

chain to a certain extent. However, on the whole, the negative impact caused by the blocking effect caused by the epidemic is bound to be dominant. In real life, the motivation behind people's consumption behavior is often very complex, especially when the society is in a period of major changes, it will often set off a consumption boom. Therefore, in the process of social changes, consumers often have anxiety. To study the influence of global value chain reconstitution on consumer psychological anxiety intervention in the context of COVID-19 can provide some reference and reference for the psychological intervention of consumers in the context of social change.

Subjects and methods: Under the background of COVID-19, 50 consumers were interviewed. The interview time was set to 50-90 min to understand the anxiety state of the respondents. At the same time, explain the theory of global value chain reconstruction for consumers who are determined to have anxiety, so that consumers can make it clear that enterprises can obtain the right to sustainable survival under global value chain reconstruction, and consumers do not need to feel excessive anxiety and tension. Explain from shallow to deep, 1-2 times a week, 50-90 min each time. Interview again 2 months later to understand the impact of global value chain reconstruction on consumers' psychological anxiety.

Results: Before and after the 2-month explanation, the anxiety of the respondents is shown in Table 1.

Table 1. Statistical results / proportion%

	No anxiety	Occasional anxiety	Constant anxiety
Before experiment	0.8	63.6	35.8
After the experiment	28.9	58.4	12.7

Usually, anxiety is a normal and adaptive negative emotional state, which often brings people unpleasant or even painful psychological experience, which leads people to take corresponding strategies or actions to send signals to the surrounding people for help, adapt to the external environment of social changes and alleviate their own anxiety. Understanding the generation of anxiety can play a positive guiding role for psychologists to reasonably regulate national psychology and control or reduce people's social anxiety.

Under social changes, people's consumption behavior mainly comes from their internal psychological needs. The stronger the demand for this behavior, the more people will try their best to alleviate or eliminate it, and this purpose will be achieved through corresponding consumption behavior. In the process of transforming psychological needs into nostalgic consumption behavior, external incentives such as smell, sound and music are often needed to induce. At present, when exploring the incentives, many scholars focus on consumers' own needs, but pay little attention to external factors, such as the marketing means of enterprises. The formation mechanism of consumers' nostalgic consumption behavior should be the result of the interaction between consumers' individual factors and enterprises' external factors. Therefore, the correlation between its influencing factors needs to be further discussed.

Conclusions: People's anxiety often corresponds to their preventive response. It is a defense mechanism that can help people avoid threats. This defense mechanism goes through the processes of autonomous physiological activation, selective attention, unconscious perceptual processing and expectation evaluation, and this process is continuous and uninterrupted. Consumer anxiety is a complex of people's socialized complex emotions. When consumers try to eliminate their psychological fear, they are prone to failure, danger, threat and other situations. If these situations exist for a long time, they will lead to consumers' inability to cope. At this time, consumers will have an uncontrollable burden, which will lead to consumers' inner anxiety. At the same time, pain, fear, anger Feelings such as shame, guilt and interest will follow, and will vary from person to person and from situation to situation.

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RESEARCH AND PRACTICE OF ENGLISH LEARNING STRATEGIES FOR CROSS-BORDER E-COMMERCE MAJORS IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: In the process of carrying out cross-border E-commerce professional English teaching, higher vocational schools should pay attention to cultivating the comprehensive quality of their students and improving the relevant professional abilities of students majoring in cross-border E-commerce.

Therefore, when setting up English courses for cross-border E-commerce majors in higher vocational colleges, it is necessary to better strengthen students' ability to use business English. In the past, when most higher vocational schools offered cross-border business English courses, most of them only focused on cultivating students' language communication and communication skills, and paid insufficient attention to the unity and connection between English and business processing, making it easier to separate language and business. As a result, the professional talents in the training of cross-border E-commerce Specialty in higher vocational colleges can't meet the needs of society and posts, resulting in the problem of insufficient talent training. At present, English talents required by society and enterprises are comprehensive talents with communication ability and business practice ability. Positive psychology research hopes to help people give full play to their positive potential, improve the quality of life and feel the happiness and beauty of life through positive theory. The research contents of positive psychology include: positive landlord experience research, positive personality traits research and positive social environment research. The rise of positive psychology not only brings new vision and Enlightenment to psychology, especially in the field of mental health education and psychological counseling, but also puts forward new theoretical support for the reform and development of education. Applying the theory of positive psychology to higher vocational English teaching is mainly reflected in two aspects: subjective aspect. Teachers improve their comprehensive quality by learning positive psychology. Make full use of positive psychology in the teaching of English courses for cross-border E-commerce majors in higher vocational colleges, pay attention to the emotions of students in higher vocational colleges, excavate students' positive personality and carry out emotional teaching. Objectively, we should create a positive English teaching environment and improve all aspects of teaching.

Objective: With the support of the "Internet plus" era and the support of national policies, the cross-border electricity supplier industry has been developing rapidly in China and has become a new driving force for China's trade and economic development. Cross border E-commerce provides people in different regions with more convenient commodity supply capacity, and fully supporting the healthy development of cross-border E-commerce has become the consensus of current economic development. Many higher vocational colleges have also set up relevant courses to meet the needs of industry development and cultivate professionals familiar with the English content of cross-border E-commerce business. So that higher vocational colleges can better meet the needs of enterprise talents in talent training and teaching mode, and finally realize the English curriculum teaching reform. Through the investigation of the professional talent structure of cross-border E-commerce enterprises, this paper effectively obtains the teaching direction of cross-border E-commerce professional English in higher vocational colleges, and the curriculum meets the actual needs, and makes a simple exploration on the curriculum setting and improvement direction of cross-border E-commerce professional English from the perspective of positive psychology.

