attitude.

* * * * *

THINKING LOGIC BARRIER IN THE DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE DIGITAL DISPLAY DESIGN

Shuai He[1] & Jiali Li[2]

[1]Department of Creative and Design, Dongguan City College, Dongguan 523000, China
[2]Department of Physical Education, Dongguan City College, Dongguan 523000, China

Background: Intangible cultural heritage is an important part of human culture and the crystallization of human wisdom. It involves many contents, including opera, literature, handicrafts, folk customs, music and dance. It has rich cultural value and cultural connotation. However, with the development and change of the times, some intangible cultural heritage cultures gradually die out and slowly disappear in people's vision. Culture is the foundation of a nation's development, and intangible cultural heritage culture is the concentrated expression of national culture. Inheriting and developing intangible cultural heritage culture is the key to carrying forward Chinese culture. Under the background of the digital age, actively promoting the integration of digital technology and intangible cultural heritage culture can endow intangible cultural heritage with new characteristics of the times. Relevant personnel should use innovative thinking to promote the development of intangible cultural heritage digital display design, firmly grasp the advantages of digital technology, in novate intangible cultural heritage culture, and effectively promote the inheritance and development of intangible cultural heritage. Intangible cultural heritage digitization is the transformation, restoration and reproduction of intangible cultural heritage by means of digital collection, storage, processing, presentation and dissemination, so as to form a digital intangible cultural form that can be shared and regenerated. Intangible cultural heritage digital protection researchers use digital technology to reproduce the style of intangible cultural heritage, which has greatly promoted the inheritance and

protection of intangible cultural heritage. Digital technology has played an important role in the innovation and development of intangible cultural heritage. Intangible cultural heritage is the precious wealth accumulated in the development history of human civilization for thousands of years. It is a true portrayal of culture and wisdom in human civilization. As a kind of technical support, digital technology innovates the development form and mode of intangible cultural heritage culture through the open form of resource sharing, and provides viewers with a new perspective and experience. Digital technology has changed the previous chaotic and loose data management mode of intangible cultural heritage, and can realize the standardization, scientization and rationalization of intangible cultural heritage data. Digital technology can more intelligently monitor the data, so that people can quickly grasp the information and evaluation of intangible cultural heritage, so as to respond quickly. The application of digital technology can make intangible cultural heritage closer to young groups, improve the participation, interaction and interest of intangible cultural heritage communication, and realize the visualization and contextualization of intangible cultural heritage, which are conducive to the communication and development of intangible cultural heritage. At the same time, it can also better integrate intangible cultural heritage into the real society and make it comply with the development trend of the times. Digital technology can make intangible cultural heritage have a more three-dimensional and diversified development form. Therefore, people should actively promote the development of intangible cultural heritage digital display design, in novate the development mode, explore new ways of intangible cultural heritage digital display design, and realize the sustainable development of intangible cultural heritage digital display design. Using digital means to promote the development of intangible cultural heritage display design can make some intangible cultural heritage which is difficult to adapt to the development of the times relate to the public again with a new attitude, so as to be better inherited.

Objective: With the rapid development of China's economy, the development of culture tends to be diversified. In recent years, people have paid more and more attention to intangible cultural heritage. Under the background of the rapid development of digital technology, relevant personnel have integrated intangible cultural heritage with big data and the Internet of things through digital collection, digital storage, digital processing, digital presentation and digital communication, so as to innovate thinking and interpret intangible cultural heritage from a new perspective. Using digital technology to deeply excavate the ideology and internal value of intangible cultural heritage, and promote the development of intangible cultural heritage digital display design, so as to form a good situation of Intangible Cultural Heritage Inheritance and development. Therefore, thinking logic is of great significance to the digital display of intangible cultural heritage.

Subjects and methods: Thinking logic disorder is an important and common symptom of mental illness, mainly including thinking form disorder and thinking content disorder. The obstacles of thinking form are mainly the obstacles of association process, such as accelerating and slowing down the association process, and the irregular combination between appearance and concept. With the advent of the information age, we can better understand the intangible cultural heritage and build a new development pattern of the integration of intangible cultural heritage and digital technology by alleviating the obstacles of thinking logic. This paper mainly analyzes the effect of intangible cultural heritage digital display from alleviating the logical barrier of thinking, and studies it by randomly issuing questionnaires to citizens.

Study design: 600 groups were investigated by stratified cluster random sampling. 600 questionnaires were distributed, 573 were recovered, and the number of valid copies was 569.

Methods: Use Excel statistics to improve the effect of thinking logic on the digital display of intangible cultural heritage.

Results: There are various forms of intangible cultural heritage in China. In the process of the integration of Internet and intangible cultural heritage, relevant personnel should use the Internet to carry out intangible cultural heritage digital display design according to the characteristics of intangible cultural heritage, build a platform for people to learn and communicate intangible cultural heritage, and enhance the attraction of the Internet platform. Digital technology has changed the mode of production and consumption of cultural products. The development of information age has greatly improved the creativity of cultural products. The advent of the information age has brought great convenience to the inheritance and development of intangible cultural heritage. With the help of digital display design, relevant personnel can effectively break through the limitations of space and geographical location in the inheritance and development of intangible cultural heritage and achieve the purpose of expanding the publicity of intangible cultural heritage.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 600 groups is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Conclusions: The times are developing, science and technology are progressing, and intangible cultural heritage is also developing. The digital display design of intangible cultural heritage is the product of the times and plays an important role in the inheritance and development of intangible cultural heritage. Relevant personnel should improve their thinking logic, reasonably use digital means to realize the visualization of abstract culture, promote the dissemination of intangible cultural heritage among the public, let intangible cultural heritage enter people's life, and realize the sustainable prosperity and development of intangible cultural heritage.

Table 1. Effect of improving thinking logic on digital display of intangible cultural heritage

Mode	Build a professional platform	Development and utilization of market	Extensive publicity and dissemination
Student group	4	3	4
Working group	3	4	3
Retired group	3	3	4

* * * * *

INFLUENCE OF THINKING LOGIC BARRIER ON THE CONSTRUCTION OF DOUBLE QUALIFIED TEACHERS UNDER THE 1 + X CERTIFICATE SYSTEM

Xiaoyan Shi

Department of Personnel, Jiangsu Maritime Institute, Nanjing 211170, China

Background: Thinking disorder is an important and common symptom of mental illness, mainly including thinking form disorder and thinking content disorder (mainly delusion). The obstacles of thinking form are mainly the obstacles of association process, such as accelerating and slowing down the association process, and the irregular combination between appearance and concept. The obstacles of thinking content are mainly manifested in delusion, overpriced concept and forced concept. From the perspective of developmental psychology, human thinking has gradually developed from intuitive image thinking to abstract logical thinking. This development process is completed through the increasing improvement of brain structure and function, continuous learning and social practice. Purposefulness, coherence and logic are the characteristics of normal human thinking activities. Purposefulness means that thinking is carried out consciously around a certain purpose. Coherence refers to the connection between concepts in the process of thinking. Logic means that the thinking process is reasonable and logical. Therefore, thinking disorder plays a negative role in people's work and learning.

1 + X certificate system refers to the organic combination of academic certificate and vocational skill level certificate, in which "1" refers to academic certificate, "X" refers to vocational skill level certificate, "+" means that there is no simple repetition and increase between "1" and "X", and "X" is the expansion and extension on the basis of "1". 1 + X certificate system mainly has the following three meanings: First, 1 + X certificate system is an innovative concept. "1" highlights the foundation of academic education, "X" is a combination of several vocational skill level certificates, which closely connects vocational skills with students' interests, personal development and career choices, meets students' personalized career needs, and constructs the innovation and possibility of academic certificate system through the setting of variable "X". Second, the 1 + X certificate system is an attitude of sustainable development. As the governance means of vocational education, the 1 + X certificate system changes from pursuing scale expansion to pursuing quality development, improves students' skill level, alleviates the contradiction of employment structure, and has the ability of sustainable development. From the perspective of "learning transfer" theory, 1 + X certificate system not only pays attention to self-transfer and near transfer of vocational education, but also pays more attention to far transfer. Based on academic certificates, it expands and improves students' ability on the basis of basic knowledge and skills, so as to ensure students' sustainable development ability. Third, the 1 + X certificate system is a strategic task. The "twenty articles on Vocational Education", "guiding opinions" and relevant documents issued by four ministries and commissions including the Ministry of education all show the intention of the state to carry out vocational education reform. With

the deepening of reform, the 1 + X certificate system has been promoted as the national strategy of talent training quality of Vocational Education in China.

Objective: At present, in terms of the in-depth promotion of the 1 + X certificate system, there is still a large gap between the overall level of double qualified teachers and the requirements of the high-quality development of vocational education. Therefore, it is urgent to strengthen the development of double qualified teachers under the background of 1 + X certificate system. There are still many problems in the construction and management of double qualified teachers in higher vocational colleges, which are highlighted in the following four aspects: First, the number of double qualified teachers needs to be increased. Second, the practical ability of double qualified teachers needs to be improved. Third, the professional appraisal ability of double qualified teachers needs to be strengthened. Fourth, the double qualified teacher team with the combination of full-time and part-time needs to be improved.

Subjects and methods: 100 teachers were randomly selected, regardless of gender, age and major. A total of 100 questionnaires were distributed, 95 were recovered and 92 were valid. The interview was conducted before the questionnaire. Based on the intervention of psychological thinking logic barriers, the interview summarized the problems of the 100 teachers, and learned that the following situations mainly affect the construction of double qualified teachers under the 1 + X certificate system: First, the understanding of the concept of double qualified teachers is vague, and the training direction of double qualified teachers is not clear. Second, teachers' ability to carry out 1 + X certificate training needs to be improved, and it is difficult to meet the implementation requirements of 1 + X certificate system. Third, the motivation of enterprises to participate in the training of double qualified teachers is insufficient, and the improvement of teachers' practical ability is slow. Fourth, the source channel of teachers is relatively single, and the structural contradictions of professional teachers are more prominent. Fifth, the teacher incentive system matching with 1 + X certificate has not been established. After the interview, a questionnaire survey was conducted to analyze the impact of thinking logic barriers on the construction of double qualified teachers under the 1 + X certificate system.

Results: In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means great influence and 4 means serious influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 100 teachers is adopted and the average is taken to obtain the result, which is rounded, the specific statistical table is shown in Table 1.

Table 1. The influence of thinking logic barrier on the construction of double qualified teachers under the 1 + X certificate system

Factor	Cultivation direction	Meet system requirements	Capability improvement	Professional structure	Incentive system
Teacher	3	4	4	3	4

Conclusions: 1 + X certificate system is an important component of the construction of China's modern vocational education system, a "connector" through all levels of vocational education, and a "catalyst" for school enterprise cooperation. In order to effectively implement the 1 + X certificate system and improve students' professional quality and vocational skills, higher vocational colleges need to build a double qualified teacher team that meets the requirements of the 1 + X certificate system. Through the investigation and analysis of this study, thinking logic is very important in the construction of double qualified teachers under the 1 + X certificate system, and logical thinking obstacles have a negative impact on the construction of double qualified teachers under the 1 + X certificate system.

* * * * *

IMPACT OF CHINA'S SMART LOGISTICS SUPPLY CHAIN INNOVATION ON THE SPIRITUAL AND EMOTIONAL PRESSURE OF AUDIENCE CONSUMER GROUPS

Xiaosong Xie[1], Guangcan Xu[2], Xinyu Song[1], Yijing Chen[1] & Lixia Huang[1]

[1]School of Economics and Management, Chengdu Technological University, Chengdu 611730, China

[2]*School of Economics and Management, Chongqing Jiaotong University, Chongqing 400074*，*China*

Background: With the upgrading of logistics demand and the innovation drive of modern information technology, the modern logistics industry gradually presents the development trend of informatization, networking and intelligence. On the basis of integrating advanced concepts, technologies and management methods, the intelligent logistics platform integrates logistics resources and circulation channels to the greatest extent, effectively improving the efficiency of logistics transactions, realizing the whole process monitoring of logistics information has become the core and key of modern logistics development. Nowadays, domestic logistics platforms continue to operate online, but some of them are quickly eliminated by the market for a variety of reasons. The reason is that their business model lags behind. Therefore, it is of great theoretical and practical significance to study and evaluate the business model of the smart logistics platform and put forward the innovation strategy of its business model for the development and long-term stable operation of the smart logistics platform. Smart logistics platform appears under the two-way drive of the change of logistics service demand and the update of modern information technology such as Internet, big data and cloud computing. It provides users with intelligent modern logistics services by integrating shippers, car owners, warehousing enterprises and other groups related to logistics services. Smart logistics platform can effectively improve the efficiency of logistics transactions and solve the problems of information asymmetry in the logistics industry, which plays an important role in improving China's logistics integration service level. At present, more than 1000 smart logistics platforms have been put into operation in China, which has greatly promoted the informatization and intellectualization process of modern logistics industry, played a role in integrating logistics information resources and reducing the total logistics cost. However, in the process of platform operation, there are serious homogenization of logistics services, insufficient platform development and single profit model, A series of problems, such as unreasonable platform architecture design, have seriously hindered the healthy development of the platform, resulting in a large number of logistics platforms being quickly eliminated by the market. Through our actual observation and research, we found that even though the domestic logistics platform is supported by government funds, it is difficult to make profits, and the reasons for its failure are various. However, the main reasons include the following three aspects: First, the platform logistics service mode is too single and homogenized seriously, which also leads to the lack of core competitiveness in the construction and operation of the platform, resulting in a large number of competitors in the market. Second, lack of strategic planning and insufficient platform development and publicity, resulting in insufficient popularity of the platform and failure to attract more customers. Third, there is no reasonable planning for the revenue model and cost structure, resulting in the failure to establish a profit model matching the platform, resulting in the weak profitability of the platform, which makes a large number of logistics platforms eliminated by the market in the early stage of establishment.

Objective: At present, there are many traditional revenue models of smart logistics platform, including membership model, transaction cost model, advertising cost revenue model, value-added service model, etc. The revenue model of value-added services is also a revenue model adopted by the current logistics platform. The platform obtains revenue by providing value-added services such as software leasing, loan collection, financing, insurance claim settlement and consulting services to shippers, transportation and warehousing enterprises and other relevant partners. At present, few logistics platforms take it as the main revenue model, because providing value-added services requires a lot of money, and the revenue cycle is relatively long. However, in the ecosystem model of smart logistics platform, we believe that the value-added service model will become the main revenue model, while other models will become auxiliary revenue models. Moreover, the business model will involve more participants, and organizations such as finance and banks will play a more important role, by adopting the value-added service model, the logistics platform will bring more profit points to enterprises and make up for the lack of profitability of other income models.

Subjects and methods: 200 consumers were randomly selected as investigators, regardless of age, gender and occupation. The survey was conducted in the form of interview. Based on the innovation of China's intelligent logistics supply chain, the 200 audience consumers were interviewed with psychological knowledge. The interview contents were from the following aspects: First, expand platform business and provide diversified logistics services. Second, improve the basic construction design of the platform. Third, strengthen the promotion of the platform and improve the awareness of the platform. Fourth, increase the development of logistics platform mobile terminals and improve user satisfaction. Fifth, choose the appropriate revenue model and constantly optimize the cost structure. Through interviews, this paper analyzes the spiritual and emotional changes of audience consumers, and summarizes the impact of their spiritual and emotional pressure on audience consumers under the premise of innovating China's intelligent logistics supply chain.

Methods: Excel is used to analyze the impact of consumers' mental and emotional pressure under the innovation of China's intelligent logistics supply chain.

Results: According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Conclusions: With the application of modern information technology in the logistics industry, the construction and development of smart logistics platform has also attracted the attention of many people. However, with the construction and operation of smart logistics platform, the business model of the platform has always become a problem hindering the healthy development of the platform. However, in terms of the current research status at home and abroad, most of them are about the construction and function design of smart logistics platform, while the research on the business model of smart logistics platform is obviously insufficient, and a set of scientific and reasonable evaluation system has not been formed in the evaluation research on the business model of logistics platform. Therefore, China's smart logistics supply chain urgently needs innovation, which has a positive impact on alleviating the spiritual and emotional pressure of the audience and consumer groups.

Table 1. Impact of spiritual and emotional pressure of audience consumers under China's smart logistics supply chain innovation

Factor	Expand business	Perfect design	Provide awareness	Improve satisfaction	Optimize structure
Women's clothing	4	3	3	4	4

* * * * *

INFLUENCE OF BEHAVIOR BARRIER FACTORS ON FOLK SPORTS TEACHING AND DEVELOPMENT

Hongmei Li

Department of Physical Education, Xiamen University of Technology, Xiamen 361024, China

Background: Behavioral disorders can be roughly divided into verbal learning disabilities, nonverbal learning disabilities and mixed learning disabilities. The behavior obstacles in the teaching environment of folk sports in colleges and universities belong to nonverbal learning obstacles. Nonverbal learning disabilities refer to problems in nonverbal abilities such as orientation, motor ability and social behavior. After 12 years of systematic education in primary school, junior middle school and senior high school, college students have undergone strict physical examination, national unified examination, fair competition with their peers, and finally admitted to colleges and universities. In this way, the students screened layer by layer will not have problems in intellectual development, and then there will be no physical diseases affecting sports. Therefore, the behavioral obstacles of college students in folk sports teaching are defined as: affecting the normal progress of college students' sports activities, inhibiting the exertion of college students' sports potential, resulting in unsatisfactory sports learning effect, and sub-health psychological problems such as irritability and anxiety often appear in sports.

Objective: Under the influence of the information age, people's pace of life is getting faster and faster. The originally simple and happy study and life will break through genetic factors because of the accelerated pace of life, bring certain psychological pressure, and let students form certain "behavior barriers". As the future builders and successors of the motherland, college students should not only develop good learning habits, but also actively exercise and strengthen their physique, so as to lay a good physical foundation for learning and other practical activities. Therefore, by analyzing the behavior obstacles affecting college students, we can improve the teaching effect of folk sports.

Subjects and methods: 1000 students from 3 universities were randomly selected, including 500 girls and 500 boys. Firstly, through the method of literature, more than 10 books related to folk sports education, teaching and psychology at home and abroad were consulted, and more than 30 papers related to this study were read on How Net, forming 2 reading notes. Then, through the method of expert interview, we visited the well-known experts and teachers in the school where the research object is located to investigate the current situation and characteristics of students' learning disabilities in folk physical education. Finally, through the questionnaire survey method, 1000 subjects were given a questionnaire, and the questionnaire

recovery rate was 100%.

Methods: Use Excel to analyze the impact of behavior barrier factors on folk sports teaching and development, as shown in Table 1.

Results: Students have different perceptual sensitivity to the action taught by PE teachers in class, their understanding of the action essentials explained by teachers is also different, and their perception of the password given by teachers is also poor and cannot keep up with the rhythm. In addition, everyone's physical coordination ability makes students have individual differences in learning, and individual differences also directly affect the learning effect of students. The physical education curriculum itself in colleges and universities does not set up too many educational courses for students to have an in-depth understanding of college physical education. After students come to the University, they begin to have classes and contact with physical education practice classes. On the basis of learning various sports skills, they gradually understand college physical education. Some schools only introduce one or two classes in the theoretical class, and some schools do not arrange at all, resulting in poor teaching effect of folk sports. The influence of the external environment will deepen the situation of students with behavior disorders learning folk sports courses, resulting in students becoming more self-centered and not contacting their classmates.

Use 1-5 to represent the actual impact effect degree, 1 means no impact, 2 means slight impact degree, 3 means impact effect, 4 means strong impact effect, and 5 means profound impact effect.

Table 1. Influence of behavior barrier factors on folk sports teaching and development

Factor	Personal factors	Curriculum system	External environment
School A	5	4	4
School B	4	4	5
School C	5	5	4

Conclusions: As a group with higher social and cultural levels in China, college students have always been regarded as one of the most active and healthy groups. However, in the face of the increasingly fierce competition and too many and too fast changes in modern society, many college students begin to feel overwhelmed, resulting in many aspects, including physical and psychological maladjustment. Therefore, it has become a consensus to improve college students' physical quality and pursue physical and mental health through the folk custom system. In folk physical education, help students eliminate behavior barriers, make students understand their behavior barriers in other courses, and improve students' behavior barriers through the efforts of physical education teachers and students themselves, so as to better complete physical education teaching tasks and promote students' good personality development.

* * * * *

EFFECTS OF TOURISM ACTIVITIES ON TOURISTS' MENTAL HEALTH BASED ON SURVEY DATA

Wei Huang

History Culture and Tourism College, Guangxi Normal University, Guilin 541000, China

Background: Mental health, namely mental health, refers to the development of an individual's state of mind into the best state within a fan Si who is not inconsistent with the mental health of others physically, intellectually and emotionally. It is an important part of the concept of complete health (the Third International Conference on mental health, 1946). In modern society, with fierce competition, frequent stress and fast pace, people are overwhelmed by unprecedented psychological pressure, and mental health problems are becoming more and more prominent. According to the estimation of the World Health Organization, more than 10 million people fail to commit suicide every year in the world. Five of the top ten diseases causing the most functional disability belong to mental disorders. In China, the prevalence of anxiety disorder in the epidemiological survey of mental diseases in 12 areas is 1.48 ‰, of which about 4.1%-6.6% of the urban population will suffer from anxiety disorder. The prevalence of depression is 29%-35%. At present, the number of people has exceeded 89 million. Fortunately, the techniques and means of psychotherapy are increasingly diversified, including cognitive therapy, suggestion, hypnosis, psychoanalysis, behavior correction, family therapy, group therapy, biofeedback, qigong, yoga, etc. academic circles and medical institutions are also constantly exploring and studying more effective treatment methods. As a new way of life in modern society, tourism can alleviate people's tension and play a more and more important role in the treatment of psychological diseases. In the process of tourism, people enjoy the soul and

integrate with nature through the aesthetics of natural landscape, so as to reduce and transform the social psychological pressure to a great extent. Through the appreciation of cultural landscape, improve the cultural level and spiritual realm, so as to return to society and face life with a more positive attitude. People can make a conventional empirical judgment on the benefits of tourism to mental health. However, there is little research on the impact of various elements of tourism activities, such as tourism time and tourism landscape types, on the treatment of mental diseases.

Objective: There are many traditional methods to treat anxiety and depression, including drug therapy, physical therapy, psychotherapy and so on. However, people with this disease generally have a certain sense of shame, feel that mental illness is directly related to morality, character, personality and even family, or think that long-term use of anti-anxiety and antidepressant drugs will damage some internal organs. Many people tend to hide and hide as much as possible when they have mental problems, and will not seek help. However, the early intervention of anxiety and depression is conducive to the recovery of patients' social function after recovery. Therefore, this study mainly aims at tourists with mild anxiety and depression to explore whether tourism can be used as a relaxing psychotherapy method to improve the mental status of anxiety and depression.

Subjects and methods: The total scores of HAMA and HAMD of 100 anxiety prone tourists and 100 depression prone tourists before and after travel were randomly selected for single sample t-test to obtain the impact of tourism on tourists' mental health such as anxiety and depression. Excel was used to compare the anxiety and depression of tourists before and after travel.

Results: The test results (see Table 1) show that the total HAMA score of the anxiety group after the tour is significantly lower than that before the tour ($P < 0.05$), and the mental anxiety factors and somatic anxiety factors under the HAMA scale are significantly lower ($P < 0.05$). The total score of HAMD in the depression group had no significant change compared with that before the tour ($P > 0.05$), and the anxiety / somatization factors in HAMD had no significant decrease ($P > 0.05$). Although there was a downward trend, there was no significant difference.

Table 1. Comparison of anxiety and depression of tourists before and after travel

	Before factor partition	After factor partition	*T* value	*P* value
HAMA total score	19.2±4.67	9.46±3.69	2.312	0.02
Mental anxiety	10.69±2.98	4.87±2.6	3.169	0.00
Somatic anxiety	8.23±2.65	4.62±1.82	3.265	0.00
HAMD total score	23.54±5.21	20.36±4.74	0.513	0.74
Anxiety / somatization	7.16±3.64	6.01±2.17	0.632	0.56

Conclusions: There are differences in the improvement effect of scenic spot type selection on tourists' anxiety. Compared with cultural landscape, natural landscape can better improve the anxiety level of tourists. There may be two reasons: First, the natural landscape can more directly relieve people's tension, delight the mind through the presentation of natural external beauty, and temporarily forget the depression and dissatisfaction in work and life. Second, the aesthetics of cultural landscape is related to the personal support of tourists. In order to make tourists understand the truth of life in the appreciation of cultural landscape, so as to adjust their mentality and release pressure, they must have a certain accumulation of humanistic knowledge and culture before they can have a dialogue with the ancients and point out the maze. In addition, the study also found that the length of travel time was significantly negatively correlated with the level of anxiety. The longer the travel time, the more obvious the improvement of tourists' anxiety, which is directly related to the continuous positive stimulation brought by tourism.

* * * * *

INFLUENCE OF HUIZHOU INTANGIBLE CULTURAL HERITAGE TOURISM PRODUCT DESIGN RESEARCH ON AFFECTIVE DISORDER

Jing Shen[1] & Sheng Ling[2]

[1]School of Art and Design, Anhui Vocational and Technical College, Hefei 230011, China
[2]School of Architecture and Landscape, Royal Melbourne Institute of Technology, Melbourne 3000, Australia

Background: At present, China is committed to the protection and inheritance of intangible cultural heritage. This is of great significance and role in thoroughly implementing the scientific outlook on development and promoting cultural prosperity and development. China's economy is booming and great changes have taken place. At the same time, China's cultural and creative industries have developed, which plays a great role in promoting China's economic development. With the deepening of the concept that cultural and creative industries drive economic development, China vigorously advocates the development of intangible cultural heritage derivatives and the creative innovation of intangible cultural elements. High value-added products are produced by intelligence and high-tech processing, forming an industry with potential market and large-scale production. The development of intangible cultural tourism cultural and creative products will become an important way to expand employment. Taking tourism cultural and creative products as the carrier of intangible cultural heritage has gradually become the way for the innovation and creative development of intangible cultural heritage products.

The clinical manifestations of affective disorder are mainly high or low emotion, accompanied by running or slow thinking, psychomotor excitement or inhibition. In the manic state, the patient's mood is high, which is not commensurate with the situation, and can be cheerful, irritable, irritable, angry and anxious. In severe cases, there can be delusions, hallucinations and other mental symptoms that are coordinated or uncoordinated with the mood. In depression, patients are in a bad mood, distressed and sad to pessimism and despair, unable to be happy, lose interest, and have low self-evaluation. In severe cases, suicidal ideas and behaviors occur, and the disease changes in a rhythm of heavy day and light night. Therefore, it is very important to effectively alleviate people's emotional disorders.

Objective: Huizhou culture, Dunhuang culture and Tibetan culture are known as the three major regional cultures in China. As an important part of Huizhou culture, Huizhou intangible culture plays a great role in promoting the construction of Huizhou famous cultural and creative city. As one of the birthplaces of Huizhou civilization, Huangshan has an indissoluble bond with the world's natural and cultural heritage. At present, a total of 16 items in Huangshan city, including Huizhou ink making skills, Huizhou three sculptures, Huizhou opera and Huizhou traditional residential buildings, have successfully applied for national intangible cultural heritage. Therefore, Huizhou intangible cultural heritage tourism products can effectively alleviate emotional barriers.

Subjects and methods: Cultural recognition and sense of belonging are aroused by Huizhou intangible cultural heritage tourism products in the traditional sense, which can alleviate people's emotional disorders. Through the condensation and expression of traditional culture, the humanistic characteristics of product culture are greatly enhanced, which not only improves its influence, but also enhances the soft power of local culture and promotes its better inheritance. In a sense, the inheritance and protection of Huizhou intangible cultural heritage tourism products can play a positive role in alleviating emotional barriers. This paper mainly investigates and analyzes from three aspects: image artistry, artistic scene reproduction and practicability of cultural and creative products.

Study design: 400 patients with affective disorders of different ages, genders and occupations were investigated by stratified cluster random sampling. A total of 400 questionnaires were distributed, 391 were recovered, and the effective number was 382.

Methods: Using Excel to count the impact of Huizhou intangible cultural heritage tourism product design on affective disorder.

Results: Through the distinctive image artistry, it attracts the attention of patients with unique affective disorders, sets off with folk traditional culture, and becomes an integral part of folk culture. Huizhou intangible cultural heritage tourism products can effectively continue art and integrate into modern art life. Art experience store tourist souvenirs set up special stores in the tourist area to broaden the sales points of cultural and creative products, connect the product sales online and offline, form a sales network, reproduce the art scene with rich and diverse artistic expression means, and enable patients with emotional disorders to better understand the cultural products. When designing Huizhou intangible cultural heritage tourism products, we can integrate intelligent products and folk culture, run through the infectious design concept, and virtually attract the attention of the audience, so as to stimulate the shopping desire of patients with affective disorder.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Effect of Huizhou intangible cultural heritage tourism product design research on affective disorder

Factor	Image artistry	Artistic scene reproduction	Practicality of cultural and creative products
Patients with affective disorder	4	4	4

Conclusions: Huizhou intangible cultural heritage tourism products are not only the epitome of the traditional culture of the Central Plains in the Huaihe River Basin, but also a precious cultural heritage. As an emerging industry, modern cultural and creative industry needs to choose a unique perspective and present an emerging visual image in front of the audience in the early stage of design and later stage of development, improve the comprehensive added value of products, integrate modern aesthetics with traditional culture, and continue to inherit the traditional culture of Huizhou intangible cultural heritage tourism products. The design of theme elements of Huizhou intangible cultural heritage tourism products, refining, summarizing and integrating art forms, and appearing in front of the audience as a new art carrier, can enhance people's emotion and alleviate emotional barriers. Let more people understand the culture of Huizhou intangible cultural heritage tourism products from different angles, better inherit the intangible cultural heritage tourism products, and better develop the traditional culture.

