

choosing colors, we should generally consider the following factors: 1. Clearly define what purpose we want to achieve with colors. Analyze the group of viewers, as well as the effect of the cross-border e-commerce website to promote, the main idea of the business and the CI design. 2. Choose the main color that reflects the design needs. Select the overall tone after analyzing the cross-border e-commerce website. 3. After selecting the central solid color, arrange the color matching design. 4. Focus on the characteristics of the design or human feelings, and make the available color choices more perfect. Therefore, when selecting colors for cross-border e-commerce websites, neither a single color can be selected, nor can it be too fancy, generally no more than three basic hues.

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AN ANALYSIS OF THREE WOMEN’S CULTURAL EDUCATION MOVEMENTS IN MODERN CHINESE HISTORY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Engels pointed out: “In every society, the degree of women’s liberation is the natural measure of general liberation.” Women’s cultural education movement is an important part of the women’s liberation movement. There have been three women’s cultural education movements in the modern history of our country: the women’s cultural education movement during the Taiping Heavenly Kingdom period, the women’s cultural education movement during the Wuxu Reform period, and the women’s cultural education movement during the Xinhai Revolution to the May Fourth Movement. The Revolution of the Taiping Heavenly Kingdom used armed forces to overthrow the Qing dynasty and seize power, enabling all people to enjoy the four equal rights of politics, economy, ethnicity, and men and women. According to the principle of equality between men and women advocated by the Taiping Heavenly Kingdom, women have equal rights to receive cultural education. Through education, women have clarified the purpose and significance of the revolution and cultivated women’s revolutionary consciousness. After the Opium War, China gradually became a semi-feudal and semi-colonial society. The Sino-Japanese War of Sino-Japanese War in 1894 ended with the failure of China. The imperialist powers’ aggressive activities in China have intensified. The bourgeois reformers represented by Kang Youwei and Liang Qichao, in order to achieve the political goal of saving the nation and improving society, put forward a series of ideas in the field of culture and education that are compatible with their political goals. This is the idea of advocating and attaching importance to women’s cultural education. Reflection. Bourgeois democrats represented by Sun Yat-sen have stepped onto the stage of history. In terms of women’s cultural education, it is stipulated that elementary and elementary schools can be co-educational, and various schools such as secondary schools, normal schools and vocational schools can be established for women, reflecting the bourgeois democracy. The progressive requirements and democracy of the school in women’s cultural education.

The attitude change theory in social psychology provides a theoretical basis for studying the three women’s cultural education movements in modern Chinese history. Attitude change theory refers to the theory of scientific laws in the search for attitude change. There is mainly consistency theory, self-perception theory, harmony theory, attribution theory, functional theory, stimulus response theory and cognitive dissonance theory. Consistency theory believes that individuals modify their attitudes and behaviors to maintain the greatest degree of harmony within the belief system and with external behaviors. By changing the verbal attitude, the external behavior can be changed.

Objective: Cultural education is conducive to promoting social progress and development. Therefore, through in-depth research and analysis of women’s cultural and educational movements that have occurred in history, especially in modern history, the evolution of women’s social status and the influence of ancient and modern thinkers, writers, and politicians on the road to women’s liberation can be explored. Exploration and thinking can effectively promote the creation of social productive forces.

Study design: Using stratified cluster random sampling method, 1,000 female college students were surveyed. Randomly select 10 universities, randomly select 100 female students from different majors and different grades, and issue questionnaires about cultural education. A total of 1,000 questionnaires were distributed, and 974 questionnaires were effectively returned.

Methods: Use Excel to count female college students’ views on cultural education.

Results: The women's cultural education movement promoted the deepening of the concept of equality between men and women, and women have the right to acquire knowledge. Three women's cultural movements in modern Chinese history have greatly improved women's social status. Entering the university to learn knowledge can effectively improve women's knowledge level and ability, and maintain a positive and optimistic attitude in the face of setbacks and difficulties. At the same time, it has effectively improved its own quality of life.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact Individual subjective causes large errors. Take the assessment value of 1000 female college students and take the average, and the result is determined by rounding. The specific statistical table is shown in Table 1.

Table 1. Results of female college students' views on cultural education.

Factor	Knowledge level	Positive attitude	Quality of life
Female college student	4	5	5

Conclusions: The enlightenment of the three women's cultural movements in modern Chinese history is that if the Chinese nation is to be able to maintain its youth forever and be listed among the world's outstanding nations, it must improve women's cultural literacy and improve the quality of the nation's population. Women's cultural knowledge and skills can not only be transformed into productive forces to create social wealth, but more importantly, they shoulder the special mission of giving birth and raising offspring, that is, human beings' own production. Therefore, when raising the scientific and cultural level of the whole nation, we must not ignore the important role of women.

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A STUDY ON THE INFLUENCE OF THE INTEGRATION OF LABOR EDUCATION INTO THE TEACHING OF SPECIALIZED COURSES IN COLLEGES AND UNIVERSITIES ON RELIEVING COLLEGE STUDENTS' ANXIETY DISORDER

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Background: In the all-round education system of "ethics, intelligence, physical education, art and labor" simultaneously, labor education has become the focus of ideological and political education in schools in the new era. Labor education plays an important role in the cultivation of students' labor ability and the formation of labor outlook. Incorporating new development concepts into labor education and implementing the principles of labor education in all aspects of the course implementation will help cultivate students' ability and improve their personality. Cultivating innovative talents is an important mission of universities to support national strategies such as "innovation-driven development" and "building an innovative country". Labor education can not only lay a good physical foundation for students to grow into innovative talents, but also can play a role in stimulating innovative consciousness, exercising innovative ability, honing innovative spirit, and alleviating anxiety. In order to promote the integration of labor education into the teaching of professional courses in colleges and universities, colleges and universities should strengthen the innovation and education orientation of labor education goals, optimize the innovative education function of labor education carriers, enhance the innovation and education skills of labor education teachers, and create an innovative education environment for labor education. To work together to build a favorable pattern of close integration of labor education and innovative talent training in the new era.

Labor education is an important part of my country's higher education, including labor concept education, labor skills education, labor habits education, and labor spirit education. Quality training can play an important role. In the development of the new era, the importance of labor education in colleges and universities in the new era should be emphasized, and innovation and entrepreneurship should be emphasized. Internship training, professional services, social practice, work-study, etc. should be actively carried out in combination with disciplines and majors. By integrating labor education into the teaching of