

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

forward reference opinions for the application of new media in colleges and universities.

Objective: The ideological and political education of college students is of great significance to the formation and future development of students' correct values. Therefore, the research explores the anxiety psychology of college students in ideological and political education, analyzes the alleviating effect of new media technology on students' anxiety psychology in the new media era, and puts forward the teaching scheme of ideological and political education in colleges and universities.

Subjects and methods: Taking 400 students in four grades of a university as the research object, the anxiety psychological status of students before the experiment is obtained by using the anxiety self-assessment scale. The idea of new media technology is introduced into the formulation of the curriculum scheme of ideological and political education in colleges and universities, and the formulated scheme is applied to the teaching practice of students. The teaching duration was set to 6 months. The anxiety of students was evaluated regularly in the teaching process, and the changes and differences of students' psychological anxiety scores before and after teaching were compared.

Results: The changes of anxiety scores of all students are shown in Table 1. It can be seen that in the ideological and political education of different grades, the teaching scheme integrating new media ideas can significantly reduce students' anxiety during learning, and it can be seen that with the increase of students' academic qualifications, students are more significantly affected. The score difference before and after teaching was statistically analyzed. The test results showed that the students' score before and after teaching was statistically significant ($P < 0.05$).

Table 1. Psychological changes of middle school students' anxiety during teaching

Time (months)	0	2	4	6
Freshman	64.32±2.03	57.57±1.86	51.51±1.66	48.53±1.73*
Sophomore	63.92±2.17	56.38±1.77	50.38±1.68	45.61±1.82*
Junior	64.73±2.06	56.52±1.73	50.12±1.45	42.58±1.63*
Senior	63.44±2.13	55.72±1.81	49.19±1.62	39.87±1.34*

Note: * indicates the difference between before and after teaching, $P < 0.05$.

Conclusions: The cultivation of college students' mental health is an important link in college education. How to improve the application effect of traditional ideological and political education is a problem to be solved in the development of colleges and universities. The research introduces the idea of new media technology to optimize the scheme of ideological and political education in colleges and universities, and applies it to students' teaching practice. The results show that under the influence of the new teaching scheme, students' anxiety psychology decreases significantly, and there is a significant difference from the score before teaching. Therefore, in the psychological relief of college students' anxiety, the introduction of products in the new era can more effectively reduce students' negative emotions and promote students' growth.

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THE EFFECT OF THE CONSTRUCTION PATH OF AGRICULTURAL ECOLOGICAL CIVILIZATION IN YUNNAN ON THE EMOTIONAL COMMUNICATION BARRIERS OF TOURISTS

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Background: With the development of society, people's desire for tourism is increasing, and the number of tourists participating in tourism activities is also increasing. In the long-term tourism activities, a large number of tourists will have different degrees of mental diseases due to the inadaptability of the environment in the life of the scenic spot, among which the emotional communication disorder is the main