* * * * *

RESEARCH ON COLLABORATIVE EDUCATION STRATEGY OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FOR THE PREVENTION OF DEPRESSION

Jiansheng Wei

Hainan Normal University, Recruitment and Employment Department, Haikou 571158, China

Background: With the development of society and the increase of employment pressure, many students are suffering from depression. Depression is an emotional state such as depression, decreased interest, fatigue and weakness. When these emotions cannot be eliminated in time, it will lead to depression. Depression is a very serious mood disorder and one of the most common mental disorders in clinic, its impact on human health has ranked in the forefront of chronic diseases, mainly manifested in continuous depression, no desire, no desire, feel that life is meaningless, be pessimistic, and think of suicide. At the same time, I blame myself for many unfulfilled responsibilities, which makes me feel guilty. The main purpose of Ideological and political education is to help students establish a correct world outlook, outlook on life and values to the greatest extent, change wrong ideas, and become high-quality talents with all-round development required by the society. Therefore, in the daily teaching process, we should not only ensure the practical application of professional theoretical knowledge, but also strengthen the construction of Building Morality and cultivating people and values, constantly improve the process of Ideological and political education and moral education, so as to accelerate the scientific implementation and effective promotion of curriculum ideological and political education, and promote the steady rise of College Students' professional skills and comprehensive quality. Ideological and political education in colleges and universities must be based on the comprehensive development of students, take the needs of students as the work direction, continuously integrate the basic teaching ideas in the classroom with the important ideas of socialist core values, supplemented by various courses and experimental training, effectively improve the depth of relevant connotation, so as to achieve the teaching purpose of building morality and cultivating people. At the same time, we should pay more attention to students' ideological guidance, constantly highlight teaching characteristics and teaching ideas on the basis of closely focusing on the goal of education, and realize the all-round cultivation and promotion of students.

Objective: In the era of rapid development of new media, various industries and fields are also competing with each other, which brings new problems to the ideological and political education in colleges and universities. This requires colleges and universities to form a collaborative education system of curriculum ideological and political education, so as to better adapt to social development and school teaching work. Therefore, not only ideological and political courses, but also other courses should be combined with ideological and political education, in order to train college students into high-quality talents, we should work together to improve the overall education quality of colleges and universities.

Subjects and methods: 200 students of grade 2018 in a school were randomly divided into two groups with 100 cases in each group. The control group was given routine ideological and political education, and the observation group implemented collaborative education strategy on the basis of routine education. The degree of depression was assessed by Hamilton Depression Scale (HAMD) one day before the experiment.

The incidence of depression after the experiment was counted. SPSS 17.0 was used for data result statistics.

Results: The depression status of the two groups of students before and after the experiment is counted, and the results are shown in Table 1.

There was no significant difference in HAMD score between the two groups before the experiment ($P > 0.05$). After the experiment, the HAMD score of the observation group was significantly lower than that of the control group ($P < 0.05$). The incidence of depression in the observation group was significantly lower than that of the control group ($P < 0.05$). It is found that collaborative education strategy can effectively prevent the occurrence of depression.

Table 1. Comparison of depression status / number of people in the two groups before and after the experiment

Group	Before and after the experiment	No depression	Mild depression	Moderate depression	Severe depression
Control group	Before the experiment	56	105	33	6
	After the experiment	124	64	12	0
Observation group	Before the experiment	57	112	27	4
	After the experiment	73	105	19	3

In the process of classroom education, most ideological and political teachers unconsciously cut off the relationship between education and social life. Under the condition of positive psychology, the reform of ideological and political curriculum education in higher vocational colleges should start from this practical problem. Ideological and political teachers should strengthen the degree of reality and life of curriculum education. For example, hot events in society will be paid attention to by higher vocational students. Therefore, teachers can take such hot events as the main case of Ideological and political education in the process of ideological and political education and teach students the ability to correctly find, analyze and solve problems in the process of exploration with higher vocational students. When higher vocational students have negative emotions and thoughts, ideological and political teachers should give positive and positive psychological hints to higher vocational students according to the selection and teaching of more classic cases, so as to make higher vocational students form a sound personality and improve their ideological quality and moral quality.

Conclusions: Colleges and universities need to strengthen the educational reform of Ideological and political courses, break through the shackles of traditional teaching modes, innovate teaching forms, improve the transmission ability of ideological and political courses, and deepen college students' understanding of the content of ideological and political education. At the same time, more practical contents of ideological and political education should be integrated, rather than a single theoretical education, so as to promote the all-round growth of college students. In the process of practice, case paradigm should be added, combined with policies and regulations, break through the limitations of traditional teaching mode, so as to enhance the attraction of ideological and political courses and promote the all-round growth of students. At the same time, activities such as social investigation and out of school visits should also be integrated into Ideological and political teaching, so as to solve the problems of single form of practical teaching, mere form and lack of close connection between theoretical knowledge and social practice.

* * * * *

COGNITIVE IMPAIRMENT AND COPING STRATEGIES OF ENGLISH LISTENING AND SPEAKING ANXIETY OF CHINESE NON-ENGLISH MAJORS

Meng Wu

School of Foreign Languages, Beijing Technology and Business University, Beijing 100048, China

Background: The research results of nearly 40 years at home and abroad show that language anxiety is the key factor determining learners' success or failure, and it is one of the most influential affective variables. At the same time, with the improvement of listening and speaking ability and the reform of college English syllabus in recent years, listening teaching, which has not been paid much attention for a long time, has gradually become another hot spot concerned by teaching experts and researchers. Through theoretical research, it is not difficult to find that the research on English listening pays more attention to the negative effects of anxiety. With the improvement of foreign language teaching, the focus of teaching

research has shifted from how to teach to how to learn. And listening is the most basic and important skill in daily life. In recent years, with the reform of college English teaching, the requirements for listening ability are higher and higher, and students always experience "anxiety" because of fear, tension, anxiety and other bad emotions in the process of English listening learning. Therefore, the research on English listening anxiety among college students has important theoretical and practical significance.

It is a long process to improve listening level, and it is obviously impossible to achieve remarkable results in a short time. In this process, we should know that improving self-confidence is an important way to alleviate listening anxiety. Therefore, teachers can teach some listening skills in listening class, such as how to identify words and factors, how to understand the main idea of the full text through key words, and how to do listening pen teachers can also stimulate students' motivation to learn and practice listening and speaking through students' favorite activities, such as dictating English songs and watching English movies, encourage students to actively participate in classroom activities and build self-confidence as soon as possible. The reason why students' English listening and speaking ability generally lags behind their reading and writing ability is that students lack self-control, concentration and autonomy. Therefore, teachers should pay attention to cultivating students' awareness of metacognitive strategies, teach students to have a sense of planning, formulate their own listening goals, constantly practice various listening comprehension questions, boldly try to overcome various difficulties, so as to improve their listening level. In the process of self-monitoring listening, conduct self-evaluation from all aspects of listening, so as to really use metacognitive strategies. Objective conditions such as text greatly affect students' English listening. Therefore, we should not only practice in basic knowledge such as pronunciation, intonation, vocabulary and grammar, but also contact various types of materials involving various topics, popularize common sense of various cultural backgrounds, and start from moderate speech speed Gradually transition to fast English listening practice, so that students can gradually adapt to the listening content of various speeds and materials.

Objective: At present, it is generally believed that anxiety disorder is the result of the joint action of biological factors (genetic factors, biochemical factors) and psychosocial factors. Behaviorism theory holds that anxiety is a conditioned reflex formed by the fear of some environmental stimuli. Psychodynamic theory holds that anxiety originates from internal psychological conflict. It is a conflict suppressed in the subconscious in childhood or adolescence, which is activated in adulthood to form anxiety. In order to avoid excessive anxiety in college students' English learning, this paper makes a research and analysis.

Subjects and methods: 100 college students were randomly selected. All their majors were non-English majors. A questionnaire was issued to investigate. A total of 100 questionnaires were distributed, 100 were recovered and 98 were valid. The basic information questionnaire of the respondents "using the questionnaire of Foreign Language Classroom Anxiety Scale (FLCAS) of Horwitz et al. (1986)". Based on the above questions, the design includes two parts. The first part involves the questionnaire of personal information, such as gender, grade, major and other variables. The second part is the questionnaire of listening anxiety test impact items, such as current English learning achievement level, interest and other variables. After the survey, the collected questionnaires are sorted and coded, and the invalid questionnaires are eliminated by means of observation and data inspection. SPSS 17.0 is used for data entry and statistical analysis. The statistical methods mainly include reliability analysis, descriptive statistics and analysis of variance. First, we should understand the current level of listening anxiety of participants. Secondly, independent sample t-test was used to detect the anxiety level of gender differences between men and women. Finally, the causes of English listening anxiety are analyzed through data. From the four aspects of interests, self-confidence, surrounding environment and listening strategies, excel is used to analyze the influence of English listening and speaking anxiety on cognitive impairment of Chinese non-English majors.

Results: In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 100 non-English majors are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effects of English listening and speaking anxiety on cognitive impairment of Chinese Non-English majors

Content	Hobby	Self-confidence	Surrounding environment	Listening strategies
College student	5	5	4	3

Conclusions: Chinese non-English majors are prone to anxiety when doing English listening comprehension. Helping students build self-confidence, cultivate students' metacognitive strategies and choose the content of listening materials can help English teachers and students realize the influencing

factors of listening anxiety, so as to help students maximize their adverse anxiety and promote English listening learning.

* * * * *

THINKING OBSTACLES IN INDUSTRIAL PRODUCT MODELING DESIGN

Mingjin Huang

School of Cultural Communication and Design, Guangdong Polytechnic Institute, Zhongshan 528458, China

Background: Industrial product modelling design brings the feeling of beauty to people. The social progress of our country pushes forward the industrial development, and the product modelling design has far-reaching significance to the improvement of industrial products. When we design and innovate the model of industrial products, we will encounter many difficulties. In order to adapt to social development, it is necessary to constantly explore and seek ways to crack it. Stepping into the 21st century information age, people are increasingly demanding their own quality of life, so the pursuit of products, not just to meet material needs, but up to the spiritual level. Especially in the background of marketization, products with the same function emerge one after another, consumers in the choice of suitable products, there are higher requirements for aesthetic degree. In order to make products recognized by consumers, it is imperative to develop the modeling design of industrial products. The innovation of industrial product modeling design is to create convenient life for people, to adapt to the future needs of society and to win market advantages for enterprises. With the continuous improvement of economic level, social progress and development, people's pace of life is also accelerating, in the fast pace of life, people's mental pressure and then produce impetuous, but this is also reflected in the product design. As a rising developing country, China is striving to be in line with international standards, while the international community is welcoming us. In such a society, it is difficult to keep calm all the time, the element of impetuosity is inevitable. But the industrial product modelling design is still in the primary stage, therefore this kind of social environment will inevitably have the enormous influence to the industrial product modelling design. Cognitive flaws: People usually confuse the two distinct concepts of form design and art. Most of them are influenced by the traditional idea that the stylist is the person who works in art, so they unconsciously belittle the designer. This also shows that the product stylist has not been accepted by the public. Traditional ideas degrade the design of handicrafts and the creation of products as "downward", which makes many people despise the designers of product modeling design in the current environment. Although will accept the designer to design the product, but will not give to them to respect. With the development of the times, this kind of cognitive defect will be weaker and weaker. In the new era, designers' economic status and social status will be higher and higher. The problem of theoretical education: Only the undigested application of theoretical knowledge in books cannot make the skills and principles form the theoretical framework in students' minds. Practice is the only standard to test the truth. But blindly "pure theory" teaching will inevitably lead to students' inability to effectively combine with practice, to cultivate students who combine "technology" and "theory", and to strengthen the team of product modeling designers. Teachers: Industrial design professional team of teachers is extremely weak. Most of the teachers of industrial design are teachers and students of arts and crafts. Therefore, in teaching students, we cannot find the right direction, often lead students into the pure appearance modeling and artistic depiction, which to a large extent restricts the development of industrial product design. In recent years, the team of teachers has been enlarged and solved the problem of shortage of teachers. However, new problems arise one after another. Most of the teachers who are engaged in industrial modeling design after graduating from universities or colleges, because they have no design experience, can only rigidly teach the knowledge in books. Secondly, they focus on the training skills, focusing on the hand-drawing and computer training, which covers less aspects of our country's history and culture. Thirdly, the phenomenon of "worshipping the foreign" is serious, which leads to the design is not creative.

Objective: Most of the teachers of industrial design are teachers and students of arts and crafts. Therefore, in teaching students, we cannot find the right direction, often lead students into the pure appearance modeling and artistic depiction, which to a large extent restricts the development of industrial product design. In recent years, the team of teachers has been enlarged and solved the problem of shortage of teachers. However, new problems arise one after another. Most of the teachers who are engaged in

industrial modeling design after graduating from universities or colleges, because they have no design experience, can only rigidly teach the knowledge in books. Secondly, they focus on the training skills, focusing on the hand-drawing and computer training, which covers less aspects of our country's history and culture. Thirdly, the phenomenon of "worshipping the foreign" is serious, which leads to the design is not creative. Thought is produced on the basis of feeling and perception, and is expressed in words and in words. Thinking includes the process of analysis, synthesis, abstraction, generalization, judgment and inference. Thinking through the concept and concept, concept and concept of contact, that is, through the process of association and logic to achieve. From the view of developmental psychology, human thinking is from intuitive thinking in images to abstract thinking in logic. This development process is accomplished through the increasing perfection of brain structure and function, through continuous learning and social practice.

Subjects and methods: Random selection of industrial product styling designers 100, gender is not limited, age is not limited. The interview was conducted in the form of interview, the main content of which was the thinking obstacles in the design of industrial products. The Excel method was used to calculate the results of 100 designers. The results of the survey mainly in the overall design awareness, cognitive, theoretical education, teachers, creativity and other aspects of the designer will have reflected thinking barriers.

Results: The statistical table obtained from the survey is shown in Table 1.

Table 1. Influencing factors of thinking disorder in industrial product modeling design

Factor	Cognitive aspect	Theoretical education	Teaching staff	Others
Designers (number)	17	13	16	4

Conclusions: Through the investigation, it is found that the cognitive defect, the problem of theoretical education and the weakness of professional team of teachers can cause the designer's thinking obstacles.

* * * * *

THINKING OBSTACLES OF ENTERPRISE FLEXIBLE DEVELOPMENT DRIVEN BY DIGITIZATION

Peng Huang[1,2]

[1]Institute of Higher Education, Guangzhou College of Technology and Business, Guangzhou 510800, China
[2]School of Economics and Management, Wuhan University, Wuhan 430072, China

Background: With the rapid development and popularization of digital technology, especially the digital revolution brought by the combination of cloud computing and big data has affected the development of various fields of economy and society. Books, music, video and other cultural products are increasingly displayed in digital form. New business formats and industrial chains are emerging. Data, like land, capital and labor, has become a factor of production. In the era of digital technology promoting development, digital economy has created a new source of value and provided a new development model. With the increasing penetration of information technology into industrial development, flexibility, as a dynamic concept, began to be widely accepted in the development of cultural industry, which is mainly reflected in the ability to match the external environment and internal organizational changes. This ability reflects the cultural industry's rapid response to the market and rapid adjustment to environmental changes. The external manifestation of the flexible development of cultural industry is the new development path driven by industrial integration, and its internal manifestation is the cross-border cooperation formed by the organizational structure of cultural enterprises to adapt to the digital technology environment, so as to finally form the intelligent and flexible development of cultural industry.

Objective: Driven by digital technology, the cultural industry has formed the characteristics of flexible development, which is manifested in organizational flexibility, technological flexibility, production flexibility, boundary flexibility and talent flexibility. Therefore, an innovative model of flexible development is formed, which can break through the thinking barrier. The continuous integration of the external boundary of cultural enterprises, the customization and digitization of the product content of cultural industry, the modular and agglomeration development of cultural industry, and the diversification of the policy supply of cultural industry.

Subjects and methods: This paper focuses on the effect of alleviating thinking barriers from three aspects: giving birth to emerging industries, promoting the development of cultural industries and promoting

industrial integration. Select the employees of enterprises as the research object, issue questionnaires to them, and count the impact of enterprise flexibility development.

Study design: 600 employees were investigated by stratified cluster random sampling. Three large, medium and small enterprises were randomly selected, 600 questionnaires were distributed, 591 were recovered, and the number of valid copies was 584.

Methods: Using Excel to count the influence of thinking obstacles on the flexible development of enterprises driven by digitization.

Results: Digital technology has promoted the cross-border cooperation of large-scale Internet platforms and changed the traditional production organization system. Driven by digital technology, the development of cultural industry continues to deepen in terms of business model innovation, format innovation and technological innovation. While greatly improving the production efficiency of the cultural industry, interactive cooperation has also continuously blurred the existing industrial boundaries, and gave birth to a variety of emerging industries, thus reconstructing the ecological structure of the cultural industry. The integration of digital technology into traditional cultural industries has promoted the reorganization and evolution of traditional cultural industries, spawned emerging cultural industries, and promoted software innovation and content innovation in related industries based on big data. Digital technology has promoted the transformation and development of traditional industries. The transformation and development of cultural industry includes not only the integrated development of different categories within the cultural industry driven by digital technology, but also the integrated development of cultural industry and other industries. Cultural enterprises promote the endogenous growth of enterprises through the penetration of common technologies, and realize the industrial integration of enterprises through the implementation of diversified development strategy.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight remission, 2 means general remission, 3 means obvious remission and 4 means full remission. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 600 employees is taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of thinking obstacles on enterprise flexible development driven by digitization

Factor	Spawn emerging industries	Promote the development of cultural industry	Promote industrial integration
Large enterprises	3	4	4
Medium-sized enterprise	3	4	3
Small business	4	4	3

Conclusions: In the digital age, the competition and cooperation of cultural enterprises are more intense and common. The globalization of creative competition, the globalization of digital revolution and the growth of emerging industries have brought the flexible innovation of production technology, market organization and talents, promoted the industrial innovation and upgrading of traditional industries under the background of digital economy, and brought a large number of emerging formats that are constantly updated. Driven by digital technology, the flexibility of the cultural industry makes the upstream and downstream enterprises of the cultural production chain cooperate more closely, the boundary of cultural enterprises tends to be blurred, the content of cultural products highlights personalization, the modularization and agglomeration of production process become more prominent, and the design, production and service of the cultural industry also achieve better value-added effects. It has brought about the innovative development of the cultural industry.

* * * * *

PRACTICE OF CRITICAL THINKING TEACHING IN ENGLISH AND AMERICAN LITERATURE COURSE IN COLLEGES AND UNIVERSITIES TO ALLEVIATE STUDENTS' EMOTIONAL OBSTACLES

Weiwei Kang

North China Institute of Aerospace Engineering, Langfang 065000, China

Background: The cultivation of critical thinking ability is of great importance to college students' mental health, autonomous learning ability, innovation ability and personality development. Critical thinking is the embodiment of college students' comprehensive quality. College English improvement course "English Novel and Film" aims to cultivate students' critical thinking ability through the teaching of classical novels in British and American literature. By adopting the mixed teaching mode and the problem-oriented learning method, we can create the learning atmosphere of critical thinking, and improve students' ability of critical thinking by allowing students to interpret, analyze and speak literary classics. The cultivation of critical thinking ability plays a vital role in college students' mental health, autonomous learning ability, innovation ability and personality development. Only have the ability of critical thinking, college students can judge, measure, to think about the problem, evaluate the pros and cons, and then choose a choice. At the same time look at themselves correctly, found their own shortcomings, to correct. Since the 1980s in the United States, the cultivation of students' critical thinking ability has become one of the objectives of colleges and universities. In the 1990s, the American Philosophical Association defined critical thinking as the process of independent analysis, synthesis, and evaluation of information used to guide one's actions and words, of purposeful self-adjustment of judgment, of full consideration of evidence, concepts, methods, and standards, and of reflection and reflection. Critical thinking skills include interpreting, judging, reasoning, inducing, evaluating, and self-regulating. In 1991, the U. S. National Education Goals Report explicitly called for schools to "develop a large number of highly critical thinking, effective communication, and problem-solving students". Columbia university, for example, has made classics a core course, reading humanistic classics, examining Western values, and fostering critical thinking by students debating the issues in the work.

Affective disorder (BD), also known as bipolar disorder, is a common mental disorder with both manic and depressive episodes (typical features) that can be seen for the first time at any age. When a manic episode, patients have emotional high, increased verbal activity, energetic performance, while when a depressive episode, patients often show depression, loss of pleasure, reduced verbal activity, fatigue, dull and other symptoms. Its etiology is polymorphous, paroxysmal, cyclic, mixed migration, ebb and flow, such as 3 periods of depression followed by 2 periods of mania. Intermittent period or long or short, intermittent period of social function is relatively normal, but will damage the function of the brain, repeated attacks will occur faster, more complex condition.

Objective: In other words, the essence of critical thinking is that the main body of thinking makes a judgment on a definite goal, based on objective evidence and by means of reasonable methods. Therefore, it can be said that critical thinking is "the interpretation and evaluation of observation, communication, information and argumentation in a skillful and active way." Therefore, in the course of college English and American literature, we should pay attention to cultivating and stimulating students' critical thinking, and regard it as a teaching strategy of the course, so as to alleviate students' emotional obstacles and realize the long-term goal of humanistic quality education and innovative talents training in colleges and universities.

Subjects and methods: A total of 100 college students with affective disorders were randomly selected to conduct a questionnaire survey on their affective disorders with critical thinking intervention. Then, through the conversation with the 100 students with affective disorders, summed up the impact of the 100 students on critical thinking teaching intervention in college English and American literature. From the goal is clear, the method is diverse, encourages the ponder, the contact reality and pays attention to the time effect these five aspects to carry on the investigation. Using the Excel method to statistics the satisfaction of college students.

Results: The results of this survey are expressed in terms of the influence values of specific factors in the range of 0-4 grades, with 0 indicating dissatisfaction, 1 indicating slight satisfaction, 2 indicating general satisfaction, 3 indicating great satisfaction, and 4 indicating special satisfaction. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 100 college students are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

Table 1. Satisfaction of college students

Factor	Clarity of purpose	Various methods	Encourage thought	Integrate reality	Pay attention to limitation
Adolescent student	4	3	3	4	4

Conclusions: Generally speaking, it is very important for the teaching of English and American literature to pay attention to the cultivation of students' ability of critical thinking in teaching, especially for the teaching of English and American literature in colleges and universities.

* * * * *

APPLICATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE ADJUVANT TREATMENT OF COLLEGE STUDENTS' MENTAL ANXIETY

Ting Wang

College of General Education, Chongqing Water Resources and Electric Engineering College, Chongqing 402160, China

Background: Most of the contemporary college students grow up smoothly, rarely experience great difficulties and setbacks, and have poor psychological tolerance. There are some basic problems in psychological quality, mainly as follows: (1) Poor adaptability to the environment. Adapting to the environment is one of the important symbols of mental health. From middle school to university, most students can basically adapt to the new environment after a period of adjustment. However, some students take too long to complete this transformation, and even a few students cannot successfully complete this transformation and cannot adapt to the new environment. (2) The mood is not stable enough, and the attitude towards life is not optimistic and positive enough. In real life, many students are uncertain. Some people often brood over little things and are unhappy all day. This excessive emotional reaction reflects the unhealthy psychological characteristics hidden behind it. (3) Weak willpower. Willpower is a psychological activity process in which people actively adjust their actions to overcome difficulties in order to achieve a certain purpose. It reflects people's subjectivity in practical activities. Enthusiasm and initiative are the necessary excellent psychological qualities for talents. (4) Psychological self-adjustment ability is poor. Due to the disadvantages of exam-oriented education, some students develop serious dependence and inertia. When they need to face and solve problems and difficulties by themselves after going to college, they will fall into a state of depression, anxiety and tension. Psychological quality is an important part of many aspects of students' quality, which restricts the development of other qualities. It is not only the starting point of quality education, but also the destination of quality education. Therefore, psychological health education is widely carried out in colleges and universities, so that students can face the increasingly competitive society with a good mental state, it has become an effective way and method to improve the effectiveness of Ideological and political education in Colleges and Universities under the new situation.

Objective: The traditional ideological and political theory teaching is the most important and basic carrier in college students' ideological and political education. However, since entering the 21st century, facing the complex political and ideological development situation at home and abroad, more and more colleges and universities have begun to realize that they can no longer only rely on the traditional ideological and political theory course as a single communication channel for students' Ideological and political education, we must actively broaden and innovate the teaching carrier of students' Ideological and political education and enrich the ways for students to receive ideological and political education. On a deeper level, the concept of Ideological and political education in college curriculum can effectively promote the healthy development of students' psychological quality. Colleges and universities not only need to adopt the new educational concept of curriculum ideological and political education to innovate the traditional ideological and political education, but also constantly broaden the vision of Ideological and political educators from the perspective of modernization, the world and the future, and break through various limitations in the traditional ideological and political education in colleges and universities with innovative spirit, In order to effectively open up today's new situation of college curriculum thought and politics.

Subjects and methods: 60 college students from a university were selected for interview. The total time of the interview was controlled within 50-80 mins. The interview was conducted within 1 hour before and after the ideological and political class. The time of a single interview was 20-30 mins. The main interview contents include students' cognition of Ideological and political course, whether they have fully prepared and reviewed it, how to treat the importance of Ideological and political course, and whether there are suggestions on classroom teaching methods and curriculum planning. The interview is voluntary and does not disclose students' information. Record the whole interview process, comprehensively analyze the interview content, and understand the students' psychological state and their views on the ideological and political classroom.

Results: After sorting out the interview contents, the students' satisfaction with the existing ideological and political teaching is counted, and the results are shown in Table 1. It can be seen that about a quarter of the students are not satisfied with the existing classroom teaching. In fact, in Ideological and political classroom teaching, teachers can actively stimulate students' cognitive desire. Need is the starting point of all human cognitive and practical activities. The needs of learning subjects directly affect the operation of

learning activities. Generally speaking, the stronger the need of the subject, the higher the consciousness and enthusiasm of the subject in learning activities. Vice versa. The teaching of Ideological and political theory course should be based on the strong needs of college students to become talents and the needs to improve theoretical thinking and realize self-worth in serving the society, stimulate the students' motivation and needs to learn theory in teaching, and enhance the attraction of Ideological and political education. Maintaining and regulating the attention of the educated in Ideological and political education is an important link for educators to successfully carry out education. Therefore, in teaching, we should reasonably arrange the teaching plan according to the characteristics and laws of the educates' attention, so that the educates' intentional attention and unintentional attention can be changed rhythmically and reasonably. The ideological and political theory course should not only enable the educated to accumulate perceptual knowledge through perception and learn theory through memory, but also raise perceptual knowledge into rational knowledge through thinking to master the essence and law of things, so as to achieve the purpose of improving ideological knowledge and personal quality.

Table 1. Student satisfaction results

Factor	Dissatisfied	General satisfaction	Very satisfied
Number of people	15	20	25

Conclusions: The starting point and foothold of ideological education should focus on improving the comprehensive quality of college students and cultivating qualified talents with all-round development of morality, intelligence, physique and beauty. We should mobilize all positive factors and implement the systematic management mode and operation mode of college students' participation, interconnection and interaction, we should really ensure the strengthening of Ideological and political education for college students in terms of system, mechanism and ideology. All personnel engaged in the daily ideological and political education of college students should adhere to the correct political direction, strengthen ideological and moral cultivation, enhance the sense of social responsibility, and become the guide and guide for the healthy growth of college students.

* * * * *

THE INFLUENCE OF THINKING LOGIC BARRIER ON COLLEGE STUDENTS' FINANCIAL EDUCATION MANAGEMENT

Jia Dong

School of Finance and Public Administration, Anhui University of Finance and Economics, Bengbu 233030, China

Background: China is not only a big economic country, but also an important member of the WTO, which makes China's financial industry open to the world, the financial industry continues to develop and improve, and the source and combination of capital are gradually facing globalization. A new international financial market is in front of mankind. At this time, if we want to develop in the financial industry, we must cultivate ourselves into comprehensive talents in line with today's financial background. Therefore, financial internationalization is one of the main talents in China's financial industry. The group of college students who are from school to society is an important part of financial investment. Their most expressed financial behavior is the control and management of their own capital, storage and investment. Therefore, relevant financial education should be based on cultivating financial investment talents suitable for today's international financial investment phenomenon, and actively innovate teaching methods, cultivate a group of modern financial talents with strong comprehensive strength for the development of China's financial industry. Of course, logic plays an important role in the financial industry. Only by popularizing logic knowledge can we improve the quality and innovation ability of financial employees and be in an invincible position in the fierce competition.