Subjects and methods: This paper mainly synthesizes the influence of positive psychology on cross-border E-commerce professional English courses in higher vocational colleges, pays attention to the characteristics of positive psychology from all aspects, defines the characteristics of positive psychology and cross-border E-commerce professional English courses in higher vocational colleges, and analyzes the development direction and demand of cross-border E-commerce professional English courses in higher vocational colleges. Based on the questionnaire survey, according to the literature and practical problem experience, using the network questionnaire system and random sampling method, through the questionnaire invitation link and the original database based on Epi Data, using the methods of comparative research and case analysis, This paper points out the main problems and relevant paths in the implementation of cross-border E-commerce professional English courses in Higher Vocational Colleges under the influence of positive psychology.

Results: First, we can use the flipped classroom and project teaching method to effectively strengthen the communication between teachers and students. It is necessary for higher vocational schools to use the new teaching method and implement reform. Therefore, higher vocational schools can adopt classroom and project teaching methods to effectively strengthen the communication between teachers and students and shorten the distance between teachers and students. Due to the lack of teaching resources and successful experience of cross-border E-business English, the use of flipped classroom can make up for the lack of teaching content. Cross border E-commerce professional English teachers can use the Internet to set learning goals for students so that they can take the initiative to deal with these problems. If students encounter problems they don't understand, they can also get teachers' guidance through wechat and other communication platforms, so as to promote teaching progress and improve teaching quality. Similarly, teachers can also use the simulated cross-border E-commerce environment on the network to build an online foreign trade platform to enable students to further understand the practice. The online cross-border E-commerce platform can also provide college students with detailed business processes and funds, which helps students continuously improve their business English use level. Secondly, we can establish school enterprise cooperation, strengthen the construction of business English major, and reform the business English education model in higher vocational colleges. Therefore, teachers can actively build a school

enterprise cooperative education model, constantly strengthen the construction of business English major, so that schools and enterprises can fully show their role, so that enterprises can provide students with relevant practical opportunities in the process of growth and development, So that they can use their learned knowledge in a real cross-border E-commerce environment to find out the differences and continuously improve their knowledge system and development ability. Establish a scientific and standardized school enterprise cooperation platform to help students cultivate their practical ability of business English in addition, on the road of reform in higher vocational colleges, the professional ability of teachers also has a very key promotion effect. Therefore, improving the practical ability of business English teachers has become a very key part. Enterprises can provide relevant practice platforms and funds, so that teachers can grasp the new E-commerce foreign trade processing process in the process of practice. In this way, teachers can use their rich experience in teaching to guide students' practical learning.

Finally, build a positive teaching atmosphere and learning environment. When teaching cross-border E-commerce professional English in higher vocational colleges, teachers' actions and facial expressions have a far-reaching impact on students' emotions. Therefore, teachers need to strengthen the communication with students and build a positive and healthy learning environment, so as to effectively strengthen the enthusiasm of higher vocational students to learn English. Because higher vocational students still have some problems in self-discipline and lack of concentration. Therefore, teachers need to use a positive attitude to guide and strengthen students' learning enthusiasm, to improve the English teaching ability of students majoring in cross-border E-commerce in higher vocational colleges. For example, teachers can find materials related to psychology in network resources and select the corresponding English teaching content according to the actual situation, which can not only ensure the richness of English content, but also effectively mobilize students' enthusiasm for learning English, to strengthen the comprehensive ability of students majoring in cross-border E-commerce in Higher Vocational colleges.

Conclusions: In the cross-border E-commerce professional English Teaching in Higher Vocational Colleges from the perspective of positive psychology, teachers need to combine the psychological factors that easily hinder students from entering the active learning state in the cross-border E-commerce English Teaching in higher vocational colleges, so as to enable students to achieve better development, cultivate students' positive personality quality, continuously optimize the environmental support system and help students grow in an all-round way, promote the improvement of students' practical English ability. To gradually improve students' academic performance, teachers must be patient with students, constantly enhance students' learning confidence, and promote the overall improvement of cross-border E-commerce professional English Teaching in higher vocational colleges.

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THE AESTHETIC EDUCATION FUNCTION OF MUSIC AND ITS VALUE OF PSYCHOTHERAPY

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Background: Music is the art of emotion, it can express people's thoughts and emotions through various musical elements, people in the beauty of music has been edified and infected, so as to purify and sublimate the emotional world. The process of appreciating music is also a self-emotional experience, and also a process of mutual integration and outburst of the feelings of the audience and music, so as to generate resonance. Therefore, music for cultivating people's noble sentiment, edify and purify people's mind, has irreplaceable, at the same time, the beauty of music on people's mind, but also has a "good medicine" like the magical effect, for the treatment of psychological disease is also a great prospect.

Objective: The function of music aesthetic education. Music has unique emotion, skill and image. We can call it "aesthetic education" to feel music's cultivation of emotion, inspiration of soul and edification of beauty in the process of music education. Cultivate aesthetic consciousness, so that people can receive beautiful things imperceptibly, discover beauty through music feeling, and thus create beauty in life. The function of music aesthetic education is mainly embodied in purifying the mind, cultivating sentiment, infiltrating art, cultivating aesthetic feeling, adjusting function, balancing body and mind.

(1) Purify the mind and cultivate sentiment. Music is the most emotionally rich art. It is not only an auditory art, but also an expressive art. Scientific studies have shown that songs with different rhythms, melodies, timbre, pitch and speed can produce different emotions, resulting in different emotional and