

items, involving 4 factors: compulsion, stress, depression and anxiety. After the investigation, 100 students with abnormal psychological emotion were divided into groups of 50 in each group. The experimental group undertook ideological and political education in higher vocational colleges under the pattern of “big thought politics”, while the control group only carried out daily education. The experiment lasted for 3 months. After the experiment, 100 students were again given questionnaires to test their psychological status. SPSS15.0 software was used for data statistics.

Results: It is found that most of the students have different degrees of psychological problems. The experimental results for the students with abnormal emotional states are shown in Table 1.

According to the current situation of students’ mental health and their needs of physiological and psychological development, it is urgent to carry out all-round ideological and political education. It is necessary to establish school mental health education network, strengthen on-the-job training, set up mental health education courses, strengthen subject infiltration, set up students’ psychological archives, and strengthen parents’ psychological guidance and campus culture construction. Only through a variety of ways, forms and collective efforts to carry out psychological counseling activities, students can really improve their psychological quality, personality can be sound development.

Table 1. A comparison of psych emotional statistics between the two groups before and after the experiment / average

Group	Before and after the experiment	Enforce	Pressure	Depressed	Anxious
Experimental group	Before the experiment	13.2	11.9	15.8	11.6
	After the experiment	8.7	4.2	7.5	6.7
Control group	Before the experiment	13.5	12.0	14.7	12.4
	After the experiment	9.5	6.7	8.7	7.3

Conclusions: There is a certain compatibility between the relief of mental stress of higher vocational students and the pattern of “great thought and politics”, and the two complement each other. It is feasible to alleviate the mental and emotional pressure of higher vocational college students under the background of “Great Thought and Politics”, and there are still many ways worth exploring. In a word, according to the actual situation of students’ mental health, we should create a beautiful, quiet and tidy study and living environment. Classes, teams, teachers, parents and students should fully interact with each other to cultivate students’ cooperative spirit and improve their social ability, so as to make them meet their psychological needs to show their self-ability in a series of psychological education activities and promote students’ mental health.

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ANALYSIS OF THE INFLUENCE OF JAPANESE CULTURAL EDUCATION ON COLLEGE STUDENTS’ COMMUNICATION PSYCHOLOGICAL BARRIERS UNDER THE BACKGROUND OF CULTURAL MARKET

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Background: With the deepening of economic and political exchanges between China and Japan, Japanese learning has attracted more and more attention. Many colleges and universities have set up Japanese majors, and the number of Japanese learners has increased sharply. However, due to the limitations of school running experience and teachers, many new Japanese majors have various problems in Japanese teaching, such as slow improvement of students’ learning level, poor oral expression and so on. Many educators only analyze problems and seek solutions from the perspective of students’ knowledge and intellectual development, and often ignore the inseparable relationship between students’ emotional development and cognition. In fact, the psychological obstacles caused by emotional factors such as learning purpose, learning ability, emotion and self-concept also have a great impact on students’ Japanese learning.

Objective: In second language learning, learners' learning behavior and learning results are directly affected by communication psychological barriers. Positive learning emotions such as self-esteem, self-confidence, motivation, happiness and surprise can create a psychological state conducive to learning, while negative emotions such as anxiety, fear, shyness, tension, depression and disgust will affect the normal exertion of learning potential. Japanese majors also have various psychological obstacles in the process of Japanese learning. Therefore, the research and analysis of Japanese culture education is of great significance to college students' communication psychological obstacles, which can promote college students to clarify their learning objectives, adjust their cognition and look at Japanese culture learning with rational thinking.

Subjects and methods: Effective communication psychology can alleviate the pressure of college students' learning Japanese, help college students practice the correct learning concept and knowledge subject status, and improve college students' comprehensive ability of using Japanese. This paper mainly investigates and analyzes the influence of curriculum, teaching methods and learning personality. Through the way of issuing questionnaires, this paper statistically analyzes the effect of effectively alleviating college students' communication psychological barriers.

Study design: 600 college students were investigated by stratified cluster random sampling. Three universities were randomly selected, and one major was randomly selected from each grade. A total of 600 questionnaires were distributed to students of 12 majors, 589 were recovered, and the number of valid copies was 571.

Methods: The effect of Japanese cultural education on college students' communication psychological barriers under the background of cultural market is counted by Excel.