Logic and language are closely related to everyone. At present, human society has entered the information age. Correct thinking and successful communication are particularly important. However, we

can see that in social life, the phenomenon of logic, confusion and nonstandard language is quite serious. Whether it is legal provisions, economic contracts, project argumentation, advertising instructions, official speeches and mass media, we can feel the phenomenon of unclear concept, incorrect reasoning, unscientific argumentation and nonstandard language almost everywhere. These logical language problems hinder people's normal life, and sometimes even cause serious consequences. The obstacles of thinking logic are usually manifested in running away, slow thinking, poor thinking, loose thinking, thinking rupture, thinking interruption, thinking diffusion, thinking insertion and logical wrong thinking. Thinking disorder is an important and common symptom of mental illness, mainly including thinking form disorder and thinking content disorder (mainly delusion). The obstacles of thinking form are mainly the obstacles of association process, such as accelerating and slowing down the association process, and the irregular combination between appearance and concept. The obstacles of thinking content are mainly manifested in delusion, overpriced concept and forced concept.

Objective: From the perspective of developmental psychology, human thinking has gradually developed from intuitive image thinking to abstract logical thinking. This development process is completed through the increasing improvement of brain structure and function, continuous learning and social practice. Purposefulness, coherence and logic are the characteristics of normal human thinking activities. Purposefulness means that thinking is carried out consciously around a certain purpose. coherence refers to the connection between concepts in the process of thinking. Logic means that the thinking process is reasonable and logical. After investigation and research, there is a common phenomenon of thinking logic disorder in teenagers' learning. At present, the rapid development of artificial intelligence has brought new opportunities and challenges to the correction and management of teenagers with thinking logic disorder.

Subjects and methods: The application of logic in the financial industry is reflected in all aspects of financial activities. Decision makers and managers play a key role in how to revitalize the financial industry. The development of the times requires bank managers to have advanced scientific management concepts and never make decisions and manage by "patting their heads" according to their feelings. If we do not conduct investigation and research and do not make rational thinking and analysis of economic and financial development, we may make mistakes in judgment, violate economic laws and bring losses to financial work. In the face of the fierce competition in the international and domestic banking industry, how decision-makers size up the situation and whether they can formulate policies and strategies to promote the development of the banking industry are closely related to the professional level and logical quality of decision-makers. Therefore, based on the importance of thinking logic in financial education management, this study investigates and analyzes the impact of thinking logic obstacles on college students' financial education management.

Study design: 100 finance students were randomly selected for the survey. In the form of questionnaire, 100 questionnaires were distributed, 85 questionnaires were recovered and 81 valid questionnaires were issued. The main contents of the questionnaire are: under the premise of thinking logic obstacles, whether the financial education management of college students will be affected in four aspects: financial decision-making, financial management, public relations activities and financial legal litigation, and to what extent.

Methods: The influence of statistical thinking logic barrier on college students' financial education management by using Excel.

Results: In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 100 finance students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of thinking logic barrier on financial education management of college students

Factor	Financial decision	Financial management	Public relations activities	Financial legal proceedings
Student	4	5	4	5

Conclusions: At present, in the fierce competition of global economic integration, human resources are the most valuable. Logical ability is an indispensable quality for innovative talents, and logical scientific knowledge is the "golden key" to improve work efficiency and open the door to success. It can be predicted that as people pay attention to learning and mastering logical scientific knowledge, the overall quality will continue to improve, and a large number of talents with innovative ability will emerge. Our career will be very promising.

* * * * *

THE INFLUENCE OF THE MODE OF COOPERATION BETWEEN COLLEGES AND ENTERPRISES ON THE CORE ACCOMPLISHMENT ANXIETY OF COLLEGE STUDENTS

Chunyu Gao

Faculty of Education, Beijing Normal University, Beijing 1000875, China

Background: With the rapid development of manufacturing industry and the improvement of people's demand for education, the state has paid more and more attention to higher vocational education. Under the great encouragement and promotion of the state, schools around the country have carried out a drastic reform. After more than ten years of hard development and tortuous progress, higher vocational education has strengthened the development direction of the mode of running vocational education with the combination of production and education and the cooperation between schools and enterprises. Among them, "school-enterprise cooperation" is a concept and a mode of running a school.

With the rapid development of social economy, the updating and iteration of knowledge and skills become faster and faster. If we cannot effectively shorten their knowledge and skills iterative cycle, effective grasp and use of cutting-edge theory and technology, will be eliminated by the times. In updating knowledge and skills, the most critical is to see whether they have core professional qualities, that is, not only to engage in the current work of knowledge and skills, but also have knowledge transfer ability. As a vocational college students can not only make good use of their own vocational skills, but also to work to solve other problems, which fully reflects the importance of professional core literacy. In vocational colleges, the students' knowledge and skills are more practical and operational, and they often take part in work directly after a short period of study. Therefore, the cultivation of students' core accomplishment should not only attach importance to basic accomplishment, but also strengthen the cultivation of students' professional ability, quality and morality so as to better adapt to the rapidly changing times. However, we should also clearly see that the current vocational colleges in our country pay more attention to the specific technical skills education and less attention to the ability to use knowledge and skills, ignoring the cultivation of students' core professional qualities. As an important force of socioeconomic construction, vocational college students need to have more comprehensive quality on the basis of certain theoretical and practical skills, so the core quality of students should be an important indicator of education and teaching. With the development of practical teaching and cooperation between schools and enterprises, the role of enterprises in fostering students' core accomplishment is gradually recognized. Therefore, it is very important to study the cultivation path of vocational college students' core literacy in the perspective of school-enterprise cooperation.

Objective: The basic connotation of school-enterprise cooperation is industry-school cooperation, which is the basis of "work-study combination". At present, our country's higher vocational education has made initial achievements in the field of school-enterprise cooperation, but on the whole, there is no corresponding operating system and long-term mechanism. With the diversification of training objectives, vocational core literacy has gradually become an important indicator of the quality of technical and technical personnel training, and the state has issued policies to put forward requirements for students' core literacy training and give guidance. At present, vocational colleges pay much attention to the education of technical skills, and do not fully understand the cultivation of students' core qualities and the cultivation system is not perfect. Therefore, it is of great significance to study the ways of cultivating core accomplishment of vocational college students in the perspective of school-enterprise cooperation.

Subjects and methods: Core literacy training of college students has become an important teaching content in vocational colleges. Vocational colleges have also realized the importance of Core literacy training. Randomly selected 100 college students to investigate, using the questionnaire model method, first measured their psychological conditions, do a good job. After one month, the 100 students were surveyed again with questionnaire. The results were compared with the first time, and the satisfaction of 100 students was investigated by interview. This research launches the investigation from three aspects: first, the school-enterprise cooperation is advantageous in the consummation vocational colleges personnel training system. Second, school-enterprise cooperation is conducive to promoting the construction of human resources. Third, school-enterprise cooperation is conducive to improving students' core accomplishment. According to the students' satisfaction and emotion change, this paper summarizes the influence of the mode of school-enterprise cooperation on the core accomplishment anxiety. Using Excel statistics of college students' satisfaction with school-enterprise cooperation mode.

Results: In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 100 people shall be rounded off and the result shall be determined by means of rounding off the average. The specific statistical table is shown in Table 1.

Table 1. College students' satisfaction with the school-enterprise cooperation model

Factor	Improve the system	Promote construction	Improve core literacy
University student	4	3	4

Conclusions: Core literacy is the basis for vocational college students to adapt to social development, and the cultivation of core literacy has become the core goal of current education. School-enterprise cooperation plays a vital role in fostering students' core accomplishment. Therefore, vocational colleges should rely on school-enterprise cooperation to constantly improve the training system of core accomplishment and provide high-quality technical and technical talents for the society. Therefore, the alleviation university student core accomplishment anxious mood is essential. The research shows that the mode of school-enterprise cooperation in higher vocational education has a positive impact on the core literacy anxiety of college students.

* * * * *

INFLUENCING FACTORS OF EXPRESS ANXIETY OF B2C E-COMMERCE PLATFORM USERS

Xuan Gong

Business College, Wuhan Qingchuan University, Wuhan 430000, China

Background: At present, on the basis of the huge online shopping crowd, a large number of people with "express anxiety" have been extended. The essence of this express anxiety phenomenon pointed out in this paper refers to the psychological state of consumers. In the scenario, it can be explained as the anxiety generated in the whole process of B2C platform users purchasing goods in online stores, then using the logistics query function of the platform to query the logistics information of goods, and finally receiving express, for example, I can't wait to receive the goods but don't arrive, and I'm worried about the damage and loss of the goods when I buy the goods that are of great value to me. When this anxiety affects the user's psychological state, the user's emotional experience will become worse in the whole process of shopping and receiving express. At the micro level, when users have anxiety, for a single online store, it may hurt users' loyalty and fail to maintain users, thus hindering their own development. For a single express enterprise, paying attention to customers' emotional experience is the key factor to gain an advantage in the industry competition, so users' express anxiety may indirectly affect the development of express enterprises by affecting users' emotional experience. On the macro level, when many users have express anxiety, their dissatisfaction with different online merchants and express enterprises may accumulate a negative impression on B2C E-commerce platform and E-commerce logistics industry, which will have a serious negative impact on the development of B2C E-commerce platform and E-commerce logistics industry.

Objective: With the rapid development of the Internet, the network environment has been greatly improved and the number of Internet users is quite large. The development of B2C E-commerce industry and express logistics industry has shown a rapid development trend. At the same time, a large number of people with "express anxiety" have extended on the basis of the huge online shopping crowd, who buy goods online, B2C E-commerce platform users who query commodity logistics information according to the logistics query function of B2C platform, resulting in anxiety. Therefore, it is of great significance to analyze the influencing factors of express anxiety of B2C E-commerce platform users.

Subjects and methods: This paper mainly studies and analyzes the influencing factors of express anxiety of B2C E-commerce platform users. It is studied from four aspects: perceived information overload, perceived risk, perceived reputation and perceived information quality. A third-tier city was randomly selected and a questionnaire was distributed to citizens to statistically analyze the influencing factors of express anxiety of B2C E-commerce platform users.

Study design: 500 groups were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 487 were recovered, and the number of valid copies was 469.

Methods: Use Excel to count the influencing factors of express anxiety of B2C E-commerce platform users.

Results: Information overload has become a big problem, which not only seriously affects people's work and ability, but also affects their interpersonal relationship and quality of life. Rich information actually threatens personal control of the situation rather than improving it. When the information supply exceeds a person's information processing ability, when individuals face the problem of identifying relevant

information, it is often difficult to understand the relationship between details and the overall view. Perceived risk is a psychological state. Because perceived risk is an individual's biased assessment of the risk situation, and the assessment is highly dependent on individual psychological and situational characteristics, and the dependence on electronic payment methods increases the perceived risk of consumers when shopping online, which is prone to anxiety. Reputation is defined as the degree to which the buyer recognizes the integrity of the sales organization and pays attention to customers. It represents the cumulative evaluation results of the enterprise's past behavior for a long time. The definition of information quality can be considered from the perspective of quality definition. In the context of Internet E-commerce, it is well known that the information quality on the Internet varies greatly. From highly accurate and reliable to inaccurate and unreliable, there may be intentional misleading. Online consumers may pay special attention to the logistics information on the website, because it should help them to make a judgment on the state of goods, so as to have an impact on their psychological state.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 500 groups is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Influencing factors of express anxiety of B2C E-commerce platform users

Content	Perceived information overload	Perceived risk	Perceived reputation	Perceived information quality
College students	3	5	5	5
White collar group	4	4	3	4
Retired group	5	4	4	3

Conclusions: Users' express anxiety is a negative emotion for individuals, which will not only cause personal psychological imbalance and bad emotional experience, but also affect users' satisfaction with online stores and express enterprises, become an obstacle to the transformation and stable development of online stores and express enterprises, and finally affect the development of B2C E-commerce and E-commerce logistics industry as a whole. Therefore, a comprehensive understanding of the causes of users' express anxiety can become the key to how to improve users' mental health and enhance users' emotional experience, so as to promote the development of online merchants, express enterprises and even the whole B2C E-commerce platform and express logistics industry.

* * * * *

THE IMPROVEMENT EFFECT OF HIGHER EDUCATION ON STUDENTS' LEARNING AND MEMORY IMPAIRMENT

Zhiping Nie

Graduate School, Nanjing University of Finance & Economics, Nanjing 210023, China

Background: Higher education refers to professional education and vocational education based on the completion of secondary education. It is the main social activity to train senior professionals and professional personnel. Higher education is one of the important components of the education system. It usually includes various educational institutions whose main tasks and activities are high-level learning and training, teaching, research and social services. The second half of the 20th century is an unusual stage of expansion and qualitative change in the development history of higher education. The rapid growth of social demand for senior professionals and the urgent need of individuals for access to higher education make higher education develop at an unprecedented speed, from elite education to mass education.

Objective: The process of popularization of higher education has been gradually promoted in China and has been highly valued by colleges and universities all over the country. In the context of the popularization of higher education, it is necessary to strengthen the rational adjustment of the structure and layout of colleges and universities, macro-control the uneven regional distribution of colleges and universities, and take some remedial measures.

Subjects and methods: The popularization of higher education is a strategic education decision in China in recent years, which plays a guiding role in the future development of higher education in China. Under the development situation of objective inevitability, popular higher education meets the needs of the people and meets the requirements of the sustainable development of market economy. At the same time, it can improve students' learning and memory barriers and promote the rapid development of popular higher education in the future.

Study design: The method of investigation and analysis was used to conduct a questionnaire survey on students. 1000 junior middle school students, senior high school students and college students were randomly selected to fill in the questionnaire for 15-20 minutes. A total of 1000 questionnaires were distributed, 989 were recovered and 977 were effective.

Methods: Excel is used to count the improvement of higher education on students' learning and memory impairment.

Results: In memory methods, we should learn to remember skillfully and flexibly. The most basic method of systematically memorizing the learned knowledge is the "unit network method", that is, those interrelated contents are regarded as a unit and summarized into a knowledge network. At the same time, you can listen to more music. Adagio movement can eliminate the tension of the brain and make people enter the state of meditation. The students listen to slow music, relax their muscles and read out the materials that need to be remembered according to the beat of the music. Today, with the development of science and technology, memory training for middle school students is certainly inseparable from high technology. Using potential development machine can quickly and effectively develop your memory potential. By studying various factors affecting human brain waves, we have developed a PROTUS potential development machine that adjusts the state of human brain waves through sound waves and light waves. It can effectively adjust the state of human brain waves by using multiple combinations of sound waves and light waves. It has a very good effect in training memory and can effectively improve memory. Scientific diet can improve blood circulation, inhibit platelet aggregation, prevent cerebral thrombosis, delay brain function decline, enhance memory, delay aging, protect cerebral vessels and promote brain cell activities.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. The improvement effect of higher education on students' learning and memory impairment

Factor	Memory	Listen to the music	Technology	Diet
Junior school student	3	4	3	4
Senior high school student	4	3	4	3
College student	4	3	3	3

Conclusions: Higher education is a complex and multi-layer open system. In recent years, in the applied research of higher education, we have a deeper understanding that higher education is a complex and multi-layer open system. The basic function of higher education is to train specialized talents for various departments of society. It must exchange changing information with economic, political, cultural, scientific and other systems, be restricted by relevant social systems and provide services, so as to obtain social support, enhance its vitality and give full play to its functions in actively adapting to the changes of the external environment, realize their own value. The basic theory of higher education, whether macro external relations or micro structure research, involves many disciplines and needs the support of many disciplines. Only by examining and exploring from multiple disciplines and perspectives can we comprehensively and deeply understand the essence, function and value of higher education, master the laws of internal and external relations of higher education, and improve students' learning and memory ability.

* * * * *

PRACTICE ON RELIEVING ADOLESCENT MENTAL ANXIETY BY TEACHER DEVELOPMENT VOCATIONAL EDUCATION

Jie Song

School of Chemistry and Chemical Engineering, Huaiyin Normal University, Huai'an 223300, China

Background: In recent years, there has been a sharp rise in the prevalence of adolescent anxiety disorders, which should be paid great attention to by teachers and parents. Adolescence is a key period for the rapid development of physical and mental health of adolescents. At this stage, they are generally unstable, prone to anxiety, impulsiveness, ignorance from school, youth and family pressure, and easily suffer from adolescent anxiety. Modern medicine has proved that because of the lack of or improper sexual education, adolescents are easy to form their own evaluation system, and will think that their physical changes, some thoughts and impulses are immoral, not good, and will be considered as bad children. Therefore, the occurrence of these symptoms will inevitably affect the normal study and life of the teenagers, and seriously endanger their physical and mental health. Patients often because of this long-term tossing and turning in internal medicine, neurology, and after repeated examination and found no organic lesions, such a disease in psychiatry is often diagnosed as adolescent anxiety. If the adjustment is not found in time, it will lead to unimaginable serious consequences. Psychological experts say the incidence of teenage anxiety is high. In order to reduce the post-morbidity risk and to avoid the consequences of adolescent anxiety into adulthood, we should be early detection and early treatment. If we do not pay attention to the treatment of adolescent anxiety, it will not only affect their healthy growth, but also affect their personality and values, outlook on life, and even endanger the future development of life. In order to avoid serious consequences, so once found signs of adolescent anxiety disorder should be actively and timely treatment. For the sake of teenagers' healthy growth and family happiness, we should nip the danger in the cradle, that is, from the teachers who do the education work for the teenagers.

Objective: With the rapid development of society and economy, the development of vocational education teachers' professional ability has aroused widespread concern from all walks of life. Vocational education not only requires teachers to have good morality, systematic professional theory knowledge, education and teaching knowledge and practical ability, but also rich practical experience and skillful operation skills, and the ability to pursue professional system knowledge and the forefront of industrial technology development. The development of teachers' vocational education is theoretically beneficial to the professional growth of teachers. By studying and deepening the understanding of the growth law of vocational teachers, we can provide effective guidance and help for their professional growth, so as to improve their professional ability, speed up their specialization, promote their growth and make them play a more active role in the reform of vocational education. In practice, it is helpful to improve the quality of vocational colleges. The study of the development of vocational teachers' vocational ability is helpful for vocational colleges to strengthen the pertinence and relevance of teacher training, improve the effectiveness of assessment of teachers' vocational ability, and promote the deepening of teaching reform, so as to improve the teaching level and school quality.

Subjects and methods: Using the method of investigation and analysis, this paper analyzes the influence of teacher development vocational education on the mental anxiety of adolescents. The higher the influence value is, the more effective it is. Randomly selected 100 students of different ages, genders and majors were randomly divided into experimental group and control group. There was no significant difference between the two groups before the experiment. During the experimental period, teachers in the experimental group adopted the intervention of teacher development vocational education, while those in the control group adopted the general education for 1 month. After one month, this study mainly from the following aspects: teaching ability, vocational guidance ability, social practice ability, education and management ability, public relations ability. The 100 students made an evaluation of their satisfaction with the development of vocational education and its application to teacher teaching. Using Excel statistics of the impact of teachers' vocational education on adolescent mental anxiety relief in the research practice.

Results: The results of this survey, using 0 to 4 grades to quantify the influence of specific factors, indicated that 0 was not satisfied, 1 was slightly satisfied, 2 was generally satisfied, 3 was very satisfied, and 4 was particularly satisfied. In order to reduce the large error caused by individual subjectivity in the assessment, the results were determined by rounding off the values and averages of 100 adolescent students. The specific statistical tables obtained are shown in Table 1.

Table 1. Impact satisfaction of teacher developing vocational education in the research practice of alleviating mental anxiety among adolescents

Teaching ability	Professional guidance ability	Social practice ability	Educational management ability	Public relations ability
4	3	3	4	4

Conclusions: Vocational education teachers must have good career development ability, with lifelong education as the guiding ideology, start from the students mental mood, understand student psychology,

fully consider the future career development, let students from passive recipients to passive learners, change indoctrination theory teaching mode and passive practice teaching mode, actively represented by project teaching method of various can cultivate students independent learning ability teaching methods, cultivate students' self-development ability, make students in the future professional activities, through independent learning faster grow into expert skills.

* * * * *

THE INFLUENCE OF THINKING LOGIC BARRIER ON THE RELATIONSHIP BETWEEN SUPPLY AND DEMAND IN ECONOMIC MANAGEMENT

Hui Zhao[1] & Yarong Shi[2]

[1]*Economics and Teaching Department, Party School of Gansu Committee of C.P.C (Gansu Institute of Public Administration), Lanzhou 730071, China*
[2]*Department of Finance, Lanzhou University of Finance and Economics, Lanzhou 730101 China*

Background: Management economics is a branch of economics. Management economics provides a systematic and logical analysis method for business decisions. These business decisions affect not only daily decisions, but also the economic power of long-term planning decisions. It is the application of microeconomics in management practice and the bridge between economic theory and enterprise management decisions, it provides analysis tools and methods for enterprise decision-making and management. Its theory is mainly put forward around demand, production, cost, market and other factors. Demand theory mainly analyzes the demand of products at different price levels, as well as the demand change rate when the price, income and the price of related commodities change, and the economic level change. Its role is to support enterprises' price decision-making and market forecast, and help enterprises determine the relationship between demand and price. The change of supply refers to the change of supply caused by the change of product price when other conditions remain unchanged. The change of supply refers to the change of commodity supply quantity caused by the change of other factors under the condition that the price of a commodity remains unchanged. In real life, with the changes of supply and demand, in order to achieve more sales, enterprises must stimulate purchasing power at a lower price. If the price is too low, they cannot achieve a higher total sale. Therefore, when pricing, enterprises always have to face such a contradiction: raising prices may reduce sales, and expanding sales will inevitably reduce prices. How to maintain a certain market share and make enterprises profit at the same time involves the problem of "equilibrium". There must be a price level that can maximize the total sales revenue. Equilibrium price is the price when the supply curve and demand curve of a commodity intersect. That is, the price when the market supply of goods is equal to the market demand, and the supply price of goods is equal to the demand price. Price restriction refers to the maximum price set by the government to limit the price rise of some daily necessities. The limited price is generally lower than the equilibrium price. It is the maximum price set by the government to protect the interests of consumers. Support price refers to the minimum price of products in a certain industry set by the government in order to support the production of that industry. The consequence is that supply exceeds demand. Above or below this price will reduce the income of the enterprise. Management economics provides an equilibrium analysis method for enterprises to help enterprises formulate appropriate prices.

Normal people's thinking follows a certain logic. The formation of ideas and concepts, the judgment and reasoning of thinking all follow a certain objective law. If it is cloudy and cloudy, it can be judged that it will rain, so be prepared for rain prevention, which is the normal logic of thinking. On the contrary, people with psychological disorders have certain rupture and incompleteness in their thinking logic, lack of certain logical relevance, loose thoughts and loose associations, patients' answers are not what they ask, it is difficult to communicate with others, and their words and deeds are often puzzling. Among them, schizophrenic patients have typical thinking logic disorders. Thinking disorder is an important and common symptom of mental illness, mainly including thinking form disorder and thinking content disorder (mainly delusion). The obstacles of thinking form are mainly the obstacles of association process, such as accelerating and slowing down the association process, and the irregular combination between appearance and concept. The obstacles of thinking content are mainly manifested in delusion, overpriced concept and forced concept.

Objective: In order to adapt to the development of market economy and cultivate market economy

management talents with comprehensive quality, higher vocational colleges have adjusted the curriculum system of economic management specialty accordingly. The curriculum has strong practicality and applicability. In the teaching process of market economy management, we should consider students' psychological tendency, give guidance to logical thinking, and better analyze the relationship between supply and demand of economic management.

Subjects and methods: Among the students majoring in market economy in a school of different grades, 100 students were selected, including 36 boys and 64 girls. Age 23-26 years old. The students were randomly divided into two groups, 50 in the experimental group. The discussion method was added in the teaching process to exercise students' logical thinking and understand students' psychological tendency. Although the supply-demand relationship of market economy management is the individual behavior of students majoring in economic management, sometimes through collective discussion, students majoring in economic management can strengthen the analysis of some relationships that are not easy to distinguish or ambiguous. For example, before writing the "survey report", we must conduct a field survey in order to analyze the survey results according to the data and information obtained from the survey. The accuracy of the survey results is closely related to the design of the questionnaire. The control group of 60 students only used ordinary teaching methods, did not deliberately study the psychological tendency of students, and only paid attention to the logic of the relationship between supply and demand in economic management. After 3 months, interview was used to understand the learning satisfaction of the two groups of students. SPSS 18.0 was used to calculate the satisfaction results.

Results: The satisfaction results of the two groups of students are counted, and the data are shown in Table 1.

Table 1. Statistical results / number of people

Satisfaction	Dissatisfied	Commonly	Satisfied	Very satisfied
Experience group	0	11	28	11
Control group	2	33	14	1

It can be seen from Table 1 that the students in the experimental group are more satisfied with the discussion teaching method of logical thinking and considering psychological tendency, and there are no students who are not satisfied with this kind of teaching. Only a few students in the control group are satisfied with the traditional teaching methods.

Conclusions: Thinking logic plays an important role in analyzing the relationship between supply and demand in economic management. Logical thinking obstacles hinder the determination of the relationship between supply and demand in the management of market economy and affect the equilibrium analysis. Therefore, smooth logical thinking plays an important role in market economy.

* * * * *

THE INFLUENCE OF PUBLIC TRUST IN LOCAL GOVERNMENT PERFORMANCE EVALUATION ON THE MENTAL PRESSURE OF THE AUDIENCE

Zhangming Zhou

Department of Administration, School of Public Affairs Xiamen University, Xiamen 361005, China

Background: Since the 1950s, in order to get rid of the financial crisis, management crisis and public trust crisis, improve the management efficiency and governance level of the government, improve the relationship between the government and society, and enhance the competitiveness of the government, western developed countries have set off an upsurge of government reform, explored and introduced the management tool of performance evaluation, which has been continuously developed and improved. Since the 1990s, under the influence of economic globalization and information technology revolution, driven by the vigorous upsurge of performance evaluation carried out by Western governments, China has explored and tried performance evaluation. While strengthening the theoretical research on government performance evaluation, it has also created many performances evaluation models with local characteristics in

combination with local realities. At present, China is in the crucial stage of reform and development and the period of profound adjustment of social transformation. The tasks of economic construction and social management are very arduous. The people's demand for the government to perform its duties is also increasing day by day, and the standards are gradually improved. The government is facing great pressure in many aspects such as administrative system reform and efficiency construction, government performance evaluation is facing severe challenges in both theoretical research and practical development. As an important management measure for the government to achieve effective management, government performance evaluation has attracted much attention in public administration all over the world. In the early 20th century, facing the challenges brought by economic globalization and informatization, in order to get rid of the financial crisis, management crisis and public trust crisis, constantly improve and improve the relationship between the government and the people, and enhance the government competitiveness, western countries successively set off a government reform upsurge called the new public management movement. In this new public management movement, the leading idea of western countries is to relax strict administrative control and establish an accurate government performance evaluation system and mechanism. From the practical activities of government performance evaluation in western countries, the diversification of government performance evaluation subjects, the scientization of evaluation contents, the legalization of evaluation system, the transparency of evaluation process and results, and the introduction of market competition mechanism advocated by the new public management theory to improve the service quality and level of government departments, building an efficient government and other new performance evaluation concepts have given us great enlightenment.

Objective: Government performance evaluation is an objective and fair evaluation of the administrative performance of government departments in a specific period by using scientific evaluation tools and methods. It is a powerful tool and important means of government performance management. According to the actual work results of politics, economy, culture and environment, compare with the performance objectives, and analyze, compare, evaluate and measure, so as to comprehensively evaluate the performance of government organizations and alleviate the mental pressure of the audience by improving public trust.

Subjects and methods: This paper mainly studies and analyzes the influencing factors of public trust in local government performance evaluation on the mental pressure of the audience. It is studied from four aspects: administrative concept, mass relations, resource allocation and government performance. 1000 audiences with different gender, age, occupation and education were randomly selected to issue questionnaires to statistically analyze the impact of public trust in government performance evaluation on the mental pressure of the audience.

Study design: Using stratified cluster random sampling method, 1000 audiences were investigated. 1000 questionnaires were distributed, 1000 were recovered, and the number of valid copies was 984.

Methods: Excel is used to count the impact of public trust in local government performance evaluation on the mental pressure of the audience.

Results: Through clear goal setting, comparison of results before and after, and extensive social participation and supervision, government performance evaluation helps the government change its administrative concept and alleviate the spiritual pressure of the masses. The government timely publishes relevant performance information to the public, so that the public can understand and master what the government wants and does. At the same time, it actively accepts the supervision of the public and timely adjusts the government's decision-making behavior, so as to achieve the interaction between the government and the public and improve the cohesion of the public. By improving the transparency of government behavior, we can avoid and reduce the mistakes of government decision-making and the waste of public resources.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 1000 audiences are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of public trust in local government performance evaluation on the mental pressure of the audience

Content	Administrative concept	One's relations with the masses	Resource allocation	Government performance
Audience	4	4	4	4

Conclusions: Government performance management is one of the hot spots in the reform and

development of contemporary public administration, and performance evaluation is the most key link in management. The public trust in the government has increasingly become an important issue of widespread concern in today's society. The decline and even loss of trust between the government and the public all over the world is the biggest test faced by modern government. With the rise of the Chinese government's administrative system reform and the construction of a "service-oriented government", the performance evaluation activities of public participation are widely carried out, building a bridge for the interaction between the public and the government, effectively promoting the interaction between the government and the public, and helping to alleviate the spiritual pressure of the audience.

