

humanized teaching activities. Self-efficacy can help college students effectively improve their sense of pleasure and participation in learning English, make them more clearly realize their great potential in learning English, promote college students' better development, and comprehensively improve college students' English literacy. Self-efficacy can also stimulate college students' learning interest and motivation, give full play to their autonomy, so as to improve learning efficacy and promote their all-round development. It is of great significance to study the impact of learning self-efficacy on college students' English learning.

**Table 1.** Effect of self-efficacy on alleviating college students' English learning anxiety

Factor	Willingness	Effort	Persistence
Freshman	4	3	3
Sophomore	3	4	4
Junior	4	3	3
Senior	3	4	4

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## THE STUDY OF NEWS AND COMMUNICATION PSYCHOLOGY: REFLECTIONS ON THE REAL SOCIETY AND MEDIA

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**Background:** Since the 1980s, news psychology has gradually become a research field of academic attention. With the development of news communication practice and the deepening of research, the research of communication psychology has joined in, the research topics have become richer, and the research vision has become broader. Professor Zhang Junde of Fudan University reviewed the research of Chinese journalism and communication psychology and pointed out that the research of Chinese journalism and communication psychology has generally experienced three stages: the embryonic stage of journalism psychology, the initial stage of journalism psychology and the initial stage of mass communication psychology. At present, in addition to continuing the research on the theoretical topics of Journalism and broadcasting, the research on journalism and communication psychology in China has two remarkable characteristics: (1) The research on applied psychology closely combined with the practical activities of Journalism and communication is rich and colorful and fruitful. (2) The research on Internet Psychology (Network Psychology) attracts people's attention. Professor Liu Jinglin of Communication University of China pointed out that the development trend of news and communication psychology research has the following characteristics: First, the research on news and communication psychology radiates from single to multiple, including the research content of news and communication psychology radiates from single to multiple. The knowledge structure of research team has changed from single discipline to interdisciplinary. Research methods have developed from qualitative research to the combination of qualitative and quantitative (empirical) research. Second, from randomness to standardization, including the teaching and scientific research of news and communication psychology is gradually on the right track. This is reflected in the establishment of the Research Institute of Journalism and communication psychology: the Institute of communication psychology was established in Beijing Broadcasting Institute in 2000. In 2001, the Chinese society of social psychology decided to establish the professional committee of communication psychology, which is located in the school of Journalism and communication of the former Beijing Broadcasting Institute. National seminars on journalism and communication psychology are held irregularly. Third, the psychology of Journalism and communication is transitioning from pre science to science, which is manifested in the development of the psychological phenomenon of Journalism and communication from descriptive to discipline construction. Pay attention to the combination of theory and media practice. Lin Zhida, a researcher at the Institute of Journalism and communication of Sichuan Academy of Social Sciences, proposed at the meeting that we should pay attention to and explore China's ancient communication psychology. Professor Zhong Nian of Wuhan University discussed the relationship between communication psychology and open social science.

**Objective:** From November 4 to 5, 2005, the Fifth National Seminar on journalism and communication psychology and the second annual meeting of the professional committee of communication psychology of Chinese society of social psychology were held in communication university of China. The symposium was hosted by the Communication University of China and the Chinese society of social psychology and organized by the school of television and journalism of the communication university of China and the professional

committee of communication psychology of the Chinese society of social psychology. A total of 59 researchers from 37 institutions participated in the conference, including 26 colleges and universities such as Communication University of China, Peking University, Tsinghua University, Beijing Normal University, Wuhan University and Huazhong university of science and technology. There are scientific research institutions such as the Institute of Journalism and communication of the Chinese Academy of Social Sciences, the Institute of journalism of Xinhua news agency and the Institute of Journalism and communication of the Sichuan Academy of Social Sciences. There are 8 media organizations including people's daily, Central People's Radio and China news. 83 papers were submitted at the conference. The research topics involved many research fields, such as news and communication psychology, radio, film and television psychology, advertising psychology, network psychology, media and social and cultural psychology, as well as news and communication psychological education. Compared with the previous symposium, this symposium has the following characteristics: First, there are more participants with high professional titles and high education. Second, the number of empirical studies has increased, and researchers' empirical awareness of providing data to support their personal views has increased on the premise of controlling their own ideas. Third, new highlights were added to the content of the conference. Participants paid more attention to the impact of media content on the psychology of recipients and the social effect and value of communication, the significance of news and communication psychology research to media practice, and the development and trend of news and communication psychology teaching.

**Subjects and methods:** The vision of communication psychology research is not only in media practice, but also in social reality. The researchers participating in this meeting paid attention to the real society and put forward theoretical thinking. Professor Cheng Manli of Peking University and his doctoral student Chen Xiaoshen discussed the causes of these events from the perspective of communication psychology on the events such as Juneng calcium, Sudan red and Colgate that attracted great social attention and had a great impact on people's daily life some time ago. The topic aroused heated discussion among the participants. Researchers pay attention to the focus of real society, and it is very worth advocating to grasp the research sensitivity and problem consciousness of the receiver's psychology. Terrorism is highly harmful and globalized. Peng Weibu, a lecturer at Jinan University and a doctoral student at Peking University, discussed the media psychological warfare of terrorism and pointed out that while meeting the public's right to know, the media inadvertently served as a tool to cultivate terrorism and help spread terrorist psychology. Therefore, with a high sense of social responsibility, the media must stop reporting news conducive to the spread of terrorism, avoid becoming an important tool for terrorists to spread terrorism, and provide conditions and opportunities for terrorists to spread terrorism around the world. Why so many people like "super girl" and why Hunan Satellite TV's "super girl" program has attracted so many people's attention. Professor Wu Gengzhen of Hebei University and his master's student Guo Fang conducted an audience psychological analysis of the "super girl phenomenon" and put forward that behind the wave of "super girl" and the national viewing boom, it is a strong expression of the audience's reception and choice psychology. The enthusiasm of the audience for active participation, the psychology of conformity and curiosity, and the audience's loyalty to super girls make various effects accumulate in the long cycle of competition. Luan Yimei, a reporter of the Central People's radio station and a doctoral student of Tsinghua University, interprets the popularization of communication from two outstanding manifestations in the field of communication practice, namely, the rise of people's livelihood news and the popularity of star making programs, and analyzes the psychological motivation in the popularization of communication from a psychological perspective. Its research answers the motivation of people to participate in this popular program and what needs these popular communication meet. In addition, the research on the audience's viewing psychology of TV dramas and sports programs and the research on the psychology of TV program hosts have also become an important theme discussed by the participants.

