

channel, the integration of Chinese traditional cultural elements can make the CCTV logo more unique and maintain the inheritance of traditional culture. At the same time, identity design in the context of cognitive impairment can also achieve a more perfect effect, improve the dissemination of identity design, and promote the national inheritance of traditional cultural elements. And it is worth mentioning that the two-way effect of identity recognition design can also improve individual cognitive impairment and improve their cognitive level.

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STUDY ON THE INFLUENCE OF JOGGING ON COLLEGE STUDENTS' MENTAL HEALTH FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY

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Background: behavioral psychology is a school of psychology originated in the United States in the early 20th century. Its founder is American psychologist Watson. Behaviorism holds that psychology should not study consciousness, but only behavior. The so-called behavior is the combination of various physical reactions that organisms use to adapt to environmental changes. These reactions are nothing more than muscle contraction and gland secretion. Some of them are expressed outside the body, some are hidden inside the body, and the intensity varies. Behaviorists believe that people's psychological consciousness and spiritual activities are unpredictable and inaccessible. Psychology should study people's behavior. Behavior is a combination of the body's responses to environmental changes, which are nothing more than muscle contraction and gland secretion. Psychological research on behavior is to find out the relationship between stimulus and response, so as to infer the response according to the stimulus, infer the stimulus according to the response, and achieve the purpose of predicting and controlling human behavior. In recent years, there has been an upsurge in physical exercise all over the country. There are all kinds of sports in colleges and universities, including tennis, table tennis, badminton, basketball and other ball games, swimming, aerobics, jogging and other aerobic sports. Aerobic exercise is not limited by venues, equipment and seasons. College students are easy to do. Students who adhere to aerobic exercise for a long time are in a peaceful mood, not anxious or impatient, and jogging in aerobic exercise is more suitable for people of all ages. However, with the rapid development of society and fierce competition, college students are under great pressure and sometimes feel physically and mentally exhausted, which leads to bad psychological problems. For a long time, people generally accept the view that "sports can enhance physique and promote physical health" while ignoring the "heart-strengthening" function of sports.

Objective: At present, the mental health standard of the World Mental Health Association mainly includes four parts: firstly, is the personality with a very coordinated body, emotion, ability, will, words and deeds. Secondly, have a sense of happiness and confidence. Thirdly, in the social environment, treat others with humility and strong adaptability. Fourthly, treat work and occupation and take measures to give full play to their skills and creativity. This study conducted exploratory intervention experiments on jogging from the perspective of behavioral psychology, so as to provide some theoretical reference for solving the problem of college students' improving their mental health.

Research objects and methods: This study mainly selects 400 college students with anxiety in many colleges and universities in a city, and selects 110 college students with medium and low-level anxiety through the self-designed anxiety scale. Understand the basic health status of college students before intervention, and formulate personalized exercise programs. From 5:00 to 6:00 p.m. every Monday to Thursday, college students are arranged to take outdoor jogging exercise in the school playground. Professional coaches are hired to guide college students in outdoor jogging. The psychological relaxation adjustment after exercise is to gradually relax the muscles of the experimenter's whole body by using systematic desensitization method and relaxation technology and understand the changes of their physical functions through the feedback auditory information. Through the consciousness of the brain to regulate their own physiological activities and learn to relax.

Research design: After the experiment, all subjects were evaluated with the SCL-90 scale, which has a total of 90 self-evaluation items. The test factors include somatization, obsessive-compulsive symptoms, depression, anxiety, psychoticism, etc. Through the 5-level scoring method, the higher the score, the lower the level of mental health.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The scores of somatizations, interpersonal sensitivity, anxiety and depression in SCL-90 after treatment were significantly better than those in the control group ($P < 0.05$).

Table 1. Comparison of SCL-90 test results before and after intervention

Factor	Before intervention	After intervention
Somatization	2.19	1.93
Obsessive compulsive symptoms	1.69	1.75
Interpersonal sensitivity	1.75	1.52
Depressed	1.52	1.43
Anxious	2.27	2.21
Hostile	1.47	1.64
Terror	1.51	1.45
Paranoid	1.52	1.44
Psychotic	1.31	1.42

Conclusions: The mental health level of the college students participating in this study is basically consistent with that of the national college students, but some students have certain mental health problems and need further guidance and education. The number of runs per week, the time of running and the number of people running have a certain impact on different mental health factors. College students run 2-3 times a week for more than 1 year and more than 2 people each time, which will improve the eight mental health factors of interpersonal relationship, anxiety, terror, psychosis, hostility, paranoia, terror and others to varying degrees.

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EFFECT OF PSYCHOLOGICAL AND BEHAVIORAL INDUCTION IN THE TREATMENT OF CHRONIC PERIAPICAL PERIODONTITIS IN ORAL OUTPATIENTS

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Background: Periapical periodontitis is a kind of infectious disease mainly involving pulp. In the periapical periodontitis infection, the common type of infection is the invasion of bacteria and viruses. If the treatment is not timely, the scope of periapical periodontitis will expand, leading to increased difficulty in treatment, which may eventually lead to systemic diseases. Compared with acute periapical periodontitis, the infection of patients with chronic periapical periodontitis exists for a long time. Under the influence of chronic periapical periodontitis, the periapical tissue of patients presents a chronic inflammatory reaction, the alveolar bone is destroyed, and the inflammatory granulation tissue also begins to form gradually. The study found that patients with chronic periapical periodontitis will have negative psychology such as fear and resistance in long-term repeated treatment. The main reason is that the chronic lesions produced by chronic periapical periodontitis will continue to be interfered by foreign objects in oral treatment, which will breed the patient's sense of resistance and resist treatment. The study found that psychological counseling for patients' tension and other bad emotions can alleviate patients' fear to a certain extent and improve patients' cooperation in treatment.

From previous studies, it can be found that psychological induction in clinical treatment has become the main means to alleviate the psychological burden of patients. The main way of psychological induction is targeted psychological counseling according to the psychological status of patients. Psychological therapy, including psychological induction of anxiety, is used to fundamentally alleviate patients' anxiety. In addition, many studies have shown that the treatment fear of patients is not only reflected in the changes of psychological activities, but also in the behavior of patients, especially the restless behavior of patients during treatment. Patients with serious behavior will also hurt others. Psychology believes that people's negative emotions such as psychological anxiety and fear are caused by environmental changes and human activities. During oral treatment, the sense of depression contained in the hospital environment and the flow of people around will seriously increase the psychological anxiety of patients. In the treatment of oral chronic periapical periodontitis, a large number of studies have proved that the development of targeted