* * * * *

THE EFFECTIVE EFFECT OF COLLEGE PHYSICAL EDUCATION ON ALLEVIATING COLLEGE STUDENTS' ANXIETY

Maolin Huang[1], Huaxiao Liao[1] & Zhishang Zhang[2]

[1]Guangzhou Institute of Technology, College of General Education, Guangzhou 510540, China
[2]Department of Physical Education, Guangdong Medical University, Dongguan 523808, China

Background: Anxiety is a complex emotional reaction caused by psychological conflict or frustration. It is an unpleasant emotion, which is usually intertwined with feelings such as worry, tension, disappointment, uneasiness, fear, anxiety and shame. It is a natural emotion of human beings when people are angry or angry. Excessive anxiety can easily lead to physiological and psychological abnormalities. College students are in a specific stage of physical maturity and psychological immaturity. They are facing more and more challenges in society, learning pressure and employment pressure, which leads to students' long-term tension and psychological obstacles. According to the relevant survey data, the mental health status of college students is not optimistic. At present, about 30% of China's college students have different degrees of mental health problems, mainly manifested in anxiety, depression, paranoia, compulsion, tension and so on. Moreover, incidence rate of mental disorders has been increasing year by year. It can be seen that the mental health problem of college students has become an important problem affecting the health of college students. College physical education can promote college students' mental health, which cannot be replaced by other disciplines. Physical exercise can regulate the mood, stimulate the spirit, help students vent their bad emotions, cultivate students' strong will and good ability to adapt to the environment, and enhance their interpersonal skills. It is an important method to improve college students' mental health and eliminate mental diseases. It will play a more and more important role in students' physical and mental health.

Objective: At present, the mental health of college students is not optimistic. The anxiety caused by excessive pressure on learning and employment cannot be ignored. College physical education plays a role in promoting college students' mental health. Physical exercise plays a unique role in promoting mental health with its unique nature and function. Firstly, sports activities have typical biological characteristics. Various explicit sports forms and bearing a certain physiological load are the main characteristics of physical exercise. At the same time, the process of physical exercise is also accompanied by implicit needs, motivation, interests, emotions and other psychological activities. As a physical education teacher, we can patiently enlighten students and set lofty goals through physical education teaching. Cultivate confidence and stimulate the spirit of self-improvement. Guide competition and strengthen psychological adaptability. Actively carry out effective psychological education and counseling activities to alleviate students' anxiety.

Subjects and methods: This study selected 10 weeks of physical training teaching as an intervention method to explore the impact of physical training on college students' anxiety response and its psychological mechanism, so as to provide a theoretical and practical basis for promoting college students' mental health and the setting of school curriculum, there were 50 in the experimental group (20.18 ± 1.35 years old, male 31) and 50 in the control group (20.03 ± 1.27 years old, male 28). The experimental group carried out physical training and teaching guidance, and the control group only carried out normal course teaching. The degree of students' psychological anxiety was tested with the self-anxiety scale, and the experimental design of repeated measurement was adopted. All data were processed using PASW 18.0 software package and Excel 2007.

Results: The anxiety status of the two groups of students before and after the experiment is shown in Table 1. As can be seen from Table 1, there was no significant difference in anxiety between the two groups before the experiment. After the experiment, the anxiety of the experimental group was relieved, and the anxiety of the control group was not significantly improved.

During college students' study in colleges and universities, how educators accurately understand their

mental health problems and give them timely help and guidance has become an important task in college education reform. According to the above research results, it shows that we can appropriately alleviate students' psychological anxiety with the help of physical training and teaching methods.

Conclusions: Since anxiety psychology is a universal existence among college students, it is necessary to face all students in the knowledge education of Anxiety Psychology. When college students enter school, they can be distributed with mental health popularization materials, carried out psychological general survey, established college students' psychological archives, set up college students' psychological courses and a series of lectures, and comprehensively improve their psychological quality. In addition, when facing the whole, we should pay more attention to special student groups with obvious anxiety, such as poor students, graduates, postgraduate entrance examination and other groups, so as to achieve the combination of popularization and pertinence.

Table 1. Comparison of anxiety status / number of people in the two groups before and after the experiment

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Experience group	Before the experiment	10	19	15	6
	After the experiment	23	22	5	0
Control group	Before the experiment	9	22	15	4
	After the experiment	15	15	17	3

In short, reducing college students' psychological anxiety is a complex work, which requires the concerted efforts of the whole society and college educators. At the same time, college students strengthen their own psychological education and improve their psychological self-regulation ability is the key. With the deepening of educational reform and the all-round promotion of social reform, the task of psychological education for college students has become more and more arduous. We need to constantly change our ideas and innovate working methods while reducing college students' psychological anxiety.

* * * * *

ANALYSIS OF THE IMPACT OF THE CHINESE LANGUAGE INTERNATIONAL EDUCATION ON COLLEGE STUDENTS' COMMUNICATION AND ADAPTATION BARRIERS UNDER THE MULTICULTURAL BACKGROUND

Xiangli Zhang

School of Chinese Language and Literature, Panzhihua University, Panzhihua 617000, China

Background: Communication adaptation refers to an organism's response to environmental changes. It is a process in which the subject constantly adapts to environmental changes and transforms the environment. Psychological adaptation means that when the subject interacts with the environment, the subject can choose some of its activities to adapt to and transform the environment. It is an inner response of the subject to the changing environment, which can restore the disharmony between the subject and the environment and promote the development of the subject itself. Good psychological adaptability is the basic standard to measure the quality of social talents in the future. As one of the important contents of psychological quality, psychological adaptability often refers to people's response to changes in the external environment through self-regulation, so that their psychological activities and behaviors can be more coordinated with changes in the environment and the requirements of their own development, then it is an ability to achieve a new balance between subject and object. Psychological adaptation disorder is an adverse adaptation reaction or stress reaction that individuals suffer from one or more psychosocial stress stimuli. The state of subjective distress and emotional disorder often hinders individual social functions and social activities. Psychological adaptability is an important part of psychological quality, and since the implementation of quality education in China, both academic and educational circles have attached great importance to the important role of psychological quality education. However, after entering the University, students should constantly adapt to various changes, including learning environment, learning tasks, learning content, interpersonal relationships and so on. This will lead to students' psychological maladjustment to some extent, and there may also be adaptation obstacles. Therefore, college students should improve their adaptability and make corresponding adjustments.

Objective: Under this multicultural background, the major of Chinese international education poses a

new challenge to the cross-cultural communication ability of college teachers and students. Having strong cross-cultural communication skills is not only an important embodiment of the improvement of college students' comprehensive quality, but also one of the essential skills for college students in their study and work. Strong cross-cultural communication skills not only help students actively participate in international academic exchanges in the field of academic research, keep in touch with the latest international research ideas and constantly carry out academic innovation, but also lay a solid foundation for their future work and be able to handle the expanding international business activities. In addition, the cultivation and improvement of college students' cross-cultural communication ability also reflects the degree to which colleges and universities adapt to the contemporary economic environment and better meet the social demand for talents. It is one of the important indicators to measure the strength of colleges and universities. It provides a basis for contemporary colleges and universities to adjust teaching curriculum, improve teaching methods and teaching management, and better achieve teaching objectives. Therefore, under the multicultural background, cultivating college students' cross-cultural communication ability and improving college students' communication adaptation barriers are of great significance for college students' personal growth and college teaching reform.

Subjects and methods: 300 college students were randomly divided into experimental group and control group, with 150 people in each group. Under the multicultural background, the experimental group first selected 30 students from the group for a 30 mins interview, including learning status, learning obstacles, adaptation, etc., and then conducted Chinese international education for the whole group of college students, and adjusted the course teaching content according to the actual situation obtained from the interview. The control group received traditional education. The experiment lasted for 2 months. A questionnaire was sent to the students to test the learning level and satisfaction of the two groups of students before and after the experiment. Use SPSS 20.0 software to make statistics.

Results: The statistical results of the satisfaction of the two groups of students are shown in Table 1.

Table 1. Statistical results

Group	Dissatisfied	Commonly	Basically satisfied	Satisfied
Experience group	0	26	28	46
Control group	19	49	22	10

It is found from Table 1 that the experimental group adjusted the course content after the interview has a higher degree of satisfaction than the control group.

Conclusions: With the change of environment, the school should adjust the relevant curriculum accordingly, such as setting up cross-cultural communication, communication principle, management communication, cross-cultural management and other relevant courses as public elective courses, so that more professional students can systematically participate in learning. At the same time, improve the construction of necessary hardware facilities, such as increasing the subscription of foreign language materials and books, improving the utilization rate of the network, etc. Schools should actively understand the reasons for these obstacles, strengthen publicity and education, and encourage college students to get out of the obstacles of psychological adaptation. Schools should also set up psychological counseling and education, set up psychological clinics, conduct free psychological tests for college students, find problems for them and help them actively solve problems. For college students with psychological adaptation disorders, they need a place with strong privacy for them to vent. Only when they vent their inner irritability and emotions, can they better solve these problems. Clearing the psychological adaptation barriers of college students requires the joint efforts of relevant departments of the school. The school should actively act, pay attention to their psychological problems and help them grow up healthily. Organize and participate in relevant activities or training programs, so that a larger proportion of students can have the opportunity to participate. These measures are conducive to help college students form a strong desire for communication, learn and master basic cross-cultural communication knowledge, and improve communication methods and skills through certain practical exercise, so as to enable college students to establish self-confidence in cross-cultural communication practice, grow in a more open environment and adapt to the social demand for talents in the new era.

*   *   *   *   *

EMPLOYMENT ANXIETY AND ITS COUNTERMEASURES IN THE TRAINING OF ACCOUNTING TALENTS IN COLLEGES AND UNIVERSITIES

Kun Li

School of Accounting, Jiangsu Vocational College of Finance and Economics, Huai'an 223003, China

Background: Anxiety is caused by psychological conflict or psychological setback. It is a complex emotional reflection, mainly manifested in fear, anxiety and so on. Excessive anxiety will interfere with people's normal life, affect work efficiency, and easily lead to more serious psychological disorders or diseases. College students live on campus for a long time and lack a sense of crisis. When they are facing graduation, they are at a loss about the impact from the society and the huge competitive pressure. Subjective consciousness is generally manifested in tension, fear, and even uncontrollable pain, feeling great disaster at any time. This provides a psychological hotbed for the generation of anxiety. When they don't find a job that suits them and meets their expectations, they begin to gather bad emotions of panic and tension. If the worry is not solved and the emotional pressure cannot find an outlet, the huge psychological burden will keep you in a state of anxiety and feel uncontrollable pain. At this time, unhealthy psychology will have an impact on physical health. When people feel anxiety, tension and fear too much, they will cause mental symptoms such as anxiety neurosis. At present, the employment situation is more severe, but this is only one of the reasons for college students' employment anxiety. The psychological problems of college students' employment anxiety are not due to unilateral reasons, but are affected by the interaction of multiple factors of colleges and universities, society and college students themselves. Including college students' own factors, mainly unreasonable professional values and unsound basic knowledge and practical skills. In colleges and universities, the curriculum is unreasonable and incomplete, and the employment guidance curriculum is not perfect. In addition to college environmental factors, social environmental factors also have an impact on college students' employment anxiety. With the continuous expansion of enrollment, the number of college students has doubled, and college education is moving towards the stage of industrialization and popularization. The employment competition of college graduates is becoming increasingly fierce, and the employment situation is still grim. In the face of great pressure, once the psychological adjustment ability is poor and cannot eliminate negative emotions, they will fall into anxiety and inferiority complex.

Objective: College students' employment psychological problems are closely related to their own improvement and development, the stability of the country and the harmony and order of the society. Among them, accounting talents are essential professional talents in the market economy environment, but at present, the psychological problems of employment anxiety of accounting college students are very urgent and need to be solved urgently. Employment is the key work of the country, which is not only related to the self-development of college students, but also related to the harmony and stability of society. To solve the psychological problems of college students' employment anxiety, cultivate students' positive and healthy psychology and ensure full employment, we need multiple roles and joint influence in order to fundamentally solve the problems.

Subjects and methods: 100 accounting students in the third and fourth grades of a university were selected to issue a questionnaire to the students. The recovery rate and effectiveness rate were 100%. The self-rating anxiety scale was used to detect the students' anxiety state, and the students were asked to complete the questionnaire within 15 – 30 mins. SPSS 13.0 software was used to count students' anxiety.

Results: The anxiety level of students is counted, and the results are shown in Table 1.

Table 1. Anxiety status proportion of people/%

	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
College accounting students	12	31	30	27

It can be seen that the vast majority of students have varying degrees of psychological anxiety. The employment situation of college students is becoming more and more serious, and Employment anxiety has become a serious psychological problem affecting college students' smooth employment. College students' employment anxiety is caused by social, school, family and individual students. To alleviate college students' employment anxiety, the following specific countermeasures are put forward: The labor security department should standardize the recruitment activities of employers. The media should play a positive role in promoting and guiding college students' employment. The university should take the employment of college students as the key work and make solid progress. As the main body of employment, students should give full play to their subjective initiative. As colleges and universities and management departments, they need to find problems as soon as possible, take active preventive measures and take dredging education. At the same time, college students are encouraged to strengthen their psychological adjustment ability and take multiple measures to help college students get out of psychological misunderstandings as soon as possible, get rid of bad emotional pressure and prevent the development of psychological diseases. Only by actively

facing up to bad emotions, learning to eliminate pressure, creating a good university environment and social environment, and making various functions play a role, can we fundamentally eliminate college students' employment anxiety and improve college students' employment anxiety psychological problems.

Conclusions: Talent training mode is a way for schools to build knowledge, ability and quality structure for students and realize this structure. It fundamentally stipulates the characteristics of talents and embodies educational ideas and concepts. It is a brief combination of talent training objectives, systems and processes, including training objectives, specialty setting, curriculum system and teaching content, training approaches, teaching operation mechanism and teaching organization form. The determination of talent training mode must meet the needs of economic and social development and follow the law of the all-round development of educates. Under the current situation of prominent structural contradiction between supply and demand of college graduates, increasingly severe employment situation and increasing employment pressure, in order to effectively solve the problem of difficult employment of college students, it is urgent for colleges and universities to take employment as the guidance, reposition talent training objectives, constantly optimize talent training programs and strategies, and strive to improve the teaching quality evaluation system, effectively improve the quality of talent training and the employment competitiveness of college students.

* * * * *

APPLICATION OF THINKING LOGIC BARRIER ANALYSIS IN OPTIMIZATION OF TEACHING MATERIALS AND METHODS OF MATHEMATICS EDUCATION

Guiyu Yang

School of Mathematics and Statistics, Hulunbuir University, Hulunbuir 021000, China

Background: The research on the causes and breakthrough of students' mathematical thinking obstacles has always been the focus of mathematics teaching research. The existing research results basically focus on analyzing the causes of students' mathematical thinking obstacles and seeking the general methods of breakthrough with the support of psychological theory. The research method focuses on the research method of general pedagogy. The research of mathematics education should be research with double logical starting points, which should not only study "education", but also study mathematics in education and correspond teaching with mathematics. When students learn function, they are more likely to have thinking obstacles than another knowledge. Analyze the reasons, in addition to the causes of general thinking obstacles. The mathematical characteristics embodied in function knowledge are mainly because. Therefore, in order to overcome students' thinking obstacles in function teaching, teachers must carry out teaching activities based on the understanding of the essence of function. For different students, there are different problems, generally speaking, intelligence and thinking. The former is a natural intelligence problem, the latter is the acquired thinking disorder caused by many factors, which affect students' academic performance and state. For the consequences caused by these two different reasons, targeted solutions should be carried out. For example, for students with intellectual disabilities, appropriate teaching system should be established and teaching should be carried out separately. For students with thinking disabilities, their specific reasons should be found and targeted remedies should be carried out to ensure the improvement of their grades through such measures. At present, the research on thinking disorder is paid more attention because it is a psychological problem to a certain extent. Many governments decision-making institutions in the world are doing research in this field and learn from the research experience of others. This research solves these problems by changing the perspective of thinking mode and appropriate teaching methods, so as to further help students master relevant learning methods, can help them improve their math scores. In view of the current situation of thinking obstacles, the solutions should be solved according to the characteristics of different students, and the ways of thinking and problem-solving skills should be explored.

Objective: Based on the existing theories of psychology and pedagogy, this study analyzes the specific embodiment of mathematical characteristics in the content of function teaching in senior high school, and analyzes the reasons for students' thinking obstacles when learning function knowledge. Teaching case study is one of the key points of mathematics education research. The fundamental purpose of educational research is to apply educational theory to the actual teaching process and better guide teaching.

Subjects and methods: 200 students in a school were randomly divided into experimental group and

control group, with 100 students in each group. There was no significant difference between the two groups in learning methods, learning time and academic achievement before the experiment. The students in the experimental group set up a learning cooperation group before the stage of learning. It is mainly voluntary and balanced, with 4-6 people in each group, which can be homogeneous (learning level, interest, personality, gender, etc.) or heterogeneous. Generally heterogeneous is appropriate, because it is highly complementary, can better reflect and give play to students' spirit of mutual tolerance, mutual help and cooperation, and can cultivate team spirit. Each group must elect a team leader. The leader of the study group should have: First, he is the backbone and activist of the subject, and has a good foundation in knowledge and ability. Secondly, it has strong organizational ability. Finally, they are willing to help students with poor learning. The group leader is the core of a group, and the effect of group learning is often closely related to the group leader. Therefore, teachers will properly arrange seats (each group will sit one continuously and the group leader will sit in the middle), which is conducive to the group leader's guidance to the group members. At the same time, teachers' pay attention to students' learning methods and ways of thinking and give guidance. The control group was not divided into groups, but the teacher's paid attention to the students' learning methods and ways of thinking and gave guidance. For 2 months, test the academic performance of the two groups of students before and after the experiment, and use Excel software to count the experimental results.

Results: The results are shown in Table 1. It can be seen from Table 1 that since teachers' pay more attention to the thinking obstacles of the two groups of students, both groups of students have improved their academic performance after the experiment. However, the academic performance of the experimental group is significantly higher than that of the control group after the experiment. This is because in the group teaching of the experimental group, the team leader can better pay attention to the thinking mode and thinking ability of the students in the same group, and the students in the group can communicate their thinking in time, even if they make mistakes, so as to effectively improve the learning efficiency.

Table 1. Comparison of academic performance between the two groups before and after the experiment

Group		Average value
Experience group	Before experiment	81.35
	After the experiment	92.84
Control group	Before experiment	81.6
	After the experiment	86.4

Conclusions: In the process of high school mathematics teaching for many years, we found that many students have some problems in mathematics learning. This paper studies these problems and finds ways to help them improve their mathematics learning performance. Some students are difficult in mathematics learning due to intellectual factors, but some students have normal intelligence level, but their grades have not been up. After years of observation and study of this theory, we have summarized the reasons for their poor performance, that is, there are thinking obstacles in the process of mathematics learning. For students with poor performance in mathematics, we must not simply think that they have intellectual problems and give up teaching them. As students with thinking obstacles in the learning process, as long as they find the conclusion of the problem and give targeted teaching, most students' academic achievements can be raised.

* * * * *

SHORT VIDEO CREATION STRATEGY OF EXCELLENT TRADITIONAL CULTURE FOR PATIENTS WITH AFFECTIVE DISORDER

Hui Zhang

Comprehensive Art College, Anhui Professional College of Art, Hefei 230601, China

Background: In recent years, with the comprehensive popularization of smart phones and the change of media technology, short video has become the "outlet" leading the development of Internet content. With the advent of 5 g era, the characteristics of high-speed propagation and low delay of 5 g network will break the barriers of short video development, and short video content will obtain a broader development space with the support of 5 g technology. The emergence of short video provides a good opportunity for the dissemination of China's excellent traditional culture. With the help of short video, people can more intuitively understand the excellent culture. The excellent Chinese traditional culture is the spiritual lifeline

of the Chinese nation, an important source of cultivating the core socialist values, and a solid foundation for Chinese culture to gain a firm foothold in the agitation of world culture. In recent years, the party and the state have paid more and more attention to the inheritance and development of Chinese excellent traditional culture, and successively issued various policies and measures for the inheritance and development of Chinese excellent traditional culture, so as to promote the inheritance and development of Chinese excellent traditional culture on a positive, healthy, standardized and orderly track. The continuity of Chinese excellent traditional culture not only depends on Inheritance and innovation, but also needs to give full play to the positive role of communication. Tok-tok, a new media and narrative form of the Internet plus era, has been very active in the dissemination of Chinese excellent traditional culture, represented by "jitter", which combines the advantages of mass media and interpersonal communication, and takes the Chinese traditional culture as its content and advanced media technology as its core to visualize the fine traditional Chinese culture. It has broken through the limitations of the main body of traditional culture communication, formed a new representation, content production and consumption mode of Chinese excellent traditional culture, and gradually developed into a new backbone for the dissemination of Chinese excellent traditional culture. Nowadays, various short video platforms and social platforms are interconnected. Creators can share links to other short video platforms or social media after the video is online, so as to improve the coverage of short video works and let more people see it. The main meaning of affective disorder is that the patient has the problem of depression or mania. If there is the problem of depression, the main manifestations are depression, lack of happiness, low self-esteem, self-blame, self-sin, no hope for the future, decreased attention and memory, decreased appetite, difficulty in falling asleep, pessimism, despair and even negative thoughts. When there are manic problems, they may have high emotions, always be very happy, have high self-evaluation, and think they have strong skills, plan to do some big things, act recklessly, love to spend money, do things like a tiger's head and a snake's tail, etc. The main characteristics of these affective disorders are particularly unstable emotions, and sometimes they are unusually happy than ordinary people, sometimes people are significantly unhappy than ordinary people, so it is called affective disorder, also known as mood disorder.

Objective: At present, with the acceleration of the pace of people's life, people's available time is becoming more and more fragmented. In order to meet people's demand for the utilization of fragmented time, the duration of short video is generally controlled at about five minutes, so that people can obtain knowledge in very little time. In addition, because the current short video platforms have social attributes, it also determines that the interaction between transmission and reception will be smoother. For example, the bullet screen function and comment function in short video can become a place for transmission and reception interaction. Short video creators can also use the live broadcast function of the short video client to directly interact with fans, so as to timely understand the ideas and needs of fans for later improvement. Fans can also timely obtain the most cutting-edge cultural trends through live broadcast and have a deeper understanding of the connotation of Youxiu's traditional culture. Through the psychological analysis of people with affective disorders, this study makes excellent traditional culture short videos for the factors that can intervene and control their emotions, and investigates their influence results.

Subjects and methods: 100 patients were randomly selected and investigated by questionnaire. A total of 100 questionnaires were distributed, 95 were recovered and 89 were valid. If all items in the questionnaire are one answer, it will be regarded as an invalid questionnaire. The content of the questionnaire is mainly multiple-choice questions, supplemented by question-and-answer questions, mainly from the changes of patients' emotions. Improvement of communication. The essential changes in psychology were investigated and counted.

Results: In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 500 students is adopted and the average is taken to obtain the result rounded. The specific statistical table is shown in Table 1.

Table 1. Effect of anxiety disorder in innovation and entrepreneurship education in colleges and universities

Factor	Emotion	Communicate	Psychology
Student	5	4	5

Conclusions: The development of short video breaks through the inherent space-time limitations of traditional culture communication and reconstructs the pattern of traditional culture communication. Through research, we can find that the combination of traditional culture and tok-tok can help to create new spark. It not only provides strong support for the inheritance and innovation of traditional culture, but also helps to intervene the mood of patients with affective disorder.

*   *   *   *   *

THE INTERVENTION EFFECT OF PHYSICAL TRAINING ON COLLEGE STUDENTS' BEHAVIOR DISORDER

Zijun Qian & Yutai Shen

Basic Teaching Department, Guangling College, Yangzhou University, Yangzhou 225100, China

Background: Behavior disorder is the result of various psychological process disorders, which can be caused by various reasons. It is usually divided into psychomotor inhibition and psychomotor excitement. Behavioral disorders can be seen in various diseases and can be functional organic. But many behavioral disorders are nonspecific. Some patients with diseases take a certain forced position in order to reduce pain, such as supine position for patients with peritonitis, and upright breathing position for patients with severe dyspnea for patients with heart disease or lung disease. Gait refers to the walking posture, which is also helpful for diagnosis. For example, patients with spinal tuberculosis and Parkinson's disease have special gait. Many behavioral disorders are closely related to thinking, speech and emotional disorders. In order to prevent and control the occurrence of behavior disorders, we need to start with students who are of great significance to the society. Contemporary college students are under great pressure and generally have behavior barriers. It is found that sports can eliminate fatigue and reduce psychological pressure. In view of the current psychological situation of college students and the impact of mental health education on college students and sports on mental health, this paper puts forward that mental health education focuses on changing ideas and improving the ability of mental health education, guiding college students to take physical exercise, forming good habits of exercise, and effectively releasing the pressure in study and life. Moreover, college students can actively improve their physical and mental health through appropriate sports activities, and then constantly turn the pressure into a new driving force for learning and facing life. The purpose of college physical education teaching is to cultivate professional talents with physical and mental health and high quality, and then let students form a good physical exercise habit through some necessary physical exercise activities, and comprehensively relax their heart and mental state in the process of physical activities. In this regard, the sports psychological problems of students in college physical education teaching must be highly valued by all education departments and educators. At the same time, college physical education teachers should adopt more effective scientific teaching methods in the actual physical education teaching, pay attention to the cultivation of students' psychological quality, comprehensively understand and analyze students' psychological problems, and then perfectly integrate psychological education with college physical education teaching, so as to continuously strengthen students' physical quality and good psychological condition, then greatly improve the effect of college physical education and the quality of physical education.

Objective: The main mental diseases of college students in China are loneliness, timidity, impatience, lack of confidence, excessive tension, neurasthenia, anxiety, obsessive-compulsive disorder and depression. Data show that these mental diseases have become a major killer in colleges and universities. According to the statistical survey on the severity and types of mental diseases, more than 60% of patients with mental diseases are mild patients, more than 30% are moderate patients, and only 1%-2% are more serious patients. Anxiety accounts for half of mental diseases, followed by depression and neurasthenia. Some of these mental diseases can be cured by timely drug treatment, psychological intervention, exercise therapy and other means. Participating in sports is always accompanied by strong emotional experience and obvious will and effort.

Subjects and methods: The ultimate goal of physical education is to achieve students' health through teaching and training. With the rapid development and progress of today's society, the society puts forward higher and more challenging new requirements for the overall quality and expectation level of contemporary college students. In the face of college students, the society no longer simply requires college students to have scientific and cultural knowledge as in the past, but more hopes that college students can have the enterprising spirit of daring to innovate and struggle when entering the society, as well as better physical quality and psychological acceptance ability. This study from the psychological and emotional changes, communication changes and fitness psychological changes on the effect of college students' physical training on their own behavior disorders.

Study design: 500 college students were randomly selected to issue the questionnaire. The questionnaire was required to be completed at one time and the specified time was 15 – 20 mins. Overtime was recorded as invalid. A total of 500 copies were distributed, 482 copies were recovered, and the number of valid copies was 463.

Methods: The intervention effect of physical training on college students' behavior disorder was counted by Excel.

Results: In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Intervention effect of physical training on college students' behavior disorder

Factor	Psychological emotion	Communication situation	Fitness psychology
Student	3	4	4

Conclusions: Pay attention to psychological quality education and create a good atmosphere for college students' mental health. Strengthen the construction of campus culture and create a good educational environment. Strive to cultivate college students' strong will and social adaptability. Help college students establish harmonious and harmonious interpersonal relationships. Improve the understanding of mental health of college students in physical education colleges and improve their mental health level. At the same time, strengthen the psychological expectation education of life events and psychological preparation for coping with pressure, narrow the contrast between personal expectation and reality, and enhance their adaptability. Physical exercise is to alleviate cognitive pressure. Therefore, leaders and teachers of colleges and universities should encourage students to often participate in physical exercise to relieve their pressure, so as to promote the development of students mental health .

* * * * *

EFFECT OF BASKETBALL ON COLLEGE STUDENTS' MENTAL AND EMOTIONAL STRESS INDUCED BY EXERCISE

Lei Li

College of Physical Education, Sichuan Minzu College, Kangding 626001, China

Background: Emotional stress is emotional stress. An individual's psychological tension reaction or state formed under the action of emotions such as anxiety or fear. It is related to some unexpected environmental stimuli faced by individuals and the evaluation of their coping ability. For example, when individuals feel unable to cope with situational stimuli such as major blows from nature or society, they will experience emotional stress caused by tension. In this state, there will be biological reactions such as muscle tension, increased blood pressure, accelerated heart rate, increased respiratory rate and increased gland activity. Transient emotional stress helps individuals adapt to the environment and maintain the integrity of body function. However, the continuous stress state will affect the normal function of body organs, and even cause a variety of diseases, such as wind dampness pain, fibrous tissue inflammation, neurodermatitis, gastric ulcer and so on. Canadian scholar Serry said that maladjustment caused by emotional stress is a general adaptation syndrome, which includes three stages: startle, impedance and failure. In the startle stage, when the organism is stimulated by external tension, it carries out adaptive defense through the change and regulation of its own physiological function. In the impedance stage, human potential is fully mobilized to cope with environmental changes through changes such as accelerated heart rate and respiration, increased blood pressure and blood glucose. In the failure stage, the tight stimulation persists and the impedance continues. At this time, the necessary adaptability has been exhausted, and the body will be damaged by its own defense, resulting in adaptive diseases. In recent years, the trend of mental health problems among college students in China is bullish. The survey shows that more than 20% of college students have emotional stress reactions in different degrees and situations, which directly leads to the rise of college students' suspension and dropout rate and the decline of the output rate of excellent talents in colleges and universities. At present, colleges and universities in China have generally attached great importance to this problem, and strive to provide more support for students with psychological problems through the establishment of psychological counseling rooms and relevant student organizations.

