

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.

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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

the divergent thinking of visual communication designers. Expand the reverse thinking of visual communication designers. Enhance the associative thinking of visual communication designers. Promote the contemporary thinking of visual communication designers. Improve the skill level of visual communication designers. Through the above strategies, the thinking mode in visual communication design is innovated to better reflect the society, express culture and emotion, realize the emotional interaction with the audience, meet the aesthetic and psychological needs of the audience, so as to effectively alleviate the anxiety degree of mental anxiety people and promote the harmonious development of society.

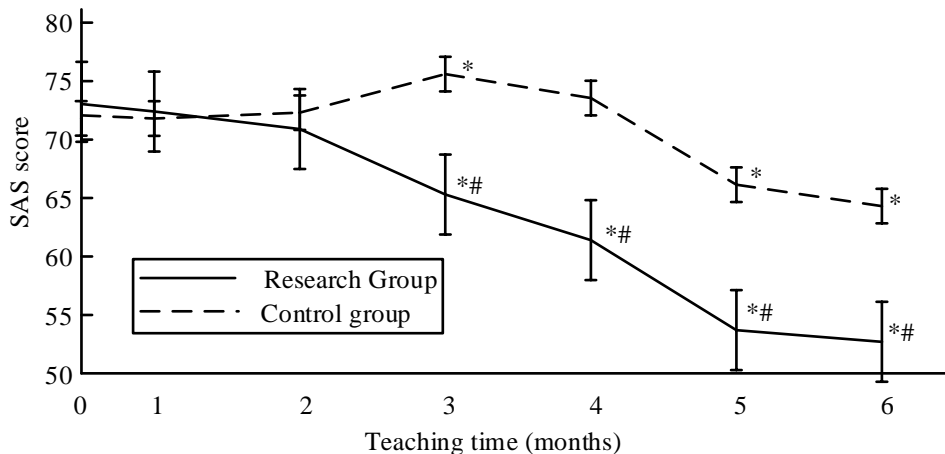
**Objective:** Nowadays, people's pace of life is faster and faster, and the pressure of competition is greater and greater. Therefore, many people suffer from mental anxiety symptoms. The research discusses the innovation of thinking mode in visual communication design, and puts forward corresponding strategies to improve the innovation of thinking mode in visual communication design, and then visually cure the audience's mental anxiety, effectively alleviate the anxiety degree of mental anxiety people, and promote the harmonious development of society.

**Subjects and methods:** 42 patients with mental anxiety were selected as the research objects, and the anxiety and depression of patients with mental anxiety were evaluated by Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS), so as to evaluate the visual healing effect of the innovation of thinking mode in visual communication design on the audience's mental anxiety.

**Study design:** 42 patients with mental anxiety were randomly divided into study group and control group, with 21 people in each group. Among them, the research group adopts the visual communication design works of innovative thinking mode for visual healing. The control group used traditional visual communication design works for visual healing. After 3 months, the anxiety of the two groups were compared.

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

**Results:** After 3 months, the SAS score and SDS score of patients in the study group decreased significantly ( $P < 0.05$ ). And it was significantly lower than that of the control group ( $P < 0.05$ ). The SAS scores of the two groups are shown in Figure 1.



Note: \* $P < 0.05$  compared with that before visual healing; # It means that compared with the control group at the same time,  $P < 0.05$ .

Figure 1. SAS scores of the two groups

**Conclusions:** 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, which seriously affects the physical and mental health of patients, and then affects the normal work and life of patients. The research discusses the innovation of thinking mode in visual communication design, and puts forward corresponding strategies to improve the innovation of thinking mode in visual communication design, and then visually cure the audience's mental anxiety, effectively alleviate the anxiety degree of mental anxiety people, and promote the harmonious development of society.

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## ANALYSIS ON THE CAUSES OF E-COMMERCE SHOPPING BEHAVIOR CHOICE ANXIETY

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