

ANALYSIS OF THE INFLUENCE OF THE RESEARCH ON THE TOP TEN POPULAR WORDS OF THE YEAR IN CHINESE ON COLLEGE STUDENTS' MENTAL AND EMOTIONAL ANXIETY

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Background: According to the 49th statistical report on the development of China's Internet, by December 2021, the number of Internet users in China had exceeded 1 billion, reaching 1.032 billion. The Internet penetration rate and per capita online time maintain a continuous growth trend. Among the huge groups of Internet users, students account for the largest proportion, especially college students. As an active group in the context of the vigorous development of us media, college students spoke freely in the environment of information explosion and freedom of expression, leading the majority of Internet users into the "communication carnival", resulting in a large number of popular words. In recent years, the top ten Chinese buzzwords of the year have been counted every year, including "blue thin mushroom", "I'm too difficult", "migrant", "roll inside" and "lie flat". These buzzwords have certain characteristics of "funeral culture", showing the pessimism and self-mockery of netizens on their studies, emotions and life. This kind of catchphrase with the core feature of "funeral culture" is widely spread among college students, and even has become a mantra of some college students, which has led to the formation of college students' spiritual and emotional anxiety to a certain extent. As a kind of psychological negative emotion, mental emotional anxiety has a great negative impact on individuals. When individuals have mental emotional anxiety, they usually show obvious emotional and behavioral changes. From the perspective of psychology, the emergence of mental and emotional anxiety is due to the negative impact of the environment and other external factors. Serious mental and emotional anxiety will lead to depression, anxiety, self-loathing and other negative psychology, which will seriously hinder their daily study, work and life. College students are in a critical period of social role transformation. Their mental development is not yet fully mature and their psychological tolerance is poor. Once they face setbacks such as academic difficulties, employment pressure and emotional blow, they will easily produce mental and emotional anxiety. In the face of difficult real life, it is usually difficult to express real emotions, and then doubt and uneasy about everything unknown, and even cause serious mental and psychological damage.

Objective: In the process of the wide spread and application of the top ten Chinese catchwords of the year, college students are very vulnerable to the negative impact of catchwords with the characteristics of "funeral culture", and then produce a variety of mental and emotional anxiety, including information anxiety, reality anxiety, identity anxiety and loneliness anxiety. Different types of mental and emotional anxiety will cause serious damage to the mental health of college students, making it difficult for them to effectively carry out normal learning activities or social activities. To explore the impact of the top ten Chinese catchwords on college students' mental and emotional anxiety, in order to put forward corresponding coping strategies to effectively alleviate college students' mental and emotional anxiety.

Subjects and methods: 126 college students were selected from a university by random selection, and their mental and emotional anxiety was evaluated and analyzed by Hamilton Anxiety Scale (HAMA).

Research design: HAMA was used to investigate and analyze the mental and emotional anxiety state of college students. HAMA included 14 evaluation items and adopted 5-level scoring standard, which indicated asymptomatic, mild, moderate, severe and extremely severe respectively. In HAMA, anxiety factors are divided into two types: somatic anxiety and mental anxiety. They work together to fully reflect the psychopathological characteristics of the tested college students and the treatment effect of the target symptom group. If the HAMA score is lower than 7, it shows that the college students have no anxiety symptoms. If the HAMA score is in the range of 7-14, it indicates that there may be anxiety. If the HAMA score is 14 or above, it means there must be anxiety, and the higher the score, the more serious the anxiety symptoms. According to the evaluation of college students' mental and emotional anxiety, this paper puts forward corresponding coping strategies, that is, cultivating positive "opinion leaders", cultivating media literacy and cultivating group consensus. 126 college students are divided into three groups: A, B and C, and their three coping strategies are given respectively. Before and after the implementation of the strategy, HAMA was used to evaluate the mental and emotional anxiety of three groups of college students.

Methods: SPSS25.0 software and Smart Bi software to calculate and analyze the relevant data obtained from the scale evaluation.

Results: The changes of HAMA scores of 126 college students before and after the implementation of coping strategies are shown in Table 1. Before the implementation of the strategy, the HAMA score of the tested college students was at a high level, indicating that they were accompanied by more serious symptoms of mental and emotional anxiety. After 2, 4 and 6 weeks of strategy implementation, the HAMA

score showed a continuous downward trend, which showed that under the influence of the implementation of the three coping strategies of cultivating positive “opinion leaders”, cultivating media literacy and cultivating group consensus, the mental and emotional anxiety of college students had been effectively alleviated. Among them, the HAMA score of groups a students decreased the most, that is, the mitigation effect of cultivating positive “opinion leaders” was the most significant.

Table 1. Changes in HAMA scores of college students before and after the implementation of coping strategies

Time	Group A	Group B	Group C
Before implementation	25.98±0.95	26.02±1.02	25.49±0.89
2 weeks after implementation	18.53±1.14*	19.86±0.94*	19.04±0.93*
4 weeks after implementation	11.65±0.95*	12.47±0.95*	12.16±1.01*
6 weeks after implementation	4.66±0.87*	5.23±0.91*	5.01±0.92*

Note: Compared with before implementation, **P* <0.05.

Conclusions: Because college students are experiencing the transformation process of social roles and facing the pressure from school, employment, social and other aspects, they are very vulnerable to the negative impact of catchwords with the characteristics of “funeral culture”, resulting in diversified spiritual and emotional anxiety, which has a significant negative impact on their own development. The coping strategies implemented in the study can effectively reduce the HAMA score of college students, improve their mental health level, and maximally eliminate the negative impact of the study of the top ten Chinese buzzwords on college students’ mental and emotional anxiety.

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RESEARCH ON THE MANAGEMENT OF COLLEGE PARTY CONSTRUCTION AND IDEOLOGICAL AND POLITICAL WORK ON ANXIETY STUDENTS

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Background: In recent years, with the continuous development of higher education, the educational level and quality of colleges and universities have shown a development trend of continuous improvement. As a main position to train and transport high-end talents for the society, the teaching and training effect of colleges and universities has a great impact on the students’ personal comprehensive quality and the level of social sustainable development. In the work of colleges and universities, the party construction and ideological and political work for students is very key, occupies an important position, and plays a decisive role in the growth and development of college students. Although there are conceptual differences between party building and ideological and political work in colleges and universities, their work contents and objectives have strong commonality. In order to meet the needs of cultivating comprehensive talents to promote social modernization, colleges and universities pay more and more attention to the interaction and synergy between party construction and ideological and political work. Party construction and ideological and political work in colleges and universities complement each other. They should drive each other, and then effectively solve many problems exposed in the specific implementation process, so as to finally give full play to the positive role of the collaborative interaction mechanism between party construction and ideological and political work in colleges and universities. At present, college students generally have certain ideological and behavioral deviations, showing a diversified development trend in many aspects, such as ideas, value orientation, behavior and so on. Some college students, even because of their unsound mind, are prone to gradually expose serious problems such as distorted value orientation, chaotic political beliefs, vague ideals and beliefs, weak sense of integrity, lack of social responsibility and so on under the negative influence of various external factors. In this context, college students are very likely to lose their life development goals and positive fighting attitude, become irritable, selfish, withdrawn and impatient, and it is difficult to carry out normal learning or social activities. Finally, they form a psychology of escape or fear of what is unknown in the future and suffer from serious anxiety. Students with anxiety disorder usually fall into negative emotions such as self-doubt, self-denial, anxiety, and tension. It is difficult to effectively relieve themselves, which has a great adverse impact on their normal study and life.

Objective: To organically combine the party building and ideological and political work in colleges and