various aesthetic elements, and improve the artistic beauty of modern art and design works. The organic integration of traditional aesthetics and modern art and design can effectively improve the taste of modern art and design, and finally create art and design works with both traditional significance and contemporary value. In the process of increasing social competition, people are prone to produce certain psychological anxiety under the negative influence of various factors. Anxiety is a negative emotional state. Anxiety in the normal range can play a positive role in promoting people's continuous struggle. Excessive anxiety will lead to serious interference in people's thoughts, mainly reflected in negative feelings such as self-doubt, tension and fear, and even externalized into all kinds of actions that hurt themselves or others. The integration of traditional aesthetics and modern art design can alleviate the psychological anxiety of the audience to a certain extent through the form of artistic aesthetic experience.

Objective: Psychological anxiety has a great negative impact on individual emotional experience and external performance, and hinders the effective development of their normal life activities. The integration of traditional aesthetics and modern art design can alleviate the psychological anxiety of the audience from the perspective of individual heart and with the help of artistic experience and aesthetic enjoyment. The research will analyze the integration of traditional aesthetics and modern art design, in order to explore their impact on the audience's psychological anxiety and alleviate the effect.

Subjects and method: 146 individuals with psychological anxiety were selected from the majority of art audiences by using the random number table method. The fluctuation of psychological anxiety was evaluated and analyzed by State Trait Anxiety Inventory (STAI).

Research design: STAI is mainly divided into two sub scales: state anxiety scale and trait anxiety scale. In STAI, there are 40 items in total, and all of them adopt level 4 evaluation criteria. 1 means almost none, 2 means some, 3 means moderate or frequent, and 4 means very obvious or almost always. The higher the total score of STAI, the higher the anxiety level of subjects. At different time points before and after the integration of traditional aesthetics and modern art design, STAI was used to evaluate the psychological anxiety state of 146 subjects, and to explore the mitigation effect of the integration of the two on the audience's psychological anxiety.

Methods: All the data obtained according to the scale were statistically analyzed by Python software and MATLAB software.

Results: According to Table 1, before the integration of traditional aesthetics and modern art design, the STAI scores of 146 subjects were in a high state, indicating that they had a high level of psychological anxiety. One month after the integration of traditional aesthetics and modern art design, the STAI score decreased, and the difference was statistically significant compared with that before the integration ($P < 0.05$). After 2 months of fusion, the STAI score continued to decrease and the decline increased. After 3 months of integration, the decline of STAI score decreased, but it still maintained a downward trend. This shows that the integration of traditional aesthetics and modern art design can effectively reduce the subject's STAI score and play a significant positive role in alleviating the audience's psychological anxiety.

Table 1. STAI scores of audiences before and after the integration of traditional aesthetics and modern art design

Evaluation time	STAI score
Before fusion	76.59±4.29
One month after integration	67.85±5.47[*]
2 months after intervention	51.23±5.13[*]
After 3 months of intervention	43.84±4.91[*]

Note: Compared with before fusion, [*]$P < 0.05$.

Conclusions: Traditional aesthetics has profound historical and cultural heritage. Integrating it with modern art design can effectively alleviate the audience's psychological anxiety and have a positive impact on the elimination of their psychological anxiety and the improvement of their mental health level.

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RESEARCH ON PANIC COMMUNICATION AND GROUP COGNITIVE IMPAIRMENT UNDER THE MODE OF SOCIAL PUBLIC GOVERNANCE

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Background: The power operation direction of traditional public administration is from top to bottom. It mainly relies on the political authority and social discourse power of the government to manage social public affairs in a single direction by formulating and implementing relevant policies. In contrast, the social public governance model, as a top-down interactive management process, eliminates the repression and singleness from top to bottom, can also bring the social public into the management system, convert the existing control role into coordination role, and can truly establish cooperation based on market principles, public interests and legitimacy recognition. Since the reform and opening up, China's social economy has developed rapidly, and the level and ability of government management have been significantly improved. However, the public governance model still fails to fully meet the needs of the public, and there is still great room for improvement. Its focus of improvement mainly lies in repositioning the functions and roles of the government and promoting the transformation of the relationship between the government and civil society. The model of social public governance can be summarized as a complex of the interaction of economic model, political model and social model. In the process of social operation, certain public crisis events will inevitably occur, which will lead to people's panic and then group irrational events. The main reason for this phenomenon is that when people encounter public crisis events, their own preferential cognitive effect on negative emotional information will lead to a higher degree of panic instinctively, and then produce a certain cognitive impairment under the negative effect of panic, forming a "panic arousal cognitive impairment" spiral, and finally break out different group irrational behaviors. It is possible for individuals to take irrational thinking and exaggeration to avoid the unexpected consequences of their own unfortunate events, and then take irrational thinking and exaggeration to alleviate their own unfortunate consequences. For individuals, panic is a strong fear reaction that individuals lose trust and fear of their environment when they realize that they are facing a huge crisis, and then gradually lose their sense of security and self-control. For groups, panic is the objective reflection of the whole society in the face of sudden public crisis.

Objective: To explore the main manifestations of panic communication and group cognitive impairment in the mode of social public governance, and compare and analyze the changes of the level of group cognitive barriers before and after social public governance, and then obtain the most effective way to alleviate panic communication and group cognitive barriers.

Subjects and method: 125 patients with cognitive impairment were randomly selected in the society. Use C4 5 decision tree algorithm analyzes the changes of cognitive impairment scores of patients with cognitive impairment under the mode of social public governance.

