

100 years, so that the research on tourist behavior in this field is closer to the measurement of natural science. In terms of research methods, from simple statistical analysis to measuring and describing tourists' behavior through investigation, field research and experimental research, economic methods are introduced to construct models for explanation. In terms of research purpose, it has risen from exploratory research to explanatory research. Through the design of more complex experiments or research methods, it can detect the variable relationship in tourists' behavior, so as to obtain a regular explanatory model.

Objective: In order to survive and develop in the complex social environment, human beings need to properly deal with various social relations and take appropriate social behavior, which requires correct social cognition as the basis. Affective disorder is one of the common clinical diseases, also known as emotional disorder. The typical clinical manifestation is persistent depression, accompanied by clinical symptoms such as anxiety and physical discomfort. Through clinical investigation, it is found that the occurrence of the disease is closely related to the acceleration of the pace of life and the increase of work pressure, which leads to the increasing incidence of affective disorder in clinic. The occurrence of the disease can not only have an adverse impact on their own health, but also have a serious impact on family development. Therefore, clinical attention should be paid to it, Through the implementation of corresponding intervention measures to reduce clinical symptoms.

Subjects and methods: Since the differentiation of consumers' demand for tourism products is very obvious, enterprises must consider the physiological and psychological characteristics of consumers and develop products targeted. Therefore, this paper investigates and studies the population of tourism patients with affective disorder, and discusses the impact of tourism product marketing strategy on patients with affective disorder. 50 patients with affective disorders were selected from the tourist population, and the needs of patients with affective disorders, their views and suggestions on current tourism products were understood in the form of interviews. At the same time, different tourism product suggestions and strategies were given to judge the acceptance of patients with affective disorders. The interview time is 50-90 min / time. Use Excel software to count the survey results.

Results: The study found that patients with affective disorders have a particularly obvious need for convenience and nearby purchase (as shown in Table 1). In order to meet the need for convenience, the marketing channels should also be adjusted. Therefore, you can open some convenience stores or scenic spot chain supermarkets. Open shopping malls in places with dense consumers and counters in shopping malls. In order to reduce consumers' shopping time cost, energy cost and physical cost, we can use direct marketing, telemarketing, TV marketing, mail order, E-commerce and other ways to sell products. At the same time, we can also use direct sales and visiting sales.

Table 1. Actual demand survey results / proportion of patients with affective disorders

Demand project	Convenient and nearby purchase	Price	Accommodation in scenic spot	Service quality
Proportion of people / %	87.2	47.2	52.4	77.2

Conclusions: Tourism product marketing enterprises should pay attention to the form and strategy of advertising, do more image advertising, and improve the loyalty of consumers with emotional disorders. In the choice of media, we should pay attention to the role of radio, leaflets and road signs. For some new commodities, soft text advertising is better than traditional advertising forms, and the advertising language should be simple and concise. In terms of appeal mode, we should give consideration to emotional appeal mode and rational appeal mode, and give full play to the publicity role of word-of-mouth. Public relations activities are an important way to win consumers. First, enterprises should shape their corporate image and play more emotional cards when promoting products. Secondly, based on scenic spots, enterprises can also sponsor consumers to hold some useful fitness activities and fellowship activities. With the help of some festivals and typical deeds, enterprise employees can carry out warm sending activities, shorten the distance with consumers and expand the influence of enterprises. In addition, free trial, free tasting and health knowledge lectures can make more consumers familiar with products and enterprises. Enterprises should also turn passivity into initiative, carry out visiting marketing and conference lecture marketing to consumers, move consumers with emotion, and turn patients with emotional disorders into real consumers.

