stage of a crisis to "disturb" netizens, the radical comments of some netizens may quickly become the collective voice of almost all netizens. If you want to occupy the right to speak online in public relations activities, you must follow the principle of rapid response, "Before the formation of preconceived online public opinion, the progress of processing related work and positive 'action information' should be released in time. People will meet in a virtual environment. It is closer to the state of "self", which is also the reason for the disorder of Internet public opinion. In crisis public relations, the "irrationality" of netizens can be used to win the understanding and sympathy of most people emotionally, then the crisis will be Half of the solution. When a star encounters a crisis, we must grasp the yardstick of public relations, and beware of making people think of "hype."

In the survey results, five levels from 0 to 4 are used to quantify the impact value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact. The individual subjectively caused a large error. The evaluation value of 1000 audiences are taken and the average is taken, and the result is determined by rounding off. The specific statistical table obtained is shown in Table 1.

Table 1. Relief of public anxiety and depression.

Strategy	Master the right to speak	Emotional management	Prevent "hype"
Audience	3	4	3

Conclusions: Social psychology is an important branch of psychology. It believes that people's social environment will have a vital impact on people's psychological changes and characteristics. At present, China is in the period of social transformation, and the special social structure will certainly have a profound impact on the psychological state of the Chinese people. According to the principle of psychological compensation mechanism, when public emotions are difficult to express in reality, they will shift to a relatively free public domain. The high-speed network environment provides a space for Chinese ordinary people to express their discourse and release their emotions. The carrier of many social realities and mass psychology under the background of social transformation. Judging from the Internet hotspots that have occurred in China in recent years, Weibo, as one of the most popular social networking platforms, has increasingly become an important public opinion hub and sentiment amplifier. Under the implied by the collective law that it is not responsible for the public, it is anonymous on the Internet. Under the influence of sex, the public began to look for emotional outlets in the form of speech and opinions on the Internet, and the influence of public emotions on the development of events has become more and more significant. Therefore, timely and effective star crisis public relations strategies can effectively alleviate the public's psychological anxiety.

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THE INFLUENCE OF NATIONAL COHESION ON THE REHABILITATION OF COLLEGE STUDENTS' MENTAL SCHIZOPHRENIA

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Background: Schizophrenia is a persistent, usually chronic, serious mental illness. The disease has no obvious organic changes. It is a functional psychosis, which is mainly characterized by obstacles in thinking, emotion, will and behavior, and incoordination between mental activities and the environment. Patients often show mental and behavioral disorders, such as disorders of mental activity, internal unity of personality, severe defects in social functions, and many other psychological and behavioral obstacles. Although patients with this disease are generally unconscious and mentally disabled, the onset of the disease not only affects their physical and mental health and work ability, but also has a significant impact on the family and society. The main symptoms of schizophrenia are: perception obstacles such as various hallucinations; thinking and association obstacles such as various delusions, passive experience, thinking association obstacles, poor thinking, etc.; emotional obstacles include emotional agitation, slowness or Indifferent; obstacles to will and behavior include hypo-willedness, tension syndrome and so on.

Nationalism is a consciousness of unlimited loyalty to the country and the nation. It advocates that the national interest is above all else. It is necessary to do everything possible to enhance the cohesion of the nation and require the members of the nation to fight for the national interest at all costs. China's

nationalism originated from the invasion of foreign powers in modern times. It is the collective response and collective memory of the Chinese people to this invasion. This casts a strong emotional color in Chinese nationalism. A person's national cohesion is based on a certain sense of identity and belonging to his own nation, but the economic globalization that is proceeding vigorously in the contemporary world will cause a certain degree of dissolution and weakening of this identity and dependence of people.

Objective: Schizophrenia is a type of chronic relapsing mental illness. Once contracted, it has recurring attacks, which leads to obvious mental dysfunction, and residual pathological and degenerative behaviors, resulting in social function decline. Therefore, since the onset of the disease, relevant treatment and rehabilitation measures should be implemented, and long-term attention should be given to life. In the treatment of the 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 antipsychotic drugs, most patients have difficulty recovering from the disease. Shows a significant decrease in self-evaluation and low social skills, becomes a person who has difficulty adapting to social life, and shows a serious poor prognosis. Therefore, the rehabilitation of college students' mental schizophrenia needs to rely on national cohesion.

Subjects and methods: Common rehabilitation treatment methods for schizophrenia include behavioral therapy, cognitive or cognitive behavioral therapy, family therapy, and psychotherapy for specific diagnoses. The current research proves that there is no single therapy for the rehabilitation effect of schizophrenia. Therefore, through the current psychological rehabilitation methods for schizophrenia patients, self-esteem, self-efficacy and social support can be used to cultivate the national cohesion of college students, so as to improve the rehabilitation effect of college students' mental schizophrenia.

Study design: Randomly select 1,000 schizophrenic college students of different genders, different grades, and different majors, and observe their living abilities and quality of life through a 12-month training of ethnic cohesion.

