

**Background:** The Congo River is located in Africa. It is the second-longest river in Africa (after the River Nile). It is also the ninth-longest in the world. Since its discovery, the River has attracted the attention of explorers, writers and historians alike. The River, as the symbol of nature, plays the role of soothing people's heart and curing their wounds.

**Subjects and Methods:** Joseph Conrad and Graham Greene are one of the writers, who are fascinated by the River. They both travel up the River. Based on the travels along the River, they both respectively write two novels: *Heart of Darkness* and *A Burnt-Out Case*. Conrad's *Heart of Darkness* is published sixty years earlier than Graham Greene's *A Burnt-out Case*. There are two methods: the first one is the comparative method, and the second one is close reading. Based on the detailed reading, the paper compares the author's intentions of writing the two novels from the following aspects, such as the setting, the major characters of them, etc. Because the process of writing is a cathartic one. Through writing the two novels, the authors express their emotions and sympathy toward the third-world people.

**Results:** The two authors share rich personal travel experiences, the same fascination and passion for Congo River. There are striking similarities in the choice of the setting, the narrative perspective, the characterization of Marlow, Kurtz and Querry, and denouements in both novels. The descriptions of pale women characters of the two novels are also alike. The two authors also have differences. The first one is that they live in different periods of imperialism. Joseph Conrad lives in the flourishing period of colonialism. He believes that non-westerns are backward and are needed to be saved by the Westerns. Graham Greene lives in the period of colonialism, which is in rapid and ungraceful retreat. Greene is against colonialism and points out that non-westerns should have rights to decide and rely on their own. Though the two authors have different descriptions on the same river, their purposes are the same: the River owns mystic power of curing people's inner heart and gives peace and happiness to them.

**Conclusions:** The authors dealt with different periods of colonialism, and they both shows sympathy as well as criticism to the Third-World. Both Joseph Conrad and Graham Greene have psychological obsessions on the Congo River and their psychological obsessions are reflected in their two novels. Though the settings of their respective novel are the Congo River and they sympathize the poor, the suffering and the oppressed of the third-world people, they have slightly different opinions on colonization. By writing about the Congo River, the two authors can vent their inner emotions, satisfy their psychological needs, dilute their anxiety and improve their happiness.

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## RESEARCH ON GOVERNANCE MECHANISM OF UNIVERSITY NETWORK PUBLIC OPINION BASED ON PSYCHOLOGICAL DISTANCE IN THE ERA OF MEDIA INTEGRATION

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**Objective:** At present, we are in a special period of social transformation. The main social contradictions have changed, and individual personality psychology has also undergone profound changes. Due to the special identity of colleges and universities, the network public opinion of colleges and universities has a profound realistic social psychological basis and has become an important part of public opinion that cannot be ignored. The formation and spread of network public opinion in colleges and universities is a kind of psychological activity of college teachers and students, which is inseparable from the psychological distance. Understanding the main factors that affect the governance of online public opinion in colleges and universities will help colleges and universities effectively warn and govern online public opinion, and also help to cultivate the self-esteem, self-confidence, rational peace, and positive mental health of college teachers and students.

**Methods:** In recent years, the network public opinion of colleges and universities has increasingly become the focus of the network public opinion camp. In view of the fact that the spread of online public opinion is a subjective psychological change, and the influencing factors of this psychological change are relatively complex, which are ignored by most current online public opinion researchers, this study makes an in-depth analysis of the spread of public opinion based on the theory of psychological distance. As an important part of public public opinion, online public opinion in colleges and universities has a profound realistic social psychological basis, and there are also social problems such as imperfect governance system, incomplete diversified governance pattern, and imperfect monitoring and early warning system. Based on this, this paper analyzes the governance of university network public opinion from the perspective of psychological distance, and constructs the governance mechanism of university network public opinion from the aspects of improving the monitoring system, improving the research and judgment mechanism, and improving the coping ability.

