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THE USE OF CROSS-CULTURAL PSYCHOLOGY IN CROSS-BORDER E-COMMERCE COMMUNICATION

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Background: In 2018, the scale of China’s cross-border E-commerce transactions reached 9.1 trillion yuan, continued to maintain rapid growth on the basis of rapid growth for two consecutive years, and became a new highlight of foreign trade growth. According to the test data of E-commerce research center, it is expected that the scale of cross-border E-commerce transactions in China will reach 10.8 trillion yuan by 2019. The huge market demand has brought unprecedented opportunities for China’s cross-border E-commerce enterprises and sellers. There are more contacts between individuals from different cultures than ever. International business activities have entered a new stage of development. Cross border E-commerce communication is an emerging discipline integrating cross-cultural, E-commerce and communication. It mainly focuses on the communication of individuals with different cultural backgrounds in the cross-border E-commerce environment. The clarity, responsiveness and comfort of communication discourse between the two sides will directly affect the transaction results and transaction satisfaction.

Objective: With the rapid development of cross-border E-commerce in China and the increasing frequency of cross-border E-commerce activities, the importance of cross-border E-commerce communication with computer as the media is becoming more and more significant. Applying cross-cultural psychology to cross-border E-commerce communication helps cross-border E-commerce sellers understand the psychological and behavioral characteristics of consumers under different cultural backgrounds, making communication more clear, responsive and comfortable, so as to promote the realization of cross-border E-commerce transactions and improve customers’ purchase satisfaction.

Subjects and methods: 1. The theoretical achievements of cross-cultural psychology provide a reference for cross-border E-commerce communication. Cross cultural psychology holds that all psychology is cultural and all culture is psychological. It holds that culture is the intermediary or regulatory variable of all behavior. All human psychology and behavior are penetrated and affected by specific social environment and cultural tradition. Cross cultural psychology spans the human psychology in a particular culture and makes a comparative study with the human psychology in another culture. Cross cultural psychology studies questions and core answers related to interpersonal interaction in a multicultural context. Its research results can provide useful information and help in many fields such as education, business, social services and so on. With the gradual expansion of the scale of China’s cross-border E-commerce, Chinese cross-border E-commerce sellers need to understand the differences between countries and cultures. They need to understand not only the explicit differences such as language differences, religious differences, consumption ability differences and customs, but also the hidden psychological and cultural differences of the communication objects, And use the theoretical results of cross-cultural psychology to form a correct social cognitive view, conduct pioneer inspection on the cultures of different countries, make psychological preparations before cross-border E-commerce communication, and provide enlightenment and action guide for the practice of cross-border E-commerce communication. 2. The application value of cross-cultural psychology has effectively improved the quality of cross-border E-commerce communication. We are used to associating specific nations and countries with some prominent personality traits or other characteristics, and forming stereotypes about different categories of people. For example, we tend to think that Americans are ambitious and rude, Britons are cultured and indifferent, Chinese are hospitable and polite, and Indians are good at designing new software, Brazilians like playing football, dancing and so on. These stereotypes are not a few, largely because we only believe what we see or hear, and are reluctant to spend too much time and energy to get the right information. In cross-border business communication, if cross-border E-commerce sellers classify different categories of people into those common and narrow stereotypes, they will have many misunderstandings about customers being communicated, resulting in many unnecessary communication obstacles. In fact, individual differences are much greater than group similarities. The application of cross-cultural psychology in cross-border E-commerce communication can guide cross-border E-commerce sellers to form a correct social cognitive view and have a clear sense of social identity to

different cultures. In addition, it helps cross-border E-commerce sellers understand the personality characteristics, educational background, handling style, behavior habits and other personal cultural identities of different buyers in the transaction process, reduce the negative impact of stereotypes, and promote the maximization of cross-border E-commerce communication benefits.

Results: 1. Clarity of communication. The clarity of communication reflects the cognitive aspect of communication experience and the degree of understanding of the expressed meaning. Meaning includes not only factual information, but also conveyed thoughts, emotions and values. Due to the differences in language, nonverbal behavior, cultural values and ways of thinking, problems in cross-cultural communication are more likely to occur than in the same cultural communication. In cross-cultural communication, it is difficult to achieve communication clarity. This communication problem may be caused not only by the expressed content, but also by how the expressed content is interpreted. Research shows that a higher degree of clarity through information sharing will bring better economic benefits and purchase satisfaction. A lot of evidence shows that Chinese and most people in East Asian countries are high situational cultures. In terms of language codes and communication methods, their motivation is to “save face” and tend to express in an indirect way, that is, they prefer to use ambiguous words to avoid leaving an arbitrary impression. Cross cultural researchers attribute East Asians’ preference for indirect communication to their emphasis on harmony and face. In contrast, people in the United States and most western countries are low context culture, which means they prefer more direct, clearer and more accurate communication. In cross-border E-commerce two-way communication, differences in communication styles will affect the clarity of communication. Buyers with low situational culture believe that the communication style of Chinese sellers is indirect, opaque and even difficult to understand. This may happen even when Chinese cross-border E-commerce sellers are proficient in English. Indirect communication may cause some discomfort to partners in the United States and other countries. Therefore, when conducting two-way communication with buyers of low context culture, sellers can use more direct and clear communication methods to clearly express their ideas, and skillfully use communication discourse skills such as professional language and polite language to make them feel that they have obtained a certain amount of profit and can reach a transaction faster. 2. Responsiveness of communication. The responsiveness of communication reflects the behavioral aspects of communication experience. It shows the synchronization of language patterns, the response to information inquiries and the sympathy for the emotions expressed by the other party. If there is no response to the other party’s proposal during communication, it indicates that the expectation has not been realized and may lead to conflict in communication. From the perspective of low context cultural partners, in a situation of low transparency, responsiveness is a prerequisite for better understanding. East Asians see silence as an opportunity to think, formulate strategies and consider follow-up actions, but most Westerners are extremely uneasy about silence and feel the need to fill it, such as making concessions. At the beginning of business communication, the seller can share some information to see whether the other party has sincere cooperation. If there is a reciprocal relationship, the possibility of additional information sharing and reciprocity will be higher, and the seller can find more factors with comprehensive potential, and bring better transactions and more benefits to the seller through the trust established by both parties. Therefore, for cross-border E-commerce sellers, responsiveness is positively correlated with economic benefits and satisfaction. 3. Communication comfort. The comfort experienced by communicators reflects the emotional aspect of communication experience, which is a positive communication condition, that is, the ease and pleasure when interacting with others. The degree of comfort in the communication process will also affect the economic benefits. Higher comfort can help communicators disperse uncertainty and reduce the possibility of misunderstanding. Therefore, both sides of the transaction expect higher comfort to bring better economic results and higher satisfaction. In cross-border E-commerce communication, positive communication helps to reduce or eliminate communication barriers. In the process of communication, the expectations of both parties will cause anxiety, but when communicators feel comfortable in communication with each other and do not have too much pressure, they are unlikely to adhere to the cultural stereotypes related to the other party, especially those negative impressions that lead to unsatisfactory communication results. When we understand the psychological needs of buyers and make them feel highly comfortable, we can realize the “win-win” of cross-border E-commerce transactions.