Objective: With the rapid development of China's economy, the competition among talents is becoming

increasingly fierce, which has brought great employment pressure to contemporary college students. In addition, in the process of life and learning, contemporary college students also have to face the pressure from schoolwork, family, interpersonal communication and so on. Therefore, in recent years, the pressure of college students in China is increasing, and mental health problems are emerging. In order to improve the mental health level of college students, improve their pressure resistance and alleviate their mental and emotional pressure, exercise therapy is adopted to finally achieve the effect of inducing mental and emotional pressure. Basketball is a popular sport in colleges and universities. It is a useful attempt to combine basketball with mental health guidance.

Subjects and methods: Make full use of the advantages of two body integration of medical students and sports lovers to explore the spiritual source of college students' emotional stress. Through scientific and planned basketball training, release the psychological pressure of college students, let college students go out of dormitories and classrooms and rush to the basketball court, relieve the pressure and enhance the physical quality of college students. Improve the ability to resist pressure, so as to alleviate the psychological and emotional pressure of college students and prevent college students from suffering from mental diseases. This study mainly investigates and analyzes the effect of basketball on college students' mental stress induced by exercise. Through the way of issuing questionnaires, the effect of basketball is counted.

Study design: 200 college students were randomly selected for questionnaire survey. Ask for a one-time answer within a limited time. A total of 200 questionnaires were distributed, 189 questionnaires were recovered, the recovery rate was 94.5%, 186 valid questionnaires, and the effective rate was 93%.

Methods: The effect of basketball on college students' mental stress induced by exercise was counted by excel.

Results: In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 200 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of basketball on college students' mental stress induced by exercise

Factor	Physical quality	Emotional relief	Stress relief
Adult	4	3	4

Conclusions: The purpose of college physical education teaching is to cultivate professional talents with physical and mental health and high quality, and then let students form a good physical exercise habit through some necessary physical exercise activities, comprehensively relieve emotional pressure and relax their mood and psychological state in the process of physical activities. Basketball can promote some students with high mental and emotional pressure to change their behavior of thinking and dealing with problems, so as to eliminate inferiority and depression, so as to show self-confidence, strength and vitality. Physical exercise is one of the effective means to treat mental diseases. Aerobic exercise has a positive impact on the health of adults. Regular participation in aerobic exercise can improve physical quality, enhance the body's resistance to diseases, and make people energetically invest in daily study, work and life, so as to shape the healthy physique of adults and lay a solid physiological foundation for their mental health.

* * * * *

THE INFLUENCE OF CONSUMER PSYCHOLOGICAL CHANGES ON ENTERPRISE MARKETING STRATEGY BASED ON E-COMMERCE

Jingli Jiu

School of Business Administration, Henan University of Finance and Banking, Zhengzhou 450046, China

Background: The psychology of consumers and the purchase behavior decided by them are always the focus of enterprises. For enterprises, to maximize profits, they must accurately predict and fully meet the needs of consumers. At present, E-commerce, which has caused fundamental changes in the field of

information and commerce, has a great impact on people's way of life, work, and entertainment. Subsequently, consumers' psychology is bound to be affected by it and produce a series of changes. Because E-commerce has great "money" power and the online consumer market is expanding, many enterprises are extremely optimistic about the E-commerce model between B to C (enterprises and consumers) and vigorously enter this field. Therefore, a clear understanding of consumers in E-commerce environment plays an important role in enterprises' marketing planning and firmly mastering consumers. In the modern life with the gradual spread of E-commerce, the characteristics of consumer psychology are mainly reflected in: advocating individuality, paying attention to self and going its own way. Strive for independence, autonomy and equality. Eager to gather and communicate. Show fashion and cultural taste. Enjoy convenience and quickness. Avoid interference, self-protection and reduce pressure. Pursue high quality and low price. Enjoy shopping, entertainment and so on. In such a new and special sales background, enterprises under E-commerce must start from the needs and desires of consumers, consider all aspects of marketing mix more comprehensively, and provide products and services that can satisfy consumers.

Objective: Under the condition of E-commerce, the psychology of consumers changes accordingly, and operators should take corresponding measures. In terms of products, we should pay attention to the personalization, spiritualization, entertainment and supporting of products. In terms of price, the price positioning of commodities should be more flexible. In terms of distribution channels, we should adopt the method of combining online procurement and online distribution to accurately deliver goods to consumers on time. In terms of promotion, in order to use the network to attract more consumers, strategies such as search engine, online and offline promotion, public relations publicity and so on can be adopted. In terms of customer management, implement customer relationship management strategy and establish marketing database.

Subjects and methods: (1) Segment customer groups and fully understand the market in combination with customer portraits. More and more consumers begin to pursue personalized consumption, especially young groups. Network marketing should move closer to this aspect and bring consumers a more convenient, reliable and personalized platform. Especially for more and more E-commerce enterprises, if they want to be unique, they need to take consumers as the main body in marketing strategy, take consumers' position as the fundamental starting point, and do the corresponding personal design work in combination with the market situation. The personal design mentioned here includes not only the external publicity of the enterprise, but also the internal cultivation of the enterprise. Only on the basis of fully understanding the consumer demand of consumers and market reform, can we formulate relevant objectives in more detail. In the formulation of objectives, we should combine various new technologies, such as virtual reality technology, online and offline synchronous development technology, and do a good job in the design of corresponding marketing strategies. With the help of such corresponding adaptation strategies, the overall marketing efficiency will be greatly improved, and the recognition and reputation of the enterprise will be gradually improved. (2) Improve relevant laws and regulations and enhance customers' trust. As mentioned above, some false marketing and network security problems have seriously affected consumers' psychology. Therefore, the resulting changes in consumers' psychology are unfavorable to the actual development of E-commerce enterprises. Therefore, in the development process of E-commerce enterprises, we should improve the corresponding laws and regulations in combination with the design of the environment and the overall management, so as to improve the guarantee of the phenomenon and the standardization of the overall transaction process, so that the transaction behavior of customers can be truly guaranteed. The overall marketing strategy will also become more realistic, which is also very helpful to improve customers' trust. If the trust of customers is fundamentally improved, the overall psychological changes of consumers will change in a positive direction, and all kinds of marketing strategies made by enterprises as a whole will be fundamentally improved. (3) Improve the quality of products and services and establish a correct concept of price. Compared with traditional commerce, the advantage of E-commerce lies in price, which also meets the psychology of consumers trying to buy products at a low price. Therefore, while improving the quality of products and services, E-commerce enterprises should try to reduce the price, combined with the reduction of marketing channels and the reduction of agent costs to make profits to consumers. Combine the strategy of small profit and quick turnover to carry out the corresponding marketing design. However, it should be noted that the price also needs to be within the correct range. Price war is not a reasonable marketing method. Only by formulating the correct price can it be truly recognized by consumers.

Results: The favorable impact of consumer psychological changes on online shopping. (1) Herd mentality promotes follow-up buying. Consumers will be influenced by herd psychology in many purchase behaviors. For example, when searching for goods, choose businesses with high sales volume to buy, and choose those with high public recognition in the choice of brand. The double 11 event launched by Alibaba in 2009 had a turnover of 50 million yuan, which had exceeded the estimated sales volume. When the "double 11" sign was launched, consumers followed suit after initial questioning. By 2017, the total transaction volume of mall double 11 shopping Carnival had reached 168.2 billion, including 90% of wireless sales. Consumers were

all over 235 countries. This is also another embodiment of the herd mentality of consumers. E-commerce enterprises form an image of shopping in the "double 11" to attract consumers to shop and achieve the marketing of E-commerce enterprises. (2) Seeking cheap psychological stimulation sales. Seeking honesty is a psychological attitude to seek cheap and applicable goods. When purchasing goods, consumers pay special attention to commodity prices, hoping to buy high-quality and low-cost goods, and repeatedly compare the prices of similar products in the purchase process. Consumers' personal subjective feelings make consumers have the illusion of high quality and low price, but there is no real sense of high quality and low price. The psychology of seeking honesty exists in different levels of income, and the corresponding degree is different, which shows that the psychology of seeking honesty is not only affected by income, but also other factors. (3) Easy to repent can eliminate concerns. Consumers' suspicion, uneasiness, regret and other disharmonious negative psychological emotions after purchase, and lead to dissatisfied behavior. Consumers have an impulse to buy when they first contact the goods, so they make a purchase decision without thinking. However, after the impulse psychology of consumers subsides, they will regret the goods they have no plan to buy. On this point, major E-commerce companies have given corresponding solutions. There is no reason to return and exchange goods within 7 days. This special after-sales strategy promises that consumers can return, and exchange purchased products after impulsive consumption in accordance with the rules of the regulations and other publicity rules. 7 days of no reason to return and exchange goods is also written into the consumer protection service rules. The "right to regret" of online shopping also gives online shopping more choices.

The adverse impact of consumer psychological changes on online shopping. (1) The crisis of trust leads to the loss of consumers. In online shopping, there are some phishing websites, and consumers are deceived. The products that were originally hyped are found to be defective, and the sellers ignore the consumers after selling out, and the return and exchange of goods has also become a difficult problem. Traditional consumption is to conduct actual transactions in shopping malls, supermarkets and other stores. Consumers can get in touch with products at the first time and control the quality of products, which also increases consumers' trust. With the rise of online shopping, consumers are newly exposed to the virtual shopping environment, and their trust in E-commerce enterprises is not high to a great extent. Consumers feel that the biggest problem of online shopping is that the quality of goods is difficult to guarantee. (2) The problem of transaction security damages the corporate image. When consumers enjoy the convenient service of online shopping, there is the possibility of information disclosure, which will lead to the fraud of criminals and fall into the situation of online fraud. For E-commerce enterprises, the biggest problem in the process of online shopping and payment is still security. In 2004, Taobao first introduced the third-party payment software "Alipay", which used Alipay to play a balance role among buyers and sellers. It also effectively monitored and controlled the seller's delivery and buyer's payment process. But there are two sides to everything. While Alipay is playing a supervisory role, it also brings new problems. The registration of Alipay requires more detailed personal identity information and often brings more risks.

Conclusions: With the increasingly vigorous development of E-commerce, the wide popularity of online consumption concept and the favorable support of social environment, enterprises can accurately grasp the consumer psychology and behavior under E-commerce, and the prospect of online consumption will be infinitely bright.

* * * * *

THE ADAPTIVE AGING DESIGN OF INTERIOR DESIGN UNDER THE HOME-BASED ELDERLY CARE MODE TO ALLEVIATE BEHAVIOR DISORDERS

Rong Ma & Jue Wang

School of Design Art, Wuxi Institute of Technology, Wuxi 214000, China

Background: At present, all parts of China have begun to implement diversified pension models and comprehensively build the pension environment to ensure that the elderly have a good living environment. A comprehensive discussion on the community home-based elderly care model can ensure that the elderly care space can be comprehensively improved, attract more researchers to pay attention to the elderly care construction plan and fully develop comprehensive elderly care resources. As China gradually enters an aging society, people pay more and more attention to the aging design of residential buildings. In order to ensure that the normal life of the elderly is not affected, designers must do a good job in the aging design of key parts of residential buildings. The population scale is expanding and the problem of population aging is becoming more and more serious. With the increase of age, the functions of the elderly in all aspects of the

body are gradually degraded, the metabolism is delayed, the organ structure is aging, and the functional activities are declining, among which the aging of brain tissue has the greatest impact. The gap and lack of understanding of society exceed the actual psychological adaptability of the elderly, which makes the elderly feel lost and abandoned in the face of the changing times, resulting in psychological and behavioral deviations and obstacles. Behavior disorder refers to that the behavior of patients is obviously abnormal compared with most people, and even the external behavior has had a serious impact on themselves or others around them, which is called behavior disorder.

With the development of housing engineering in China, there is a weak development trend. The main reason for this problem is that the residential projects built under the previous high-speed development mode have not shown their due advantages in both design and construction, and even a large part of residential projects have the problem that their performance seriously lags behind the development of the times. Such residential buildings have been unable to meet the living needs of residents for a long time. Therefore, while paying full attention to the increasingly serious problem of population aging in China, relevant departments must integrate the aging design concept of residential buildings into the design and construction of buildings, meet the living and living requirements of the elderly, and provide all-round services for the elderly in China.

Objective: China has entered an aging society, and pension has become a major social problem. To reasonably design the living environment of the elderly and ensure the convenience of life and action of the elderly, designers need to fully consider the psychological and physiological characteristics of the elderly, innovate indoor space design, improve barrier free design, and ensure that the living environment of the elderly is more humanized and convenient. Due to the improvement of living conditions and the development of medicine, people's average life expectancy is generally prolonged, and the elderly population is increasing year by year. How to let the elderly spend their old age peacefully and try their best to give full play to the waste heat for the society and family has become an urgent subject to be studied and solved in today's society. Therefore, it is very necessary to understand and study the psychological and behavioral characteristics of the elderly.

Subjects and methods: The construction of community home-based elderly care model should abide by the overall design principle to ensure that the elderly live in a barrier free environment to the greatest extent. The community environment should be simple and clean and meet the needs of the elderly for barrier free facilities. We should study the behavior characteristics of the elderly and pay attention to the rational design of internal space and furniture. Reasonable arrangement of activity space should take into account the physical problems of the elderly, increase handrails in appropriate places and deal with obstacles affecting the activities of the elderly. Properly transform the community home-based elderly care environment to improve the recognition. In short, the construction of community home-based elderly care model should follow the principle of diversity, comprehensively consider the health problems of the elderly and meet the diversified needs of the elderly. This study investigates and studies from three aspects: reasonable planning and layout measures, reasonable storage space design and humanization of toilet design.

Study design: Using the method of interview analysis, 100 elderly people were interviewed to understand the psychological needs of the elderly, the problems existing in today's home interior design and specific rectification suggestions. The visit time is about 15 - 25 mins.

Methods: Excel is used to count the effect of aging design of interior design on the mitigation of behavioral disorders under the home-based elderly care mode.

Results: According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Mitigation effect of aging design of interior design on behavioral disorders under home-based elderly care mode

Factor	Planning and layout measures	Reasonable storage space	Humanized toilet design
Aged	4	4	4

The investigation shows that through the psychological analysis of the elderly, the aging design of indoor design under the scientific and reasonable home-based elderly care mode has a significant effect on the mitigation of behavior disorders.

Conclusions: At present, the construction of elderly care model needs to comprehensively consider the design of home-based elderly care and reasonably design the home space to make it conform to the characteristics of the life and activities of the elderly. At the same time, during the construction of the pension model, we should pay attention to the actual needs of the elderly. In the relevant construction process, we should complete the relevant planning and design according to the specific needs of the elderly,

comprehensively improve the construction level of pension facilities, meet the actual use needs and psychological needs of the elderly, and finally achieve the purpose of alleviating the behavioral barriers of the elderly.

* * * * *

AN EMPIRICAL ANALYSIS OF THE RELIEF EFFECT OF MULTI-MODE SETTING OF MUSIC LITERACY CURRICULUM ON ANXIETY DISORDER

Yaping Zeng

Music Teaching Department, Zhengzhou Preschool Education College, Zhengzhou 450000, China

Background: Anxiety disorder, also known as anxiety neurosis, is the most common kind of neurosis, which is mainly characterized by anxiety emotional experience. It can be divided into two forms: chronic anxiety, namely generalized anxiety, and acute anxiety, namely panic attack. The main manifestations are: nervous worry without clear objective objects, restlessness, and autonomic nerve dysfunction symptoms, such as palpitation, hand shaking, sweating, frequent urination, and motor restlessness. Pay attention to distinguish normal anxiety. If the severity of anxiety is obviously inconsistent with objective facts or situations, or the duration is too long, it may be pathological anxiety. Anxiety disorder is a disease with better therapeutic effect and better prognosis in neurosis. Psychotherapy and medication are usually used. Of course, adjuvant therapy is also essential. Music therapy is a new frontier discipline integrating music, medicine and psychology. It takes music activities as a treatment medium to improve individual physical and mental health.

Music literacy courses are highly comprehensive. Under the background of diversified talent training mode, we should cultivate versatile people and integrate disciplines. In the literacy class, students learn how to communicate and express themselves with others in the way of music, how to cooperate to complete a music game, how to be a leader and a group member, and learn to compete and cooperate. The number of students is relatively large. They can complete sight singing training such as canon and double voice department. Students with relatively good intonation will drive relatively weak students to make common progress. When playing music games, the atmosphere is easier to come out, and the interaction between people will increase. It can create a very happy and relaxed class atmosphere, and students' acceptance of knowledge is also active. At present, the traditional music literacy courses are divided into Solfeggio and music theory. Solfeggio and ear training is a basic and technical course for all majors in the school of music and dance. Through the basic training of solfeggio, dictation and auditory analysis, students can systematically develop and improve their keen reflection ability, resolution ability, memory ability, rapid spectrum reading and accurate singing ability. The learning process is boring. The two-year course is accompanied by the study of harmony, chorus command, music history and other related independent courses, so it is difficult to really achieve interdisciplinary. Most students and teachers only regard music literacy as a course to lay the foundation for professional learning. As everyone knows, the music literacy curriculum is very comprehensive. Under the background of diversified talent training mode, educators' reform and construction of this curriculum is imperative.

Objective: Music literacy class was called music theory class for a long time before, but after the practice of countless children, the teacher found that the simple music theory content in music theory class is not only boring, but also difficult to accept and understand for younger children. The course with pure music theory knowledge is more suitable for older children. For the enlightenment and younger children, it is the golden period to cultivate inner hearing and fixed pitch. In this period, too much abstract theoretical knowledge of music theory is really encouraged, and the key period of training hearing and musical sense is missed. At this time, many teachers begin to add Solfeggio and ear training courses to make the classroom more colorful, to cultivate children's comprehensive music quality, the course at this time is called music literacy course. Music literacy courses are highly comprehensive. Under the background of diversified talent training mode, we should cultivate versatile people and integrate disciplines.

Subjects and methods: This study selects five weeks of music literacy curriculum teaching based on multi-mode setting as an intervention method to explore the impact of multi-mode setting of music literacy curriculum on students' anxiety response and its psychological mechanism, so as to provide theoretical and practical basis for promoting students' mental health and school curriculum setting, 100 ordinary college

students majoring in music in a school were selected to participate in the experiment, including 50 in the experimental group and 50 in the control group. The experimental group carried out music literacy teaching and multi-mode teaching guidance, and the control group only carried out normal course teaching. The degree of students' psychological anxiety was tested with the self-anxiety scale, and the experimental design of repeated measurement was adopted. All data were processed using PASW 18.0 software package and Excel 2007.

Results: The anxiety status of the two groups of students before and after the experiment is shown in Table 1. As can be seen from Table 1, there was no significant difference in anxiety between the two groups before the experiment. After the experiment, the anxiety of the experimental group was relieved, and the anxiety of the control group was not significantly improved.

Table 1. Comparison of anxiety status / number of people in the two groups before and after the experiment

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Experience group	Before the experiment	9	18	16	7
	After the experiment	24	21	5	0
Control group	Before the experiment	10	23	13	4
	After the experiment	14	16	16	4

During college students' study in colleges and universities, how educators accurately understand their mental health problems and give them timely help and guidance has become an important task in college education reform. According to the above research results, it shows that we can appropriately alleviate students' psychological anxiety with the help of the teaching method of music literacy course under multi-mode setting.

Conclusions: Since anxiety psychology is a universal existence among college students, it is necessary to face all students in the knowledge education of anxiety psychology. When college students enter school, they can be distributed with mental health popularization materials, carried out psychological general survey, established college students' psychological archives, set up college students' psychological courses and a series of lectures, and comprehensively improve their psychological quality. In addition, when facing the whole, we should pay more attention to special student groups with obvious anxiety, such as poor students, graduates, postgraduate entrance examination and other groups, so as to achieve the combination of popularization and pertinence.

* * * * *

PRACTICAL RESEARCH ON COLLEGE CURRICULUM IDEOLOGICAL AND POLITICAL COLLABORATIVE EDUCATION MODE FOR THE PREVENTION OF DEPRESSION

Xiaoming Li[1] & Canfeng Huo[2]

[1]Department of Design and Creativity, Hangzhou Wanxiang Polytechnic, Hangzhou 310000, China
[2]Marxist Ministry of Education, Baoding Preschool Teachers College, Zhuozhou 072750, China

Background: The most important and basic carrier in college students' Ideological and political education is the traditional ideological and political theory teaching. Since entering the 21st century, facing the complex political and ideological development situation at home and abroad, more and more colleges and universities have realized that they can no longer only rely on the traditional ideological and political theory course as a single communication channel for students' ideological and political education, We must actively broaden and innovate the teaching carrier of students' ideological and political education and enrich the ways for students to receive ideological and political education. On a deeper level, the concept of Ideological and political education in college curriculum can effectively promote the healthy development of students' psychological quality. Colleges and universities not only need to adopt the new educational concept of curriculum ideological and political education to innovate the traditional ideological and political education, but also constantly broaden the vision of Ideological and political educators from the perspective of modernization, the world and the future, and break through various limitations in the traditional ideological and political education in colleges and universities with innovative spirit. In order to effectively open up today's new situation of college curriculum thought and politics.

As an innovative educational model, curriculum ideological and political education is an important

measure to realize students' ideological and political education on the basis of innovating educational ideas and improving teaching methods. In view of some disputes existing in the teaching concept of curriculum ideological and political education, it is inevitable, and people should pay more attention and think. The intervention of ideological and political education includes not only the treatment after depression, but also the preventive education before depression and the continuous psychological assistance after depression. Therefore, the intervention object of Ideological and political education is not only for the students who have suffered from mental depression, but also for all college students, which plays an important role in improving the mental health of the whole students.

Objective: At present, as an innovative educational model, curriculum ideological and political education is an important reform measure for the realization of students' ideological and political education on the basis of innovating educational ideas and improving teaching methods. The implementation of quality education is to make the educated develop harmoniously in physical quality, psychological quality and social and cultural quality, and develop in an all-round way in moral, intellectual and physical aspects. It can also be said that its overall optimization of education. This kind of education takes the healthy development of the educated body and mind and the formation of a sound personality as the starting point and destination. But for a long time, many people pay more attention to physical health, but pay less attention to mental health. Therefore, the concept of ideological and political education in college curriculum can improve students' mental health and promote students' better development.

Subjects and methods: The concept of ideological and political education in college curriculum plays a positive guiding role in students' psychological development and can help students establish correct values and learning concepts. It can be seen that the psychological situation of students needs to be alleviated by the way of ideological and political education in college courses. This paper mainly studies students' self-confidence, sense of responsibility, creativity, personality and personality stability from the concept of Ideological and political education in colleges and universities. Primary school, junior middle school and senior high school are selected as the research objects, and questionnaires are distributed to their students to count the impact of college curriculum ideological and political education on all aspects.

Study design: A stratified cluster random sampling method was used to investigate 1000 students. Randomly selected 3 classes from 5 universities, and conducted a questionnaire survey on students in 15 classes. 1000 questionnaires were distributed and 972 valid questionnaires were recovered.

Methods: The influence of college students' ideological and political education on their psychological quality is counted by excel.

Results: Under the influence of the concept of Ideological and political education, students will have varying degrees of impact on their own psychological quality.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, 1000 students are used to evaluate the value and take the average to obtain the result, which is determined by rounding, the specific statistical table is shown in Table 1.

Table 1. Influence of Ideological and political education on students' psychological quality

Factor	Self-confidence	Conscientiousness	Creative ability	Character	Personality
Student	5	4	4	5	4

Conclusions: Curriculum ideological and political education refers to a comprehensive educational concept that takes all kinds of courses and ideological and political theory courses in the same direction, forms a synergistic effect, and takes "Building Morality and cultivating people" as the fundamental task of education. Curriculum ideological and political education should not only focus on condensing knowledge in value communication, but also emphasize value guidance in knowledge communication, so as to effectively promote the integration of explicit education and implicit education. This brand-new educational model pays special attention to the development of "curriculum ideological and political" to actively build the great ideological and political pattern of colleges and universities, that is, we should focus on new achievements, new times, new ideas, new goals, new arrangements and new requirements, reconstruct the new curriculum system of ideological and political education in colleges and universities, so as to promote various majors, courses all aspects can be developed in the same direction and work together as the main position of Ideological and political education in classroom teaching.

*   *   *   *   *

ANALYSIS OF THE EFFECT OF MUSIC CLASSROOM TEACHING ON COLLEGE STUDENTS' BEHAVIOR DISORDER

Zhiqi Zhao

School of Economics and Management, Zhengzhou Normal University, Zhengzhou 450044, China

Background: With the development of society and the intensification of competition, people's self-awareness and values are constantly evolving and deepening. Especially for students in colleges and universities, there is a problem of cultivating themselves and building the future. Therefore, they pay more attention to their own achievements and honors. However, due to the constraints of experience, environment, adaptation, tolerance and other screening and judgment abilities, its pressure is becoming increasingly prominent. Music classroom teaching is easy to be ignored or ignored in students' mental health education. Many people think that people who major in performance will appear frequently and appear repeatedly. Naturally, they should not be nervous and cannot be nervous. Most professional teachers focus on the training of students' sound skills and ignore the training and cultivation of psychological quality, resulting in the good state of students in their usual classroom practice. Once they encounter a game when trying to wait for major scenes, you will feel uncomfortable, and the psychological state is seriously unbalanced, resulting in the phenomenon of "performance anxiety". Students majoring in vocal music performance will have varying degrees of tension and anxiety near the performance or performance, which will affect the performance or examination. The fear of failure leads to students' fear of the stage and makes students lose their desire for stage performance. The music curriculum standard puts forward that music teachers should use the application of various teaching methods in teaching activities to mobilize students' interest in subject learning, expand students' knowledge vision and realize the cultivation of students' comprehensive quality. Aiming at the teaching method of improving students' comprehensive quality in music teaching, while improving the music quality, promote the development of students' comprehensive quality and alleviate the symptoms of students' behavior disorders.

Objective: With the gradual rise of education in the country, students will be exposed to multi-disciplinary knowledge since the primary school stage, and the school also pays enough attention to the cultivation of students' comprehensive ability and is committed to promoting the all-round development of talents. Music culture covers many aspects of knowledge. If music culture is integrated with music teaching activities, it can not only help students cultivate their music literacy, but also help students deeply understand the country's traditional culture, promote the formation of students' health values and world outlook, and promote the development of students' comprehensive quality.

Subjects and methods: Through the student office and grade counselors, 50 college students from different grades and majors were selected as the research objects through questionnaire survey, including 15 cases of mild anxiety, 25 cases of moderate anxiety and 10 cases of severe anxiety. 30 boys and 20 girls. age 18-24 years old. The teaching content of music class is to tell students the purpose, significance and methods of teaching intervention in music major courses in colleges and universities, let students choose their favorite music from the music library according to their hobbies, and professional vocal music teachers give vocal music guidance. During this period, students are encouraged to try more, never attack students, observe students' psychology and give professional suggestions in time. According to the results before and after the integration teaching intervention and the behavior observation records and treatment Diaries of these students, the music psychological intervention was tested by observation, feedback and comparison. Learn about their treatment effects from their counselors, surrounding classmates, relatives and friends.

Generally, due to the depressed mood of the students with behavioral disorders and the weak awareness of actively participating in music activities, we consider adopting the listening method in the early stage of intervention, and the real listening should be spiritual listening, not just rational listening. At the beginning, we can choose the music corresponding to the emotions of the students, let the students feel another emotion similar to their own experience in the music. Then choose narrative meditation music. Under the teacher's hint, let music help students realize the background of real depression. In the later stage, clear, open and positive music is generally selected. Let the students move towards a positive and optimistic situation with the music mood. In addition, reengineering can also be considered in the later stage. Guide the students to practice percussion, let them feel the tension and stimulation of rhythm, and achieve the purpose of relieving and stabilizing anxiety.

Results: According to the survey results, this study makes analysis and statistics from three aspects: whether students' emotions are stable, whether their mentality is gradually normal, whether communication is smooth and can actively communicate with others.

The test results are determined by quantifying the influence values of specific factors in three grades 1-3. 1 means irrelevant, 2 means general influence and 3 means great influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 50 college students are

taken and averaged, and the results are rounded. The specific statistical table is shown in Table 1.

Conclusions: The results show that the anxiety of the students after the intervention of music classroom teaching is generally significantly improved. Music is a special language, which has physiological, therapeutic, emotional, memory and other effects. It can adjust the physiological functions of respiratory, circulatory, endocrine and other systems. Its effects on people's psychology are complex and diverse. Music art appreciation can balance people's emotions, and the psychological intervention effect is good. The intervention of integrated teaching also further mobilized the willingness and enthusiasm of the students to actively participate in the intervention treatment, and promoted the students' active learning, which played a positive and effective role in preventing the recurrence of psychological disorders and facing the study and life with a better physical and mental state.

