we can convey a simple and beautiful understanding to the audience, provide sufficient entertainment and recreation, and have a strong communication effect.

**Subjects and methods:** 600 social groups were randomly selected, including 200 students, 200 working groups and 200 retirees. The questionnaire was filled in within 15-20 mins. A total of 600 questionnaires were distributed, 587 were recovered and 573 were effective.

**Methods:** Excel table is used to study and analyze the evaluation of the communication effect of behavioral psychology on animation film and television works, as shown in Table 1.

**Results:** People's understanding of color is often accompanied by experience and association formed by these knowledge and experience. Color is divided into two systems: warm color and cold color. Using their different emotional symbolic meanings to depict characters can effectively spread animation values. At the same time, in the design of animation, the law of beauty and the change of rhythm and rhythm are often used to enhance the aesthetic psychological needs of the audience. In film and television animation, passionate music is used to show the scene of fighting. use soothing music to express sweet and dreamy animation scenes. use deep sad music to express heavy and sad emotions. These all need to flexibly use music to promote the development of the story plot according to the needs of the story plot of film and television animation, so that the audience can feel in it. In the field of design, the theme and ideological realm of a work directly affect the success of the work, which is also applicable in the creation of animation works. In the process of animation creation, the creator needs to constantly integrate his thoughts into the animation works, and communicate with the audience in this way, so as to resonate between the audience and the creator.

Use 0-4 to represent the actual impact effect degree, 0 means no impact, 1 means slight impact degree, 2 means impact effect, 3 means strong impact effect, and 4 means profound impact effect.

**Table 1.** Communication effect of behavioral psychology on animation film and television works

| Group | Color | Music | Story |
|---|---|---|---|
| Student group | 4 | 3 | 3 |
| Working group | 4 | 4 | 3 |
| Retired group | 3 | 3 | 3 |

**Conclusions:** Whether the cartoon can be loved by the audience does not depend on how beautiful its picture is, how much money it has invested, or how powerful its production team is. To a large extent, it depends on whether it touches the sensitive nerves of the audience and wins the heart of the audience. Therefore, the communication effect of animation film and television works can be effectively through behavioral psychology, so as to expand the influence scope and degree of animation works. According to the effect of the evaluation, it is concluded that to improve the specific means of communication, we can gradually cultivate high-quality animation senior talents who understand creation according to the law of education and market, constantly establish in-depth and perfect research on the basic aesthetic theory and animation creation theory, and apply these theories to practice, so as to improve the level of animation creation in China.

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## VISUAL EXPRESSION OF CARTOON IN CHILDREN'S FOOD PACKAGING UNDER THE BACKGROUND OF PRESCHOOL CHILDREN'S PSYCHOLOGY

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**Background:** Cartoon is a Chinese transliteration of English "cartoon". The word cartoon originated in Japan and separated from painting art, including traditional comic books with ironic humor, multiple comic books in narrative form (mostly seen in comic books, i.e., today's picture book stories) and comic books with free spirit of graffiti hand-painted. Because comics can convey information more vividly and intuitively, and are more in line with the fast-paced modern life and children's aesthetic habits, the product packaging based on cartoon and comics is welcomed by parents and children. With the development of social economy, the continuous innovation of science and technology and process materials, the level of product packaging is rising, the design methods are diversified and the style is personalized. Packaging design has some commonness and individuality among different industries and within the same industry. For example,

industrial products packaging mainly uses cold colors to express the image of the enterprise, such as dark blue, green, or black, white and gray. The packaging structure is mostly square, it facilitates mass transportation and safety. The use of graphics also prefers geometric abstract forms with scientific and technological colors. The packaging in the food industry is more emotional. Soft warm colors are often used in color matching, and the packaging structure can be rich and changeable according to the category of food contents. The form of graphics can be realistic or abstract.

**Objective:** With the rapid development of economy and the increasing improvement of people's living standards, children's consumption has gradually become a major trend. How to design packaging that can not only meet the basic functions of food packaging, but also meet the consumption psychology of modern children and parents has become the focus of modern designers. The integration of cartoon elements into packaging design came into being under this background, it is a deep thinking on children's food packaging, which is discussed from the perspective of composition elements such as text, color and graphics in children's packaging, in order to clarify the ideas for the practice of food packaging design suitable for children. Therefore, in order to improve the efficiency of logistics transportation and ensure stable transportation, it is necessary to study the impact of cognitive impairment of consumer psychology.

**Subjects and methods:** Parents, as one of the decision-makers of children's food purchase, designers need to take into account the consumption needs of parents who help children make purchase decisions when designing children's food packaging. This involves whether the description of packaging text, color matching and the selection of materials and technology can bring a sense of security to parents. This paper mainly starts from lively text, bright and intuitive colors and graphics Interesting structural modeling and multi-level visual guidance are investigated and analyzed in these four aspects.

**Study design:** 500 parents were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 493 were recovered, and the number of valid copies was 484.

**Methods:** Excel was used to count the visual performance of comics in children's food packaging under the background of preschool children's psychology.

