

Objective: The university gathers students from all over the world. These students have different cultural backgrounds, living habits, eating habits and language use habits. Therefore, in the process of college English teaching, it is easy to produce cultural conflicts, which will damage students' self-esteem and self-confidence, affect students' physical and mental health, and then lead to some students' thinking and expression disorders. Based on school psychology, this study puts forward strategies for the innovation and improvement of college English teaching mode, discusses the impact of improving college English teaching mode on students' thinking and expression disorder, and hopes to find an appropriate way to treat students' thinking and expression disorder.

Research objects and methods: Using stratified cluster sampling method, 120 students with thinking expression disorder due to cultural conflict were selected from 8 colleges and universities, including 67 boys and 53 girls. 120 students from different majors, aged 18-25. Using the self-made thinking expression ability evaluation scale to evaluate students' thinking expression ability. The scale includes four elements: fluency of expression, clarity of speech, clarity of thinking logic and expression intention. The score of each element is 1-25, and the full score of the scale is 100. The higher the score, the stronger the students' thinking and expression ability. Using students' English performance evaluation to improve the teaching effect of English teaching model.

Research design: 120 students were randomly divided into research group and control group by random number table method, with 60 people in each group. Among them, the students in the research group adopted the improved college English teaching model based on school psychology. The control group adopts the traditional college English teaching mode. After four months of teaching, the thinking expression ability and English performance of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS22.0.

Results: After teaching, the English scores of the students in the study group were significantly improved compared with those before teaching ($P < 0.05$). The English scores of the students in the study group were significantly higher than those in the control group ($P < 0.05$), as shown in Table 1.

Table 1. English scores of the two groups

Timing	English achievement		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	67.1±10.2	66.4±11.1	0.246	0.752
After teaching	85.3±8.4	75.9±12.4	8.572	0.001
<i>t</i>	8.720	0.453	-	-
<i>P</i>	0.001	0.654	-	-

Conclusions: Under the multicultural background, the importance of international talents who can master and skillfully use English is becoming more and more prominent. Therefore, in recent years, college English teaching has become more and more important in the college education system, and has been paid attention by local governments, parents and people from all walks of life. In the process of college English teaching, it is easy to produce cultural conflict, which leads to the damage of students' self-esteem and self-confidence, affects students' physical and mental health, and then leads to some students' thinking and expression barriers. Patients with thinking expression disorder cannot normally express their emotions, tendencies, feelings and judgments, which seriously affects students' daily life and learning. School psychology plays a good role in correcting and alleviating students' emotional disorders, personality disorders and other mental diseases. Therefore, combined with school psychology, the research improves and innovates the college English teaching model, effectively alleviates the degree of students' thinking and expression obstacles, and improves students' English performance.

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THE CURRENT SITUATION AND COUNTERMEASURES OF RURAL FINANCIAL TARGETED POVERTY ALLEVIATION UNDER THE RURAL REVITALIZATION STRATEGY UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Poverty has always been a difficult problem that the whole world attaches importance to. With the progress of the times and the improvement of national strength, China's economic level is growing rapidly, but some remote rural areas are still in poverty due to the problems of education, resources and regional environment, and the annual income of farmers is very low. In recent years, in order to complete the poverty alleviation work and eliminate poverty in China, China has put forward the rural revitalization strategy and launched the targeted poverty alleviation policy of rural finance. In the process of rural financial targeted poverty alleviation, there are still some problems. Some rural financial targeted poverty alleviation work is not carried out smoothly, resulting in some poverty alleviation workers having negative emotions such as anxiety and depression. With the long-term lack of progress in poverty alleviation, negative emotions have accumulated for a long time, resulting in some staff suffering from cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. The process of cognition will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking, and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment.

Patients with cognitive impairment will have obstacles in learning, communication, and memory, which will not only affect the daily life of poverty alleviation workers, but also affect the progress of poverty alleviation, and then affect the development of a harmonious society in China. Social psychology is a branch of psychology that began to rise in the early 20th century. It mainly studies the occurrence and change laws of psychology and behavior of individuals and groups in social interaction and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms, and so on. Based on social psychology, the research analyzes the behavior and psychological laws of financial targeted poverty alleviation objects, and then puts forward improvement countermeasures according to the current situation of financial targeted poverty alleviation, so as to alleviate the cognitive obstacles of poverty alleviation workers, so as to speed up the progress of rural financial targeted poverty alleviation and realize rural revitalization.

Objective: Based on the concept of targeted poverty alleviation, some researchers put forward the concept of financial targeted poverty alleviation. In the process of rural financial targeted poverty alleviation, there are still many problems, resulting in the long-term lack of progress in poverty alleviation. In this context, some poverty alleviation workers have a long-term backlog of negative emotions and suffer from cognitive impairment. Patients with cognitive impairment will have obstacles in learning, communication and memory, which will not only affect the daily life of poverty alleviation workers, but also affect the progress of poverty alleviation, and then affect the development of a harmonious society in China. Therefore, based on social psychology, the research analyzes the behavior and psychological laws of financial targeted poverty alleviation objects, and then puts forward improvement countermeasures according to the current situation of financial targeted poverty alleviation, so as to alleviate the cognitive obstacles of poverty alleviation workers, so as to accelerate the progress of rural financial targeted poverty alleviation and realize rural revitalization.