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ON THE THERAPEUTIC EFFECT OF PIANO MUSIC ON SCHIZOPHRENIA

Zhongguo Yang

College of Music, Huaiyin Normal University, Huaian 223001, China

Background: Schizophrenia is a disorder of brain function caused by various pathogenic factors, resulting in cognitive, emotional, will and behavior disorders. Most schizophrenic patients often have more psychological problems, produce a variety of negative emotions and affect their recovery due to pathological mental activities and bad behavior such as delusion, hallucination and thinking Association disorder. Schizophrenia has the characteristics of high disability rate and high recurrence rate. If effective treatment is not available, patients are prone to mental disability in the extension of the disease. Music therapy is a new frontier discipline integrating music, medicine and psychology. It takes music activities as a treatment medium to improve individual physical and mental health.

Objective: Schizophrenia is a common mental disease. Patients will be affected by the development of the disease and lead to mental decline, Lose basic self-care ability and social function. Therefore, it is necessary to study effective treatment methods to alleviate patient's symptom.

Subjects and methods: 80 patients with schizophrenia from January 2018 to March 2019 were selected as the research objects. Inclusion criteria: (1) Meet the ccmd-2 diagnostic criteria for schizophrenia, the course of symptoms lasts for more than 2 years, and all voluntarily participate in this research activity. (2) After treatment with antipsychotics, most of the positive symptoms disappear. Patients who can cooperate with the treatment for one course of treatment can temporarily not change the original dosage and not be combined with other treatments. (3) They are all under the age of 60 and have education above primary school. (4) The scores of negative symptoms before treatment were more than 30 points. Exclusion criteria: Patients with liver and kidney failure and complicated with systemic diseases. There was no significant difference in gender, age and time of onset between the two groups ($P > 0.05$).

Study design: The control group received routine rehabilitation treatment. The contents include: first, correct the patient's cognition. Use the neurocognitive correction manual to train and strengthen the patient's cognition for 45 minutes, 4 times a week. Second, behavior training, including psychological counseling for patients, consciously guiding patients how to express their requirements, communicating more with patients, and mobilizing patients' relatives and friends to talk more with patients. The third is life skills training, including training patients to change clothes, trim nails, wash and make beds. The experimental group was treated with piano music therapy on the basis of the control group. (1) The treatment room is spacious and comfortable, with soft light, indoor air circulation, sound and lighting equipment. (2) The therapist is a nurse who has worked in clinic for many years and has basic piano knowledge, psychology and psychiatry knowledge, and a psychiatrist who has worked in clinic for many years and has music therapy knowledge. (3) 30 min is a course of treatment, 5 times a week, 60 min each time. First, start with cultivating patients' interest in music, from passive dynamic music therapy to active music therapy (from music appreciation to learning piano playing, etc.). (4) Scale evaluation: before and after treatment, the author evaluated the enrolled patients with BPRS (concise psychiatric scale) and made statistical treatment.

Methods: SPSS 23.0 statistical software was used to analyze and process the observation data of the two groups.

Results: The statistical processing results of BPRS scores before and after music treatment are shown in Table 1. It can be seen from Table 1 that through music therapy, the self-control of patients before and after BPRS treatment has extremely significant differences in anxiety, depression and lack of vitality of total score and factor score ($P < 0.01$). There was no significant difference in thinking disorder, hostility and suspicion ($P > 0.05$).

Table 1. Statistical processing results of BPRS scores

Project	Before treatment	After treatment	P
Bars total score	25.62±9.78	18.10±7.65	<0.01
Thinking disorder	6.57±1.05	5.68±2.18	>0.05
Hostile suspicion	6.14±1.87	4.15±1.62	>0.05
Lack of vitality	9.17±3.53	7.01±2.74	<0.01
Anxiety and depression	6.18±2.43	4.86±1.85	<0.01

Due to the factors of their own diseases, schizophrenic patients have serious psychotic symptoms, their interest in the surrounding things is decreasing, and their emotional response is missing. Clinically, they are mainly manifested in a certain degree of mental decline, such as poor thinking, indifferent emotion, insufficient active care for life, serious damage to social function, which seriously affects the improvement of patients' condition and physical and mental recovery. Piano music therapy is a treatment method based on music and supplemented by medical guided relaxation therapy. It mainly acts on physiology and psychology through music, an art form that reproduces the sound of nature, combined with voice guidance,

and affects people's emotion and behavior.

