

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,

and the formation of creative motivation, the accumulation of psychological experience, the construction of psychological structure, the judgment, experience, feeling and intuition of social life in artistic expression. Art psychology mainly analyzes how to inspire people's enthusiasm and will and enrich their spiritual life through literary and artistic works and works of art. How to improve teenagers' creative ability, appreciation and interest in literature and art. In the process of appreciation of literary and artistic works, feel and understand the works and produce emotional resonance. The influence of the artist's temperament, personality, ability, hobbies, interests and other characteristics on creation. The relationship between emotion, abstraction, thinking and imagination. How artists accumulate and refine materials through the real world, and start the process of creative imagination on the basis of perception and memory.

Under the background of analyzing art psychology, the relationship between digital media art and the development of cultural and creative industries has become a topic of concern. Digital media art takes digital technology as the carrier. At present, digital media content has been integrated into relevant production links, such as printing and publishing and digital print media industry, film and television industry and film and television advertising service industry, digital animation industry, digital game industry, website consulting service industry, cultural and creative industry and multimedia content industry. The corresponding psychological motivation of literary and artistic entrepreneurship industry includes a sense of achievement, avoiding setbacks, shaping details and flow experience. Sense of achievement means that the audience will have a sense of achievement from the bottom of their heart after experiencing digital media art, so that they can obtain cultural knowledge in a more image way and help them increase their knowledge and knowledge. Avoiding frustration means that with the expression effect of digital media art, cultural and creative works can help people temporarily reduce pain, avoid facing the depression of life, let them relax from the bottom of their heart and truly achieve joy and pleasure. Detail shaping refers to the careful carving of cultural and creative works in scene matching, character clothing, art, aesthetics and other elements, which is the focus of digital media art design and creation and has a direct impact on the audience's sense of experience. The creators of cultural products can make players indulge in them through technology, voice and specific appearance. At the same time, the concealment of details also makes the game have strong interactive communication and playability. Flow experience refers to the audience's satisfaction with their sense of achievement and vanity in the cultural and creative industry. The creator can immerse the audience from the aspects of touch, vision, hearing and so on.

Objective: This paper analyzes the correlation between cultural and creative industries combined with art psychology and audience digital media art psychology, in order to contribute to the improvement of audience art psychology.

Subjects and methods: 100 audiences of cultural and creative industries are selected as the research object, and the correlation between cultural and creative industries combined with art psychology and audience digital media art psychology is analyzed through balanced iterative reducing and clustering using hierarchies (Birch). The indicators of digital media art psychology are sense of achievement, avoidance of setbacks, detail shaping and flow experience. The value range of correlation coefficient is set as follows, 0.8-1.0 refers to very strong correlation. 0.6-0.8 refers to strong correlation. 0.4-0.6 indicates medium intensity correlation. 0.2-0.4 indicates weak correlation. 0.0-0.2 indicates very weak correlation and uncorrelated. In order to avoid the influence of subjective factors on the research results, the data of all subjects were taken for analysis.

Methods: Pearson product moment correlation coefficient is used to analyze the correlation between cultural and creative industries combined with art psychology and audience digital media art psychology. When $P < 0.05$, the difference has significant statistical difference, and $P < 0.01$, the difference has very significant statistical difference.

Results: Table 1 refers to the correlation between cultural and creative industries combined with art psychology and audience digital media art psychology. It can be seen from Table 1 that the correlation coefficients between cultural and creative industries combined with art psychology and sense of achievement, avoidance of frustration, detail shaping and flow experience are 0.562, 0.787, 0.542 and 0.426 respectively, and the significance is lower than 0.05.

Table 1. Correlation between designers' emotional psychology and anxiety in the process of product design

Psychological factor	Relevance	Significance
Fulfillment	0.562	<0.05
Avoid setbacks	0.787	<0.01
Detail shaping	0.542	<0.05
Flow experience	0.426	<0.01

Conclusions: This shows that the cultural and creative industry is positively related to the audience's

sense of achievement, avoidance of frustration, and detail shaping and flow experience in digital media art. We can pay attention to these aspects in the follow-up digital media art.

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MANAGEMENT OF ANXIETY PSYCHOLOGICAL CRISIS OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF IDEOLOGICAL AND POLITICAL EDUCATION

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Background: Anxiety is an abnormal psychological adverse emotional reaction, which is mainly caused by excessive worry about the future, fate and life safety. Medical psychologists believe that the cause of anxiety is usually that people suffer from adverse feelings such as risk, pressure and pain, which exceed the psychological preset acceptance, and it is difficult for people to face and solve these problems. Therefore, from a normal perspective, anxiety itself can be regarded as a very reasonable emotional response, but the human body's long-term anxiety will lead to physiological and emotional diseases, which will not only seriously affect individuals' daily life, but also have a negative impact on their quality of life. Anxiety disorder of college students is a very complex psychological and emotional disorder. Its clinical manifestations are usually motor agitation and sympathetic hyperactivity. The causes of the disease are depression, mental stimulation, personality, congenital heredity, etc., which are manifested in negative emotions such as anxiety, shame, disappointment, anxiety, fear and so on. According to different anxiety sources, the anxiety psychological problems of college students can be divided into three types: academic anxiety, social anxiety and employment anxiety. The causes of psychological anxiety of college students are personal factors, school factors, social factors and family factors. After entering the university, college students are facing great changes in learning styles. At the same time, with the increase of learning pressure and learning tasks and their poor psychological tolerance, their mental health problems are becoming increasingly prominent.

In the environment of more and more serious psychological problems of college students, college education has extremely important value, especially college ideological and political education. In view of the psychological phenomenon of students' anxiety, the effective intervention measures taken by colleges and universities are as follows. First, strengthen ideological and political education and guide students to have a correct outlook on life, world outlook and values, as shown below. First of all, the important position of mental health should be determined in the ideological and political education in colleges and universities. As the main body of education, the school should teach students according to their aptitude and give targeted guidance according to the characteristics of students, so as to help students stay away from negative emotions in time and improve their psychological quality in the face of difficulties. Then, the concept of “people-oriented” should be implemented in the process of mental health education. Guide college students to open their hearts, seek a growth path suitable for themselves, determine the actual ideal goal, and overcome their anxiety with the help of their own potential. Second, strengthen the construction of safe campus culture and enhance their ability to face anxiety. The specific performance is as follows: first, pay attention to the educational function of campus culture to alleviate and defend students' anxiety. As a potential educational force, campus culture can directly affect the cultivation of students' Ideological and moral quality and guide students' psychology to develop in a better direction. Colleges and universities need to seriously implement the concept of quality education, carry out college teaching activities on the premise of analyzing the psychology of college students, provide more exercise opportunities for college students to integrate into the society, and then promote them to form a healthy psychology. Then, actively prepare for social practice activities and enhance mental health education. Third, through caring work, help students solve psychological problems and dredge students' anxiety in a timely and targeted manner.

Objective: This paper analyzes the effect of college ideological and political education combined with psychological education on students' psychological anxiety, in order to contribute to the healthy growth of college students.