**Results:** The psychological distance in the governance process of college network public opinion can be transformed into the psychological gap between network information and college teachers and students. The new communication pattern brought about by media integration has brought many new development opportunities and challenges to the governance of college online public opinion in the epidemic and post epidemic period. How to effectively use the background characteristics of media integration to improve the governance of college online public opinion, build a scientific and standardized governance mechanism, enhance the ability of colleges and universities to solve the risks of online public opinion, and build a healthy psychological state of college teachers and students are important issues to be solved in this paper.

**Conclusion:** The research on the governance mechanism of online public opinion in colleges and universities based on the perspective of psychological distance is an effective research on the use of financial media carriers to carry out

mental health education in colleges and universities in the new era, improve the mental health status of teachers and students, build a long-term online public opinion monitoring, research and judgment mechanism, improve the ability to respond to online public opinion and implement the online public opinion summary mechanism.

**Acknowledgements:** Supported by Zhejiang Province Philosophy and Social Science Planning university ideological and political work research "Under the Integrated Media Vision Strengthens the University Student Ideological and Political Education the Effective Form and the Long-term Effect Mechanism Research" (Grand No.21GXSZ070YBM); Ideological and political work of university-level research project of Research Shaoxing University in 2020 "Research on Effective Forms and Long-Term Mechanism of Public Opinion Guidance in Institutions of Higher Learning from the Perspective of Integrated Media" (Grand No.2020SZ001).

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## IMPACT OF AGRO-FOOD SUPPLY CHAIN QUALITY MANAGEMENT PRACTICES AND MANAGERS' ANXIETY PSYCHOLOGY ON QUALITY PERFORMANCE

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**Background:** From the perspective of managers' anxiety psychology, we take PX Co., Ltd. as the research object, and analyze how an agricultural industrialization leading company implements supply chain quality management practices to achieve and maintain superior quality performance according to psychological needs of other members including farmers. Through the case study, we developed a framework of SCQM practices, SC quality dynamic capabilities and superior quality performance using input-mediation-output- input (IMOI) model.

**Subjects and Methods:** The case study method is used. Firstly, our study aims to explore how agro-food companies improve quality performance through SCQM, which belongs to the category of answering the "how" question, so case study is appropriate.

**Results:** (1) The boundary of agricultural product quality management has crossed from internal quality management to supply chain quality management. (2) SC quality capabilities play a mediating role in SCQM practices and superior quality performance from the perspective of managers' anxiety psychology. (3) The achievement of superior quality will in turn further stimulate SCQM practices, which will form a positive gain cycle. This cycle presents a spiral and gradual evolution process.

**Conclusions:** The active participation and cooperation of leading companies and their SC members is the basis to ensure the quality of agricultural products. Under the operation mode of "leading companies plus cooperatives plus farmers", SC quality practices can promote the formation of SC quality coordination capability, SC process control capability and SC quality learning capability, and then promote the realization of superior quality performance. The vital contribution in this study is the development of a research framework to support SCQM in the agro-food SC domain from the perspective of dynamic capabilities, and proposed a conceptual framework via IMOI model.

**Acknowledgement:** This work has been supported by the FAFU special fund for scientific and technological innovation (KCX21F13A).

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## A STUDY ON THREE PROBLEMS AND COGNITIVE PSYCHOLOGY OF A POSITIVIST APPROACH TO DOCUMENTARY FILMMAKING BASED ON PSYCHOLOGICAL ANXIETY

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**Background:** The documentary industry has undergone rapid development in recent years. Documentary filmmaking emphasizes a scientific positivist approach as the only means of ensuring the authenticity and authority of documentary films. Although some producers use positivist approach of natural science to ensure the authenticity of the documentary films, why do questions of films' authenticity still arise? Is there solipsism of subjective psychology and emotional anxiety of cognition?

**Subjects and Methods:** In the production of documentaries with the orientation of scientific positivism, there are inevitably many unpredictable problems such as the audience's different interpretation of the documentary due to different backgrounds in the communication, or the Panic Disorder of cognition due to their anxiety sensitivity. This study questions whether a positivist approach achieves the ontological requirements of documentaries. Both philosophical analysis and cognitive psychology is used as three aspects. Firstly, criticisms of the positivist approach and