Research objects and methods: From four poor rural areas, 100 staff engaged in rural financial targeted poverty alleviation and suffering from varying degrees of cognitive impairment were selected as the research objects. The mental health part of the Mini-mental State Examination (MMSE) and quality of 36-Item Short Form Health Survey questionnaire (SF-36) were used to evaluate the degree of cognitive impairment.

Study design: 100 staff were randomly divided into study group and control group by the random number table method, with 50 people in each group. Among them, the staff of the research group adopted the improved rural financial targeted poverty alleviation model based on social psychology to carry out poverty alleviation work. The control group used the traditional rural financial targeted poverty alleviation model to carry out poverty alleviation. After 4 months of poverty alleviation, the cognitive impairment of the two groups of students was compared.

Methods: The relevant data were processed and analyzed by SPSS22.0.

Table 1. Changes in the degree of cognitive impairment between the two groups

Timing	MME Score		t	P
	Research group	Control group		
Before work	11.4±5.5	11.3±5.2	0.254	0.671
After work	26.4±2.4	12.2±4.0	6.673	0.035
t	7.643	0.361	-	-
P	0.001	0.412	-	-

Results: After 4 months of poverty alleviation, the degree of cognitive impairment of the staff in the study group decreased significantly ($P < 0.05$). There was no significant change in the control group ($P > 0.05$), and it was significantly lower than that in the study group ($P < 0.05$), as shown in Table 1.

Conclusions: Poverty has always been a difficult problem valued by the whole world. With the progress of the times and the improvement of national strength, China's economic level is growing rapidly, but some remote rural areas are still in poverty due to the problems of education, resources, and regional environment, and the annual income of farmers is very low. Therefore, China has put forward the rural revitalization strategy and launched the targeted poverty alleviation policy of rural finance. In the process of rural financial targeted poverty alleviation, there are still many problems, resulting in the long-term lack of progress in poverty alleviation. In this context, some poverty alleviation workers have a long-term backlog of negative emotions and suffer from cognitive impairment. Based on social psychology, the research analyzes the behavior and psychological law of the target of financial targeted poverty alleviation and then puts forward improvement countermeasures according to the current situation of financial targeted poverty alleviation. The results showed that after 4 months of poverty alleviation, the degree of cognitive impairment of the staff in the study group decreased significantly ($P < 0.05$). There was no significant change in the control group ($P > 0.05$), and it was significantly lower than that in the study group ($P < 0.05$). Therefore, based on social psychology, putting forward improvement countermeasures for the current situation of financial targeted poverty alleviation can alleviate the cognitive impairment of poverty alleviation workers, so as to speed up the progress of rural financial targeted poverty alleviation and realize rural revitalization.

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ANALYSIS ON THE FACTORS AFFECTING THE PSYCHOLOGICAL STABILITY OF TENNIS PLAYERS

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Background: The motivation of tennis players can be divided into intrinsic motivation and extrinsic motivation. Intrinsic motivation includes competent motivation, achievement motivation and motivation to accept challenge. Extrinsic motivation includes sports motivation caused by the pressure of external environment such as material benefits, coaches, family and society. Intrinsic motivation can promote people's pursuit of sports goals. Athletes in the game, to be able to organically combine the internal and external motives, in order to effectively mobilize the enthusiasm. Psychological quality is an important factor that can help athletes to win in competitive events, and it is also an important factor to help athletes win. Tennis is one of the most important sports, which has a high requirement for the psychological quality of the athletes. Generally speaking, in tennis competition process, if both sides athlete's physical strength and the technical level are equal, then the psychological quality has become the core factor which obtains the competition victory. In tennis competition, if the skill level and physical quality level of the two sides are not too different, then the level of athletes will have a direct impact on the psychological changes of athletes, especially on the key ball. If the athletes play well in the competition, it will greatly enhance their self-confidence and help them to win the competition. If the athletes play poorly in the competition, it will increase the tension and anxiety of the athletes, and even reduce their self-confidence, which will affect the competition results.

Objective: With the rapid development of modern competitive sports, coaches all over the world use all means to maximize the potential of athletes, through scientific and systematic training. In the modern sports competition practice, the investigation discovered that athlete's competition psychology has played the decisive role in the entire competition victory or defeat, especially in the high-level contestant's confrontation.

Subjects and methods: Randomly selected 20 tennis players, regardless of sex. Before the experiment, the 20 athletes were interviewed. The main content of the interview was to analyze the factors influencing the psychological stability in the competition. The results show that there are two aspects: one is the impact of objective factors, such as the stadium environment, coaches and referees. Second, the impact of subjective factors, such as athletes' goal setting, tactical achievements and play level, will quality, physical aspects and self-motivation and so on. In the weekly training to open a psychological course, a period of 3 months. During the experiment, in addition to normal training, the coach should focus on the following points of training and enlightening athletes. First, to establish the self-confidence of athletes. Second, the