

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

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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.

Therefore, infiltrating mental health education in the process of English teaching can have an all-round impact on students' psychology. Promote the overall improvement of students' psychological quality level.

There is an extreme shortage of professionally trained teachers, which objectively forces us to carry out mental health education for students only in the form of curriculum or consultation. Infiltration mode can be used to make every ten teachers undertake the task of mental health education. This has greatly expanded the teaching staff of mental health education, and the school's physical health education may really face all students. Not only a few students with psychological problems or psychological obstacles, the goal of mental health education may change from a single negative corrective goal to a more positive preventive and developmental goal. In addition, what is more meaningful and valuable is that subject teachers' participation in mental health education can greatly improve the overall function of mental health education. Avoid the kind of full-time or part-time psychological counseling teachers who take great pains to maintain students' mental health. Improve students' psychological quality, but subject teachers violate the principle of mental health and constantly create students' new psychological problems and psychological obstacles in the classroom. The educational effects offset each other.

From the cross-sectional view, the teaching process is an activity in which teachers and students transfer and master the teaching contents with the help of certain teaching methods and means; Vertically, teaching activities are composed of many links. Each link is arranged in order and carried out one by one, and the teaching contents, methods and means and the activities of teachers and students are also shown in the teaching link. Therefore, infiltrating mental health education into every English teaching link will certainly have a positive psychological impact on students.

Results: 1. *English teaching design.* English teaching design is mainly around. Teach what. And. How to teach 1. Therefore, instructional design is the goal design first. The traditional English teaching goal is based on knowledge. The teaching goal is to impart knowledge and ignore students' psychological needs and development. In addition to the traditional cognitive goal, the teaching design under the background of mental health education should also consider the affective goal and behavior goal. The cognitive, affective and behavior goals constitute an organic whole, so as to promote the all-round development of students' psychological quality, Promote the formation of students' sound personality. In addition, the teaching design should also pay attention to excavating the content of mental health education contained in the teaching materials, and make full use of the factors of mental health education in the discipline to carry out B physical health education for students. The tailoring and selection of teaching content should highlight the key points according to the students' cognitive law and knowledge base. Grasp the difficulties. The choice of teaching methods and means should stimulate students' interest in learning and mobilize students' learning enthusiasm.

2. *Launch links in English teaching.* The launching link of English teaching is the implementation link of teaching activities. It is carried out in the specific time and space of the classroom. The success or failure of students in class has a profound impact on their emotion, behavior and personality. It plays a very important role in students' mental health. From the perspective of students, the key is learning motivation, learning methods and strategies. Learning motivation triggers and maintains learning activities and guides learning direction, while learning methods and strategies ensure the realization of learning objectives and the completion of learning tasks. The strength of learning motivation and the advantages and disadvantages of learning methods and strategies. Determines students' learning status and academic performance. The focus of mental health education should be on the stimulation of students' learning motivation and the cultivation of learning methods and strategies. Teachers should combine subject teaching, carry out learning psychological counseling, help students master learning methods and strategies, and mobilize students' learning enthusiasm, that is, let students be willing to learn, happy to learn, able to learn and good at learning.

3. *Yu language teaching evaluation.* English examination is the evaluation link of teaching. The diagnostic function, identification and classification function of teaching evaluation make it an indispensable link in the teaching process. At the same time, it is also related to students' mental health. In the process of teaching evaluation, one of the keys to reduce students' psychological pressure is to change the evaluation objectives and replace the traditional teaching evaluation standards with new curriculum standards. That is, the examination of students is no longer a single standard of knowledge and skills, but pay more attention to students' emotions, attitudes and values in the teaching process; No longer only pay attention to students' learning results, but pay more attention to students' learning process, methods and experience. In addition, reducing students' English homework burden, reducing the frequency of tests and teaching is also an important measure to reduce students' mental stress.

Conclusions: Although the reform of College English Teaching in Colleges and universities has a long way to go, cultivating a harmonious relationship between teachers and students, using constructivism theory to guide the adjustment of students' cognitive structure and adopting diversified teaching forms

will help to complete the early psychological construction under the reform mode of College English Teaching in Colleges and Universities, and will ultimately establish an efficient and The practical new college English teaching model plays a cornerstone role.

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THE APPLICATION OF PSYCHOLOGICAL COGNITIVE PREFERENCE IN INTANGIBLE CULTURAL HERITAGE EXPERIENCE DESIGN UNDER THE BACKGROUND OF CULTURAL AND CREATIVE INDUSTRY

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Background: Under the background of the times, the post-90s and post-00s have gradually become the main force of social consumption. Compared with the past, the consumption of the post-90s tends to be more contemporary, fashionable and personalized, has a strong desire for possession, and pays more attention to well-known brands. Although there is not much independent disposable income after 00, the actual consumption ability is not weak, the consumption characteristics are more personalized and multi-dimensional, have their own unique preferences, and are more willing to pay for their love within the affordable range. Although the two groups have some differences in consumption concepts and behaviors, they all have one thing in common, that is, sensibility is greater than rationality in consumption, and consumption decisions are more derived from self preference for products than just considering product functions. In particular, cultural and creative products with spiritual consumption as their appeal have an in-depth understanding of the consumption preferences of special groups, which is of great practical significance to the development and design of products.

Objective: From the perspective of cultural and creative industry, this paper analyzes the relationship between Intangible Cultural Heritage Inheritance and experience design. Carry out the digital design of intangible cultural heritage with the help of information technology, integrate experience into the transformation of intangible cultural and creative products, explore the experience design and application of intangible cultural heritage, and provide a new path for the contemporary protection and dissemination of intangible cultural heritage.

Subjects and methods: 1. Sort out intangible cultural heritage projects and establish market access threshold. Intangible cultural heritage has a strong dependence on the external environment. Therefore, it is necessary to organize experts to conduct certain on-the-spot investigation and research to fully understand the characteristics of various intangible cultural heritage projects, establish clear and specific classified protection standards on the premise of respecting the characteristics of intangible cultural heritage and comprehensive evaluation, and set different market access thresholds according to the classification. Advocate sustainable development and scientific protection relying on the power of the market, and realize the artistic value and commercial value of intangible cultural heritage resources.

2. Analyze the market demand of intangible cultural heritage products and realize the incubation of intangible cultural heritage art value platform. China is rich in intangible cultural heritage resources, but non heritage cultural and creative products are facing the dilemma of no one's interest, and the root causes of the dilemma are as follows: first, the lack of talents, most intangible cultural heritage resources are based on family experience, lack of systematic theory, the level of talents is not high, and the low income of practitioners also leads to the low participation enthusiasm of relevant talents, forming a vicious circle of talent shortage; 2. Traditional operation, intangible cultural heritage resources are mostly small workshops, lack of a complete industrial chain, and the traditional transportation, processing, promotion and marketing mode is backward, which has been impacted by the Internet mode.

3. Innovation is weak, the demand for intangible cultural heritage products is secular, and there is little expression of self thought. Therefore, the contemporary transformation of product form should be carried out, the market pain points should be understood, the artistic value of intangible cultural heritage resources should be improved from the two levels of artistic concept and artistic carrier, and then the commercial value should be promoted by artistic value.

3. Fully integrate culture, creativity and science and technology, and expand cultural communication and exchange channels. With the advent of the Internet plus new era, Internet plus thinking should be tried to integrate non heritage products with new media, new technologies and new platforms. It can not