Table 1. Students' preference for traditional music

Group	Emotion	Mentality	Communicate
College student	3	3	2

* * * * *

IMPACT OF COMMUNITY ELDERLY CARE SERVICE MODEL ON ELDERLY PSYCHIATRIC PATIENTS

Lai Liang

International Hospitality Management School of Qiandaohu Campus, Toursim College of Zhejiang, Hangzhou 311799, China

Background: Today, when the aging of population has become a general trend, the pension problem of the elderly is particularly prominent. Influenced by the traditional concept of providing for the aged and restricted by the level of productivity in China, the family also plays a leading role in the process of providing for the aged. Family providing for the aged is still the main way of providing for the aged in cities. However, due to the changes of modern family structure and people's lifestyle, the pension function of the family is weakening day by day, and the daily life needs of the elderly cannot be met. Moreover, because China has entered the stage of population aging under the condition of underdeveloped economy, the level of social welfare is not high, and social pension institutions cannot fully fill the shortage of family pension. Under such background conditions, the development of community has gradually become the support and carrier of various services. The status of community elderly care service in the old-age security system is becoming more and more important, and the urban community elderly care service is also booming. The development of community elderly care service is an objective requirement to adapt to the living habits and psychological characteristics of the elderly.

With the rapid development of economy and the accelerating pace of social life, the incidence rate of mental illness has been increasing. The speed of establishing and developing mental health service system in China has not kept pace with the rapid increase of the number of mental illnesses. With the increasingly serious aging problem and increasing social pressure in China, the pension problem of normal people has brought great pressure to the society. A large amount of financial and material resources may be far from meeting the rapidly growing population demand, not to mention this high-risk group. Restricted by their own economic level and the shortage of existing medical resources, many psychiatric patients are not qualified to receive systematic treatment, and there is no sound rehabilitation security system to help complete the follow-up treatment, resulting in the deterioration of their condition. In addition, with the increase of age, their body is aging and often suffering from other organic diseases, which makes their later life miserable. Because social pension institutions do not accept psychiatric patients, even if they do, they do not have professional medical staff to take care of them. During the onset of the disease, they can only rely on the hospitalization mode of specialized psychiatric hospitals to be alleviated as a temporary pension place. The development of specialized psychiatric hospitals has lagged behind for a long time, the loss of professional talents is serious, and the allocation of medical resources is scarce, which is not enough to bear the rapidly expanding demand for elderly care services for elderly patients with mental disorders. Therefore, it is urgent to expand and improve community elderly care services.

Objective: The development of community pension services is not only a necessary supplement to establish and improve the social pension security system, but also to improve the quality of life of the elderly, but also a realistic choice to form a new pattern of socialist pension.

Subjects and methods: Community pension service is a new pension service model produced in the process of China's social and economic development. It is the main content of community service. The so-called community elderly care service is to mobilize enterprises, institutions, social groups and individuals to actively intervene under the macro guidance and policy support of the government, and make full use of the existing resources of the community to carry out various service modes to meet the various needs of the elderly. It is a new choice for the future elderly care model in China. The community pension model is the best combination between the weakened family pension model and the ideal institutional pension model. It not only provides corresponding care services for the elderly, but also makes full use of the resources of the elderly family. It is a pension model suitable for China's national conditions both economically and psychologically.

Study design: Twenty elderly psychiatric patients were randomly selected as experimenters and talked with experimenters in the form of interview. The access time shall be controlled within 30 – 40 mins. The content of the interview is the evaluation and satisfaction of life, spirit and psychological needs based on today's community elderly care service model.

Methods: Excel was used to calculate the satisfaction of elderly psychiatric patients with community elderly care service model.

Results: In this survey, the influence values of specific factors are quantified in four grades 1-4. 1 indicates dissatisfaction, 2 indicates general satisfaction, 3 indicates very satisfaction and 4 indicates special satisfaction. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 20 elderly psychiatric patients are taken as the average, and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Satisfaction of elderly psychiatric patients with community elderly care service model

Content	Aspects of life	Spiritual aspect	Psychological needs
Elderly psychiatric patients	4	3	3

The research shows that the community elderly care service model has a positive impact on the elderly psychiatric patients.

Conclusions: The aging of the population will aggravate the elderly's demand for daily life care: in terms of the elderly's own conditions, with the growth of age, the elderly's physical and psychological functions will gradually decline, their health status will deteriorate, the probability of illness will increase, their ability to take care of themselves in daily life will decline, and there is a certain risk of living alone, thus reducing their ability to live independently. Accordingly, the demand for daily care, life care and other services increased, and the dependence on others increased. In terms of the overall population structure of society, the aging of population groups will increase the number of middle-aged and elderly people, reduce the number of young people, increase the dependency ratio of the elderly, reduce the number of people who can provide care for the elderly, and make the responsibility of taking care of the elderly increasingly arduous.

*   *   *   *   *

IDEOLOGICAL AND POLITICAL INNOVATION IN HIGHER VOCATIONAL COLLEGES AND ANALYSIS ON THE CURE OF COLLEGE STUDENTS' ANXIETY

Huarong Zhang & Qi Ai

Ideological and Political Department, Jiangxi College of Traditional Chinese Medicine, Fuzhou 344000, China

Background: Anxiety disorder is different from ordinary anxiety. It not only has all negative feelings of anxiety, but also is not only a reflection of a certain anxiety. It may be the accumulation of a variety of anxiety. It always worries about what adverse things will happen to itself, or feels that it is difficult to pay when it happens, which is so serious that it is unable to carry out normal study, work and life and needs

medical treatment. Anxiety generally has the following manifestations: physiological characteristics: insomnia and dreaminess, general weakness, dizziness and headache, dry mouth, loss of appetite, frequent urination, etc. Intellectual characteristics: It is difficult to concentrate, often in a daze, blocked thinking, etc. Emotional characteristics: irritable, irritable, nervous, uneasy, difficult to calm, pessimistic, etc. Social characteristics: lack of self-confidence and belittle yourself. According to the influence of contemporary college students' personality characteristics, growth environment and college life experience on college students' anxiety, college students' anxiety is subdivided into five types: learning anxiety, economic anxiety, emotional anxiety, social anxiety and employment anxiety. Although these five kinds of anxiety of contemporary college students are all realistic anxiety, they also include neurosis anxiety and moral anxiety, which are mainly reflected in the conscience situation in the pressure of personal growth and success. Although moderate anxiety has certain positive significance for some living conditions of individuals, in the final analysis, anxiety is a negative emotion, which not only brings positive effects to people, but also brings a series of negative effects. When anxiety develops to an excessive state, it is seriously harmful to individual physical and mental health. Excessive anxiety has entered the field of medical treatment, that is, medical anxiety disorder (anxiety neurosis). Anxiety disorder not only seriously endangers physical and mental health, but also accompanied by anxiety, there will be serious sleep disorders, inability to concentrate, energy loss, thinking confusion and so on. Therefore, excessive anxiety will make individuals unable to study, live and work normally.

Objective: Mental health education is an important part of Ideological and political education in colleges and universities. However, the traditional mental health education lacks due attention to the widespread anxiety of college students, and there is a shortage of simply pointing to students with mental diseases. Therefore, this study selects "contemporary college students' anxiety" as the research object. Under the great ideological and political pattern, combined with the questionnaire survey, this paper studies the characteristics and adjustment countermeasures of contemporary college students' anxiety.

Subjects and methods: Taking alleviating anxiety as the index to alleviate college students' anxiety, 100 college students in a school were selected to fill in the questionnaire, which was mainly evaluated by self-made anxiety self-assessment form (SAS), including 27 questions. The time for students to fill in the questionnaire was controlled within 20 – 60 mins, 92 questionnaires were recovered, and the recovery rate was 92%.

Study design: College students were randomly divided into two groups. The experimental group included 100 students. They were given ideological and political education, which mainly penetrated into the current ideological and political pattern, and taught students to have positive psychology for the purpose of improving students' psychological quality and life values. Each education time was 30-90 minutes, and the education method was one-to-many or propaganda activities. The experimental time was 2 months. The control group did not receive special education within 2 months, but only daily education.

Methods: The changes of anxiety of the two groups of students before and after the experiment were counted by Excel, and summarized, recorded and archived.

Results: The anxiety status of the two groups of students before and after the experiment is shown in Table 1. It can be found that modern college students have varying degrees of anxiety, and the proportion of students with moderate anxiety and severe anxiety cannot be ignored. Before the experiment, there was no significant difference in anxiety between the experimental group and the control group. After the experiment, the anxiety of the experimental group was significantly improved, and the number of college students with severe and moderate emotions decreased significantly, while the number of students in the control group also decreased, but there was no significant difference.

Table 1. Anxiety status of two groups of students before and after the experiment

X/y	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Yes/%	22	55	18	5
No/%	18	59	16	7

Conclusions: With the increasing social pressure, the anxiety of college students is becoming more and more serious. Carrying out psychological research on college students and exploring the law of their psychological changes is one of the important topics of Ideological and political education in colleges and universities. However, the traditional research on mental health education has the deficiency of simply pointing to students with mental diseases, ignoring the widespread anxiety of college students. In reality, there are some misunderstandings about anxiety, which makes it difficult for college students to effectively dredge and adjust their anxiety, and is easy to cause psychological diseases such as depression, fear, neurasthenia and even anxiety disorder. The experiment found that under the background of Ideological and political education, targeted ideological and political education for college students with different degrees

of anxiety is conducive to alleviate students' anxiety and provide a new idea for psychological counseling in colleges and universities.

*   *   *   *   *

POSITIVE INFLUENCE OF LITERARY READING ON THINKING LOGIC DISORDER-TAKING ANGEL ISLAND POETRY AS AN EXAMPLE

Aiqun Ding

School of Foreign Studies, Suqian University, Suqian 223800, China

Background: Thinking is the generalization and indirect reaction of human brain to objective things. It includes image thinking, logical thinking and epiphany thinking. Logical thinking is an advanced form of thinking, which refers to the thinking form in which people reflect reality with the help of concept, judgment and reasoning in the process of cognition. It is characterized by abstraction, leaving aside the concrete image, and revealing the essential attributes of things. Thinking logic obstacle means that thinking logic will be hindered by its own cognition, that is, by some unreliable factors in its own logical thinking, resulting in logical thinking confusion.

Angel Island, California, as the gateway for early Asian immigrants, carries the first impression of early Chinese immigrants on the United States and has been constantly reproduced in American and Chinese history and literature. It appeared in the memories of the early Chinese immigrants' experience of the Angel Island Immigration office, and sank the dark history of the U.S. government's exclusion of China. It is engraved on the wooden wall of the dormitory of the Immigration Bureau of Angel Island and has become a precious historical and literary heritage - "Angel Island Poetry". It also appeared in the works of Chinese American poets and became the image of Angel Island to mark their ethnic origin and identity legitimacy.

Objective: Literary reading can cultivate a person's quality and make people have a correct and elegant outlook on life. By reading Angel Island Poetry, we can master the dynamics of social development in the past and study the direction of social development. The poetry of Angel Island embodies the essence of human thought and art, which can edify thought and sentiment and give people deep thinking space. Therefore, this paper studies the positive effects on thinking logic barriers through literary reading.

Subjects and methods: This paper mainly analyzes the effect of social psychology on the ideological impact in ancient Chinese literature. It is studied from three aspects: cultural model, nationalism and literary identity.

Study design: Through the method of literature investigation, this paper refers to the literature on Angel Island Poetry and literary thought in recent 10 years. This paper studies and analyzes the epic and literariness of "Angel Island Poetry". Literature investigation is a very convenient, free and safe investigation method. Literature investigation helps researchers select topics, so that the research is based on science. At the same time, the research scope is not limited by time and space, the research process has strong authenticity, the research is simple and easy, and the cost is low.

Methods: Use excel to count the positive effects of literary reading on thinking logic barriers.

Results: The presentation of national consciousness has an impact on the cultural model of "family and country isomorphism", the detention environment of weak national power and living under the fence of others, the discontent and hatred of Chinese immigrants in Angel Island are increasing day by day, and the mood of national self-esteem is even fermented to an extreme state. Through the transformation of literary model, people's thinking logic of reading can be improved. The cultural nationalism in Angel Island's poems appears in many aspects, including the aforementioned recognition of the troubled country, the discriminatory title of alien race and a sense of cultural superiority of Chinese centralism reflected in it. At the same time, a considerable number of poems show the characteristics of using allusions, especially the literati cultural tradition. As a lyric narrative poem, Angel Island Poetry, on the one hand, narrates in a normal discourse and colloquial way, which is very different from the refinement of literati poetry, showing the original ecology of Angel Island detention, which can truly reflect the characteristics of the historical period.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in evaluation, the rounding method of the obtained results is determined. The specific statistical table is shown in Table 1.

Table 1. Positive effects of literary reading on thinking logic barriers

Content	Cultural model	Nationalism	Historical presentation
Degree of influence	5	5	5

Conclusions: When modern pressure prompted the rise of China's extensive nationalism a century ago, it may be based on a strong sense of identity and cultural superiority. We should call it cultural nationalism to distinguish it from the common political nationalism we see in other places. Cultural nationalism is rooted in a long historical and cultural tradition. All kinds of experiences and feelings of early Chinese immigrants in Angel Island are expressed in the form of words. People can experience detailed and perceptual description through reading literary works, which can alleviate the obstacles of thinking logic. Although most of the early Chinese immigrants were not well-educated and simply understood some "rules of poetry", and these poems did not have an outstanding literary level, they expressed the "true feelings" of the early Chinese immigrants and were the most real and instinctive response of these "Jinshan tourists" to the "cruel environment". It has important historical and cultural value. Literary works are not simple descriptions of space. Many times, they help shape these spaces. The reason why Angel Island is of great significance in American and Chinese history and literature is not only that it was the historical and material carrier of early Asian immigrants, but also that the hundreds of poems engraved on the wooden walls of the barracks on the island are saturated with the aspirations of early Chinese immigrants.

* * * * *

ALLEVIATION OF ANXIETY DISORDER OF COLLEGE STUDENTS BY BLENDED ENGLISH TEACHING UNDER THE MODE OF ONLINE CLASS

Xiangying Kou, Zhenhong Yang & Yuyu Wang

Department of Public Courses, Xi'an Traffic Engineering Institute, Xi'an 710300, China

Background: With the progress of science and technology and the rapid development of society, the Internet is almost everywhere around us, ranging from daily necessities to cargo transportation. When the Internet enters the classroom, online teaching appears. Online teaching refers to a teaching method based on the network, which is a way of teaching for students, and is another way to display the Internet plus classroom. Traditional teaching refers to a more traditional teaching method in which teachers stand on the podium, students sit under the podium, teachers take books, students take pens, teachers focus on speaking and students focus on listening. Hybrid teaching is a new teaching method. As the name suggests, it is an effective integration of online teaching and traditional teaching. This new teaching method absorbs the advantages of both and is more conducive to the development of teaching work. In mixed teaching, the rhythm of learning and teaching can be consistent or inconsistent, regardless of the limitations of place and time.

Anxiety is a feeling that almost all of us have experienced. It may occur when there are difficulties, tensions or challenges in life and work. It is considered to be the most critical psychological phenomenon. College students' anxiety mainly refers to the fear and anxiety of learners when they need to express in a foreign language or a second language. Foreign language learning anxiety is defined as the feeling of tension and fear related to foreign language learning. Most research results show that anxiety has a negative impact on foreign language learning. Foreign language learning anxiety is usually manifested as "voice tone change. unable to pronounce the voice and rhythm of the language normally. Feeling 'frozen' when standing up to answer questions, forgetting the learned vocabulary, even unable to speak at all, just keeping silent", and so on. Anxiety can also affect students' self-confidence and self-esteem. Anxiety is also reflected in students' studies. For example, it has been proved to have a negative impact on listening. Anxious students often complain that the course progress is too fast and they are left behind. They need more time for their courses, etc. Anxiety also affects students' performance in oral and writing tasks.

Objective: The advent of the information age and the popularization of computer technology provide a new opportunity for the reform and development of English Teaching under the multimedia network English teaching mode. Learning in multimedia network environment has incomparable advantages over traditional classroom environment. In this environment, learning is student-centered. Students are the main body of

learning and the active builder of knowledge meaning, while teachers are the organizers, instructors, designers and monitors of teaching. Learning under the network teaching environment is interactive, open and autonomous, which can greatly improve students' learning enthusiasm and desire for autonomous learning, and alleviate anxiety.

Subjects and methods: Blended English teaching can effectively alleviate students' anxiety in learning English and help students establish a correct outlook on learning. This paper mainly investigates and analyzes the impact of blended English teaching on teaching environment, teaching mode and teaching methods. By means of questionnaires, this paper statistically analyzes the impact of blended English teaching on alleviating college students' anxiety.

Study design: 600 college students were investigated by stratified cluster random sampling. One primary school, one junior middle school and one senior high school were randomly selected, and one class was randomly selected from each grade. A total of 600 questionnaires were distributed to students in 12 classes, 600 were recovered, and the number of valid copies was 591.

Methods: The effect of blended English teaching on alleviating college students' anxiety is counted by Excel.

Results: In view of the characteristics of increasing the amount of classroom information and diversification of information under the network teaching mode, it can give full play to its characteristics of diverse forms, clear and vivid information, create a relaxed, pleasant, vivid and interesting teaching environment for students, reduce students' obstructive anxiety in language learning, and fully mobilize students' learning enthusiasm and participation. Update the network teaching mode, form a way for students to independently monitor learning, choose difficult and appropriate resources to learn, control the progress of learning and allocate learning time. The design of network teaching mode should consider students' computer level, carefully design network courses, so that students do not have to worry about their network skills, and optimize teaching methods by simplifying operation procedures.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of blended English teaching on alleviating anxiety of college students

Factor	Teaching environment	Teaching model	Teaching methods
Primary school	3	4	3
Junior high school	3	3	4
High school	4	4	3

Conclusions: Foreign language learning anxiety is the main factor affecting effective language learning. The application of network teaching mode is the requirement of the times. It changes learners' learning environment and learning methods, so that learners become the real subject of learning. However, the network teaching mode also brings corresponding anxiety to students. Teachers should pay attention to the influence of the network environment on students' language learning anxiety, take corresponding measures, give full play to the advantages of network teaching, reduce students' language learning anxiety under the network environment, and build a safe, relaxed and low anxiety learning environment for students.

* * * * *

THE EFFICACY OF SCULPTURE CULTURE IN THE TREATMENT OF COGNITIVE IMPAIRMENT

Jichun Xu

Academy of Fine Arts, Guangzhou College of Technology and Business, Guangzhou 510850, China

Background: With the increase of people's cognition of dementia, people began to pay more and more attention to the precursor state of dementia-mild cognitive impairment. In 1996, Petersen proposed the concept of mild cognitive impairment (MCI). MCI is considered to be an extremely unstable transition state between normal cognitive decline and early dementia. In addition to cognitive impairment that does not reach the degree of dementia, recent studies have found that MCI patients usually show more obvious mental

and behavioral symptoms than healthy people, and the incidence of mental and behavioral symptoms in MCI patients is between normal elderly and dementia patients. Relevant studies also show that mental symptoms such as depression, indifference, anxiety, irritability, disinhibition and sleep disorders are likely to be the risk factors leading to and promoting the progression of MCI to dementia. Gray sculpture, known as gray batch and gray carving in ancient times, is not only the treasure of traditional architectural decoration art in Lingnan, but also the crystallization of the wisdom of Lingnan working people. It was popular in the Ming and Qing Dynasties and was widely used in ancestral halls and temples, mostly for decorating wall edges and roof ridges. This ancient art is facing the heavy task of inheritance. With the continuous development of society and the continuous improvement of living standards, people's living needs have changed from material needs to the pursuit of more rich spiritual life needs. For Chinese excellent traditional culture, people hope to further understand and feel culture from personal participation in cultural construction activities, so as to enhance their sense of pride. With the development of gray plastic culture, people's cognitive state has also changed. Using gray plastic culture to treat cognitive impairment has become a research hotspot.

Objective: Gray plastic modeling techniques are expressed in the form of relief and semi relief. It presents three-dimensional and semi three-dimensional forms, with a strong sense of three-dimensional. The modeling level is rich, reflecting the hierarchical relationship between houses and houses, houses and houses. It is exquisite and transparent as a whole, clear in layers, prominent in theme, and strong in the overall sense of architectural decoration. The grey plastic modeling technique is concise, the lines are rough, and the color is mainly expressed in large color blocks. It is strong and clear, rich in color, and more natural colors are used, reflecting a strong folk decoration style. Cognitive impairment is also a common disease. Patients need to be treated in the hospital. If patients can be treated in time in the period of mild cognitive impairment, they can effectively prevent the occurrence of Alzheimer's disease. When patients with mild cognitive impairment can be treated with drugs first, and then take appropriate exercise to delay the development of the disease. Cognitive impairment refers to one or more obstacles in memory, language, cognition and understanding, which will affect an individual's daily and social ability. Recent symptoms of dyskinesia include insensitivity, pathological hallucinations and hallucinations. Whether cognitive impairment or motor impairment patients need to go to the hospital to find out the cause, and then carry out targeted treatment according to the cause, use gray plastic culture to intervene patients with cognitive impairment, and explore the impact of gray plastic culture on cognitive impairment.

Subjects and methods: According to the diagnostic criteria of MCI, patients with MCL and cognitive normal controls who volunteered to participate in this study were selected as the research objects. Inclusion criteria of MCI patients: (1) Age 50-65 years, voluntary participation in this study, informed consent. (2) Complaints of memory loss. (3) The ability of daily living is basically normal. (4) The CDR score was 0.5. Exclusion criteria: a. Other organic diseases of central nervous system (Parkinson's disease, encephalitis, tumor, epilepsy, etc.). b. Severe psychiatric diseases and dementia. c. Drug abusers. d. Contraindications of MRI structural imaging. e. Those who refuse to participate in the investigation. According to the inclusion and exclusion criteria, 120 patients with MCI were included. The patients were randomly divided into two groups. 60 people in the intervention group were asked to understand the gray plastic culture, understand the rich themes of gray plastic by using the popularity, story, doctrinal and moral characteristics of gray plastic culture, analyze the perspective relationship of gray plastic works by reflecting on the design concept of gray plastic, analyze the color and decorative patterns of gray plastic, and require the patients in the intervention group to have some interesting memory, including the characteristics and symbols of gray sculpture culture, combined with certain drug treatment. The control group was only treated with drugs. After 3 months, the intervention effects of the two groups were tested.

Results: The speech fluency test results of the two groups were counted, and the statistical results are shown in Table 1.

Table 1. Statistical results of two groups of patients

Group		Average value
Intervention group	Before experiment	16.75
	After the experiment	25.52
Control group	Before experiment	17.24
	After the experiment	20.16

It can be seen from the results in Table 1 that after the intervention of gray plastic culture, the speech fluency of the intervention group was better improved.

Conclusions: Gray sculpture works convey Chinese traditional culture and rich and colorful regional customs to the world in the form of art. They not only integrate history, myth, folk custom, literature and

philosophy, but also skillfully combine traditional culture with aesthetic standards, with profound cultural connotation. Grey sculpture is a traditional architectural decoration art in Lingnan. It is a treasure of China's intangible cultural heritage and folk crafts. Its works are attached to the ridge or other architectural crafts. Over the years, it has been lifelike in ancestral halls, temples and other buildings. The materials are mainly lime, supplemented by grass and paper, supplemented by sugar and glutinous rice. It can be made at room temperature and can withstand wind and rain for hundreds of years. Look up at the ridge of ancestral halls or former big houses. Many of them are gray sculptures. Grey sculpture gives people a sense of historical massiness and artistry. Through the protection, learning, research, mining, inheritance, development and dissemination of grey sculpture historical traditional skills, grey sculpture culture is used to intervene patients with cognitive impairment, which has a good therapeutic effect on their cognitive impairment.

* * * * *

THE INFLUENCE OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION ON COLLEGE STUDENTS' SELF DIFFERENTIATION AND ANXIETY FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

Anran Zhang & Caiyun Xu

Institute of Marxism, Jiangxi University of Chinese Medicine, Nanchang 330004, China

Background: As a psychological disease, anxiety is an emotional state formed by the failure of individual goals or the insurmountable obstacles, resulting in the frustration of self-confidence and the sharp increase of sense of failure. Anxiety is one of the most common psychological problems of college students. It often affects a series of behaviors of college students, interferes with the normal order of study and life, and inhibits their growth and development. Generally speaking, ideological and political courses in colleges and universities mainly focus on the cultivation and teaching of college students' mental health, ideological and moral and legal basis. Although they have rich content and very important learning value, they still lack sufficient attraction from the perspective of college students. Compared with other professional courses, they have greater practical value for themselves, Ideological and political courses are relatively boring. For this reason, college students generally lack interest in learning ideological and political courses. On the other hand, some theories and knowledge involved in ideological and political courses in colleges and universities are macro and abstract compared with other disciplines, lack practical feelings, and need college students to think and understand, and need them to actively explore. College students often don't have enough energy to conduct in-depth research. Based on these two points, the teaching value of Ideological and political course cannot be brought into full play, and the teaching effect has been poor.

Objective: From the perspective of positive psychology, ideological and political courses can be made from the original emptiness and abstraction to be closely related to the future employment development of college students, which can effectively enhance the purpose of college students' learning of Ideological and political courses, so as to fully stimulate college students' learning interest and enthusiasm, help students establish a correct outlook on life, values and professional spirit, and complement each other, effectively improve the teaching quality of the course, and improve college students' self-differentiation and anxiety to a certain extent.

Subjects and methods: 500 undergraduate students from a certain university were selected, and all the subjects participated voluntarily. The experimenter indicated the content and purpose of the test, told the subjects to read the written instructions carefully, and then completed the whole questionnaire independently according to the instructions. The time was about 25 minutes, and all the questionnaires were taken back on the spot. A total of 500 questionnaires were distributed and 472 valid questionnaires were obtained. The effective recovery rate of the questionnaire was 94.4%. The questionnaire includes self-differentiation questionnaire and self-rating anxiety scale. The purpose is to conduct a questionnaire survey on the level of self-differentiation, understand the current situation and influencing factors of self-differentiation, and understand the anxiety level of students. At the same time, 200 students are selected for grouping. Under the guidance of positive psychology, the students in the experimental group carry out ideological and political education for students. Combined with the characteristics of students' psychology, the classroom form takes students as the main body for curriculum design and teaching. The control group used traditional teaching methods. The experiment lasted for 2 months. After the experiment, the questionnaire was distributed to the students again.

Study design: Differentiation of Self Inventory (DSI): A total of 22 items, using the 6-point scoring method (from "completely unqualified" to "fully qualified"). The level of individual self-differentiation is

investigated from four dimensions: (1) Emotional response dimension, which reflects the sensitivity and emotional stability of individuals to stimuli from the external environment. (2) Self-position dimension, which reflects those individuals can have a clear sense of self and adhere to their own views and positions in the face of pressure. (3) Emotional disconnection dimension, which reflects personal fear and intimacy. (4) The dimension of integration with others reflects the phenomenon of emotional dependence with others.

Self-rating Anxiety Scale: It consists of 20 questions, 20 items in total, 15 negative word statements and 5 positive word statements. It is scored by four levels (1 no or little time - 4 most or all of the time). The higher the score, the higher the degree of anxiety.

Methods: Statistical methods: all data were processed by SPSS 20.0 statistical analysis software, mainly using the statistical methods of correlation and regression analysis.

Results: The self-differentiation and anxiety of students before and after the experiment are counted, and the experimental results are shown in Table 1.

Table 1. Comparison of self-differentiation and anxiety status between the two groups/average

Group	Before and after the experiment	Emotional response	Self-position	Emotional severance	Total anxiety score
Experimental group	Before the experiment	4.17	3.89	4.26	44.16
	After the experiment	5.58	5.47	5.85	17.52
Control group	Before the experiment	4.13	3.95	4.31	45.36
	After the experiment	4.14	4.17	4.18	28.14

As can be seen from Table 1, the self-differentiation item is 3.5 points higher than the medium critical value, indicating that college students are emotionally stable and have less volatility, indicating that college students can adhere to their personal views and beliefs and are not vulnerable to the influence of others. After the experiment, the anxiety of the experimental group was significantly relieved, while the control group had some relief, but the effect was not obvious. This shows that ideological and political education can alleviate students' anxiety to a certain extent, but ideological and political education from the perspective of positive psychology can alleviate students' anxiety to a greater extent.

Conclusions: The university stage is a stage in which young students' Outlook on life and values are gradually shaped, which makes the ideological education work in the university stage particularly important. The most important task of Ideological and political education in colleges and universities is to promote the physical and mental health development of college students, realize people's all-round development, help people have a correct understanding and healthy and harmonious psychology, and make them form ideological and political quality in line with the requirements of social development.

* * * * *

THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION AND LEGAL INTEGRATION ON COLLEGE STUDENTS' ANXIETY

Hui Wan

Department of Information Engineering, Wuhan Business University, Wuhan 430056, China

Background: In the university education, because of the social pressure as well as the academic pressure, the university student appeared the obvious anxious mood. Therefore, colleges and universities should do a good job in the guidance of students, with patience, careful, responsible and sincere attitude to treat the work of psychological intervention, so that students maintain a good state of mind and body to help college students alleviate anxiety. The integration of ideological and political education and legal education will help broaden the platform of legal education through ideological and political education, student activities and campus culture construction, and form a good atmosphere for the integration and development of ideological and political education and legal education in schools, so as to improve the comprehensive quality of students and achieve the goal of educating students in an all-round way. In reality, the management of some colleges and universities, teachers and students do not have a correct understanding of ideological and political education, and feel that ideological and political education has nothing to do with students' skills, employment, etc. Schools do not pay attention to ideological and political education will affect the allocation of resources and teachers and students of ideological and political class views. Teachers should also be aware of the importance of ideological and political education, take the initiative

to study and improve their own quality, and constantly innovate teaching methods. Improve students' attention to ideological and political education, and understand that the quality of their study is directly related to their own quality improvement, and will also affect their future employment. Only those who have passed the professional skills and solid professional ethics can achieve success in the future. Both school leaders and teaching staff should pay enough attention to the ideological and political education of students and teach them to arm themselves with scientific theories. At the same time, when we optimize and adjust the teaching content of ideological and political course, higher vocational colleges and ideological and political course teachers need to consider the students' majors and their future employment, educate the students on their professional ideals and life ideals on the basis of publicity and education and theoretical knowledge teaching, and highlight the contents of legal education so as to provide more support for the integration of the two.