Methods: Use Excel to calculate the rehabilitation effect of college students with schizophrenia.

Results: Self-esteem is called "the core of mental health", and its development has an important impact on the individual's physical and mental health and social adaptation. As an important part of an individual's self-awareness, self-esteem is closely related to an individual's mental health. The improvement of self-esteem can effectively alleviate depression, autism and suicidal tendencies. Self-esteem is the psychological mechanism of individuals adapting to the social and cultural environment, and an important determinant of reducing and alleviating anxiety and maintaining mental health. To a certain extent, self-efficacy can affect the individual's selectivity and persistence in activities, and has great practical significance in promoting the individual's physical and mental health and maintaining the function of the immune system. Social support is a concept of multiple dimensions. Between the individual and his environment, the overall level of participation of people, the source of the social support environment, and whether social support can provide the individual with emotional, belonging, information or material help can be effective Promote the rehabilitation of college students with mental schizophrenia.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take the evaluation value of 1000 college students with schizophrenia and take the average.

Table 1. Rehabilitation effect of college students with schizophrenia.

Method	Self-esteem	Self-efficacy	Social support
College students with schizophrenia	4	3	3

Conclusions: In the contemporary era of economic globalization, rising nationalism and increasingly secular society, it is necessary to work hard to strengthen college students' national concepts and national consciousness, to help college students correctly understand nationalism, actively guide its nationalism, and to unremittingly carry out the common ideals and ideals of the times for college students. The education of the sense of worry can greatly preserve and enhance the national cohesion of college students. By cultivating the national cohesion of college students, it can effectively promote the rehabilitation of college students' mental schizophrenia.

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A METHOD TO RELIEVE COLLEGE STUDENTS' ENGLISH LEARNING ANXIETY BASED ON SELF-EFFICACY

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Background: Mankind has entered the 21st century, and peace and development have become the themes of the current era. The competition for comprehensive national strength with science and technology as the forerunner and economy as the foundation is becoming increasingly fierce. To be among the world's powers, all countries are required to participate in international competition with a positive attitude and break the situation of isolation and self-isolation, otherwise the economy and technology will be difficult to develop, and they will be at a disadvantage in international competition. In international competition and cooperation, foreign languages are an indispensable tool. Among many foreign languages, English is the most common language in the world today, so it is necessary to pay attention to the education and learning of English.

Self-efficacy refers to the degree of confidence that people can use their own skills to complete a certain work behavior. At present, there are two tendencies in research on self-efficacy: trait orientation and non-trait orientation, or understand it as two dimensions of self-efficacy. The former believes that self-efficacy is cross-situational, specific, and does not depend on specific situations. The latter believes that self-efficacy is specific, non-specific, and contextual. The main factors that affect the formation of self-efficacy are the success or failure experience of the individual's own behavior, alternative experience, verbal persuasion and emotional arousal. To a certain extent, self-efficacy can affect the individual's choice and persistence in activities; affect the individual's attitude when facing difficulties; affect the acquisition and performance of new behaviors; and the individual's experience when performing activities mood. Decreased self-efficacy will have varying degrees of negative impact on the individual's physical and mental health, work quality and work efficiency. In addition, self-efficacy affects the arousal level of the individual's autonomic nervous system. These biochemical substances act as neurotransmitters and affect the functional regulation process of the human immune system. When faced with the same stress factors, people with a strong sense of self-efficacy can 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, thereby breaking the balance of the immune system. And destroy its immune function. Therefore, self-efficacy is of great practical significance for promoting the individual's physical and mental health and maintaining the function of the immune system.

Objective: The proposal of self-efficacy provides a new research direction for psychology, and at the same time, it also finds new solutions for solving problems in practice. By improving the sense of 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-cognition.

Subjects and methods: Self-efficacy can effectively alleviate the anxiety of college students in learning English, and help college students to establish a correct outlook on learning. This article focuses on improving college students' sense of self-efficacy to have a positive effect on enhancing college students' sense of pleasure and participation in learning English. By distributing questionnaires, statistical analysis of the impact of self-efficacy on alleviating college students' English learning anxiety.

Study design: Using stratified cluster random sampling method, 600 college students were surveyed. 10 universities were randomly selected, 15 students were randomly selected from each grade, and a total of 40 classes of students were surveyed. A total of 600 copies were issued, 579 copies were recovered, and the effective number was 562 copies.

Methods: Use Excel to calculate the influence of self-efficacy on alleviating the anxiety of college students in English learning.

Results: Self-efficacy plays an important role in alleviating college students' English learning anxiety. After improving college students' sense of self-efficacy, college students' English learning anxiety has a significant downward trend, and they can actively and spontaneously learn English, and their willingness has been strengthened. At the same time, when encountering difficult problems in the process of learning English, they will eventually achieve the desired effect of English learning through their own efforts and persistence.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 600 college students' evaluation values and take the average, and the results are determined by rounding off. The specific statistics table is shown in Table 1.