

writing ability, sensitivity, creativity, talent, spirituality, tolerance, perseverance, courage, defense mechanism, wisdom, concern for the future, self-determination, etc. In addition, a person's good adaptability to the environment is actually a positive psychological quality. Through the construction of OBE teaching materials in the view of positive psychology, the students' learning ability and learning level can be effectively improved and the students' all-round development can be promoted.

Table 1. Effects of positive psychology on mathematics textbook construction.

Factor	Innovative teaching idea	Enrich the classroom content	Renew teaching methods.
Mathematics textbooks	3	4	4

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AGRICULTURAL ECONOMIC SERVICE MODEL AND ITS IMPLEMENTATION PATH BASED ON CONSUMER PSYCHOLOGY THEORY

Hongzhang Zhu & Jiahuan He

School of Economics and Business Administration, Heilongjiang University, Harbin 150080, China

Background: After the tide of agricultural economy, industrial economy and service economy, the experience economy will become the latest mainstream of human society economy. It is the precondition for the emergence of experience economy to improve people's material living standard to a certain extent and to have certain consumption capacity. In this economic state, economic service mode and implementation path not only need to meet people's basic functional needs, but also provide consumers with a strong sense of experience. This experience element is attached to the products and services. When the experience process is over, the experience feeling will exist in the consumer's memory for a long time, and the consumer is willing to pay for the experience. The consumer will get emotional and psychological satisfaction because of participating in this process personally. Generally speaking, experience is a kind of emotional psychological feeling, which is produced in a specific time, place and environment. It has the characteristics of situation, difference, continuity, uniqueness and creativity. Experience design can effectively promote the transformation and upgrading of agricultural economic service mode. Early experience design was put forward in the direction of business strategy reform. In order to make consumers feel better experience, enterprises need to integrate products, services and environment. Compared with the use of the product itself, the experience design pays more attention to the user's emotional experience, the user's psychological feelings when using the product. Consumer psychology mainly studies the psychological state of consumers in the process of demand, selection, purchase, use, evaluation and disposal of related products. Consumer's interests and hobbies, consumer group's psychological characteristics and consumer demand are closely related to experience design. Consumer's psychological moment affects the agricultural economic service model.

Objective: Under the background of economic globalization and Informa ionization, the cross integration of agriculture and service industry is a new opportunity for agricultural economic development. Modern information technology innovation, the gradual decline of traditional agriculture, the gradual rise of new cross-industry. The development thought and operation mode of consumption psychology gradually permeate into agriculture. The mutual penetration and integration of modern agriculture and service industry have broken the barriers of division of labor of the original industries, and formed a new industrial value network of agriculture and service industry, which has a positive impact on promoting the transformation and upgrading of agricultural economic service mode and implementation path.

Subjects and methods: Using the theory of consumer psychology, this paper studies the agricultural economic service model and its implementation path. This article mainly carries on the research analysis from the commercial pattern, the market fusion, the policy innovation and the profession fusion four aspects.

Study design: According to the consumption psychology, the agricultural management mode and the development idea are updated to improve the actual integration degree.

Methods: The influence of Excel statistical consumption psychology on agricultural economic service model and its implementation path. Agriculture and service industry have their own independent knowledge systems, which belong to two disciplines. In the interdisciplinary field, the integration and aggregation of knowledge from different disciplines occur in agriculture and service industry. Knowledge convergence has spillover effect, which not only makes the interdisciplinary field develop further, but also attracts technical departments to join in the knowledge convergence to realize its academic value.

Results: 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. Effects of consumer psychology on agricultural economic service model and its implementation path.

Factor	Business model	Market convergence	Policy innovation	Industry integration
Theory of consumption psychology	4	4	4	4

Conclusions: Based on the theory of consumer psychology, the agricultural economic service mode and implementation path realize the efficient integration of agriculture and service industry. It can be divided into horizontal industrial integration path and vertical industrial integration path 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 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.

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THE FUSION OF LOGICAL THINKING AND PSYCHOLOGICAL TENDENCY IN SECRETARY WRITING

Taizhong Wang

School of Humanities, Zhaotong University, Zhaotong 657000, China

Background: In office work, writing ability is one of the important standards to measure secretarial ability. But writing ability is not equal to writing ability, it is a person's thinking ability, observation ability and language organization ability of a comprehensive embodiment. Secretary writing is different from literary creation. Its essential features of social practicality and the basic requirement of objective authenticity determine that its most important thinking form is logical thinking. How to make good use of logical thinking in the process of secretary's writing must be grasped from the content, structure and language of writing. In the process of secretary's writing, his psychological tendency is often blindness, compulsion, mechanicalness, indifference and dependence. In the process of writing, he has no logical thinking ability, so it is difficult to write qualified content. The so-called logical thinking ability is the ability that people can reflect the objective reality with the help of concepts, judgments, reasoning and so on. Its core is induction and deduction, analysis and synthesis, abstraction and summary, comparative thinking, causal thinking and so on. Only through logical thinking, can people grasp the essence of the concrete object, and then understand the objective world. Argumentation, as a kind of argumentation, is highly speculative, so we should strengthen the training and application of logical thinking in the teaching of writing.

Objective: In order to adapt to the development of market economy and cultivate secretarial talents