**Results:** Text is the main way and means to convey product information to consumers. According to different product requirements and design styles, in children's food packaging, the title text is generally lively and vivid. Cartoon image and product name can be used to improve purchase desire. Color plays an important role in food packaging design. Different colors have their own meanings and emotions. It can stimulate Association, cause people's psychological resonance, and produce corresponding taste and taste reactions. Using color to accurately express taste information such as sour, sweet, bitter, salty, soft, hard and light on product outer packaging needs to rely on a deep understanding of color law and color psychology. Educational packaging design can also increase the possibility for children to buy products. For example, monomer packaging can add thought-provoking labels on the structure, or find breakthroughs in the shape or way of packaging opening. In view of the limited amount of information in children's packaging design, we should pay attention to overall consideration, straighten out the relationship between various elements, and deal with the relationship between subject and foil, symmetry and balance, comparison and coordination.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

**Table 1.** Visual expression effect of cartoon in children's food packaging under the background of preschool children's psychology

| Factor | Lively writing | Intuitive color and graphics | Interesting structure modeling | Multilevel visual guidance |
|---|---|---|---|---|
| Children's food packaging | 4 | 4 | 4 | 4 |

**Conclusions:** The application of cartoon elements in children's food packaging design is not only a phenomenon, but also a trend. Combined with the current hot spots of children's interest, looking for design content, integrating cartoon style, extracting relevant design elements, and designing according to the consumption psychology of children and parents can better achieve the purpose of packaging promotion and realize the artistic and commercial value of packaging.

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# COPING STRATEGIES OF EMPLOYEES' PSYCHOLOGICAL ANXIETY AND PRESSURE IN THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE

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**Background:** Cross border E-commerce refers to an international business activity in which transaction subjects belonging to different customs territories reach transactions, make payment and settlement through E-commerce platform, deliver goods and complete transactions through cross-border logistics. This is the expansion and extension of E-commerce in the context of economic globalization. In modern consumer life, *Haitao* has become the habit of many consumers in China to participate in online shopping. Especially today, with the continuous development of mobile intelligent technology, the emergence of various shopping and social software makes netizens have more and more opportunities to contact overseas shopping. Therefore, it is common to purchase goods from overseas by means of cross-border E-commerce platform and personal purchasing. At present, Internet E-commerce is developing rapidly, and the rise of major platforms such as Taobao, jd.com and Suning Tesco is gradually changing people's consumption mode, which is an important model for global economic development in the future. At present, the domestic market is improving, and the competition between platforms is aimed at cross-border E-commerce. Although the overall industry seems to have a large demand for talents and good policies, there are many problems in the level of talents. In today's society, the development of the Internet has greatly subverted people's traditional life mode, switching from offline to online, using mobile app to complete the purchase and deliver to the door, including the takeout most used by young people, such as *Hungry*, *Meituan* and *Baidu* takeout. The rapid rise and development of an industry needs a large number of high-quality talents to provide high-quality services. Although the current development trend of China's cross-border E-commerce is good, the problems encountered behind the optimistic development data have also become the main factors affecting the sustainable and healthy development of China's cross-border E-commerce. The problems encountered in the development of cross-border E-commerce are mainly as follows: (1) The management system is imperfect. (2) The payment platform is not standardized. (3) Inadequate logistics development. (4) Brand competitiveness is not strong. Therefore, for employees in the development of cross-border E-commerce, they are under great psychological pressure and are prone to anxiety. Psychological anxiety is a component of anxiety. As opposed to "physiological anxiety". Emotional experience and behavior performance in anxiety state. Individuals in this state feel fear, worry, tension, worry, even panic or a sense of impending death. The behavior shows restlessness, tight face, sad face, limb tremor, rubbing hands and feet, tossing and turning, unable to sleep at night and panic all day. If it is appropriate, it can improve people's vigilance level, mobilize people's coping resources and urge people to take action. If excessive, it will damage cognitive function. Sometimes a vicious circle can be formed between bad emotional experience and cognitive impairment. Social support and psychological defense mechanisms help people get out of trouble. Therefore, special attention should be paid to the mental health of cross-border E-commerce practitioners.

**Objective:** In order to meet the convenience, speed and linkage requirements of consumers for cross-border E-commerce, improve the management system of cross-border E-commerce and ensure the smooth flow of E-commerce logistics, we must fundamentally solve the psychological anxiety of employees. First, we should use macro-control to strengthen management according to law. Secondly, improve the payment platform and break the transaction barriers. Thirdly, adhere to the brand strategy and expand cross-border business. Finally, strengthen infrastructure and optimize logistics system.

**Subjects and methods:** 50 cross-border E-commerce practitioners were randomly selected as investigators and investigated in the form of interviews. There is no limit to gender, age and position. The access time shall be controlled within 20-40 min. Fifty investigators were randomly divided into control group and experimental group. The contents of the interview were as follows: The experimental group applied the knowledge of anxiety psychology to understand and analyze the causes of the psychological pressure of the employees in the experimental group, interviewed from four aspects: strengthening management, improving payment platform, expanding business and optimizing logistics system, recorded the psychological reactions of the employees in the experimental group, and whether they were satisfied with the strategies proposed for improvement. The control group has a general conversation, which also starts from the above four aspects to understand the satisfaction of the employees in the control group with their current situation.

**Methods:** SPSS 18.0 software was used to investigate the satisfaction of employees' psychological anxiety and stress coping strategies in the development of cross-border E-commerce.

**Results:** The survey results are quantified in five grades of 0-4. 0 indicates dissatisfaction, 1 indicates slight satisfaction, 2 indicates general satisfaction, 3 indicates very satisfaction and 4 indicates special