

motivation, learning interest and so on. All psychological factors will affect the effect of physical education to varying degrees.

Objective: In the process of talent training in colleges and universities, physical education teaching not only undertakes the responsibility of physical training for students, but also contains a lot of profound spiritual connotation. The smooth development of physical education in colleges and universities will help college students achieve all-round development and temper their will while improving their physical quality. From the perspective of educational psychology, implementing the basic concept of educational psychology in the process of carrying out physical education teaching in colleges and universities will help to achieve the educational purpose of improving students' physical quality and tempering students' will on the basis of following the basic psychological law of educational psychology.

Research objects and methods: 230 college students were randomly selected from five universities to explore their physical performance and psychological quality in the process of physical education teaching. Two different physical education teaching modes are given to the college students participating in this topic, namely, the college physical education teaching mode from the perspective of educational psychology and the traditional college physical education teaching method.

Research design: College students participating in this project were randomly divided into experimental group and control group, with 115 people in each group. The control group was given the traditional college physical education teaching and training methods, and the experimental group was given the college physical education teaching mode from the perspective of educational psychology. After 6 months of intervention, the mental health and physical quality of the two groups of college students before and after the physical education teaching experiment were compared and analyzed through the corresponding physical fitness test and psychological test.

Methods: Before and after the physical education teaching experiment in colleges and universities, the psychological and physical quality data of college students were collected and analyzed by Excel software and SPSS 21.0 software.

Results: Comparing the two groups of students' satisfaction with the physical education teaching mode they have accepted, the results show that the satisfaction of college students in the control group is significantly lower than that of college students in the experimental group, which shows that the theory and practice of college physical education teaching from the perspective of educational psychology have a good application effect, as shown in Table 1.

Conclusions: Physical education is an important way to improve college students' physical quality and promote their all-round development. Using educational psychology to carry out physical education teaching can correctly grasp the psychological phenomena and potential psychological problems of college students in the process of physical education learning. At the same time, college teachers can use the law of educational psychology to carry out scientific and efficient teaching activities in physical education.

Table 1. Comparative analysis of satisfaction of two groups of college students.

Degree of satisfaction		Very satisfied	Commonly (%)	Dissatisfied (%)
Proportion of students	Control group	18.74	45.49	35.77
	Experience group	71.21	19.52	9.27

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INTERNAL CONTROL AND FINANCIAL RISK PREVENTION MEASURES IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

Yin'e Zeng

School of Finance and Economics, Chongqing Three Gorges University, Chongqing 404100, China

Background: Colleges and universities have trained a large number of high-quality talents for the society and are an important source of talents in the society and market. Therefore, the development of colleges and universities is very important to the development of economy and society. In the process of continuous economic and social development, colleges and universities have also completed the transformation from elitism to popularization. With the development of enrollment expansion policy, the scale of many colleges and universities is increasing, the demand for funds is also increasing, and the mode and scale of economic activities are more diversified. Therefore, the financial risk of colleges and universities is also increasing. In terms of definition, the financial risk of colleges and universities is similar to that of enterprises. In the process of development, colleges and universities are inseparable from economic activities. In these

processes, the financial risk of colleges and universities is inevitable. Generally speaking, college finance will face the following risks in the process of development: The first is debt risk. Debt risk generally comes from bank loans. The main sources of funds for colleges and universities are government financial appropriations and business income. When the scale of colleges and universities is expanded, the above sources of funds are limited and cannot meet the development needs of colleges and universities. Therefore, many colleges and universities choose to borrow from banks to establish infrastructure and expand schools, so as to support the development of colleges and universities. This model will cause certain financial risks and have a certain impact on the stable development of colleges and universities. Secondly, there are financial management risks in colleges and universities. In the development process of colleges and universities, due to the insufficient literacy of some financial managers, financial management is chaotic and financial supervision is not in place, which leads to financial risks. If there are mistakes in budget management, accounting treatment and asset management in colleges and universities, it is easy to cause financial management risks.

Internal control is the system, measures and methods implemented by the board of directors and management in the company in order to improve the operation efficiency of the enterprise and enable the enterprise to achieve the pre-set management objectives. The five elements of internal control are internal environment, risk assessment, control activities, information and communication, internal supervision, etc. In the financial management of colleges and universities, we can also use internal control to control and manage financial risks. Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception and so on. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition. Therefore, applying cognitive psychology to internal control and financial risk prevention in colleges and universities can effectively reduce work errors and then reduce the probability of financial risk. Based on cognitive psychology and internal control theory, this paper puts forward financial risk prevention measures: improving risk control awareness; improve risk early warning standards; improve the financial management mechanism; improve the supervision and management mechanism and evaluation mechanism. Adopting the internal control and financial risk prevention measures of colleges and universities based on cognitive psychology and constructing an improved financial management model can effectively reduce the financial risk of colleges and universities, ensure the level of financial management, promote the stable and sustainable development of colleges and universities, provide a steady stream of high-quality talents for the society, and finally promote the development and progress of the society.

Objective: Using the internal control and financial risk prevention measures of colleges and Universities Based on cognitive psychology can effectively reduce the financial risk of colleges and universities, ensure the level of financial management, promote the stable and sustainable development of colleges and universities, provide a steady stream of high-quality talents for the society, and finally promote the development and progress of the society.

Subjects and methods: A questionnaire were designed based on cognitive psychology and internal control theory. 43 staff engaged in financial management in 6 universities were selected as the research object to calculate the satisfaction of the research object with the improvement of financial management mode.