**Results:** What information the media provides for people, what impact these informations have on the audience and even the whole society, and what is its significance and value? These are the basic essence of communication effect. Participants interpreted the communication effect from their own research perspective. Professor Liu Jianming of Tsinghua University has studied the psychotherapy of the media to the audience. These psychotherapies are as follows: the treatment of the psychological harm of the audience caused by false news. Psychotherapy for information abuse to hurt the audience. The suppression of the audience's personality and the psychotherapy of vulnerable groups. Repeated reports of the same content and psychotherapy of media language violence. Audience psychotherapy for social ugly phenomena and natural and man-made disasters. Professor Yu Xiaomei of Communication University of China explained the effect of advertising communication and pointed out that the purpose of advertising should not only obtain economic profits and marketing effects, but also have social effects related to corporate culture, which is also very important. In the process of advertising communication, we should pay attention to the changes of audience attention, memory, and attitude, which are the main psychological indicators to investigate the effect of advertising communication and its integration effect. Paying attention to the

psychological indicators of the audience receiving advertising information is the basic premise for advertising to produce good social effects. Wen Hua, associate professor of Hubei Jiangnan University, discusses social cultural psychology from the image communication of media. The author points out that media image communication is the main form of visual culture, and its communication process is also the process of social and cultural communication. When receiving and perceiving this image information, the audience also presents various psychological states, such as nostalgia, tide chasing psychology, participation psychology, and so on. The research on the social and cultural psychology of media image communication is conducive to the progress of social culture and the return of social and cultural functions. Liu Xiaohong and Sun Wusan, researchers of the Institute of Journalism and Communication of the Academy of Social Sciences, take the Chinese people's achievement consciousness as the specific research object to investigate the role of mass media in the continuation of Chinese traditional culture. The researchers try to find the characteristics of social and cultural values in the media content, and whether and how to reflect the traditional cultural values in the current cultural values. Ding Mai and Zhang Xiaohui, associate professors at Communication University of China, take the modern theme TV dramas broadcast in prime time on the comprehensive channel of CCTV as the research object to explore the social mainstream values reflected by the mass media. From the analysis results, self-respect, social recognition, sense of achievement and family safety are the important ultimate values, while capable, honest, courageous, and willing to help others are the important instrumental values. Values have important guiding significance for people's social behavior. Li Meijin, a professor at the People's Public Security University of China, also talked about the impact of social cues in communication.

**Conclusions:** The media not only conveys the values of our society, but also carries out some hint and psychotherapy. The communication effect of the media pays more and more attention to the results at the social level. As a developing and constructing discipline, scholars in the field of Journalism and communication psychology have been working hard. The scientization of methods and the observation of real society and communication practice will certainly make this discipline an exciting and promising research field.

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## **EFFECT OF MODIFIED SUANZAOREN DECOCTION ON CLIMACTERIC INSOMNIA WITH PSYCHOLOGICAL DISORDER**

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**Background:** Female climacteric syndrome is a series of mental and physical manifestations caused by the decrease of sex hormone content before and after menopause, accompanied by a series of physiological and psychological changes. There are great individual differences in clinical manifestations. Patients with serious symptoms will affect their normal work and life. Insomnia with psychological disorder is the most common manifestation, which needs active treatment. At present, there are many kinds of drugs for the treatment of climacteric insomnia with psychological disorders. Although western medicine has a good calming and tranquilizing effect, it has great side effects, and it is easy to rebound after withdrawal, affecting the curative effect. Some studies have pointed out that traditional Chinese medicine has a better effect on climacteric insomnia with psychological disorders. Both Jiawei Suanzaoren Decoction and Kuntai Capsule are traditional Chinese medicine preparations. Jiawei Suanzaoren Decoction can clear away heat and annoyance, nourish blood and calm nerves. Suanzaoren is reused in the prescription to nourish blood, replenish liver, condense Qi and calm nerves. Rehmannia can replenish blood, nourish yin, replenish essence and fill marrow. It is an important medicine for nourishing liver and kidney. Both of them are king medicine. Poria cocos and Anemarrhena asphodeloides have the effects of calming the mind, nourishing yin and clearing heat. They are both official drugs. Ligusticum chuanxiong can regulate qi and soothe liver qi. When combined with monarch medicine, it has the effect of nourishing blood and regulating liver. All kinds of herbs are combined with nocturnal vine and Albizzia bark to make licorice play the effects of nourishing liver and blood, benefiting heart Yin, eliminating internal heat, and clearing deficiency and annoyance. Kuntai Capsule is a Chinese patent medicine composed of *Scutellaria baicalensis*, *Coptis chinensis*, *Paeonia lactiflora*, donkey hide gelatin and *poria cocos*. *Scutellaria baicalensis* and *Coptis chinensis* can cool the