Objective: With the rapid development of society, anxiety has become one of the most common problems of contemporary college students. If we do not intervene in time, it will affect students' normal life and study. Higher education is different from compulsory education in that its content pays more attention to the cultivation of college students' professional technical ability, and it is an important channel for the development of society. The ideological and political course in colleges and universities provides students with moral and legal basis to promote students to form a correct outlook on life and values, which can better integrate into society and contribute to society. Therefore, how to integrate the ideological and political courses and legal education in colleges and universities has become the focus of more and more ideological and political workers. In this study, the ideological and political courses and law courses are combined to carry out integration education for college students, to explore the role of such integration education in alleviating anxiety.

Subjects and methods: A total of 200 law majors were randomly divided into experimental group and control group, 100 in each group. The experimental group adopted the method of ideological and political education combined with legal education, while the control group adopted the traditional teaching method. The period is 3 months. Questionnaires were distributed to the students before and after the experiment. The questionnaires included 23 questions to test the students' anxiety. SPSS17.0 software was used to count up the results of investigation on students' psychological status.

Results: The results of student psychological anxiety status before and after the experiment are shown in Table 1. As can be seen from Table 1, the psychological anxiety between the first two groups was not obvious, and the psychological anxiety of the experimental group was relieved to some extent. The improvement of psychological anxiety was not obvious.

Table 1. Comparison of anxiety status between the two groups/number of people

Group	Before and after the experiment	No anxiety	Low anxiety	Moderate anxiety	Severe anxiety
Experimental group	Before the experiment	39	30	25	6
	After the experiment	53	33	17	0
Control group	Before the experiment	32	36	24	8
	After the experiment	39	36	22	3

Conclusions: The main battlefield of ideological and political class is ideological and political class. The advantage of classroom teaching lies in the concentration of time and the relatively high teaching efficiency. In order to integrate them perfectly, the key lies in the fusion of knowledge and content, which can fully embody the teaching value of them. Generally speaking, in the curriculum arrangement, take the ideological and political curriculum content as the foundation, auxiliary by the legal education content. First of all, through the ideological and political courses to help students establish a correct outlook on life and values, we must first grasp the basis for them to have a basic position and understanding of themselves. Then, through the law course teaching, train their moral bottom line and professional ethics, on this basis, combining with the ideological and political content of the initial study, the two carry on the comprehensive study, excavate the ideological and political core content from the law teaching, so as to achieve the goal of echoing each other. In addition, the ideological and political courses, but also reasonable use of the case analysis on the law, so that students have a preliminary evaluation and understanding of the law for the teaching of matting. Through the mutual integration of teaching content, we can give full play to their respective advantages, so as to maximize the value and effect of teaching, but also to some extent to ease the anxiety of students.

* * * * *

THE MITIGATION OF BEHAVIORAL DISORDER BY THE DESIGN OF PUBLIC LEISURE AREAS UNDER THE BACKGROUND OF AGING POPULATION

Zhaojiang Yu

College of Design, Xianyang Normal University, Xianyang 712000, China

Background: In western developed countries, the design for the elderly research has been a lot of people concerned about the issue. Some countries in Europe and the United States have formulated many guidelines for the design and research of elderly groups, and have done a lot of barrier-free design and practice in cities, environment, roads, buildings and other fields. According to the regulations of UNESCO, the total population of a country or region over 60 years old accounts for 10% or more of the total population of that country or region, or the total population of a country or region over 65 years old accounts for 7% or more of the total population of that country or region, which indicates that the country or region has entered the aging society. According to this standard, as early as 1999, China has officially entered the ranks of aging countries. The coming of aging society is a sign of the development of society, economy, culture and science of a country or a region. Meanwhile, due to the special physical and mental conditions of the elderly, higher requirements are put forward for the general design of public leisure areas. For the elderly, prolonging the time of healthy life is more significant than prolonging the life span. Regular moderate exercise can effectively improve people's physical fitness, regulate people's mental stress and release tension. Therefore, with the aggravation of population aging, it is particularly necessary in the public leisure areas. In recent years, with our country stepping into the aging society, how to meet the needs of the elderly group has become the focus of attention of society.

Objective: With the rapid development of economy, the demand of the elderly group is also increasing. The demand of the elderly group and the limited supply capacity of public goods have been imbalance. Therefore, it is necessary to construct a modern social service system for the elderly and design public leisure areas suitable for the aging, which can effectively meet the social needs of the elderly and promote the sustainable development of China's economy and society. Therefore, it is of great significance to study the aging design of public leisure areas under the background of population aging to alleviate behavioral disorders.

Subjects and methods: The cultural construction of public facilities for the aged refers to the cultural construction of public facilities that mainly serve the aged. Actively improving the quality and level of life of the elderly can not only respond to the arrival of the elderly society and meet the needs of the elderly, but also help to improve the national cultural literacy and promote the development of urban civilization. Therefore, this paper mainly from the safety of the elderly, functional, and coordination, the three aspects of investigation and analysis.

Study design: Using a stratified group random sampling method, 500 questionnaires from 500 elderly retirees of different genders and occupations, with a total of 500 questionnaires, 487 recovered and a valid number of 473.

Methods: The effect of behavioral disorder mitigation using an aging-appropriate design in public leisure areas in the context of excel statistical population aging.

Results: In the construction system of urban public cultural facilities, we should first consider the safety. People are the users of public facilities, people in public places and public facilities have a direct link, a substandard public facility will bring damage to users, bring irreparable harm, so safety is particularly important, especially for an aging society, safety is even more crucial. The cultural construction of urban public facilities must consider people's physiological and psychological needs, and make sure that it is more convenient for people to move in the street. Public facilities should have material function, aesthetic function and symbolic function. It allows users to have a full range of public facilities in contact with the material and spiritual multiple enjoyment. Especially for the aging society of public facilities should be easier to identify, easy to operate, easy to maintain, to increase the convenience of use, improve the fun of use, reduce the cost of use. The cultural construction of urban public facilities is an important part of a city. It is the basis for the normal function and operation of a city and constitutes a part of the urban environment. It does not exist in isolation from the environment. Therefore, the construction of public facilities documents should be coordinated with the urban environment. For the construction of street facilities, it is not only a useful tool, more importantly, to integrate with the surrounding environment, can alleviate the behavioral disorders of elderly people.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Behavioral impairment mitigation effects of age-appropriate design in public leisure areas in the

context of population aging

Factor	Safety	Functionality	Harmony
Elder population	4	4	4

Conclusions: Under the condition of social transformation, we should actively promote the process of cultural construction of public facilities in aging cities. The present sis equation of public facilities in our country seldom satisfies the cultural entertainment and spiritual needs of the elderly, and the public facilities in many areas are only able to be used, let alone meet people's spiritual needs. This requires us to systematically study the needs of aging society, urban public facilities, cultural construction guidelines, to better meet social needs, and promote social civilization development.

* * * * *

THE INFLUENCE OF ENHANCING THE ABILITY OF IDEOLOGICAL AND POLITICAL EDUCATION ON THE MENTAL AND EMOTIONAL PRESSURE OF STUDENTS IN HIGHER VOCATIONAL COLLEGES UNDER THE SITUATION OF "GREAT THOUGHT AND POLITICS"

Linyan Ni

School of Marxism, Changzhou College of Information Technology, Changzhou 213164, China

Background: With the intensification of social competition, higher vocational college students have higher psychological inferiority than college students. Under the influence of traditional examination-oriented education, the employment pressure of higher vocational college students is increasing, which seriously affects the psychological health of students. Under the situation of "Great Thought and Politics", it is of certain research value and significance to carry out correct thought and politics education and to cultivate students' correct values and outlook on life. The system of "Great Thought and Politics" is to strengthen the ideological and political education of higher vocational college students from the overall situation and to improve the ideological and political education of college students fundamentally. It includes two parts: the course system and the working system of DST. Ideological and political courses and ideological and political education work with each other, complement each other, is conducive to better promote the "Great Ideological and political" work as a whole. The curriculum system of Great Thought and Politics includes: ideological and moral cultivation and legal basis, Mao Zedong Thought and the theory of socialism with Chinese characteristics, situation and policy, employment guidance for college students and mental health for college students. Ideological and political work system includes: ideological and political teachers, party and government cadres, counselors and other staff to participate in the ideological and political education of college students, from many aspects to guide students to give full play to their initiative. Ideological and political course teaching is a compulsory course and an important course in every school. It has been carried out for a long time, and its content is from simple to deep. But the higher vocational colleges student spirit mood alleviation ability raise actually quite lacks in the traditional university, even may say is neglects. Then with the help of the existing platform to promote the integration of the two, to carry out the training work, it will be able to achieve twice the result with half the effort. And the key to the integration of the two is to promote the system, in-depth study, to find common ground between the two, and to form a certain tendentiousness in education and teaching activities, to strengthen mental and emotional stress relief education.

Objective: Higher vocational education is an important part of higher education in our country, and it has the characteristics of vocational education. By relying on enterprises in the industry, cultivate highly skilled talents with strong practical ability and good professional ethics from their posts. At present, the main problem of higher vocational graduates is that the overall quality is too low to meet the requirements of enterprises, especially in professional literacy, but also lack of good professional literacy. Therefore, higher vocational colleges need to focus on cultivating students' ideological and political quality while strengthening students' professional promotion. Starting from the background of "Great Thought and Politics", this paper probes into the cultivation of students' ideological and political accomplishment and its effect on students' spiritual and emotional pressure.

Subjects and methods: A total of 400 students aged between 17 and 21 were selected and 400 questionnaires were distributed. 398 questionnaires were retrieved and 379 valid questionnaires were received. The self-rating scale of mental health was used in the questionnaire. The scale consists of 30

items, involving 4 factors: compulsion, stress, depression and anxiety. After the investigation, 100 students with abnormal psychological emotion were divided into groups of 50 in each group. The experimental group undertook ideological and political education in higher vocational colleges under the pattern of "big thought politics", while the control group only carried out daily education. The experiment lasted for 3 months. After the experiment, 100 students were again given questionnaires to test their psychological status. SPSS15.0 software was used for data statistics.

Results: It is found that most of the students have different degrees of psychological problems. The experimental results for the students with abnormal emotional states are shown in Table 1.

According to the current situation of students' mental health and their needs of physiological and psychological development, it is urgent to carry out all-round ideological and political education. It is necessary to establish school mental health education network, strengthen on-the-job training, set up mental health education courses, strengthen subject infiltration, set up students' psychological archives, and strengthen parents' psychological guidance and campus culture construction. Only through a variety of ways, forms and collective efforts to carry out psychological counseling activities, students can really improve their psychological quality, personality can be sound development.

Table 1. A comparison of psych emotional statistics between the two groups before and after the experiment / average

Group	Before and after the experiment	Enforce	Pressure	Depressed	Anxious
Experimental group	Before the experiment	13.2	11.9	15.8	11.6
	After the experiment	8.7	4.2	7.5	6.7
Control group	Before the experiment	13.5	12.0	14.7	12.4
	After the experiment	9.5	6.7	8.7	7.3

Conclusions: There is a certain compatibility between the relief of mental stress of higher vocational students and the pattern of "great thought and politics", and the two complement each other. It is feasible to alleviate the mental and emotional pressure of higher vocational college students under the background of "Great Thought and Politics", and there are still many ways worth exploring. In a word, according to the actual situation of students' mental health, we should create a beautiful, quiet and tidy study and living environment. Classes, teams, teachers, parents and students should fully interact with each other to cultivate students' cooperative spirit and improve their social ability, so as to make them meet their psychological needs to show their self-ability in a series of psychological education activities and promote students' mental health.

* * * * *

ANALYSIS OF THE INFLUENCE OF JAPANESE CULTURAL EDUCATION ON COLLEGE STUDENTS' COMMUNICATION PSYCHOLOGICAL BARRIERS UNDER THE BACKGROUND OF CULTURAL MARKET

Haiyan Zhang

School of Foreign Languages, Shandong Women's University, Jinan 250000, China

Background: With the deepening of economic and political exchanges between China and Japan, Japanese learning has attracted more and more attention. Many colleges and universities have set up Japanese majors, and the number of Japanese learners has increased sharply. However, due to the limitations of school running experience and teachers, many new Japanese majors have various problems in Japanese teaching, such as slow improvement of students' learning level, poor oral expression and so on. Many educators only analyze problems and seek solutions from the perspective of students' knowledge and intellectual development, and often ignore the inseparable relationship between students' emotional development and cognition. In fact, the psychological obstacles caused by emotional factors such as learning purpose, learning ability, emotion and self-concept also have a great impact on students' Japanese learning.

Objective: In second language learning, learners' learning behavior and learning results are directly affected by communication psychological barriers. Positive learning emotions such as self-esteem, self-confidence, motivation, happiness and surprise can create a psychological state conducive to learning, while negative emotions such as anxiety, fear, shyness, tension, depression and disgust will affect the normal exertion of learning potential. Japanese majors also have various psychological obstacles in the process of Japanese learning. Therefore, the research and analysis of Japanese culture education is of great significance to college students' communication psychological obstacles, which can promote college students to clarify their learning objectives, adjust their cognition and look at Japanese culture learning with rational thinking.

Subjects and methods: Effective communication psychology can alleviate the pressure of college students' learning Japanese, help college students practice the correct learning concept and knowledge subject status, and improve college students' comprehensive ability of using Japanese. This paper mainly investigates and analyzes the influence of curriculum, teaching methods and learning personality. Through the way of issuing questionnaires, this paper statistically analyzes the effect of effectively alleviating college students' communication psychological barriers.

Study design: 600 college students were investigated by stratified cluster random sampling. Three universities were randomly selected, and one major was randomly selected from each grade. A total of 600 questionnaires were distributed to students of 12 majors, 589 were recovered, and the number of valid copies was 571.

Methods: The effect of Japanese cultural education on college students' communication psychological barriers under the background of cultural market is counted by Excel.

Results: Due to historical reasons, some schools offer courses not because of students, but because of teachers. Teachers can open whatever courses they can, which is not organically linked with students' interests. If students are not interested in learning, of course, they cannot achieve the purpose of curriculum. Therefore, the curriculum should not only carry out solid language education and literature education, but also be able to meet students' hobbies. Try to set up courses such as Tourism Japanese, economic and Trade Japanese, science and technology Japanese and Sino Japanese relations, so as to prepare for the cultivation of high-quality talents. Teachers should really establish students' dominant position in Japanese learning and respect students' autonomy and creativity, so as to create a relaxed and pleasant learning atmosphere, eliminate students' ideological concerns and mobilize their internal potential. Let students experience Japanese in the process of learning and really take Japanese as a means of communication. We should consider the emotional state of students and give them a sense of security. Timely encouragement can make students have a "sense of achievement", and make students enter a good learning state through the adjustment of teaching methods. Teachers should make great efforts in guiding students how to learn and acquire knowledge, and cultivate students' good learning habits. Ask students to read aloud every day. Emphasize pre class preparation, such as requiring students to find relevant materials of the text, etc. Teach students how to preview effectively, learn to find, analyze and solve problems. Learn to review after class, summarize and deepen your impression. Review in time according to the characteristics of forgetting curve, and strive to change the learning habit of "feeding" formed by students.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of Japanese culture education on college students' communication psychological barriers

Factor	Curriculum	Teaching method	Learning personality
University a	4	3	3
University b	4	3	4
University c	3	4	4

Conclusions: In Japanese education, focusing on the teaching of Japanese cultural knowledge can effectively alleviate the psychological obstacles of college students' communication. In the context of cultural market, learning Japanese language and literature, national religion, art and art, especially Japan's own social values, can effectively understand Japan's local customs, folk customs, food, clothing, housing and transportation, and can effectively infiltrate Japanese culture into Japanese education.

* * * * *

RESEARCH ON CHARACTERISTIC AGRICULTURAL PRODUCTS NETWORK MARKETING STRATEGY UNDER THE GUIDANCE OF CONSUMPTION PSYCHOLOGY

Zongliang Ma

Department of Finance, Economics and Trade, Qinghai Higher Vocational & Technical Institute, Haidong 810799, China

Background: The advent of the Internet era, to promote the product marketing model at this stage of earth-shaking changes in product marketing level showed a growing trend. In this context, the use of Internet marketing of specialty agricultural products can help people have a more comprehensive understanding of the characteristics of specialty agricultural products, and stimulate people's desire to buy. However, there are still some deficiencies in the development of the network marketing mode of characteristic agricultural products at present, which will affect its marketing effect to a certain extent. But the characteristic agricultural product network marketing still has the question. Compared with the Internet penetration rate in urban areas, the Internet penetration rate in rural areas is only half of that in urban areas. However, as the source of characteristic agricultural products, the Internet penetration rate in rural areas cannot meet the actual marketing needs, and the Internet access conditions and hardware facilities in rural areas are relatively lagging behind, resulting in great restrictions on the marketing of characteristic agricultural products. On the other hand, some farmers' cognition of network technology only stays at the initial stage, so they know little about network marketing, and question the security and reputation of network marketing. In addition, the lack of network marketing talents in rural areas leads to the development of network marketing of characteristic agricultural products is limited. The so-called characteristics of agricultural products, refers to the local characteristics of agricultural products, production in specific areas, with special product quality products. Although the marketing of characteristic agricultural products has many advantages, it also brings great limitation to the marketing of characteristic agricultural products. Because of the influence of climate, region and other factors, it is difficult to produce special agricultural products in a centralized and large- scale way in the production process. At the same time, our country has a vast territory, so there are many kinds of special agricultural products in our country. Even if they are the same agricultural products, there are also great differences in the harvest period and the growth period because of the difference of climate, geology and other factors. Most of the characteristic agricultural products are small-scale and decentralized, which leads to the inability of brand production and marketing of characteristic products.

Objective: Because of the existence of E-commerce, the product trade breaks through the limitation of traditional time and place, people can buy the product at home, and people can use the mobile terminal to buy the product. People's consumption patterns have undergone earth-shaking changes, and the number of network users has shown an increasing trend. Under this background, the marketing mode of characteristic agricultural products must be changed into network marketing, so as to cater to the consumption demand of the masses, clarify the consumption psychology of the masses and ensure the long-term development of the marketing of characteristic agricultural products.

Subjects and methods: In the process of the supply-side structural reform of agriculture, it has become the focus of the development of modern agriculture in all regions of the country. With the rapid development of Internet and E-commerce, the networking process of characteristic agriculture is speeding up. The traditional marketing channel of agricultural products cannot meet the current consumption demand. In order to alleviate the upward pressure and improve the marketing ability of regional characteristic agricultural products, this paper, based on consumption psychology, analyzes the problems existing in the network marketing of regional characteristic agricultural products in the current E-commerce environment, explores the construction path of network marketing system of regional characteristic agricultural products, and puts forward some countermeasures and suggestions for the development of network marketing of regional characteristic agricultural products in combination with the new development of network marketing.

Study design: Randomly selected 100 audiences were surveyed. There is no age limit, gender limit, occupation limit. Questionnaire survey was used. A total of 100 questionnaires were distributed, 96 questionnaires were retrieved and 95 were valid.

Methods: Using excel statistics under the guidance of consumer psychology characteristics of agricultural products network marketing strategy.

Results: In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the results are determined by rounding off the numbers of 100 people. The specific statistical table is shown in Table 1.

Conclusions: Throughout the present stage, the development of network marketing of characteristic agricultural products in our country is in the initial stage, so there are still some problems. Based on this,

under the guidance of consumer psychology, in order to further strengthen the development of network marketing, we should solve the problems of network marketing of agricultural products at this stage by scientific countermeasures, and then greatly enhance the level of network marketing of agricultural products.

Table 1: Influence of marketing strategies of characteristic agricultural products on consumer psychology

Factor	Raise the awareness of network marketing	Strengthen network infrastructure	Improve the logistics distribution system	Strengthen the brand building of characteristic agricultural products
Audience	3	4	4	4

* * * * *

EFFECT OF PHYSICAL EXERCISE ON DEPRESSION AND ANXIETY SYMPTOMS

Hongliang Cui[1] & Lili Qi[1,2]

[1]Sports Department, East University of Heilongjiang, Harbin 150000, China
[2]Department of Architecture, Heilongjiang Institute of Construction Technology, Harbin 150000, China

Background: Anxiety disorder, also known as anxiety neurosis, is the most common of neurosis, which is characterized by the experience of anxiety. Anxiety is a relatively good treatment of neurosis, better prognosis of the disease. Psychotherapy and medication are commonly used. Psychotherapy means that clinicians establish a good doctor-patient relationship through verbal or nonverbal communication, apply the professional knowledge of psychology and medicine, and guide and help patients to change their behavioral habits and cognitive coping styles. Drug treatment is a temporary cure, psychological treatment is a permanent cure, both are indispensable. Medication can have side effects, so there is psychotherapy biofeedback therapy for anxiety disorders, relaxation therapy, music therapy and sports therapy. Medical gymnastics is the most commonly used method of exercise therapy. It can be trained according to the required movement mode, speed, range of movement, coordination and muscle strength. Medical gymnastics can be systemic, local, or a combination of systemic and local. Apparatus may be used in medical gymnastics and may also be unarmed. Divided into active movement, that is, the use of patients themselves actively, passive movement is the use of external forces to increase the range of motion and muscle strength joints. External forces include the healthy side of the body, the strength of others or the strength of the instrument. Medical gymnastics can be used to prevent diseases, to promote health, and to treat injuries and diseases. According to the characteristics, functional conditions and therapeutic purposes of diseases and injuries, appropriate medical gymnastics can be selected for training. You can choose different ways, such as muscle strength training, joint activity training, endurance training, relaxation training, breathing training, balance exercise and so on. About the movement quantity, the movement intensity, the movement scope, should according to the patient to the movement tolerance situation, promptly give the adjustment. Also, may carry on the training in stages according to the condition and the situation. Aerobic training is a kind of endurance training aiming at increasing the ability of breathing, transporting and using oxygen. It is also to improve aerobic metabolism of the body fitness methods. This kind of training method is simple, easy, the movement way is not high to the skill request, is easy to carry out, its movement way has walks, the gymnastics, the swimming, the bicycle, runs in situ, ascends the stairs, skips rope and so on.

Objective: In exercise therapy, the physiological load is determined by the intensity of exercise, the number of trainings, duration of each training, and the human body can self-monitoring training, so safe and effective. Generally, moderate endurance training has a good effect on cardiopulmonary function, can increase load, increase oxygen carrying capacity, and can improve aerobic catabolism and anabolism process, and can also increase muscle contractility. There are many methods of aerobic training, but the Cooper method is representative and can be used by people at all levels of training.

Subjects and methods: A total of 60 patients with depression and anxiety symptoms were randomly selected and divided into experimental group and control group, 30 in each group. There was no significant difference in general data such as sex, age and onset time between the two groups before the trial ($P > 0.05$), which could be compared, and all 60 patients volunteered to participate in the study.

Study design: The control group received routine rehabilitation treatment. The contents shall include: First, rectifying the cognition of patients, training and strengthening the cognition of patients with neurocognitive rectifying manual, the time shall be kept at 45 minutes, and shall be conducted four times a week. Second, behavioral training, including psychological counseling for patients, conscious guidance for

patients on how to express their demands, more communication with patients, and mobilization of patients' relatives and friends to talk with patients more. Third, life skill training, including training for patients to change clothes, trim fingernails, wash and make beds, etc. Experimental group in the control group based on the use of sports therapy. (1) The treatment room shall be spacious and comfortable, with soft light, indoor air circulation, and sound and lighting equipment. (2) The therapist is a nurse who has worked in clinical practice for many years and has basic knowledge of sports, psychology and psychiatry, and a psychiatrist who has worked in clinical practice for many years and has knowledge of sports therapy. (3) 30 min is one course of treatment five times a week for 60 min each time. First from raises patient's movement interest to obtain, from the passive movement treatment to the initiative movement treatment. (4) Assessment of scale: The authors evaluated the patients before and after treatment with BPRS (Brief Psychiatric Scale) and treated them statistically.

Methods: The statistical software SPSS 23.0 was used to analyze the observed data in both groups.

Results: The results of BPRS score before and after exercise treatment are shown in Table 1. From Table 1, we can see that there is a significant difference in total score and factor score of anxiety, depression and lack of activity ($P < 0.01$) between the patients before and after BPRS treatment by exercise therapy. There was no significant difference in thinking disorder and hostile suspicion ($P > 0.05$).

Table 1. Statistical processing results of BPRS scores

Project	Before treatment	After treatment	P
BPRS total score	25.42±9.54	18.07±7.45	<0.01
Thinking disorder	6.74±1.02	5.65±2.16	>0.05
Hostile suspicion	6.08±1.79	4.05±1.92	>0.05
Lack of vitality	9.15±3.63	7.01±2.54	<0.01
Anxiety and depression	6.14±2.25	4.76±1.65	<0.01

Conclusions: Exercise is a kind of activity involving physical strength and skills, which needs to be based on the physical practice, mobilize our body's motor function, to enhance physical strength and coordination of a way. It not only promotes the normal development of bodily functions but also cultivates our other abilities. Exercise also plays an important role in medical practice. Exercise can be used as an activity to exercise the various functions of our body, but also as a therapy to treat. The results showed that physical exercise had a positive effect on the treatment of depression and anxiety.

*　*　*　*　*

PROBE INTO THE METHOD OF MENTAL SELF REGULATION OF DEPRESSIVE MENTAL ATHLETES

Jiujiang Jiang

Physical Education College, Jinggangshan University, Ji'an 343009, China

Background: Depressive psychosis can be interpreted as depression, depression, pessimism, deviations from the understanding of social things, and death thought and behavior in order to end pain, suffering and confusion. Psychology of athletes is a general term for the psychological process, state of mind and psychological characteristics of an athlete. It is embodied in cognition, emotion, will process and anxiety, stress and so on. It is also embodied in the ability, temperament and character reflecting the needs, motives, beliefs and psychological characteristics of personality. The psychological phenomena of athletes are related to each other and constitute the psychological whole of athletes. It is an individual in a certain social and historical conditions, to the precondition of genetic quality, through sports training, competition and the corresponding social life formed and developed. It is embodied in cognition, emotion, will process and anxiety, stress and so on. It is also embodied in the ability, temperament and character reflecting the needs, motives, beliefs and psychological characteristics of personality. The psychological phenomena of athletes are related to each other and constitute the psychological whole of athletes. It is an individual in a certain social and historical conditions, to the precondition of genetic quality, through sports training, competition and the corresponding social life formed and developed. The research shows that the emergence and development of motor representation and all kinds of specialized sensation, such as ball sensation, water sensation, time sensation and mechanical sensation, are of great significance to the formation of motor skills and the improvement of technical level.

Objective: As early as the Spring and Autumn Period and the Warring States Period in China, there were records on the psychology of athletes in archery, horse racing, swordplay and swimming. However, the study of athletes' psychology as the object of psychological science began in Europe in the late 19th and early 20th centuries. Since the 1960s, the study of athletes' psychology has reached a climax.

Subjects and methods: Based on the good promotion of sports to mental health, sports intervention is carried out on sports athletes who have mood problems, so as to grasp the method of self-intervention according to their state of mind, and form the self-adjustment mode of sports athletes' state of mind of "sports encounter your positive state of mind self-adjustment". Randomly selected 50 depressive psychiatric sports athletes began to investigate, professional no limit. Before the investigation, briefly introduce the purpose and content of the investigation. The 50 participants were all volunteers and took part in the survey. The interview was conducted in the form of 30 - 45 min. The 50 participants were divided on average into two groups, the control group and the experimental group, using the Mood State Measurement (POMS). The POMS was revised by Professor Zhu Beili. There were 40 items in the scale, including seven subscales: tension, anger, fatigue, depression, energy, panic and self-esteem. The higher the score of the five subscales was, the higher the degree of mood interference (TMD) was, while the higher the score of energy and self-esteem subscale was, the lower the degree of mood interference was. Interview content from three aspects: First, sports prescription knowledge. This link should be carried out before self-exercise intervention, so as to make the subjects master the theor etical knowledge of exercise prescription. The number of lectures shall be three times, each time one class hour, totaling three class hours. Based on theoretical knowledge and typical and specific cases, the subjects mastered the components and implementing methods of exercise prescription. Second, the exercise prescription formulation practice. This link is also the core of this study. Firstly, POMS is used to measure the mood of the students. The subjects will be informed of the results, so that they can learn more about their mood. Secondly, let the subjects make the exercise prescription according to their mood state, especially emphasize that this step should be carried out under the guidance of the subject, and the exercise prescription should be corrected and improved, especially the determination of exercise intensity and load. But the main test cannot occupy a dominant position, the test should be the link of the "protagonist", and ultimately so that they master according to their own different mood to develop a reasonable exercise prescription. Third, supervise the subjects to exercise according to the exercise prescription made by themselves.

