

impairment is classified as a kind of mental disorder. This kind of mental disorder is that patients have cognitive impairment of understanding external things, and also have cognitive impairment of understanding their own specific situation. In psychiatry, it is considered that patients with cognitive impairment are mental disorders obtained after being impacted by thought or emotion. When patients suffer from cognitive impairment, they will have cognitive ambiguity, cognitive deviation and other symptoms. Patients' cognitive ambiguity refers to the occurrence of difficult to recognize things in normal cognition, which leads to patients' inability to distinguish the authenticity and safety of things, which will lead to psychological cognitive problems, which will seriously lead to patients' mania. The cognitive deviation of patients refers to the deviation of patients' cognition of different things or events from that of ordinary people, that is, the cognition of external things of patients with cognitive impairment violates common sense. When the cognitive deviation of patients is serious, there will be serious mental disorders, and finally hallucinations and other deterioration phenomena. Psychologically speaking, cognitive impairment is a significant psychological disease, so the remission of cognitive impairment can achieve the therapeutic effect by taking psychological training measures. The research will analyze the application effect of psychological quality training mode in the remission of cognitive impairment, which does not provide reference for the treatment of cognitive impairment of e-commerce workers.

Objective: Analyze the current situation of cognitive impairment of e-commerce marketers, count the work of employees in e-commerce marketing, analyze the impact of employees' cognitive impairment on their work, and put forward a psychological quality training model that can improve employees' cognitive impairment.

Subjects and methods: Select 24 marketers from 10 businesses in the e-commerce platform as the research object, and obtain the current situation of cognitive impairment and the changes of psychological activities at work through online evaluation. Based on the cognitive impairment of employees, formulate the psychological quality training strategy, and apply the psychological quality training strategy to the psychological quality training of e-commerce marketers. The changes of cognitive impairment of marketers before and after the cultivation of psychological quality were counted by SPSS22.0 for statistical analysis.

Results: The changes of cognitive impairment of 24 marketers are shown in Table 1. Social cognition and self-cognition are used to quantify and evaluate the cognitive impairment of the research object, expressed as 0-10 points. Table 1 shows that under the influence of the psychological quality training mode, the social cognition and self-cognition abilities of all marketing personnel show a gradual increase trend, indicating that the psychological quality training can effectively improve the cognitive impairment of employees.

Table 1. Changes of employees' cognitive level before and after psychological quality training

Timing	Social cognition	Self-cognition
Before culture	2.4±1.1	2.9±1.2
After culture	7.2±1.3	7.5±1.3
<i>P</i>	<0.05	<0.05

Conclusions: In the development of e-commerce, the psychological quality and cognitive ability of marketers are the key factors to promote sales growth. Therefore, how to improve the cognitive impairment of marketers is an urgent problem to be solved by e-commerce platform. In the research, starting with the cognitive obstacles of marketers, this paper constructs a psychological quality training model to alleviate the negative psychological emotions of marketers. The results show that under the psychological quality training mode, the social cognition and self-cognition of marketers can be significantly improved, and the degree of cognitive impairment of employees can be reduced. The above results show that for the cognitive impairment of marketers in the development of e-commerce, it is necessary to guide the construction of employees' mental health system through the cultivation of psychological quality, so as to improve employees' psychological tolerance, so as to reduce their cognitive impairment.

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RESEARCH ON THE INFLUENCE OF ENTERTAINMENT OF NEWS COMMUNICATION ON RELIEVING MENTAL STRESS UNDER THE BACKGROUND OF NEW MEDIA

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Background: With the continuous development of Internet technology, the new media industry presents a long-term sustainable development trend. With the support of new media, news communication also began to diversify gradually. The diversification of news communication brings about the gradual improvement of the requirements of communication enterprises for employees, which increases the work pressure of employees to a certain extent. Under the influence of external pressure, it is very easy to cause mental stress and psychological damage to employees. Mental stress is not only a kind of mental disease, but also a kind of mental disease. The generation of mental stress is the stress emotion produced by individuals under the influence of the environment. From the perspective of psychology, the generation of mental stress will lead to serious mental health problems. When the mental stress increases, the psychological anxiety, depression and other emotions of each body will also increase significantly. And under the influence of mental stress, individual's life enthusiasm will be seriously reduced, which will affect their work attitude and produce burnout psychology, which is not conducive to individual and social development. From some psychological studies, we can find that there are significant differences between mental stress and other negative psychological emotions. Mental stress is a mental disorder caused by social development. In the continuous development of society, the external environment changes with each passing day, which will affect the personnel in all sectors of society, resulting in mental anxiety, and then unable to face social reform and mental pressure. With the deepening of psychological research, a large number of studies have put forward mitigation strategies for mental stress, but from its treatment effect, it can be seen that the current treatment methods can not completely achieve the purpose of relieving mental stress.

In the news communication, the traditional way of communication is mostly to describe the news information, which will not only cause the mental pressure of employees in the social development, but also make it difficult to deal with the mental pressure of the audience properly. Therefore, in order to alleviate the individual mental pressure in the development of new media in the new era, some studies have proposed to use entertainment communication to relieve the psychological anxiety of the audience, promote the development of new media and alleviate the mental pressure of staff. Therefore, in order to alleviate the mental pressure of journalists and communicators and reduce the mental pressure of audience groups, the research proposes to use the entertainment of news communication to carry out the reform of news communication, and use entertainment communication to relieve individual anxiety, so as to alleviate the mental pressure.

