

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

**Figure 1.** The degree of anxiety of the two groups of students

**Conclusions:** The English teaching method combined with educational psychology can effectively alleviate students' language anxiety in the process of English learning, improve students' interest in learning, and then improve students' English level.

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## INTERACTIVE DESIGN OF DIGITAL MEDIA ADVERTISING BASED ON EMOTIONAL EXPERIENCE OF USERS WITH COGNITIVE IMPAIRMENT

Kaiming Wang

*School of Design, Jiangxi Modern Polytechnic College, Nanchang 330095, China*

**Background:** Cognition is an intelligent process in which intelligent organisms acquire knowledge and memorize, understand and process knowledge. In the cognitive process of intelligent organisms, it will involve a series of psychological activities and social behaviors such as learning, memory, language, thinking and so on. Cognitive impairment (CDS), also known as neurocognitive impairment (NCDs), is a common disease in the elderly. Cognitive impairment mainly affects people's cognitive ability, learning ability, memory ability and perception ability. In previous studies, the prevalence of cognitive impairment in the elderly over 65 years old reached 10% - 15%, so the number of cognitive impairment groups is relatively large. Cognitive impairment groups are vulnerable groups. They have obstacles in life, work and entertainment, so they need external care. Many applications or equipment are designed with the application of vulnerable groups in mind, reflecting humanistic care. For example, enhance the interaction of visually impaired people in smart phones; set blind roads on both sides of the road. The actions of cognitive impairment groups and elderly groups are considered in space design.

In recent years, digital media advertising began to rise and achieved great results. The development of computer technology and network technology makes the forms of advertising more diversified, can also attract the attention of the audience and improve the marketing effect. However, for minority groups such as cognitive impairment groups, digital media advertising design is rarely considered, which is not in line with the principle of humanization. Therefore, based on the emotional experience of users with cognitive impairment, this paper studies the interactive design of digital media advertising from three aspects: behavior level, instinct level and reflection level.

**Objective:** At present, digital media advertising rarely considers the interaction design of users with cognitive impairment, that is, it lacks humanistic care for minority users, loses some potential user groups, and affects the profits of enterprises. To solve this problem, based on the emotional experience of users with cognitive impairment, this paper studies the interactive design of digital media advertising from three aspects: behavior level, instinct level and reflection level, hoping to meet the needs of users with cognitive impairment.

**Subjects and methods:** After obtaining the consent of the hospital, patients or patients' families, 60 patients with cognitive impairment in a hospital were selected as the research objects, including 42 male patients and 18 female patients. The patients ranged in age from 45 to 75 years. A questionnaire was developed to investigate the satisfaction and purchase intention of patients with cognitive impairment with digital media advertising. The satisfaction score ranges from 0 to 4. 4 points mean very satisfied, 3 points mean satisfied, 2 points mean average, 1 point means dissatisfied, and 0 point means very dissatisfied. The score range of purchase intention is 1 - 5. The higher the score, the higher the purchase intention of cognitive impairment group.

**Study design:** The above cognitive impairment groups were randomly divided into study group and control group, with 30 people in each group. Digital media advertising design for the same product, in which the research group designs based on the emotional experience of users with cognitive impairment. The control group used the traditional design form. After a period of time, questionnaires were sent to the two groups of cognitive impairment groups to investigate their satisfaction with the two forms of advertising and their willingness to buy products.

**Methods:** SPSS 17.0 and excel were used to analyze the purchase intention and satisfaction of users with cognitive impairment.

**Results:** The satisfaction and purchase intention of users with cognitive impairment in the study group were significantly higher than those in the control group, indicating that the interactive design of digital

media advertising based on the emotional experience of users with cognitive impairment is more humanized and can attract the attention of cognitive impairment groups, as shown in Table 1.

**Conclusions:** The interactive design of digital media advertising based on the emotional experience of users with cognitive impairment can more humanize and reasonably meet the needs of cognitive impairment groups, give them humanistic care and realize a harmonious society.

**Table 1.** Satisfaction and purchase intention of patients in the two groups

Project	Group		t	P
	Research group	Control group		
Satisfaction	4.2±0.7	3.1±0.7	8.724	0.013
Purchase intention	3.5±0.4	2.6±0.8	6.478	0.025

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## ANALYSIS ON THE INFLUENCE OF “ON THE CULTIVATION OF COMMUNIST PARTY MEMBERS” ON THE PSYCHOLOGICAL ANXIETY OF THE PARTICIPANTS IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

Wei Wen & Xiaomei Chen

*School of Marxism, Xiangtan University, Xiangtan 411105, China*

**Background:** In recent years, with the development of economy and society, China’s demand for talents is increasing. Colleges and universities are an important source of talents, and college students are the participants and promoters of social development. Therefore, the quality and ability level of college students has always been concerned by people from all walks of life. Compared with other stages, college students begin to initially contact the society, so they will be impacted by new ideas. At the same time, they will also feel the fierce competitive pressure of the society, which will affect their mental health. In addition, college students have rich emotions and strong sense of competition, but their willpower and self-control ability are relatively weak and lack the spirit of hard work. Therefore, they are often frustrated. Over time, they have anxiety. Many studies have shown that moderate anxiety can help students improve their attention and competitive consciousness, and improve their learning enthusiasm and learning efficiency. However, excessive anxiety will damage students’ mental and physical health, which is not conducive to students’ mental health and long-term development.

The main means of alleviating students’ anxiety in colleges and universities is ideological and political education, but the traditional ideological and political education has more theoretical knowledge and is difficult for students to understand, so it cannot give full play to the role of Ideological and political education in alleviating students’ anxiety. On the cultivation of Communist Party members is an important document on the ideological construction of the Communist Party of China. It is a brilliant masterpiece combining Marxist theory with Chinese practice. Combining the cultivation of Communist Party members with ideological and political education in colleges and universities is conducive to students’ better understanding of the theoretical knowledge of Ideological and political education, so as to shape noble outlook on life and values and effectively alleviate students’ anxiety.

**Objective:** In order to improve the teaching effect of Ideological and political education courses in colleges and universities and alleviate the anxiety of college students, this paper studies and puts forward a teaching method of Ideological and political education combined with “on the cultivation of Communist Party members”, hoping to make students better understand the theoretical knowledge in ideological and political education, shape noble personality and establish a correct outlook on life, values and world outlook.

**Subjects and methods:** 200 students were randomly selected from a university by stratified cluster sampling, including 102 boys and 98 girls, aged 18 - 24 years. Self-rating Anxiety Scale (SAS) was used to evaluate students’ anxiety, Self-rating Depression Scale (SDS) was used to evaluate students’ depression, and students’ Ideological and political education scores were used to evaluate students’ understanding of Ideological and political education.

**Research design:** 200 students were randomly divided into research group and control group by random number method, with 100 students in each group. Among them, the students in the research group adopted the teaching method of Ideological and political education combined with “on the cultivation of Communist Party members”. The students in the control group adopted the traditional teaching method of ideological and political education. After 6 months of teaching, students’ mental health and learning status were