Methods: The data were analyzed by *t*-test with SPSS 19.0, and the significant difference was set to a = 0.05. Statistics depressive psychosis athlete psychological self-regulation method effect.

Results: In this survey, the influence value of specific factors is 0 to 4 grades, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 50 depressive psychotic athletes shall be rounded off and the average number of results shall be obtained. The specific statistical table is shown in Table 1.

Table 1. Effects of psychological self-regulation methods on depressive psychotic athletes

Factor	Basic knowledge popularization	Experience feeling	Self-discipline
Sports athletes	3	4	4

Conclusions: In psychology, the state of mind is defined as a lasting and weak emotional state in which all the emotional experiences of a person are infected with a certain color. In short, the state of mind is an emotional experience of an individual, and such emotional experience will have a direct impact on his or her behavior, that is, positive emotional experience produces positive behavior, and vice versa.

* * * * *

INFLUENCE OF PSYCHOTHERAPY ON DEPRESSIVE MENTAL DISORDER OF FEMALE INFERTILE PATIENTS

Lisha Wang, Lei Zhu & Yue Zhang

Radiology Department, Xiangyang No.1 People's Hospital, Hubei University of Medicine Radiology Department, Xiangyang 441000, China

Background: In recent years, the incidence of infertility has shown an increasing trend, mainly due to the impact of factors such as diet, life and work stress on women. Moreover, infertile patients often have to face pressure from family, society and other aspects, which will greatly increase their psychological

burden. In serious cases, it will lead to depression, even the idea of suicide, and seriously reduce their quality of life. Female infertile patients have different degrees of depression, which not only bring psychological burden to the individual, but also affect the physiological level, aggravate the depression, and even progress to mental disease. In recent years, with the opening of social concept and the increase of life pressure, the number of female infertility patients has increased significantly. Infertility is not conducive to a solid relationship between husband and wife, increased the risk of family division. Under the current background of declining fertility rate, infertility results in infertility, which has negative effects on the population structure and social operation in the future. At present, assisted reproductive technology has been developed rapidly, and the success rate of infertility treatment has increased significantly. However, depression is not conducive to various types of assisted reproductive technology to achieve the desired effect.

Psychotherapy, also known as psychotherapy, is different from chemistry, natural medicine and physical therapy. It is a method that doctors use language to influence the psychological activities of patients in the process of communication between them. Psychotherapy uses psychological methods to train, educate and treat patients through verbal or non-verbal factors to alleviate or eliminate physical symptoms, improve mental state and adapt to family, social and work environments.

Objective: With the continuous opening of social concept and the increase of life pressure, infertility has become increasingly serious in recent years. Infertility has seriously affected family relations and is one of the main causes of family division. Especially female infertile patients, not only to bear the pressure from the family, but also in the traditional concept of the role of the surrounding environment will be criticized, there is a widespread serious depression. The development of assisted reproductive technology brings hope to female infertile patients. However, the serious depression will aggravate the feeling of frustration, loneliness and guilt in the process of treatment and affect the effect of treatment. Therefore, mastering the depression status of female infertile patients and analyzing the influencing factors of depression are conducive to targeted intervention to improve the pregnancy probability.

Subjects and methods: This research mainly discuss the psychotherapy in the female infertility clinical treatment the effect.

Study design: Pay attention to protect the privacy of patients. Most infertile patients will have negative feelings for their own dignity and are extremely sensitive to the surrounding things and words. Nurses must fully respect the privacy of each patient, and obtain the consent of patients when communicating and asking, so as to ensure the smooth completion of nursing work. The improvement of coping styles before and after nursing in the two groups was observed, including submission, face and avoidance. The psychological and emotional changes of 100 female infertility patients were analyzed, and the effects of psychotherapy on depressive psychological disorders of female infertility patients were counted.

Methods: From January 2019 to November 2020, 100 cases of female infertile patients were randomly divided into two groups. Observation group 50 cases, control group 50 cases, and the two groups have comparable data ($P > 0.05$). The control group received routine nursing care. Patients in the observation group were given psychological nursing: patient guidance to relax the patient's body and mind as much as possible. If infertile patients have bad emotions, they can take relaxation training, emotional conditioning, such as inhalation, you can clench your fist, and exhalation, you need to relax the body and mind play music can also produce the same clinical effect. In terms of diet, nurses should urge infertile patients to eat foods high in vitamins, protein and digestible foods. Hamilton Depression Scale (HAMD) was used to evaluate psychic depression, physiological depression and HAMD score of infertile patients before and after nursing. Effect of statistical psychotherapy on depressive psychological disorder of female infertility.

Results: In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 100 female infertile patients shall be rounded off and the result shall be determined by means of average. The specific statistical table is shown in Table 1.

Table 1. Effects of psychotherapy on depressive mental disorders in female infertile patients

Factor	Dissolve psychological crux	Correct traditional ideas	Attaching importance to family's psychological relaxation to patients
Female infertile	3	4	4

Conclusions: Female infertile patients generally have different degrees of depression, but most of them are mild depression. Depression is related to many factors, and comprehensive intervention should be provided to female infertile patients. The results show that psychotherapy can significantly reduce the psychic depression, physiological depression and HAMD score of infertile patients, and can also reduce the

yield score and avoidance score. To sum up, psychotherapy can effectively reduce the degree of depression of infertile patients and improve their coping styles.

* * * * *

TEACHING METHOD OF IDEOLOGICAL AND POLITICAL COMBINATION IN COLLEGE ENGLISH COURSE UNDER SOCIAL PSYCHIATRY

Peiting Wang, Jiaxin Li & Fei Zhao

Hebei University of Architecture, Department of Foreign Languages, Zhangjiakou 075000, China

Background: Psychiatry is an important part of modern medical science. It mainly studies the etiology, symptom characteristics, clinical counseling, clinical diagnosis, treatment and rehabilitation, social management, forensic appraisal and grade evaluation of mental disorders. Modern psychiatry includes a variety of psychiatric, neurological, psychosomatic or concomitant psychosomatic disorders, communication adaptation disorders, personality disorders, sexual and psychological deviations, and the diagnosis, treatment and correction of a wide range of intellectual or moral developmental disorders in children. Therefore, ideological education is very important. The construction of "curriculum politics" in colleges and universities is an effective way to carry out the fundamental task of establishing morality and cultivating people. College English course is an important part of humanistic education in colleges and universities, which has both instrumental and humanistic features. Its teaching materials provide good materials for ideological and political education. Colleges and universities are important positions of ideological and political education. Carrying out extensive and effective ideological and political education is conducive to improving the ideological and political quality and moral quality of college students, and reserving excellent talents for our socialist modernization and comprehensive national strength. Curriculum politics is an innovative idea of higher education in our country in the new era. It breaks the bondage of traditional teaching carrier and teaching content, and provides a synergistic effect channel for ideological and political education by creating an all-around pattern of education for all staff, all the way and all the aspects, and makes due contribution to the fulfillment of the basic task of educating and cultivating people. College English course is an important part of humanistic education in colleges and universities, which is both instrumental and humanistic. As a public compulsory course, college English covers a wide range of subjects, such as linguistics, humanities and social sciences. It represents the conflict and collision between Chinese and Western cultures and values, and is of great help to the ideological and political construction of the course. There is a good theoretical basis for the implementation of "curriculum ideological and political education" in college English courses, which can effectively help students set up socialist core values and cultivate successors for China's socialist construction. College English teachers can carry out systematic ideological and political education through the reform of teaching objectives, teaching methods, teaching contents and assessment methods, combine the comprehensive quality of humanities with the practical application of English language, and cultivate students to become international talents who can communicate in English, have the ability to think, international vision, family and country feelings and sense of social responsibility, so as to achieve the all-round development of students.

Objective: In 2020, the ministry of education calls for comprehensive promotion of the ideological and political construction of college courses, improvement of the quality of talent training in colleges and universities. College English teaching in the new era should take "Lide" as the basic task, introduce the "Internet Plus" thinking into classroom teaching, give play to its curriculum advantages, integrate knowledge teaching, value molding and ability training into one body, and help students to mold correct world outlook, outlook on life and values.

Subjects and methods: Random selection of 100 college students as the survey, age is not limited, gender is not limited, professional is not limited. Interview was used to investigate. Based on the knowledge of social psychiatry, the author conducted an interview on the ideological and political courses of college English courses in the following aspects: First, the construction of teaching model. Second, teaching objectives. Third, the current teaching methods and improvement measures. Fourth, the teaching content. Fifth, teaching evaluation. During the interview, the 100 college students were asked to analyze the influence and effect of the mixed teaching method of ideological and political education under social spirituality.

Methods: The influence of mixed teaching methods on college English curriculum ideology and politics by using excel statistical social psychiatry.

Results: The results of this survey use the influence values of 1 to 5 grades and specific quantitative factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 100 college students are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Influence of mixed teaching method of ideological and political thinking in college English courses under social psychiatry

Factor	Construction of teaching mode	Teaching objective	Teaching method	Teaching content	Teaching evaluation
University student	4	4	5	4	3

Conclusions: Based on social psychiatry and ideological and political education, college English education in the new era focuses on the cultivation of students' humanistic quality and comprehensive quality, so as to realize students' all-round development. Through QQ group, U campus, blue dove online system and other online teaching forms, we should strengthen the course design, and use various effective teaching resources to guide students to carry out inquiry-based and personalized learning.

* * * * *

THE CONSTRUCTION OF THE LONG EFFECT MECHANISM OF "THREE COMPLETE EDUCATIONS" IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

Wentao Wang[1], Xuejun Li[1], Jianchao Li[2], Shuang Li[3], Juan Li[4] & Mingjun Ma[1]

[1]*Academic Affairs Office, Hebei Vocational University of Industry and Technology, Shijiazhuang 050091, China*
[2]*Intelligent Manufacturing Institute, Hebei Vocational University of Industry and Technology, Shijiazhuang 050091, China*
[3]*Applied Technology R&D Center, Hebei Vocational University of Industry and Technology, Shijiazhuang 050091, China*
[4]*Basic Teaching Department, Hebei Vocational University of Industry and Technology, Shijiazhuang 050091, China*

Background: Positive psychology is not only a revolution in the field of psychology, but also a new milestone in the history of human society. It is a new science that studies the traditional psychology from a positive angle. The formation of positive psychology as a research field is marked by Seligman and Csikszentmihalyi's paper "Introduction to positive psychology" published in January 2000. It adopts scientific principles and methods to study happiness, advocates the positive orientation of psychology, in order to study the positive psychological quality of human beings and pay attention to their health, happiness and harmonious development.

The "Three Complete Educations" refers to the whole staff educates people, the whole process educates people, the omni-directional educates people. Higher vocational education, as a type of higher education, has developed vigorously in recent years. It plays an increasingly vital role in training technology-oriented talents and promoting local economic development. Moral education in higher vocational colleges is the premise and guarantee of other work, and also the premise and guarantee of higher vocational colleges to serve local economic development. At present, facing the challenge brought by the impact of globalization and social transformation, how to build a moral education mechanism to meet the requirements of the times, give full play to the effectiveness of moral education, and effectively cultivate a group of talents with noble moral culture and excellent professional skills is a problem worthy of higher vocational colleges to study. Thought is the precursor of action. Institution is the criterion and basis of people's action. Team building is the organizational guarantee and intellectual support for higher vocational colleges to construct the long-term mechanism of "Three Complete Education". The whole process of education requires all teachers and staff members to carry out the education work according to the characteristics of students' thoughts, study and life at different learning stages. College students' ideological and political work needs

the concern and support of the whole society, as well as the long-term mechanism of "Three Holistic Education". Nowadays, higher vocational colleges carry out the moral education working mechanism of "Three Complete Education" mainly through the implementation of class teacher system and tutor system. Full-time teachers serve as class advisors, faculty leaders, administrative assistants, full-time teachers and counselors contact dormitories, as student mentors, in-depth students, concerned about student growth. The implementation of class teacher system and tutor system has brought all the teachers and staff members into the team of educating students, which requires them to go to the students' classes and dormitories, to understand the students' thoughts, study and life at different stages, and to gradually realize the "whole process of educating students" and the "all-round education".

Objective: It is not only the establishment of the team, but also the cultivation and management of the team. Higher vocational colleges should encourage and require all teachers and staff to study political theory and scientific and cultural knowledge conscientiously, improve ideological cultivation and professional skills, and enhance the awareness and ability of "teaching, serving and educating, managing and educating".

Subjects and methods: In order to improve the quality of ideological and political education in colleges and universities, under the guidance of the educational concept of "Three Complete Education", this paper explores the way of integrating positive psychology into ideological and political education in colleges and universities. The integration of positive psychology makes up for the lack of ideological and political education in colleges and universities, better reflects the people-oriented view of students, and cultivates students' sound personality. We can improve the effectiveness of ideological and political education by positive psychological counseling, establishing good teacher-student relationship, building positive psychology teachers and building a positive campus environment. Based on positive psychology, this paper investigates and analyzes the long-term mechanism of "Three Wholeness Education" in higher vocational colleges from the following aspects: (I) Unify thinking, enhance understanding and correct attitude. (II) Improve the system, strengthen supervision and make good use of incentives. (III) Improve the team, strengthen management, and involve all staff. (IV) Dividing stages, enriching contents and realizing the whole process of education. (V) Integrate resources, innovate channels, and build an all-round pattern of education.

Study design: A total of 100 students and 50 teachers were randomly selected. By using questionnaire, 150 questionnaires were distributed, 146 questionnaires were collected and 142 valid questionnaires were valid.

Methods: The influence of the long-term mechanism of "Three Complete Education" in higher vocational colleges from the perspective of Excel statistical positive psychology.

Results: In order to reduce the large error caused by individual subjectivity in the evaluation, the survey results shall be determined by rounding off the evaluation values of 150 investigators and the average number of the results by rounding off the results.

Table 1. The influence of the construction of the long-term effect mechanism of three holistic education in higher vocational colleges from the perspective of positive psychology

Factor	Raise awareness	Enrich content	To change to formalization	Strengthen management
Teacher	4	3	4	3
Student	3	4	4	4

Conclusions: Through investigation, it is found that the positive psychological perspective has a positive impact on the construction of the long-term mechanism of "Three Complete Education". Not only cultivate students' healthy personality, improve teachers' ideological cultivation and professional skills, but also improve the effectiveness of ideological and political education by positive psychological counseling, establishing good teacher-student relationship, building a contingent of teachers of positive psychology and creating a positive campus environment.

* * * * *

INFLUENCE OF AEROBICS AESTHETIC EDUCATION COURSE ON REHABILITATION

OF ANXIETY PATIENTS

Huanwei Zhang & Jiangbo Liu

Physical Education College, Jinggangshan University, Ji'an 343009, China

Background: Anxiety disorder, also known as anxiety neurosis, is the most common of neurosis, which is characterized by the experience of anxiety. There are two forms of chronic anxiety, namely generalized anxiety and acute anxiety, namely panic attack. Mainly for: no clear objective object of nervous worry, fidgeting, and autonomic dysfunction symptoms, such as palpitations, hand tremors, sweating, urine frequency, and movement of restlessness. Attention to distinguish between normal anxiety, such as anxiety and the severity of the objective facts or situation is obviously inconsistent, or lasting too long, it may be pathological anxiety. Thus, anxiety can also be a communication behavior disorder. Communication behavior is the behavior of information transmission and communication among people. Active communication behavior refers to a kind of communication behavior that an individual spontaneously responds to environmental stimulation and takes the initiative. For college students, communication behavior has become an important factor affecting their ability development. With the constant innovation and development of modern learning tasks, means and methods, the increasing pressure of study and employment of college students, their distinct personalities, poor mental endurance, inadaptability of lifestyle and habits, improper handling of interpersonal relationships and other factors, a large number of college students suffer from depressive anxiety symptoms. Based on the above, treatment of anxiety disorders is imperative. The most common forms of therapy are drug therapy and psychotherapy. Because of the large side effects of drug therapy, psychotherapy has been paid more attention. Psychotherapy means that clinicians establish a good doctor-patient relationship through verbal or nonverbal communication, apply the professional knowledge of psychology and medicine, and guide and help patients to change their behavioral habits and cognitive coping styles. Drug treatment is a temporary cure, psychological treatment is a permanent cure, both are indispensable. Still have the psychotherapy biofeedback treatment that suits anxious disease patient, loosen treatment to wait.

Objective: Making use of the characteristics of aerobics music and movement, arranging the basic posture and pace of the body to study and train the movement skills of the experimental group of students, and gradually increasing the amount of exercise with the increase of the difficulty of study. Through adjusting the rhythm and speed of aerobics music, the experimental group of students feel their own body coordination at the same time, for the experimental group of students randomly paired 2 groups, learning and training 2 people movement, through the two people's language and physical behavior, to further improve the active communication of students with depressive anxiety.

Subjects and methods: Based on the characteristics of students with depressive anxiety symptoms, this study chooses aerobics single group, double group and five-person group to carry out exercise intervention according to the sports intensity, movement characteristics and sports scenes. This program carries out a 6-week exercise intervention on the subjects, explores the influence of aerobics teaching on the active communication behavior of depressive anxiety, reveals the relationship between aerobics and active communication behavior, opens up the research field of sports promotion channel for improving the active communication behavior of depressive anxiety of college students.

Study design: The purpose of this study is to explore the effect of aerobics aesthetic education curriculum on students' anxiety and emotional reaction and its psychological mechanism, and to provide theoretical and practical basis for promoting students' mental health and setting up school curriculum. The experimental group was instructed in aerobics aesthetic education, while the control group was instructed in normal courses. The degree of anxiety of the students was tested by self-measuring anxiety scale, and repeated measurement was adopted. All data is processed using the PASW18.0 package and Excel 2007.

Results: Before and after the experiment two groups of students' anxiety status table as shown in Table 1. As can be seen from Table 1, there was no significant difference in anxiety between the two groups before the experiment. After the experiment, the degree of anxiety of experimental group was alleviated, and the anxiety of control group was not significantly improved.

Table 1. Comparison of anxiety status before and after the experiment

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Experimental group	Before the experiment	8	19	15	8
	After the experiment	24	20	6	0
Control group	Before the experiment	11	22	12	5
	After the experiment	13	17	16	4

Conclusions: Since anxiety is a kind of universal existence among college students, it is necessary to educate all the students on the knowledge of anxiety. When college students are enrolled, they can be given the popularization materials of mental health, psychological survey, psychological archives, courses and lectures to improve their psychological quality. In addition, in the face of the whole, we should pay more attention to the special groups of students with obvious anxiety, such as poor students, graduates, postgraduate students, and so on.

GUIDELINES FOR AUTHORS

General considerations

Psychiatria Danubina is a peer-reviewed open access journal of the Psychiatric Danubian Association, aimed to publish original scientific contributions in psychiatry, psychological medicine and related science (neurosciences, biological, psychological, and social sciences as well as philosophy of science and medical ethics, history, organization and economics of mental health services). Its scope includes mental health in general and all psychological aspects of any branch of medicine, surgery, or obstetrics; and any subspecialty of psychiatry and related clinical and basic sciences.

The specific aim is to promote psychiatry in Danube region countries as well as to stimulate collaboration and joint projects.

Manuscripts are published in English language only. All submitted manuscripts are given equal consideration, irrespective of the country they originate from, as long as the following main criteria are met:

A manuscript is written and prepared according to the Journal's Instructions for authors.

Throughout the entire editorial process, Psychiatria Danubina follows the best practice guidelines given by the Committee on publication ethics (COPE) (available at: *http://publicationethics.org/files/Code_of_Conduct.pdf*) and Recommendations for the Conduct, Reporting, Editing, and Publication of Scholarly work in Medical Journals by International Committee of Medical Journal Editors (ICMJE) (available at: *http://www.icmje.org/recommendations/*)

Editors at Psychiatria Danubina are committed to ensure the integrity and promote innovative and evidence-based sources of information in order to maintain the quality and ensure the impact of the papers published in our Journal, according to the principles set by Sarajevo Declaration on Integrity and Visibility of Scholarly Publications communication (*http://www.cmj.hr/2016/57/6/28051276.htm*).

Instructions for authors

Manuscripts must be written in standard and grammatical as well as clear and concise scientific *English*. It is the responsibility of the authors to ensure the quality of the language. The acceptance criteria for all papers are the quality and originality of the research and its significance to our readership.

Submission of the manuscript

Submission of a manuscript implies:
- that the work described has not been published before (except in the form of an abstract or as part of a published lecture, review or thesis);
- that it is not under consideration for publication anywhere else;
- that its publication has been approved by all co-authors, if any, as well as by responsible authorities – tacitly or explicitly – at the institute where the work has been carried out.

This must be stated in the *Covering letter.*

Manuscripts submitted for publication must contain a statement to the effect that all human studies have been approved by a suitably constituted Ethics Committee of the institution within which the work was undertaken and that it conforms to the provisions of the Declaration of Helsinki in 1995 (as revised in Edinburgh 2000). All investigations on human subjects must include a statement that the subject gave informed consent and patient anonymity should be preserved. Any experiments involving animals must be demonstrated to be ethically acceptable. This should be stated in the Subjects sections of the manuscript (see below).

Authors are asked to refrain from submitting papers which have overlap in content with previously accepted papers by the same authors. If the differences between the two are substantial enough that the papers should be considered as distinct, authors are advised to forward copies of both to the Editorial Office.

The editors reserve the right to reject manuscripts that do not comply with the above-mentioned requirements. The author will be held responsible for false statements or for failure to fulfil these requirements.

The manuscript, together with the Covering letter, should be uploaded electronically to the official page of Psychiatria Danubina: *http://www.hdbp.org/psychiatria_danubina/about.html.*

By accessing the online submission at *http://journal.sdewes.org/psych-dan* you will be guided stepwise through the creation and uploading of the various files. The Editorial Office will acknowledge the receipt of the manuscript and provide it with a manuscript reference number. The reference number of the manuscript should be quoted in all correspondence with the Chief Editor and Editorial Office. Each manuscript will be assigned to at least two peer reviewers. Where revisions are sought prior to publication, authors are advised to incorporate any suggestions which they agree would improve their paper. The response letter (separate Word file) should thoroughly respond to each reviewer's comment (numbered), indicating where in the text it has been dealt with, or why the authors disagree or cannnot incorporate it. After the assessors' further comments have been received, the editors will make the final decision, including priority and time of publication, and the right to modify and, if necessary, shorten the material for publication.

Types of papers

Types of accepted papers are given below. Word count for the manuscript includes only the plain text (not tables, figures, abstracts or references). Contributions will be considered for the following categories:
- **Original research;**
- **Review/Mini-review;**
- **Brief report;**

- **Viewpoint;**
- **Letter to the Editor: 600-800 words, up to 10 references, 1 figure/table;**
- **Case report;**
- **Book review;**
- **Invitation/Announcement.**

Preparation of the manuscript

- Submit the manuscript as an editable Word (preferred) or rich text format (rtf) document.
- Use Times New Roman in 12 point size and double line spacing.
- All pages should be numbered.
- Use a clear system of headings to divide up and clarify the text, with not more than three grades of headings.
- Figures should be submitted as separate TIF or EPS format files and the desired position of figures and tables should be indicated in the manuscript.
- Footnotes to the text are not allowed.
- All measurements must be given in standard SI units.
- Abbreviations should be used sparingly and only where they ease the reader's task by reducing repetition of long terms. Initially use the word in full, followed by the abbreviation in the parentheses. Thereafter use the abbreviations.
- Drugs should be referred to by their generic names. When a brand name is used, it shall begin with a capital letter and the manufacturer's address details should be given.
- Do not use pejorative labels such as 'schizophrenics', instead refer to 'patients with schizophrenia'.

Manuscripts should be presented in the following order:

1. Title page

The first page should contain:
- the title of the paper - should be short, informative and contain the major key words;
- the full names of the authors and position titles at the respective institutions;
- the addresses of the institutions at which the work was carried out (addresses for authors other than the correspondence author should contain the department, institution, city and country);
- indicate all affiliations with superscript number after the author's name and in front of the appropriate address;
- corresponding author - the full postal and email address, plus facsimile and telephone numbers, the department, institution, city and country.

The title page should be uploaded separately. The rest of the manuscript should not contain personal information of the authors.

2. Summary and Key words

The second page should carry on a Summary in the region of 300 words, followed by a list of 3-5 key words or short phrases drawn, if possible, from the medical subject headings (MeSH) list of *Index Medicus* (*http://www.nlm.nih.gov/mesh/meshhome.html*). The Summary should state, whenever applicable, very specifically, the main purposes, procedures, findings, and conclusions of the paper, emphasizing what is new or important.

For original papers and review articles, a structured Summary using the headings is preferred:
- **Background** (questions addressed; principal aims of a review);
- **Subjects and Methods** (design, setting, sample, interventions, chief outcome measures; for reviews sources of data and criteria for their selection);
- **Results** (main findings together with their statistical significance, if possible);
- **Conclusions** (those related to results, limitations as appropriate, clinical and researh implications; for reviews principal conclusions and clinical and research implications).

3. Text

It should be divided by subheadings into the following sections:
- **Introduction** (authors should provide an adequate background and end with the aims of the study);
- **Subjects and methods** (*Subjects* with ethical considerations and informed consent, *Methods, Statistical Analyses; authors should provide sufficient detail to enable possible reproduction of the study*);
- **Results** (the results section should simply state the findings of the research arranged in a logical sequence without bias or interpretation);
- **Discussion** (the discussion section should contain interpretation of the results and their comparison with previous studies, also include limitations of the study);
- **Conclusions** (needs to summerize the content and purpose of the paper).

4. Acknowledgements

The source of financial grants and other funding should be acknowledged. The contribution of institutions, colleagues, technical writers or language editors should be noted. Thanks to anonymous reviewers are not needed. If there are no acknowledgements please state so by putting 'None' in the respective section.

5. Conflict of Interest

Authors are requested to disclose any commercial or other associations that might poooose a conflict of interest in connection with the submitted articles. If there is no conflict of interest please put 'None to declare' in the respective section.

6. Contributors

It is required to declare every author's individual contribution to the manuscript. Every author should be mentioned for his exact work (e.g. design of the study, literature searches and analyses, statistical analyses, interpretation of data).

7. References

- In the text give the author last name and publication year within parentheses (e.g. Jakovljevic 2008, Sartorius 2009).
- If there are two authors, both should be named (e.g. Svrakic & Cloninger 2010, Sher & LaBode 2011).
- If there is an article with more than two authors, only the first author's name plus 'et al.' need to be given (e.g. Sartorius et al. 1996, Stinson et al. 2008).
- *If there is more than one reference by the same author or team of authors in the same year, differentiate between papers* by adding a, b, c, etc. to the publication year, both in the text and the list of references.

All references cited in the text are to be listed in the References section at the end of the text, in alphabetical and chronological order under the last name of the first author.

Where there are more than six authors, list the first six authors and use 'et al.'. All works cited must be listed at the end of the paper, ordered alphabetically by first author's name. Names of journals should be abbreviated in the style used in *Index Medicus*.

References should be listed in the following form:

1. *Svrakic DM & Cloninger RC: Epigenetic perspective on behavior development, personality, and personality disorders. Psychiatr Danub 2010; 22:153-66*
2. *Grant BF, Hasin DS, Blanco C, Stinson FS, Chou SP, Goldstein RB et al.: The epidemiology of social anxiety disorder in the United States: results from the National Epidemiologic Survey on Alcohol and Related Conditions. J Clin Psychiatry 2005; 66:1351-61*
3. *Reiter RJ & Robinson J: Melatonin. Bantam Books, New York, 1995*
4. *Doghramji K, Brainard G & Balaicuis JM: Sleep and sleep disorders. In Monti DA & Beitman BD (eds): Integrative Psychiatry, 195-339. Oxford University Press, 2010*

8. Tables

Tables should be included on separate pages and numbered consecutively with Arabic numerals (e.g. Table 1). Column headings should be brief, with units of measurement in parentheses. All abbreviations and symbols should be defined in the legend. The table and its legend should be understandable without reference to the text. Desired position of tables should be indicated in the text.

9. Figures

Illustrations such as graphs, diagrams or photographs should also be numbered consecutively with Arabic numerals (e.g. Figure 1) on separate pages, after the Tables. They should contain a short title followed by a concise description. All abbreviations and symbols should be defined in the legend. The figure and its legend should be understandable without reference to the text. Provide a letter stating copyright authorization if figures have been reproduced from another source. Photographs of persons must be made unidentifiable or the subject's written permission must be obtained. Desired position of figures should be indicated in the text. The cost of reproducing colour illustrations is charged to the authors. Please contact the publishers for an estimate of this cost (*marketing@medicinskanaklada.hr*).

Copyright

All materials sent for publication will become the property of the Journal until, and if, publication is refused. The material so referred should not be sent elsewhere for publication.

Galley proofs

Unless indicated otherwise, galley proofs are sent to the corresponding authors as Acrobat PDF files and should be returned with the least possible delay. Authors are advised that they are responsible for proof-reading of the text, references, tables and figures for absolute accuracy. Major alterations made in galley proofs, other than essential correction of errors, are unacceptable at this stage and authors may be charged for excessive alterations.

For further information about Psychiatria Danubina, as well as full-text articles published in this Journal, visit the homepage: *http://www.hdbp.org/psychiatria_danubina/*