Results: Due to historical reasons, some schools offer courses not because of students, but because of teachers. Teachers can open whatever courses they can, which is not organically linked with students' interests. If students are not interested in learning, of course, they cannot achieve the purpose of curriculum. Therefore, the curriculum should not only carry out solid language education and literature education, but also be able to meet students' hobbies. Try to set up courses such as Tourism Japanese, economic and Trade Japanese, science and technology Japanese and Sino Japanese relations, so as to prepare for the cultivation of high-quality talents. Teachers should really establish students' dominant position in Japanese learning and respect students' autonomy and creativity, so as to create a relaxed and pleasant learning atmosphere, eliminate students' ideological concerns and mobilize their internal potential. Let students experience Japanese in the process of learning and really take Japanese as a means of communication. We should consider the emotional state of students and give them a sense of security. Timely encouragement can make students have a "sense of achievement", and make students enter a good learning state through the adjustment of teaching methods. Teachers should make great efforts in guiding students how to learn and acquire knowledge, and cultivate students' good learning habits. Ask students to read aloud every day. Emphasize pre class preparation, such as requiring students to find relevant materials of the text, etc. Teach students how to preview effectively, learn to find, analyze and solve problems. Learn to review after class, summarize and deepen your impression. Review in time according to the characteristics of forgetting curve, and strive to change the learning habit of "feeding" formed by students.

In this survey, 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. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of Japanese culture education on college students' communication psychological barriers

Factor	Curriculum	Teaching method	Learning personality
University a	4	3	3
University b	4	3	4
University c	3	4	4

Conclusions: In Japanese education, focusing on the teaching of Japanese cultural knowledge can effectively alleviate the psychological obstacles of college students' communication. In the context of cultural market, learning Japanese language and literature, national religion, art and art, especially Japan's own social values, can effectively understand Japan's local customs, folk customs, food, clothing, housing and transportation, and can effectively infiltrate Japanese culture into Japanese education.

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RESEARCH ON CHARACTERISTIC AGRICULTURAL PRODUCTS NETWORK MARKETING STRATEGY UNDER THE GUIDANCE OF CONSUMPTION PSYCHOLOGY

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Background: The advent of the Internet era, to promote the product marketing model at this stage of earth-shaking changes in product marketing level showed a growing trend. In this context, the use of Internet marketing of specialty agricultural products can help people have a more comprehensive understanding of the characteristics of specialty agricultural products, and stimulate people's desire to buy. However, there are still some deficiencies in the development of the network marketing mode of characteristic agricultural products at present, which will affect its marketing effect to a certain extent. But the characteristic agricultural product network marketing still has the question. Compared with the Internet penetration rate in urban areas, the Internet penetration rate in rural areas is only half of that in urban areas. However, as the source of characteristic agricultural products, the Internet penetration rate in rural areas cannot meet the actual marketing needs, and the Internet access conditions and hardware facilities in rural areas are relatively lagging behind, resulting in great restrictions on the marketing of characteristic agricultural products. On the other hand, some farmers' cognition of network technology only stays at the initial stage, so they know little about network marketing, and question the security and reputation of network marketing. In addition, the lack of network marketing talents in rural areas leads to the development of network marketing of characteristic agricultural products is limited. The so-called characteristics of agricultural products, refers to the local characteristics of agricultural products, production in specific areas, with special product quality products. Although the marketing of characteristic agricultural products has many advantages, it also brings great limitation to the marketing of characteristic agricultural products. Because of the influence of climate, region and other factors, it is difficult to produce special agricultural products in a centralized and large-scale way in the production process. At the same time, our country has a vast territory, so there are many kinds of special agricultural products in our country. Even if they are the same agricultural products, there are also great differences in the harvest period and the growth period because of the difference of climate, geology and other factors. Most of the characteristic agricultural products are small-scale and decentralized, which leads to the inability of brand production and marketing of characteristic products.

Objective: Because of the existence of E-commerce, the product trade breaks through the limitation of traditional time and place, people can buy the product at home, and people can use the mobile terminal to buy the product. People's consumption patterns have undergone earth-shaking changes, and the number of network users has shown an increasing trend. Under this background, the marketing mode of characteristic agricultural products must be changed into network marketing, so as to cater to the consumption demand of the masses, clarify the consumption psychology of the masses and ensure the long-term development of the marketing of characteristic agricultural products.

Subjects and methods: In the process of the supply-side structural reform of agriculture, it has become the focus of the development of modern agriculture in all regions of the country. With the rapid development of Internet and E-commerce, the networking process of characteristic agriculture is speeding up. The traditional marketing channel of agricultural products cannot meet the current consumption demand. In order to alleviate the upward pressure and improve the marketing ability of regional characteristic agricultural products, this paper, based on consumption psychology, analyzes the problems existing in the network marketing of regional characteristic agricultural products in the current E-commerce environment, explores the construction path of network marketing system of regional characteristic agricultural products, and puts forward some countermeasures and suggestions for the development of network marketing of regional characteristic agricultural products in combination with the new development of network marketing.

Study design: Randomly selected 100 audiences were surveyed. There is no age limit, gender limit, occupation limit. Questionnaire survey was used. A total of 100 questionnaires were distributed, 96 questionnaires were retrieved and 95 were valid.

Methods: Using excel statistics under the guidance of consumer psychology characteristics of agricultural products network marketing strategy.

Results: In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the results are determined by rounding off the numbers of 100 people. The specific statistical table is shown in Table 1.

Conclusions: Throughout the present stage, the development of network marketing of characteristic agricultural products in our country is in the initial stage, so there are still some problems. Based on this,