Conclusions: Schizophrenia has the characteristics of high disability rate and high recurrence rate. If effective treatment is not available, patients are prone to mental disability in the extension of the disease. At present, drug therapy is often used in the clinical treatment of chronic schizophrenia, but it has little effect. The new medical research results show that music therapy has a good effect on patients with chronic schizophrenia. The results of this study showed that the effect of music therapy on schizophrenia was excellent ($P < 0.05$). The reasons are as follows: (1) the use of piano music therapy can relax the patient's spirit, promote the effective release of the body's defense strength, and play the dual role of treatment and health care. (2) With the help of psychological and physical effects, piano music therapy can affect the hypothalamus and brain stem of patients and improve the function of cerebral cortex. To sum up, music-based therapy plays an excellent auxiliary role in the rehabilitation treatment of schizophrenia, so it is necessary to promote this treatment method.

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STUDENTS' ANXIETY DISORDER AND ITS SOLUTIONS IN COLLEGE ENGLISH EDUCATION

Yunzi Chen & Hongtao Wu

Department of Public Courses, Xi'an Traffic Engineering Institute, Xi'an 710300, China

Background: Anxiety disorder in English learning is mainly caused by the students' emotional barriers. If they fail to make timely adjustment, students' self-esteem and self-confidence will be affected, and their guilt will increase sharply. In the long run, there will be a kind of nervous and even fear of learning psychology, on our late English learning will also bring great obstacles. Learning anxiety has a significant negative effect on English learning. It is found that students who are anxious seldom take the initiative to answer questions in English learning, and have low participation in classroom activities, or even avoid learning. These students often show high levels of nervousness, sweating, and sometimes rapid heartbeats when confronted with a teacher's question. They tend to forget what they already know. Learning anxiety can also lead to low self-esteem, low self-confidence, and low likelihood of success, leading to inability to concentrate on learning, and consequently to diminished language proficiency and competence. Generally speaking, English learning anxiety has three main manifestations: First, fear of communication. Mainly in the face dare not face each other, appear flustered, blush and excessive restraint and so on. Sometimes there is a lack of articulation or a lack of articulation, or a loss of control due to interruption of expression. The second is test anxiety. Prominent performance in the attention cannot be focused on the teaching content, thinking cannot be effectively controlled, every exam will worry, there are nervous and restless mood. The third is fear of negative evaluation. Students who have this kind of anxiety often do not like to speak English and dare not open their mouth to read English. They are afraid of answering the wrong teacher's questions.

Objective: Heavy anxiety will affect the daily behavior and life enthusiasm, the long-term existence of anxiety tendency as a negative emotional response. Research shows that the current college students have anxiety, anxiety disorders accounted for 5 to 1 in 1000 of the totals. But they seldom take the initiative to go to the hospital, so they have great concealment. At the same time, they will cause serious damage to college students' body and mind, reduce their study efficiency and quality of life, and have a negative impact on their adaptation to college life and their own healthy development. Therefore, the effective alleviation of psychological anxiety of college students is one of the focuses of current research. Attaching importance to the understanding and application of knowledge, paying attention to the timely change of learning concepts, and learning to summarize and summarize, can effectively improve performance. In addition, language learning is not achieved in a day, it is a relatively slow learning process, which is an important reason why we tend to anxiety. This is precisely because the students do not have a clear and specific goals, over time, the loss of self-discipline on the power.

Subjects and methods: Because college students are the foundation of talent training, colleges and universities are the main places to train talents, who shoulder the responsibility of training students to master the corresponding knowledge and skills. In order to alleviate students' anxiety disorder in higher English education, this study, based on psychology, analyzes college students' anxiety disorder in English teaching.

Study design: The subjects were randomly divided into 120 experimental group and 120 control group. Except for demographic variables, there was no significant difference in emotion regulation ability, executive function, emotion and anxiety at baseline level. Prior to the trial, the subjects shall be informed