

is usually selected. Because students usually don't have much time to operate on the computer and are not very familiar with the functions of the computer, this is a challenge for students. Especially in the exam, the time is relatively tight, and the students' proficiency can't meet the requirements. Students will worry about the unqualified test results because they are afraid of not completing the test contents, resulting in psychological anxiety, even fear. Some students had little contact with computers before college due to family economic conditions, and the curriculum foundation of computers was relatively weak. Therefore, they worked hard in the process of learning computers, and they would be terrified and unskilled in computer operation. Compared with other students who are proficient in computer operation, this part of students will feel inferiority complex and do not want to show their bad side in front of students, which will lead to resistance to computer courses and form a kind of psychological anxiety.

Objective: To analyze the psychological anxiety of college students in computer courses and study the causes. On this basis, reform the computer course. Through reasonable allocation of class hours and full lesson preparation, computer teachers can face possible things in the classroom and record class videos when necessary, so that those students who can't keep up with the progress of class can further study after class, so as to reduce the psychological anxiety of college students. Teachers provide more opportunities for college students to practice and operate. Through many training simulations, college students are gradually familiar with the computer system, make up for their knowledge learning blind spot, improve the computer operation ability and reduce students' psychological anxiety.

Subjects and methods: The subjects were college students, and 200 college students were randomly selected. These college students come from different grades and majors of three colleges and universities to understand their computer learning situation, mental health status and other relevant information. The experimental time is one semester, during which the relevant data are recorded. The influence of computer course teaching on alleviating students' psychological anxiety after the reform through fuzzy evaluation. The quantitative score of relevant influencing factors adopts a grade 1-5 score, and the score has a positive correlation with the degree of influence. SAS software is used to process and analyze the relevant experimental data.

Results: In the process of learning computer courses in colleges and universities, students have varying degrees of psychological anxiety due to tight courses, heavy learning tasks and unskilled computer operation. According to the students' psychological anxiety, the teaching reform of computer course is carried out. After the reform, by recording class videos to students, students can relearn after class, keep up with the learning progress and alleviate students' psychological anxiety. After many computer operations, students' proficiency in computer has increased significantly, students' resistance psychology has gradually disappeared, and their psychological anxiety has been alleviated. In the evaluation of the impact of computer course teaching on alleviating students' psychological anxiety after the reform, recording class videos have the greatest impact on alleviating the psychological anxiety of students majoring in geographic science. The impact score is five points. The results are shown in Table 1.

Table 1. The influence of computer course teaching on alleviating students' psychological anxiety after reform

Major	Record class video	Increase the number of computer practice	Improve information literacy
Geographical science	5	5	4
English major	4	5	5
Financial management	4	5	5

Conclusions: After the reform of computer course teaching in colleges and universities, the learning enthusiasm and initiative of college students are significantly improved, the interest of students in computer operation is significantly increased, the learning efficiency of students is greatly improved, and the psychological anxiety of students is gradually relieved.

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INCENTIVE EFFECT OF ENTERPRISE MANAGERS ON EMPLOYEES WITH COMMUNICATION ADAPTATION BARRIERS

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Background: Individuals with communication adaptation disorder cannot communicate effectively in the process of communication, resulting in poor communication and interruption of communication. Stimulated by poor communication for many times, individuals will have timidity, fear and psychological disorders. In serious cases, they will have depression, anxiety, sweaty palms, blank brain, headache and other physiological symptoms. Communication adaptation barriers appear in interpersonal and team opinion exchange and information transmission, showing different barriers such as language barriers, conceptual barriers and temperament barriers. The reason for these barriers is that both sides of communication and communication information transmission channels are different. In the state of language communication adaptation, the integrity of information sending is affected by the personal factors of the information sender. If the information sender is in an angry mood, there will be information errors, information omissions and other situations in the information sent, or because the information sender's expression ability is insufficient, he can't completely express his thoughts, resulting in poor communication and expression a situation of unclear logic. In addition, the age and the degree of communication will affect the character of the person who is educated. For the information receiver, the subjective view and value orientation of the information receiver will have an impact on the information reception, so different information receivers have different information screening criteria and different information. And different information transmission channels will cause different degrees of damage to the information, resulting in incomplete information.

For the employees of the enterprise, in the actual work process, they are limited by their education level, age, experience and expression ability, so the employees cannot express what they want to express in communication. Or due to the imperfect communication channels of employees, employees lack the opportunity to express their work needs, or there are defects in the communication and information dissemination channels, which change the original information. Or enterprise managers do not pay attention to the importance of employee communication, are perfunctory about the needs expressed by employees, or do not understand them in place, so that employees have communication and adaptation barriers, affect their work enthusiasm and initiative, lead to their unsatisfactory work efficiency and lack of motivation to work hard. This negative work attitude will have an impact on other departments at the same time, make the work mood of the department become slack, and then affect the development of the enterprise. In view of this situation, this paper studies the incentive effect of enterprise managers on employees with communication adaptation barriers.

