

expression in college students' mental and mental health education through research and investigation, in order to promote the healthy development of College Students' body and mind.

**Key words:** painting art expression - art therapy - college students' mental health education - psychology

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## **STUDY ON THE PSYCHOLOGICAL INTERVENTION EFFECT OF MUSIC THERAPY ON "PERFORMANCE ANXIETY"**

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Focusing on the present, art has become an indispensable part of daily life. Talent training in art colleges has also become an important work at present, but teachers do not pay enough attention to students' mental health education, resulting in more and more students' "performance anxiety". Once facing a major occasion, there will be anxiety and tension, and there will be a serious psychological imbalance. Music is the great spiritual food of mankind. It gives people a feeling of beauty and affects people's thoughts and behaviors. Music therapy has gradually replaced the traditional Q & A psychological counseling with its harmless, simple and relaxed characteristics, and has become an important means to alleviate "performance anxiety" gradually valued by people. If many excellent students give up the stage and ideal because of "performance anxiety", it will not only affect their own mental health development, but also a loss to the school and society. Therefore, we must strengthen the research and discussion of music therapy, give full play to the role of music therapy in alleviating "performance anxiety", and cultivate more excellent artists and performers.

**Key words:** music therapy - performance anxiety - psychological intervention

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## **THE THEORETICAL MODEL CONSTRUCTION OF CROSS-CULTURAL PSYCHOLOGICAL ADAPTATION OF SOUTHEAST ASIAN STUDENTS**

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The development of economic globalization has brought about the gradual globalization of cultural exchanges. More and more students begin to choose to go abroad and study in foreign countries. Southeast Asian countries have frequent economic and cultural exchanges with China because of their geographical proximity to China. This makes the people of Southeast Asian countries have a strong interest in Chinese culture. Coupled with the continuous improvement of China's international influence, the scale of overseas students from Southeast Asian countries is also expanding. When people enter another cultural situation from one culture, under the influence of the original culture, individuals will show maladjustment in both behavior and psychology. The increasing number of Southeast Asian students has led some scholars to study the cross-cultural psychological adaptation of Southeast Asian students. This paper proposes to build a theoretical model of psychological adaptation of Southeast Asian students, and puts forward some application suggestions for a more comprehensive understanding of the psychological adaptation of Southeast Asian students. This paper investigates and analyzes the cross-cultural adaptation of foreign

students, including socio-cultural adaptation and psychological adaptation. Care about the mental health problems of foreign students, so that they can also feel the warmth of the campus in a foreign country, and increase the cultural identity of Southeast Asian students.

**Key words:** southeast asian students - psychological adaptation model - cross cultural psychology

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## TRANSLATION ANALYSIS OF COMMODITY MARKS IN THE FIELD OF INTERNATIONAL TRADE AND ECONOMY BASED ON CONSUMERS' PSYCHOLOGICAL NEEDS

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A trademark is the shell of a commodity. A unique and novel trademark can attract the attention of consumers and bring the finishing touch to the commodity. Accordingly, as a result of commodity internationalization, trademark translation has increasingly become a "hot" issue of practical significance. As a special competitive language symbol, trademark carries different functions from general language symbols. With the rapid development of commodity economy and the frequent exchanges of international trade, the naming and translation of trademarks as commodity signs have become more and more important and influential. Trademark translation is a cross-cultural communication activity. Successful trademark translation can better meet the consumer psychology of consumers. It can not only further guide consumers to buy goods and stimulate consumers, but also improve customer loyalty and enable enterprises to win better reputation in the market. This paper will analyze the impact of commodity logo translation in the field of international trade and economy from the perspective of consumers' psychological needs, and give some reasonable suggestions.

**Key words:** consumers - psychological needs - international trade and economy - trademark translation

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## THE INFLUENCE MECHANISM OF COMMUNITY INTERACTION ON THE MENTAL HEALTH OF TRAVEL AGENCY CONSUMERS

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**Objective:** The research focuses on the relationship between community interaction and consumer mental health in tourism agencies.

**Method:** It constructs a mental health model of the mechanism of tour groups' community interaction, taking perceived risk, perceived entertainment and trust as mediating variables, taking community identification and knowledge acquisition as moderating variables, exploring the psychological problems of such people, adding group comparison between the young and the elder.

**Result:** Through the results, it is found that the impact of social interaction on consumers' perceived entertainment and trust is more significant. Social identity helps to reduce the high incidence of mental diseases by social interaction tie, while knowledge acquisition can improve customer psychological and emotional stress and physical health under the adverse impact of perceived risk.

**Conclusion:** Through group comparison, for young customers, the influence of community interaction on mental health is negative, while for middle-aged and old customers, the influence of community interaction on mental health is positive. It also leads to greater cure of psychological problems through perceived enjoyment.

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