

traditional education methods against psychological science, correct them, and form a more effective teaching method. Based on the theory of social psychology, this study combines traditional culture education with college Chinese education, and exerts the influence of excellent traditional culture on students' most habitual learning behavior, so as to achieve better learning effect. In the new Chinese teaching methods, teachers should give full play to their leading role, pay attention to psychological effects, innovate Chinese teaching methods according to the actual situation in the teaching process, help students remove psychological obstacles in the learning process, create a more harmonious psychological environment, and promote students to improve their overall cultural literacy, Become a strategic learner with both morality and ability.

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## THE INFLUENCE OF COLLEGE STUDENTS' RURAL EMPLOYMENT ON ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT ANXIETY UNDER THE BACKGROUND OF THE NATIONAL STRATEGY OF RURAL REVITALIZATION

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**Background:** At present, the social employment environment is grim, and the overall social atmosphere has a strong sense of anxiety. In the process of job hunting, college students will inevitably face problems such as the inconsistency between psychological expectations and actual job conditions, difficult employment environment and highly competitive pressure. In this environment, college students often have concerns about the future. Then, with the spread of bad emotions such as employment difficulties, they fall into employment anxiety. Anxiety psychology is mainly divided into three types: objective anxiety, nervous anxiety and moral anxiety. Neurotic anxiety refers to an uncomfortable state that human beings show when fighting their own impulses. Moral anxiety refers to a certain contradiction between human behavior and secular morality, which leads to the choice anxiety of actors themselves. Objective anxiety, also known as realistic anxiety, is an anxiety symptom caused by the actual situation. Employment anxiety is based on the current situation of employment difficulties, which is typical objective anxiety. For objective anxiety, the most effective solution is to solve the objective facts causing anxiety symptoms at the objective level, that is, the current situation of employment difficulties. Rural revitalization provides a way to solve the objective facts causing anxiety symptoms at the objective level. Agriculture is one of China's basic industries, so the rural revitalization strategy is an essential key development strategy. The rural revitalization strategy includes both the revitalization of construction and the revitalization of talents. Only by cultivating skilled and professional talents that can be retained in rural areas can we ensure that rural areas have stable technical support in the process of development. Rural revitalization, as a macro strategy to relieve the pressure of urban employment and drive the development of rural technology and economy, provides college students with new employment ways and career prospects to a certain extent. It not only solves the bottleneck of the domestic employment environment but also brings a solution to the psychological anxiety caused by college students' employment difficulties.

**Objective:** Starting from the rural revitalization and rural employment policy of college students, this study explores the current situation of college students' employment anxiety and the impact of rural employment on this situation in the current employment environment with highly competitive pressure and bad industry situation.

**Subjects and methods:** This study combines the investigation and research method with the measurement model method, through the investigation data and substituting the measurement index dimension as a variable into the measurement model for cross-a impact analysis.

**Study design:** In this study, senior undergraduates in a university were randomly selected and investigated. In the process of investigation, in addition to the indicators related to anxiety self-assessment, they also measured from the scale of rural employment identity, which is mainly divided into two important parts: Employment optimism and professional identity. On this basis, a structural equation model is established to transform the dependent variable college students' employment anxiety and its independent variable into a binary variable.

**Methods:** In this study, Excel is used to make statistics and summary of the data from the survey, and computer algorithms are used to analyze the employment anxiety of college students and their recognition of rural employment.

**Results:** The rural employment identity of the surveyed students are shown in Table 1.

**Table 1.** Identity score

Identity description	Average score	Quantity
Do you like to develop professional knowledge in rural areas	3.96	300
Are you satisfied with the prospect of rural career development	3.91	300
Are you willing to engage in rural related occupations in the future	3.27	300
Overall average score	3.71	-

The scores of the sense of identity in Table 1 range from 1 to 5, indicating that the views are very positive, relatively positive, general, relatively negative and very negative respectively. It can be seen that the overall score of the sense of identity in rural employment is between general and relatively positive, with an average of 3.71 points. Among them, whether they like the professional knowledge of rural development and whether they are satisfied with the prospect of rural career development have reached more than 3.9 points, close to the relatively positive score.

**Conclusions:** In the harsh employment environment in the city, college students close to graduation are prone to serious anxiety, and the rural employment policy of college students under the rural revitalization strategy solves the source of students' anxiety from an objective point of view by solving the problem of college students' employment. After the analysis of professional identity, professional optimism and anxiety psychology in Jinguo, the results show that students maintain a relatively positive attitude towards rural employment, indicating that rural employment is one of the effective ways to solve college students' employment anxiety symptoms from the perspective of rural technology demand and college students' willingness.

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## REFORM AND DEVELOPMENT OF EDUCATIONAL MANAGEMENT SYSTEM FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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**Background:** Cognitive psychology is a theory that focuses on the cognitive process in the process of individual growth. Cognitive psychology emphasizes that learning is the process of forming the knowledge structure. This process not only includes the absorption of knowledge, but also includes the internal processing and cognition of individual forces to a certain extent through the stimulation of the external environment. In this process, biased cognition may affect the growth path of individuals, and then have a serious impact on individual behavior. The student period is an important period for the sound development of individual personality. In the student stage, the individual's cognition of the world is not perfect and is easy to be misled by the external environment. With the growth, all kinds of psychological obstacles and psychological troubles gradually increase. If they are not dealt with, it is easy to lead to a certain degree of deviation in students' life cognition and world cognition, and finally lead to individual behavior deviation, Affect the lives of individuals and others. The traditional education management system is lack of attention to the cognitive psychology in the process of individual growth in the process of education, such as the backward educational organization structure in the field of psychology. The professional level of staff to solve students' psychological problems needs to be improved. The curriculum system lacks relevant courses to guide students' cognitive psychology and correct values. The overall education system lacks the characteristics of keeping pace with the times. The regulatory system is not sound enough and other characteristics need to be reformed and improved. In dealing with students' psychological growth, we