Conclusions: With the continuous development of global cross-border E-commerce and the arrival of the new media era of international business communication, cross-border E-commerce enterprises and sellers need not only high-quality products, services and high-level operation skills, but also strong cross-border E-commerce communication skills. From the perspective of cross-cultural psychology, learn to have a comprehensive and in-depth insight into the cultural differences, communication styles, communication strategies, individual identity differences and cultural values at the micro level, such as power distance, collectivism and individualism, uncertainty avoidance, and properly use communication strategies to make the communication process more clear, timely and comfortable, This creates more common interests for both parties and promotes the prosperity and development of cross-border E-commerce industry, which has

important practical significance and application value.

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APPLICATION OF MUSIC THERAPY IN STUDENTS' MENTAL HEALTH EDUCATION

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Background: Due to the development of the times, college students' mental health has become a key concern. According to the analysis and research results, most students like music. Therefore, music therapy plays a very important role in college students' mental health education. As a marginal discipline, music therapy combines music, medicine and psychology, which is conducive to alleviating students' bad emotions and psychological problems and forming a sound personality. The application value of music therapy in college students' mental health education is embodied in helping to stabilize students' emotions and relieve students' stress. It helps to create a good communication atmosphere. Emotion has a great impact on a person, and music can have a subtle impact on people's emotion. Music therapy mainly applies this point to stabilize students' emotions and change their views on the world outlook and outlook on life. In the specific treatment process, students can listen to some inspirational or cheerful music, or listen to some slow or sad music, so as to guide students to vent their bad emotions buried in their hearts, eliminate negative emotions, and then listen to some inspirational and positive music, guide them to break through their psychological limitations, re-examine themselves and gain new life at the spiritual level, Embark on a new journey. Music can help students relieve pressure and relax. The times are developing, society is making progress, and people's pace of life is getting faster and faster. College students feel the pressure from all parties from school, such as learning, employment and communication, which makes them very upset and has a very serious impact on the mental health development of college students. Music is a favorite medium for students. Relevant studies show that music can effectively regulate people's biological effects and physiological skills, help students relax, relieve pressure, and guide college students to actively face the test of life. Create a good communication atmosphere for students and strengthen their communication ability, regardless of time and place. As long as there is music, it can create a good atmosphere and easily lead to the emotional resonance of the people present. Therefore, if those students who are introverted and are not good at expressing themselves can rely on the media of music to eliminate their shyness and tension towards others and be honest with others. In addition, there are many forms of music. For example, participating in some ensemble or chorus and other group activities can also enhance students' interpersonal communication level, learn to face difficulties actively, help and understand each other, and change their indifferent and lonely character. You will find that it is easy to communicate with others, so as to obtain happiness in life.

From the current development, college students' mental health has become a problem of great concern. In the process of college teaching, we need to choose a teaching method closer to students' actual life to promote the development of college students' mental health. From the relevant investigation and analysis, college students are interested in learning music, which provides an effective basis for college students to use music to treat psychological problems. Music has the function of arousing personal personality. Colleges and universities can treat and solve the psychological obstacles of college students by using music, which requires schools to pay attention to college students' psychological counseling, cultivate students' healthy emotions and promote the development of College Students' mental health. At present, most colleges and universities have insufficient understanding of music therapy and the construction of professional music therapy team, which need to be paid more attention.

Objective: This paper focuses on analyzing the increasingly prominent phenomenon of college students' psychological problems, defines the importance of increasing investment in mental health education, determines that mental health education is facing various challenges, and comes to the conclusion that mental health education mainly depends on the main channel of classroom to impart mental health knowledge, The use of mental health education lectures and psychological counseling to solve the psychological problems of college students, but this way of education cannot better meet the needs of current students. Help people realize that music therapy is to adjust the psychological status of college students through the art form loved by college students. At the same time, this art form is also an important part of campus culture. It is concluded that music therapy can trigger rational cognition by stimulating individual perceptual experience, and change cognition by improving emotion. This paper analyzes the problems existing in Contemporary College Students' mental health education, and puts forward the application countermeasures of music therapy in Contemporary College Students' mental health education, so as to lay