

RESEARCH ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING STUDENTS' EMPLOYMENT ANXIETY

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Background: University is a special stage for students. At this stage, students not only begin to contact various views and theories in society, but also start to consider employment. In addition, the interpersonal communication in universities has changed greatly compared with the learning stages of junior middle school and senior high school. Many college students can't adapt to this change and become silent and poor at communication. To sum up, in the university stage, college students need to face academic pressure, employment pressure, family pressure, interpersonal pressure and many other pressures at the same time. Among these pressures, employment pressure is undoubtedly the most direct and the greatest pressure on students. In the confusion and worry about the future, some students have employment anxiety, which not only affects their normal study and life, but also damages their physical and mental health. Therefore, finding a way to alleviate the employment pressure of students is of great significance to the healthy development of students.

Ideological and political education refers to the society, or social groups, through certain guiding ideology to improve political views, ethics or ideas, so that students can get purposeful, planned and organized ideological education, so as to enable students to establish a correct outlook on life, values and world outlook. College students' ideological and political education curriculum is an important part of college students' moral education. At the same time, it is also an important way to improve college students' ideological and moral cultivation, psychological quality and cultivate correct moral concepts, legal concepts and humanistic concepts. Therefore, ideological and political education plays an important role in the teaching system of colleges and universities. For college students, ideological and political education in colleges and universities mainly has the following functions: First, standardize the moral standards of college students, so as to improve the moral behavior level of college students. Today, with the continuous development and progress of science, technology and economy, the teaching modes and methods of colleges and universities are also constantly innovating and changing. At the same time, they also pay more attention to cultivating college students to develop good moral behavior. After a long time of training, nowadays, the moral behavior level of college students is generally high, and widely spread in the society through practice, which has improved the moral behavior level of the society. Secondly, the democratic consciousness of college students is constantly improving. In the process of the continuous development of democratic politics in China, most local college students have a certain sense of democracy. In learning activities, contemporary college students are also more willing to participate in the management of classes or campuses. In addition, with the social transformation and ideological emancipation, the sense of ownership of contemporary college students is also improving, and the concept of autonomy and self-improvement is increasingly recognized. They advocate to be recognized by the society with an independent personality. Finally, in the process of the continuous development of market economy, the social environment has the characteristics of diversity and inclusiveness. Under the influence of Ideological and political education in colleges and universities, the pragmatic and rational values among college students are gradually popularized, and college students pay more attention to practical work. Ideological and political education in colleges and universities can cultivate high-quality talents for the society, so as to make due contributions to the society. This paper studies and discusses the impact of Ideological and political education in Colleges and universities on alleviating students' Employment anxiety, in order to find an effective way to alleviate the employment pressure of college students, improve students' psychological quality, provide high-quality talents for the society and promote the development of society and economy.

Objective: In the confusion and worry about the future, some students have employment anxiety, which not only affects their normal study and life, but also damages their physical and mental health. This paper studies and discusses the impact of Ideological and political education in colleges and universities on alleviating students' employment anxiety, in order to find an effective way to alleviate the employment pressure of college students, improve students' psychological quality, provide high-quality talents for the society and promote the development of society and economy.

Research objects and methods: 80 students from a university were selected as the research objects, and the mental health status of students was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist 90 (SCL-90).

Study design: 80 students were randomly divided into study group and control group, with 40 students in each group. Among them, the students in the research group join the ideological and political education in

colleges and universities in the teaching system, while the students in the control group do not join the ideological and political education in colleges and universities in the teaching system. After 4 months, the employment anxiety of the two groups of students was compared.

Methods: The relevant data were processed and analyzed by software SPSS 17.0.

Results: After teaching, the degree of anxiety and depression of students in the study group decreased significantly ($P < 0.05$); The anxiety and depression of the control group had no significant change ($P > 0.05$), and was significantly worse than that of the study group ($P < 0.05$). The anxiety of students is shown in Table 1.

Table 1. Anxiety of two groups of students

Timing	Communication ability score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	57.1±10.2	56.4±11.1	0.246	0.752
After teaching	85.3±8.4	57.9±12.4	8.572	0.001
<i>t</i>	8.72	0.453	-	-
<i>P</i>	0.001	0.654	-	-

Conclusions: Employment pressure makes some students have employment anxiety, which not only affects their normal study and life, but also damages their physical and mental health. Therefore, finding a way to alleviate students' employment anxiety is of great significance to the healthy development of students. This paper studies and discusses the impact of ideological and political education in colleges and universities on alleviating students' employment anxiety, in order to find an effective way to alleviate the employment pressure of college students, improve students' psychological quality, provide high-quality talents for the society and promote the development of society and economy.

Acknowledgement: The research is supported by: 2020 Jiangsu University Philosophy and Social Science Research General Project "The First Employment Psychology Research of Rural Directed Normal University Students in Jiangsu Province" (Project Approval No.: 2020SJA0477).

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THE INNOVATION OF THINKING MODE IN VISUAL COMMUNICATION DESIGN CAN CURE THE AUDIENCE'S MENTAL ANXIETY

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Background: In the process of social and economic development, people's pace of life is faster and faster, and the pressure of competition is greater and greater. Therefore, many people suffer from mental anxiety symptoms. Generally speaking, anxiety refers to people's emotional response to the specific things in reality or the value characteristics of possible things in the future. Some scholars have also put forward another definition of anxiety, that is, anxiety refers to the negative emotions such as tension, anxiety and anxiety in the face of upcoming or possible things with a certain probability of danger and threat. In previous studies, it has been confirmed that mild anxiety helps people to better concentrate and energy, so as to improve work or learning efficiency. This is because the objective purpose of anxiety is to guide people how to quickly take various measures and urgently mobilize various value resources, so as to effectively prevent the serious deterioration of the value characteristics of real or future things and make them develop in a positive direction. However, excessive anxiety will lead to emotional or physiological diseases, which will seriously affect the physical and mental health of patients, and then affect the normal work and life of patients. Therefore, it is necessary to find a method that can effectively alleviate the anxiety of people with mental anxiety, so as to promote the harmonious development of society.

Visual communication refers to transmitting visual information to the audience, so that the audience can meet their visual needs after receiving these visual information's. Therefore, from a certain point of view, the visual communication design process can also be regarded as the creation process of works of art. Visual communication design works also have certain art attributes, which can reflect society, express culture and emotion. Through visual communication design, designers can realize the emotional interaction with the audience, awaken the audience's past or current cognition and memory, stimulate emotional feedback, meet the audience's emotional needs and create more value. In order to achieve the above purpose, we must innovate the thinking mode in the existing visual communication design to meet the aesthetic and psychological needs of the audience. To solve this problem, the following strategies are proposed: cultivate