Objective: Explore the mental pressure of news communication staff under the background of new media, investigate and count the mental pressure of ordinary people in life and work, and explore the effect of entertainment of news communication on relieving mental pressure.

Subjects and methods: Select 30 staff working in the news and communication industry, count their mental stress status, understand their views on the development of news and communication, count the mental stress status of 120 ordinary residents in a community, and analyze their understanding of the development status of news and communication. Determine the development direction of news communication entertainment from the aspects of self-confidence training, attention transfer and psychological relaxation, and construct the initial plan of news communication entertainment. Apply the plan to the daily mental stress intervention of staff and ordinary residents, and evaluate the mental anxiety, depression and stress of participants before and after the program intervention.

Results: The scores of mental anxiety, depression and stress of all subjects before and after intervention are shown in Table 1. Table 1 shows that after the news communication entertainment intervention, the scores of mental anxiety, depression and stress mood of the participants have been reduced, and the stress mood of the participants has gradually decreased from the greater pressure before the intervention to the slight pressure after the intervention, indicating that the news communication entertainment can significantly alleviate the mental pressure of each body.

Table 1. Changes of mental stress before and after intervention

Index	Working personnel		Community residents	
	Before intervention	After intervention	Before intervention	After intervention
Anxious (0-80)	66.12±1.72	43.87±1.27	67.18±1.77	45.15±1.31
Depressed (0-80)	66.27±1.83	42.19±1.17	64.39±1.69	41.76±1.22
Mental stress (0-10)	7.26±1.04	3.01±0.84	8.07±1.01	3.11±0.87

Conclusions: With the development of society, under the influence of the changing external environment, people are prone to mental pressure that cannot adapt to social changes. Therefore, alleviating social mental pressure is a necessary measure to maintain the harmonious development of society. The study proposes to use the entertainment of news communication to help individuals alleviate

personal anxiety and reduce mental stress. From the evaluation results, it can be found that under the premise of entertainment of news communication, the mental stress of all testers has been significantly reduced. Therefore, in view of social spiritual pressure, appropriate reform and innovation of relevant industries under the background of new media to help individuals alleviate inner communication is not only an important measure to promote social development, but also a driving force to help social residents establish good psychological tolerance.

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RESEARCH ON THE EMBODIMENT OF SINO AMERICAN ELEMENTS IN MODERN ADVERTISING DESIGN AND THE IMPACT OF ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY

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Background: Psychological anxiety is a common negative psychological emotion. Generally speaking, for social groups, the social environment provides not only a living environment, but also a platform for continuous challenges. In the social environment, the social masses will feel the pressure in different directions. Because the development of science and technology continues to drive the social development, the pressure that individuals need to bear in the society is also increasing. The existence of pressure always affects the normal life of students. In this context, the influence of social environment breeds the anxiety of social groups. From some studies, we can know that the development of society is achieved by the joint efforts of people from different social strata, but the distribution of pressure in society is mainly concentrated in some groups, which leads to the emergence of social anxiety in social groups. In order to alleviate the psychological anxiety of social groups, a large number of treatment methods have been proposed in psychology, including hypnotherapy and incentive therapy. In the process of hypnosis, psychologists will promote patients to enter deep sleep through hypnosis, so as to alleviate patients' psychological anxiety from the subconscious. In verbal motivation, psychologists will appropriately reduce the trading pressure of patients by communicating with patients, obtain the changes of patients' psychological activities from communication, and take this as a breakthrough to build a conversation system to gradually alleviate patients' anxiety. However, for social groups, the above two one-to-one treatment methods cannot achieve rapid and effective relief of social anxiety.

With the changes in the living needs of social groups, psychologists began to try to alleviate the psychological anxiety of the social masses. Some studies proposed to improve the advertising communication effect through advertising design. Therefore, to divert attention from the psychological anxiety of the social masses, it will affect the anxiety in the never alleviated period. However, in the empirical analysis, it is found that the traditional advertising design is difficult to meet the psychological needs of the audience. Therefore, how to integrate modern elements into advertising design is a key breakthrough in this research direction. At the same time, some psychological studies have found that the external expression in aesthetic elements can distract the attention of patients with psychological anxiety to a certain extent, and need to carry out psychological construction. Summarizing the previous research findings, in order to quickly and effectively alleviate social psychological anxiety, the research proposes to fully reflect its aesthetic elements in modern advertising design to help the audience carry out psychological construction and reduce the current situation of psychological anxiety among the social masses, in order to provide theoretical support for the harmonious development of society.

Objective: Explore the types of aesthetic elements in modern advertising design, analyze the importance of aesthetic elements in modern advertising design, explore the correlation between modern advertising design and audience psychological anxiety, and put forward the embodiment strategy of aesthetic elements in modern advertising design to alleviate audience psychological anxiety.

Subjects and methods: Taking 1000 residents in five communities of a city as the research object, including 527 males and 473 females, aged from 18 to 65, the psychological anxiety of all residents was counted, and the residents were divided into mild anxiety group, moderate anxiety group and severe anxiety group according to their psychological anxiety. Through expert interviews, formulate the aesthetic element embodiment strategy in modern advertising design, and evaluate the anxiety score changes of mild anxiety group, moderate anxiety group and severe anxiety group under the influence of aesthetic element