Objective: To analyze the current situation of employees' communication adaptation barriers and study their causes. On this basis, enterprise managers take targeted measures to improve employees' communication and adaptation barriers, alleviate employees' negative emotions such as anxiety, anxiety and slack, mobilize employees' work enthusiasm and initiative under the stimulation of incentive policies, improve work efficiency and promote the improvement of department performance.

Research objects and methods: The research objects were employees with communication adaptation disorder. 160 employees with communication adaptation disorder were randomly selected from a large enterprise. These employees have differences in age, education, experience and personal characteristics. Understand their communication and adaptation barriers, their attitude towards the enterprise, and pay attention to the relevant contents of enterprise management. On this basis, adjust the incentive management of enterprise managers, record relevant data, and use fuzzy evaluation to evaluate the impact of incentive management of enterprise managers on employees' communication adaptation barriers. The relevant impact score adopts a grade 1-5 score, which has a positive correlation with the degree of impact, and uses SAS software for data processing and analysis.

Results: In the process of work, due to the influence of themselves, communicators and communication channels, employees have different degrees of communication adaptation obstacles, which makes them afraid to communicate or unable to communicate. The needs of work cannot be expressed and cannot meet their own work needs. Accumulated over time, a lot of negative emotions have accumulated and the work has become slack. In order to solve this problem, enterprise managers carry out incentive management, advance and retreat with employees, and establish a two-way information mechanism to provide employees with communication channels, release their emotions correctly, and alleviate the obstacles of communication adaptation. Enterprises provide employees with more job opportunities, choose their favorite jobs, improve their enthusiasm, and further alleviate the obstacles of communication and adaptation. In the evaluation of the impact of enterprise managers' incentive management on employees' communication adaptation barriers, the measure of providing more job choices has the greatest impact on young employees' communication adaptation barriers, with an impact score of 5 points. The results are shown in Table 1.

Conclusions: Through a series of incentive management, enterprise managers give employees a channel to express their ideas and suggestions, and employees get more sense of participation. Under the "common advance and retreat", employees are more motivated, their communication and adaptation barriers have

been greatly alleviated, and their work efficiency has been significantly improved.

Table 1. The influence of enterprise managers' incentive management on employees' communication and adaptation barriers

Age group	Advance and retreat with employees	Establish a two-way information sharing mechanism	Respect employees' suggestions	Provide more job options
Youth	4	5	4	5
Young and middle-aged	5	4	5	5
Middle age	5	4	4	4

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THE APPLICATION OF COLOR PSYCHOLOGY IN FASHION DESIGN

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Background: Consumer psychology belongs to psychology. Its main research content is the law of psychological and behavioral changes of consumers in relevant consumption activities. In consumer psychology, consumer behavior is affected by many factors, such as consumer income level, individual personality characteristics, age, price, commodity quality and so on. These influencing factors can be divided into internal factors and external factors. Internal factors include consumers' psychological activities in the process of consumption and psychological factors affecting consumer behavior. External factors include social environment, consumer groups, consumption trend, consumer goods and other influencing factors. Consumer psychology is mainly divided into four kinds: conformity psychology, difference-seeking psychology, comparison psychology and truth-seeking psychology. Herd mentality means that consumers tend to buy goods that most people buy. Showing imitation and blindness. The psychology of seeking differences means that the individual pursues being different from the public aesthetics, pursues the uniqueness of the commodity when purchasing the commodity, and has its own unique pursuit in the design, color, material and other aspects of the commodity. The psychology of comparison shows that some consumers will buy more expensive goods to get the envy of others and feel that they are nobler than others after seeing that others have bought some high-value goods. Realistic psychology means that consumers will pay more attention to the practicability, price and quality of goods in the process of commodity purchase, and do not pay attention to the beauty, color matching and sense of goods. This kind of consumption behavior belongs to rational consumption.

In fashion design, different colors have different effects on people's emotions and consciousness. Different colors are used to vent different emotions. There is a close relationship between color and psychology. For example, red will give people a sense of oppression and expansion visually, make people feel vivid, lively and enthusiastic, and stimulate the secretion of adrenaline. This color can represent the characteristics of an extroverted personality. Yellow represents a variety of psychology such as happiness and nobility. When yellow is matched with other colors, it will show different emotional meanings. For example, matching black with yellow will give people a positive and powerful feeling, and matching white with yellow will make people feel tired and powerless. Green stimulates people mildly. It symbolizes life, youth and other meanings. Wearing green clothes gives people a fresh and lively feeling. At the same time, green is also a color often used in environmental protection activities. Blue presents a sense of space and belongs to the cool color system. It will give people a calm and calm feeling in wearing collocation. According to the different meanings and functions of different colors, they are applied in fashion design to meet the different psychological needs of different consumers.

Objective: To understand the clothing requirements of different consumers, study their consumption psychology and consumption needs involved in the process of clothing consumption, select, match and design clothing colors according to these consumption psychological needs, follow the five design principles of balance, rhythm and proportion, and flexibly use the reset method, style method emotional method and other clothing psychological design methods make the designer clothing meet the consumer psychological needs of different groups of consumers.

Research objects and methods: The research objects were consumers. 100 consumers were randomly selected from three large shopping malls to understand their consumption demand, consumption tendency, clothing color selection tendency and consumer personality characteristics, and record relevant data. The