

**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

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**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

with comprehensive quality, the curriculum system of secretarial specialty has been adjusted accordingly. Secretarial writing is a core course of secretarial specialty, which has a strong practicality and application. Since secretarial writing is aimed at secretarial profession, teachers should pay more attention to the improvement of students' writing ability. In the process of secretary writing, we should consider the psychological tendency of the writer, give logical thinking guidance, and create secretary writing.

**Subjects and methods:** From different grades of secretarial students in a school, 120 students were selected, 69 boys, girls 51; age 23-26 years old. Students were randomly divided into two groups, the experimental group of 60 people, in the teaching process to join the discussion, in order to train students' logical thinking, understanding of students' psychological tendencies. Although secretarial writing is the individual behavior of secretarial students, sometimes through group discussion and joint writing, secretarial students can strengthen their understanding of some complex texts and grasp their writing skills. For example, before writing a "survey report", a field survey must be carried out in order to analyze the results of the survey according to the data and materials obtained from the survey.

**Study design:** The accuracy of the survey results is closely related to the design of the questionnaire. After all, a person's thinking is limited, the design of the questionnaire should be group discussion by students, through everyone's analysis and selection, to determine the survey questions and options. Then the students in each group took the questionnaires designed by this group to the places of the survey objects, and conducted field surveys by visiting, visiting, and discussion. Then group discussion survey data, information obtained, analysis of the survey results. Finally, brainstorming a survey report. Through discussion and field investigation, students majoring in secretarial science will be more interested in and more sensitive to social reality, so that they can combine theoretical knowledge with practical investigation and apply what they have learned to practice.

**Methods of statistical analysis:** The contract writing also may adopt the discussion method, through student's group discussion, causes the contract the clause to write completely, is more meticulous, is more accurate. Control group of 60 people, only the use of ordinary teaching methods, not deliberately study the psychological tendencies of students, only pay attention to the logical content of secretary writing. After 3 months, the study satisfaction of the two groups was investigated by interview. Using SPSS18.0 statistical satisfaction results.

**Results:** Statistical results of two groups of students' satisfaction, data as shown in Table 1.

**Table 1.** Statistical results/number of persons.

Satisfaction	Dissatisfied	General	Satisfy	With great satisfaction
Experimental group	0	14	32	14
Control group	3	37	18	2

From the table 1, we can see that the students in the experimental group are more satisfied with the logical thinking and the discussion teaching method considering the psychological tendency. Only a few students in the control group were satisfied with the traditional teaching methods.

**Conclusions:** Secretarial writing is taught to secretarial students. As a future secretary, secretarial students must be able to speak and write better than students majoring in general. With the rapid development of economic globalization, secretaries communicate with all fields of the society increasingly closely and frequently, and the use of secretarial writing is more and more extensive. Secretaries need writing skills more than ever, and the study of writing theory, content and methods has never been more urgent. Therefore, writing teachers in colleges and universities must adjust their thinking, change their teaching ideas, reform their teaching contents, methods and assessment methods, and improve their writing ability and comprehensive quality so as to meet the needs of social development and reform and opening up. The teaching method of integration of logical thinking and psychological tendency is worthy of reference for college teachers in art writing teaching.

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## THE DESIGN TREND IN CHINA IN THE EARLY 20TH CENTURY FROM THE PERSPECTIVE OF GROUP PSYCHOLOGY

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