

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

mental disease. Although tourism can relax tourists' mood, it is undeniable that long-term travel not only brings psychological relaxation, but also changes psychological needs to a certain extent, resulting in changes in tourists' emotional sustenance in life and emotional communication barriers. Affective communication disorder, also known as mood disorder, is a disease with long-term and serious emotional or mood changes caused by various reasons. The clinical manifestation of affective communication disorder is mainly the abnormal mood of patients, with obvious rise or fall, accompanied by a series of psychotic symptoms, such as cognitive impairment, behavioral disorder, hallucination, delusion and so on. The onset of affective communication disorder is repetitive, alternating and mixed. The clinical manifestations of affective communication disorder include depressive episode, manic episode, mixed episode, cyclic mood disorder and dysthymic disorder. In view of the obstacles of tourists' emotional communication in tourism, some psychological studies have pointed out that tourists can be helped to conduct psychological counseling by changing the ecological environment of scenic spots, so as to alleviate their negative psychological emotions. However, how to put forward targeted construction plans is not deeply discussed in the current research.

In a large number of studies, some scholars believe that the construction of rural agricultural scenic spots can alleviate the psychological emotions of tourists to a certain extent, and put forward that agricultural ecological construction can promote the development of scenic spots. In addition, some studies believe that in the construction of agricultural scenic spots, only the superficial construction and development of agricultural scenic spots is difficult to induce tourists in a deep psychological level, and it cannot alleviate the obstacles of tourists' spiritual and emotional communication to the greatest extent. On this basis, with the development of civilized cities and civilized villages, the awareness of environmental protection in different industries has been gradually strengthened. Some studies have proposed to build agricultural ecological civilization and promote the environmental optimization of agricultural scenic spots by optimizing the ecological civilization of agricultural scenic spots and maintaining species diversity. However, a large number of studies did not deeply explore the construction direction of agricultural ecological civilization, nor did they formulate mitigation plans for tourists' emotional communication barriers. Therefore, in order to alleviate the emotional communication barriers of tourists in tourism, taking rural Yunnan as an example, this paper puts forward the construction path of agricultural ecological civilization, puts forward reference opinions for the physical and mental development of tourists, and also provides a clear direction for the development of China's tourism industry.

Objective: Based on agricultural development, this paper analyzes the current situation of rural scenic spot construction in agricultural development, explores the current situation of tourists' spiritual communication obstacles in rural tourism, analyzes the correlation between rural agricultural ecological civilization construction and tourists' emotional communication obstacles, and puts forward the path of agricultural ecological civilization construction based on the mitigation of tourists' emotional communication obstacles.

Subjects and methods: Taking a rural scenic spot in Yunnan as the research object, randomly select the tourists who participate in the tourism activities of the local scenic spot within one month, evaluate the emotional communication barriers of all tourists, and select the tourists with emotional communication barriers. Analyze the influencing factors of tourists' emotional communication barriers included in the study, formulate the construction path of Yunnan agricultural ecological civilization in combination with the current situation of the construction of agricultural ecological civilization, and analyze the impact of the construction path on tourists' emotional communication barriers.

Results: The number of tourists participating in the evaluation was 5792, and 78 patients with emotional communication disorder were included in the study. The construction scheme was formulated according to the influencing factors of patients' emotional communication disorder. The correlation between the evaluation construction scheme and tourists' emotional communication disorder is shown in Table 1. Table 1 shows that the proposed agricultural ecological civilization construction path has a great impact on the emotional expression, communication ability and cognitive ability of patients with emotional communication disorder, and it can be seen that there is a significant positive correlation between the performance of the construction path and emotional expression, communication ability and cognitive ability.

Conclusions: With the development of society, tourists' psychology is constantly changing in tourism activities. How to alleviate tourists' mental disorders in tourism is very important. In the study, aiming at the spiritual communication barriers of tourists, taking rural tourism in Yunnan as the research object, by analyzing the correlation between the spiritual communication barriers of tourists and agricultural ecological civilization, this paper puts forward the construction scheme of agricultural ecological civilization, and analyzes the spiritual changes of tourists under the influence of the scheme. The results show that the emotional expression, communication ability and cognitive ability of tourists in spiritual communication are positively affected by the construction of agricultural ecological civilization. Therefore,

in the development of tourism, in order to help tourists, alleviate their mental diseases, the tourism industry needs to make protective improvement for the local environment, so as to promote economic development.

Table 1. Correlation analysis between ecological civilization construction and spiritual communication barrier

Project	Performance of construction path	Emotional expression	Communication skills	Cognitive ability
Performance of construction path	1	-	-	-
Emotional expression	0.375	1	-	-
Communication skills	0.441	0.501	1	-
Cognitive ability	0.396	0.434	0.429	1

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RESEARCH ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON EMPLOYMENT ANXIETY IN PROMOTING EMPLOYMENT IN COLLEGES AND UNIVERSITIES

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Background: When students bid farewell to their high school career and enter the university, it symbolizes that student have entered a new stage of life. In the university period, students began to contact with society, observed more things and received more and more complex ideas. At this time, college students’ ideas have not changed, so they are easy to fall into a state of confusion and confusion in the face of various views and theories in the society. The interpersonal communication and teacher-student relationship in universities are also very different from those in senior high schools. Some college students cannot adapt to the transformation of this relationship and become silent and poor in communication. In addition to dealing with academic and interpersonal relationships, college students also need to face a practical problem - employment. College students are at the junction of study and employment. At the same time, they are facing the dual pressure of study and employment, so they are very prone to employment anxiety. Moderate employment anxiety can enable students to set learning goals and improve learning efficiency and effort. However, excessive anxiety will cause students to have psychological diseases, which will affect the secretion of students’ body hormones, lead to the impairment of students’ physical and mental health, affect students’ normal life and study, and make students have the idea of abandoning themselves, which is not conducive to the healthy development of college students. Therefore, the means to alleviate college students’ employment anxiety has always been the focus of people from all walks of life.

In the education system of colleges and universities, ideological and political education is an important course to alleviate students’ negative emotions, strengthen students’ ideological construction and improve students’ mental health level. However, the traditional teaching mode of Ideological and political education has many defects, and the effect of alleviating students’ employment anxiety is not significant, which still needs some innovation and improvement. Positive psychology is a new psychological discipline called psychological revolution. Positive psychology advocates the positive orientation of psychology, which mainly studies the positive psychological quality of individuals, human health and happiness and the harmonious development of society. Positive psychology theory advocates an open and encouraging attitude towards individual potential, motivation and emotion, so as to realize the transformation of individuals from negative psychological mode to positive psychological mode. It can be seen that positive psychology is highly consistent with ideological and political education in colleges and universities. Therefore, based on positive psychology, the research innovates and improves the teaching mode of ideological and political education in colleges and universities, so as to improve the teaching effect of ideological and political