

psychological problems and promote students' healthy growth.

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STUDY ON THE ALLEVIATING EFFECT OF RURAL TOURISM CULTURE ON RESIDENTS' ANXIETY

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Background: According to the relevant research of psychology, Anxiety psychology is a common negative psychological emotion in society. Generally speaking, the changes of inherent attributes in the environment or the activities of surrounding groups will cause psychological anxiety to a certain extent. Psychological anxiety is the most common negative psychological emotion. The common clinical symptoms are anxiety, anxiety and depression. Patients with severe anxiety disorder will gradually turn their anxiety into paranoia and appear the illusion of persecution. The existence of anxiety psychology seriously endangers people's physical and mental health. With the development of society, tourism has gradually affected people's yearning for daily life. Therefore, for the anxiety of social residents, some studies have gradually begun to apply tourism culture. However, the known application effect of tourism culture is limited. How to improve the effect of tourism culture on residents' anxiety relief is the focus of current research.

Tourism is a preference for people to pursue high-quality conditions in modern life, and has gradually developed into an indispensable part of life driven by economic growth. And from the development trend of tourism in recent years, it gradually presents a diversified pattern. More and more people take tourism as a way of entertainment in life. In tourism, cultural output is the key content of tourism. Generally, tourism integrates culture into the tourism characteristics generated in tourism. At the same time, local tourism is used as the intermediate carrier and culture is used as the material output to attract tourists to participate in tourism consumption, promote the economic development of tourism scenic spots and achieve the purpose of spreading regional culture. From the perspective of tourist psychology, tourism includes four main psychologies: novelty seeking, difference seeking, pleasure seeking and knowledge seeking. In the psychology of seeking novelty of tourists, tourists, as the main consumers of scenic spots, have been in the noisy environment of the city for a long time. Therefore, a large number of tourists locate the tourism location as a natural ecological area with unique culture, that is, tourists need to meet their own novelty in tourism viewing. The difference seeking psychology of tourists is to seek differences in tourism. What is shown in tourism is the cultural differences in different regions. Therefore, the difference seeking characteristic of tourists' psychology in tourism is mainly to seek the difference of cultural experience. In the pleasure-seeking psychology of tourists, starting from the core idea of tourism, tourism can bring happiness to individuals. Tourism needs to provide tourists with more connotative happiness with the help of cultural atmosphere, and it also needs to bring more distinctive psychological needs of happiness to tourists on the basis of conventional tourism. From the perspective of seeking knowledge, because a large number of tourists will understand the culture of the scenic spot to a great extent during tourism, for scenic spots, tourists will want to get in touch with the local traditional culture. Therefore, from the psychological research, we can see that it is feasible to use tourism culture to help social residents alleviate their emotional anxiety. In the research, based on rural tourism, we put forward residents' anxiety mitigation strategies to provide reference for social development.

Objective: This paper analyzes the psychological connotation of rural tourism culture, puts forward the impact of rural tourism culture on social residents' anxiety, and puts forward the communication strategies of rural tourism culture, so as to provide reference for the further alleviation of residents' anxiety.

Subjects and methods: Taking a rural scenic spot as the research environment, 100 tourists are randomly selected to understand the number of times tourists have participated in rural tourism in the past. They are divided into groups according to the number of times tourists have participated in rural tourism, which are groups a, B and C. In group A, the number of tourists participating in rural tourism is 0, group B is 1, and group C is 2 or more. Evaluate the changes and differences of tourists' anxiety before and after the current rural tourism, construct rural tourism culture communication strategies, and understand the changes of residents' anxiety under the influence of rural tourism culture communication strategies through telephone follow-up.

Results: The changes of emotional anxiety of all tourists are shown in Table 1. In the current tourism test, the anxiety scores of tourists after entering the scenic spots are significantly lower than before. Through the follow-up survey, it is found that under the influence of rural tourism culture communication strategy,

the anxiety scores of tourists can be further alleviated.

Conclusions: The harmonious development of society is inseparable from the promotion ability of social residents. Therefore, alleviating the emotional anxiety of social residents will promote social development and economic growth. In order to meet the psychological needs of social residents, this paper puts forward the use of rural tourism culture communication to further alleviate the emotional anxiety of social residents. The test evaluation shows that the anxiety of social residents in rural tourism has decreased significantly, and can be further reduced under the influence of rural tourism culture. Therefore, in view of the emotional anxiety of social residents, we should use tourism culture to meet their psychological needs, so as to resolve negative emotions and promote social development.

Table 1. Anxiety scores of social residents in different time periods

Project	Before traveling	After traveling	Follow-up
A	67.77±2.05	56.84±1.87	41.15±1.45
B	61.83±2.12	52.38±1.83	42.141±1.65
C	57.38±2.01	58.36±1.43	32.19±1.18

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REFLECTIONS ON THE ANXIETY OF COLLEGE STUDENTS IN IDEOLOGICAL AND POLITICAL EDUCATION IN THE NEW MEDIA ERA

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Background: With the continuous progress of the times, the requirements for college students are becoming higher and higher. Nowadays, how to strengthen the moral, intellectual, physical, aesthetic and labor development of college students has become a concern of the whole society. University is an important turning stage for students. During the university period, students began to initially contact the society, accept all kinds of ideological impact in the society, and their mentality began to change rapidly. Some students are affected by some bad ideas, distorted value orientation, lack of sense of social responsibility and vague ideals and beliefs, resulting in poor mental health. When facing various pressures, such as academic pressure, employment pressure and interpersonal pressure, they are also more likely to have negative emotions such as anxiety and depression. When these negative emotions are overstocked for a long time and cannot be alleviated and released, it will lead to psychological diseases, reduce students' psychological cognitive ability, and affect students' normal study and life. Ideological and political education is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of ideological and political education in colleges and universities is relatively single and traditional. Students' learning enthusiasm and interest are not high, which cannot play its role in helping students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, and improve the level of mental health, which also leads to the anxiety of middle school students in the work of ideological and political education cannot be alleviated. Therefore, how to find a way suitable for contemporary young students' ideological and political education and solving students' anxiety in the development of the new era is very important.

In the development of the new era, new media came into being. The birth of new media has prompted the development of many industries. New media is the product of the new era. In the process of the continuous development of Internet technology, the media form has gradually changed from traditional paper communication to digital and network communication. At the same time, with the continuous development of information technology, new media will also usher in more significant changes. Driven by the new media era, colleges and universities have also begun to optimize teaching with the help of relevant contents of new media. Some studies have pointed out that with the support of new media, teaching courses have gradually expanded from conventional offline classroom teaching to online and offline collaborative teaching, further improving the teaching quality of teachers. At the same time, under the influence of new media, a large number of studies have pointed out that students' learning enthusiasm reflected in college learning is more significant, and the frequency of students' psychological anxiety in learning has also been reduced to a certain extent. Therefore, in view of the students' learning anxiety in the traditional ideological and political education, the research puts forward the use of new media teaching to improve the students' learning enthusiasm, so as to alleviate the students' anxiety, in order to put