

standard system, and innovate the training and training mode, so as to build a life system that can breed the craftsman spirit of vocational education teachers. (1) Reconstruct the belief and value system and stimulate teachers' professional motivation and motivation. (2) Strengthen the construction of culture and system and restore teachers' professional dignity and status. (3) Improve the legal and standard system and standardize teachers' professional ethics and morality. (4) Innovate the training and training mode and reshape teachers' professional ability and quality.

Table 1. Statistical results of product difference correlation coefficient between classroom psychological state factors and training strategy factors

Strategy	Fear of classroom	Fear of being asked	Nervous and tense	Worry	Total learning anxiety
Memory strategy	-0.35**	-0.14**	-0.21**	-0.19**	-0.24**
Cognitive strategy	-0.23**	-0.10**	-0.38**	-0.37**	-0.23**
Compensation strategy	-0.20**	-0.14**	-0.32**	-0.27**	-0.20**
Social strategy	-0.20**	-0.10**	-0.36**	-0.39**	-0.13**
Affective strategy	-0.23**	-0.07**	-0.34**	-0.36**	-0.15**
Metacognitive strategies	-0.10	-0.23**	-0.41**	-0.36**	-0.30**
Oral learning strategies	-0.26**	-0.19**	-0.37**	-0.34**	-0.29**

Note: ** $P < 0.01$.

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A STUDY ON THE INFLUENCE OF ONLINE AND OFFLINE MIXED TEACHING OF COLLEGE ENGLISH ON ALLEVIATING COLLEGE STUDENTS' MENTAL STRESS

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Background: At present, college students are facing more and more learning burden, employment pressure and social communication pressure, which makes them easy to fall into bad emotions such as irritability, tension and anxiety. Mental stress of college students is one of the common psychological problems, which can be manifested as persistent nervous symptoms such as anxiety and tension. If there is continuous mental pressure, it will not only directly affect the daily life and learning of college students, but also disrupt their life and learning order, which will have an impact on their healthy growth, increase students' sense of failure and attack students' self-confidence. According to different performance types, college students' anxiety psychological problems can be divided into three types: bad behavior pressure, emotional pressure, learning pressure, life pressure and adaptation pressure. The main stress of bad behavior is cheating, premarital sex, Internet addiction, smoking and alcoholism. Emotional stress includes unresolved contradictions, lovelorn, addicted to love, unrequited love, and emotional control. The pressure of study includes test anxiety and achievement pressure. Life pressure includes employment pressure, interpersonal pressure, family pressure and economic pressure. Adaptation stress includes anxiety about leaving home and environmental adaptation.

Under the increasingly severe mental pressure of college students, colleges and universities need to take corresponding teaching strategies to improve. Online and offline hybrid teaching has become the most heated teaching method at this stage. College English online and offline hybrid teaching organically combines the network platform and on-site teaching activities with the help of the network environment to maximize the efficient utilization of online and offline resources. The strategies of online and offline mixed teaching of college English are as follows: make full use of online learning resources, teachers' online learning guidance, and organically combine online and offline English knowledge. English learning is a long-term process. Teachers and students need to optimize learning activities together. Before classroom learning, teachers need to organize and plan in advance to ensure that students complete their learning efficiently. In classroom teaching, teachers organize students to complete the teaching activities of

combining questioning learning outside the group and discussion learning inside the group. In online teaching activities, teachers need to adjust the teaching content according to students' different learning situations. Teachers can also record video courses to help students review their knowledge after the course.

Objective: This paper analyzes the impact of college English online and offline mixed teaching on college students' mental stress, in order to improve college students' mental health level.

Subjects and methods: 100 college students were selected as the research object and divided into control group and experimental group by digital random grouping method, with 50 students in each group. The control group had normal English teaching, while the experimental group used English online and offline mixed teaching. The experimental period was 4 months. After that, the improvement of mental stress of the two groups was compared and analyzed. A clustering algorithm based on random search (CLARANS) was used to classify the improvement effect of college students' mental stress. The improvement grades were set as no improvement, slight improvement, improvement and obvious improvement, and the corresponding quantitative values were 1, 2, 3 and 4 respectively. The improvement rate is the ratio of the number of people with slight improvement, improvement and obvious improvement to the total number of people. In order to avoid the influence of subjective factors on the research results, the average score of all subjects was taken as the final result.

Methods: This paper analyzes the influence of college English online and offline mixed teaching on college students' anxiety through NOSA data statistical analysis software.

Results: Table 1 refers to the improvement rate of the two groups of subjects in the whole experimental cycle. It refers to the improvement rate of the two groups of subjects with statistical significance. It can be seen from the table that with the increase of experimental time, the improvement rate of patients in both groups increased, but the improvement rate of the experimental group was more significant. This shows that college English online and offline hybrid teaching can greatly improve college students' mental stress in the process of learning.

Table 1. Improvement rate of two groups of subjects in the experimental cycle

Group	After 1 month	After 2 months	After 4 months
Control group	56.0	58.0	68.0
Experience group	60.0	82.0*	88.0*

Conclusions: The mental stress of college students will have a bad impact on their normal life and study. If they do not pay attention to it, it will have a very bad impact on their physical and mental health. The results show that compared with ordinary English teaching methods, online and offline hybrid teaching has obvious advantages in improving college students' mental stress, and can be applied and popularized in the management of psychological problems in colleges and universities.

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RESEARCH ON THE RELATIONSHIP BETWEEN DIGITAL MEDIA ART AND THE DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES UNDER THE BACKGROUND OF ART PSYCHOLOGY

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Background: Artistic psychology can also be called "literary psychology". It refers to the science of analyzing culture and art and related laws through psychological methods and viewpoints. Literature and art psychology is one of the branches of literature and art and aesthetics. It is divided into literature and art reception psychology, literature and art work psychology and literature and art creation psychology. Literature and art reception psychology analyzes the recipient's psychological process, appreciation interest, as well as the feeling, experience and recreation of artistic works. The psychology of literary works analyzes the materialized form of artists' psychological activities, the psychological characteristics of characters, and the psychological connotation of artistic conception, artistic image and so on. The psychology of literary and artistic creation analyzes the psychological characteristics, artistic conception,