Research design: For all patients with cognitive impairment included in the study, the intervention means of social public governance model was adopted to compare and analyze the spread of panic before and after the intervention and the changes of cognitive impairment level of cognitive impairment groups. The spread of panic is divided into four types: A, B, C and D. A means high arousal but low infectivity, B means low arousal and high infectivity, C means low arousal and infectivity, and D means high arousal and infectivity. Montreal Cognitive Assessment (MoCA) was used to evaluate the level of cognitive impairment of the subjects. The total score of MoCA was 30. If the score of MoCA was less than 26, it indicated that the subjects had cognitive impairment, and the lower the score, the more serious the cognitive impairment.

Methods: For all data information, MATLAB software and SPSS26.0 were used for statistical analysis.

Results: Table 1 shows the evaluation of cognitive impairment of the subjects before and after the intervention. According to Table 1, before the intervention of social public governance model, the MoCA score of 125 patients with cognitive impairment was at a low level, indicating that their cognitive impairment symptoms were more serious. After 2 weeks of intervention, the subjects' MoCA score increased, indicating that their cognitive impairment symptoms were alleviated to some extent, but the remission effect was not very significant. After 4 weeks of intervention, the MoCA score continued to improve. After 6 weeks of intervention, the subjects' MoCA score increased to more than 26, indicating that their cognitive impairment symptoms had been effectively alleviated.

Table 1. MoCA scores of cognitive impairment groups at different time points before and after intervention

Time	MoCA score
Before intervention	16.59±1.07
2 weeks after intervention	17.92±0.89*
4 weeks after intervention	23.65±1.13*
6 weeks after intervention	28.05±0.94*

Note: Compared with before intervention, $*P < 0.05$.

Conclusions: For individuals, panic is a strong fear reaction that gradually loses their sense of security and self-control when they realize that they are facing a huge crisis, which has a great negative impact on themselves and the group. After the intervention of social public governance model, the panic and cognitive impairment symptoms of patients with cognitive impairment have been effectively alleviated.

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ANALYSIS OF THE EFFECTIVENESS OF FINANCIAL AND MONETARY CHANNELS AND CREDIT CHANNELS ON CONSUMERS' MENTAL ANXIETY

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Background: In the financial and monetary channels, the transmission mechanism of monetary policy occupies an important position and has received extensive attention. The transmission mechanism of monetary policy is mainly divided into two different levels: monetary channel and credit channel. The former mainly refers to that the continuous fluctuation of money supply often leads to the change of interest rate level and has an indirect impact on real economic factors such as investment and consumption. Based on the asymmetric information in the credit market, the latter emphasizes the special status of bank credit, and puts forward that in the case of low investment interest rate elasticity and many liquidity traps, although there are obstacles in the transmission channel of interest rate, monetary policy still has strong practicability, which can affect the willingness of banks to provide credit and ultimately affect the real economy. The transmission mechanism of monetary policy is of great significance to the effect of monetary policy regulating the national economy. The key to the effectiveness of monetary policy lies in its smooth transmission mechanism. Monetary authorities must understand when, to what extent and through what channels monetary policy will have an impact on the economy. This is the transmission mechanism of monetary policy. The accuracy of judgment on this problem plays a decisive role in the realization of the ultimate goal. In the financial process, the effectiveness of the monetary channel and credit channel mechanism determines the rationality of the financial market and the rate of return of consumers. Consumers will have huge psychological fluctuations under the continuously changing financial situation. Once they suffer from financial shocks or investment failures, they are prone to mental anxiety. Mental anxiety refers to a negative emotional state, which is mainly manifested in tension, unhappiness, anxiety, confusion, uneasiness and so on. Mental anxiety comes from different types of external factors or internal psychological pressure, including the pressure of social life, increasing social competition, the deterioration of financial or living environment, economic or emotional impact and so on. Excessive mental anxiety will have a huge negative impact on the smooth development of individual normal life activities. For consumers, once accompanied by excessive mental anxiety, they will not be able to make reasonable and accurate financial decisions and carry out correct and objective financial activities.

Objective: To analyze the effectiveness of financial and monetary channels and credit channels, and then explore the impact of their effectiveness on consumers' mental anxiety, and finally put forward corresponding measures to effectively alleviate and eliminate consumers' mental anxiety.

Subjects and method: 118 consumers with mental anxiety were selected by random number table. Combined with the method of grey correlation analysis, this paper analyzes the effectiveness of different mechanisms of financial and monetary channels and credit channels, and the impact on consumers' mental anxiety.

Research design: For consumers' mental anxiety, the self-designed consumer mental anxiety scale was used for evaluation. The scale is divided into four different evaluation dimensions: worry, nervousness, fear of financial fluctuations and fear of financial investment failure, including 37 questions. There are 5 answers for each question in the scale. The 5-level scoring system is adopted, with a full score of 5 points. Answer 1 means completely non-conforming (1 point), answer 2 means not quite conforming (2 points), answer 3 means not sure (3 points), answer 4 means relatively conforming (4 points), and answer 5 means fully conforming (5 points). The internal consistency coefficient of the scale is 0.885, which shows that it has very good reliability and validity, and the evaluation results have strong reliability and accuracy. Set the effectiveness of financial and monetary channels and credit channels as independent variables to explore the impact of consumers' mental anxiety under the condition of continuous growth of independent variables.

Methods: Smartbi software and python software were used as the main data analysis tools to count and analyze the data related to consumers' mental anxiety.