Research design: Quantify the satisfaction of the research object with the financial management model. The score is 1 - 4. The higher the score, the more satisfied the research object. The questionnaire also contains the related questions of improving the financial management model and the traditional financial management model. The scores are the same, and the scores of the two models are statistically analyzed.

Methods: The relevant data were processed and analyzed by Excel software and SPSS 22.0 software.

Results: After collecting the questionnaire and counting the results, it is found that the research objects have higher recognition of the improved financial management model, as shown in Figure 1.

Conclusions: In the development process of colleges and universities, due to the insufficient literacy of some financial managers, financial management is chaotic and financial supervision is not in place, which leads to financial risks. If there are mistakes in budget management, accounting treatment and asset management in colleges and universities, it is easy to cause financial management risks. The research adopts the internal control and financial risk prevention measures of colleges and universities Based on cognitive psychology, and constructs an improved financial management model, which can effectively reduce the financial risk of colleges and universities, ensure the level of financial management, promote the stable and sustainable development of colleges and universities, continuously provide high-quality talents for the society, and finally promote the development and progress of the society.

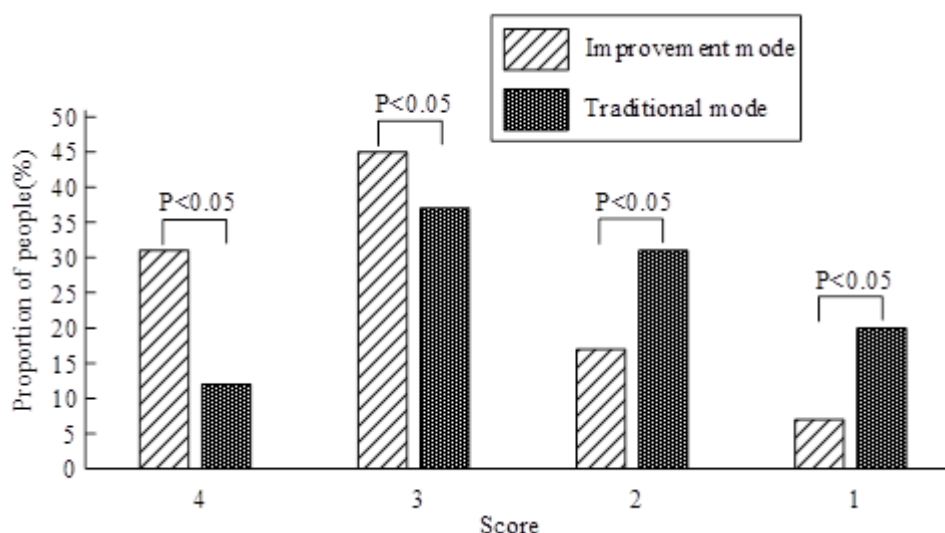


Figure 1. Recognition of financial management model

Acknowledgement: Project Name: Research on Long-term Mechanism of Internal Control Construction of Colleges and Universities in Northeast Chongqing, Project Source: Supported by Humanities and Social Sciences Research Project of Chongqing Municipal Education Commission, Project No. 21SKGH428; Project name: Empirical study on internal control construction of universities in northeast Chongqing, supported by the Science and Technology Research Project of Chongqing Municipal Education Commission, project number KJQN202101227.

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EFFECT OF MODERN ACUPUNCTURE AND MOXIBUSTION ON MENTAL HEALTH OF PATIENTS WITH DEPRESSIVE PSYCHOSIS

Le Ding & Ying Chen

College of Traditional Chinese Medicine, Changsha Medical University, Changsha 410219, China

Background: In the process of social and economic development, people's living standard and material level have been greatly improved, but people's psychological quality level has not been improved accordingly. Nowadays, the competition in society and work is becoming more and more intense, people's pace of life is getting faster and faster, and many people can't adapt, so they have anxiety and depression, and then suffer from depression. Depression is one of the most common psychological diseases in modern mankind. Its main clinical manifestation is long-term and uninterrupted depression. Depression is one of the four major diseases in the world. It has been reported in previous literature that the number of people with depression in China has exceeded 3%, and the number has exceeded 40 million. Paying attention to the mental health level of people with depression is of great significance to improve China's social stability and people's happiness. There are five main clinical manifestations of depression. The first is depression: significant and lasting emotional depression, depression and pessimism. Patients with mild depression will feel less interested in external things and depressed. Severe patients will have the psychology of suicide and suicide. The second is thinking retardation: the patient's thinking Association speed is slow, the response is slow, the thinking is blocked, and there are obvious communication obstacles. The third is the decline of will activity: clinical manifestations: slow behavior, passive life, laziness, solitude and so on. The fourth is cognitive impairment: mainly manifested in the decline of recent memory, attention disorder, learning difficulties, poor language fluency and so on. The last is physical symptoms: mainly sleep disorders, fatigue, anorexia, weight loss, constipation, pain in any part of the body and so on.

Acupuncture and moxibustion is China's national intangible cultural heritage and an important part of traditional Chinese medicine. Acupuncture and moxibustion includes related theories, related technologies and acupoint cognition. Generally speaking, acupuncture includes acupuncture and moxibustion. Acupuncture refers to the treatment of patients by inserting needles into patients' bodies to stimulate acupoints based on the guidance of traditional Chinese medicine theory. The principle of burning is to burn or fumigate the roasted grass at the acupoints on the body surface, and stimulate the acupoints to treat the patients. Modern acupuncture and moxibustion is based on traditional acupuncture and moxibustion and