

THE STRATEGY OF INFILTRATING MENTAL HEALTH EDUCATION INTO THE TRAINING OF PRIMARY SCHOOL CHINESE TEACHERS

An Wen

School of Faculty of Arts, Jiaozuo Normal College, Jiaozuo, 454000, China

With the rapid development of the times, there are more and more psychological problems among primary school students, which has also attracted the attention of the educational and academic circles. Primary school stage is the key period to shape children's healthy psychology. Grasping this key period and infiltrating mental health education into primary school Chinese teaching has important practical significance for the healthy growth of primary school students. Infiltrating mental health education into primary school Chinese teaching can organically integrate the cultivation of primary school students' language learning ability with mental health quality, which is conducive to the formation of primary school students' sound personality. As a basic course, Chinese course has its unique advantages in infiltrating mental health education in teaching. Chinese teachers should combine teaching practice, make full use of textbook resources, create a healthy learning environment, and cultivate students' good behavior habits and noble moral sentiment. Respect the law of students' physical and mental development, use a variety of means to stimulate students' interest, fully develop students' potential, and promote students' comprehensive and healthy physical and mental development.

Key words: mental health - primary school language - teacher training - psychological education

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AN EMPIRICAL STUDY ON THE INFLUENCING FACTORS OF INTERNET FINANCIAL PRODUCT USERS' ADOPTION BEHAVIOR FROM THE PERSPECTIVE OF PSYCHOLOGY

Penghui Han

Business School, Henan Institute of Economics and Trade, Zhengzhou, Henan, China

Behavioral finance studies the psychological characteristics such as cognition, emotion and attitude of investors in the process of investment decision-making, as well as the irrational behavior of investors. Psychology is an important theoretical basis of behavioral finance. In recent years, online shopping and online trading have become an indispensable part of people's daily life in the Internet era. People's consumption concept and behavior habits have gradually changed. Applying psychology to Internet financial products can affect users' adoption behavior. For example, incentive factors (social impact, perceived usefulness and perceived benefits) and health factors (perceived risk and perceived cost) can have a significant impact on the adoption of Internet consumer financial products on e-commerce platforms at the same time. At the same time, perceived risk and perceived cost as health care factors can not only affect users' use behavior, but also have an offset impact on incentive factors. This paper will make an empirical study on the influencing factors of Internet financial product users' adoption behavior from the perspective of psychology, in order to provide corresponding improvement measures for Internet financial products.

Key words: psychology - internet financial products - user adoption behavior - influence factor

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REPRESENTATION AND INTERVENTION STRATEGY OF JOB BURNOUT OF ACCOUNTANTS IN SMALL AND MEDIUM-SIZED ENTERPRISES

Ruixing Wang

Tianjin Tianshi College, Tianjin, 300170, China

At present, China is in the stage of social reform and transformation, and the social competition is fierce. There is a psychological phenomenon of job burnout in the social professional group. The fatigue, anxiety, depression and decline of work ability caused by high work pressure are the manifestations of job

burnout. Job burnout affects people's physical and mental health and work efficiency. After the 1980s, the problems of role stress and job burnout in various occupations have attracted the attention of different occupations. The emergence of job burnout is mainly due to the job demand of persistent pressure, which is common in the service industry. The job burnout of Accountants in small and medium-sized enterprises is mainly characterized by emotional fluctuation under high pressure, decreased efficiency and psychological disorder. Therefore, it is very necessary to intervene the job burnout of accountants. This paper studies the job burnout of Accountants in small and medium-sized enterprises, and puts forward the corresponding intervention strategies, hoping to provide some methods to solve the job burnout of Accountants in small and medium-sized enterprises.

Key words: small and medium-sized enterprises - accounting personnel - job burnout - intervention strategy

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ANALYSIS OF STUDENTS' PSYCHOLOGICAL BEHAVIOR UNDER THE MIXED MODE OF COLLEGE ENGLISH TEACHING

Zebing Du

School of Foreign Studies, Henan Polytechnic University, Jiaozuo, 454000, Henan, China

Background: In recent years, although the reform of College English teaching has made some achievements on the whole, College English Teaching in Colleges and universities is still under the unsatisfactory traditional teaching mode. The research on it still focuses on the transformation of appearance mode and the improvement of teaching methods in specific links. Up to now, the effect of College English teaching reform in Colleges and universities is not obvious, and it is still under the hat of "time-consuming and inefficient". However, the development of social economy and technology in China is becoming more and more international, and the society has higher and higher requirements for College English teaching. Therefore, there are obvious contradictions in reality: Although the annual supply of foreign language graduates is in a state of oversupply, there is still a serious lack of high-end foreign language talents in social development; There is an urgent need for talents with excellent foreign language level and professional knowledge. However, field surveys in some colleges and universities show that students generally have unsatisfactory attitudes towards College English teaching. On the one hand, students hope to improve their English learning ability and learning effect, and can put the language into practice; On the other hand, many teachers often pay too much attention to the content of teaching materials in order to complete the teaching task and keep up with the scheduled teaching progress. This may lead to the phenomenon that teachers only explain the subject according to the book in class, but only teach teaching materials. This will inevitably lead to an embarrassing situation completely divorced from the basic law of language teaching: teaching has become the mechanical teaching of language knowledge, and knowledge has become the only link between teachers and students.

Objective: In view of the problems existing in College English Teaching in Colleges and universities, the state officially promulgated the College English curriculum teaching requirements in 2007, which puts forward the need to cultivate students' Comprehensive English application ability, and clearly requires colleges and universities to formulate a scientific, systematic and personalized College English syllabus according to the actual situation of the University and with reference to this requirement, To guide college English Teaching in our university. The promulgation of this requirement provides programmatic guidance for the reform of the new college English teaching model, and will help colleges and universities give more effective play to their subjective initiative according to the actual situation. However, the key prerequisite for the successful implementation of the new college English teaching model reform is the psychological construction, that is, the psychological construction of teachers and students, which is often a problem that can be easily ignored in the process of College English teaching reform.

Subjects and methods: 1. Classroom is the most important activity place for teachers and students. Students' mental activities such as intelligence, emotion and will are mainly carried out in the teaching process. The interpersonal relationship and interpersonal communication between teachers and students, students and students are also produced in the teaching activities. In the process of English teaching, students' psychological world is fully open and deeply experience the joy of success and the pain of failure.