

is used to classify and analyze the types of anxiety psychology. The results show that there is a negative correlation between employees' job psychological satisfaction and employees' anxiety. By using human resources means to intervene and control employees' anxiety to a certain extent, we can help employees get rid of anxiety from the perspective of company procedures, improve employees' psychological satisfaction and work will, and then achieve the effect of improving employees' work efficiency and work quality. Help enterprises form more competitive employee groups and improve economic benefits.

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## THE INFLUENCE OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION ON COLLEGE STUDENTS' EMOTIONAL ANXIETY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** With the rapid development trend of modern urban life, the phenomenon of life anxiety of residents is becoming more and more common, and the attention to relevant mental health fields is also gradually deepened. As a special group that is about to enter the society and whose physical and mental growth is not perfect, college students have a higher sensitivity to anxiety than other groups. With the change and development of external things, college students' anxiety is also gradually diversified, including learning anxiety, social anxiety, future anxiety and other different types of anxiety. There are many reasons for college students' anxiety, among which the most common is the stressful events encountered by college students in their daily study and life. Studies have shown that most of the psychological anxiety is caused by external stressful events. Because the college students have more feelings, these external stressful events are more likely to lead to the emotional anxiety of college students. In terms of learning anxiety, it may be that students' learning methods are forced to change after entering the university, but students' individual learning habits and learning concepts fail to complete the transformation in time, resulting in the decline of learning effect, which leads to students' self-doubt and anxiety. After entering the university, it may lead to the main line of anxiety, which may lead to the problem of getting along with the students after entering the university. In terms of future anxiety, it may be that under the changes of the external employment environment, students feel that they lack the strength they need in the future job competition, resulting in anxiety. No matter what kind of anxiety, ideological and political education in colleges and universities from the perspective of educational psychology can guide students' thinking and emotion from the perspective of teacher-student relationship, help students sort out their own psychological state and conceptual system through ideological and political guidance, and then help students get rid of the influence of anxiety and promote the sound development of students' personality.

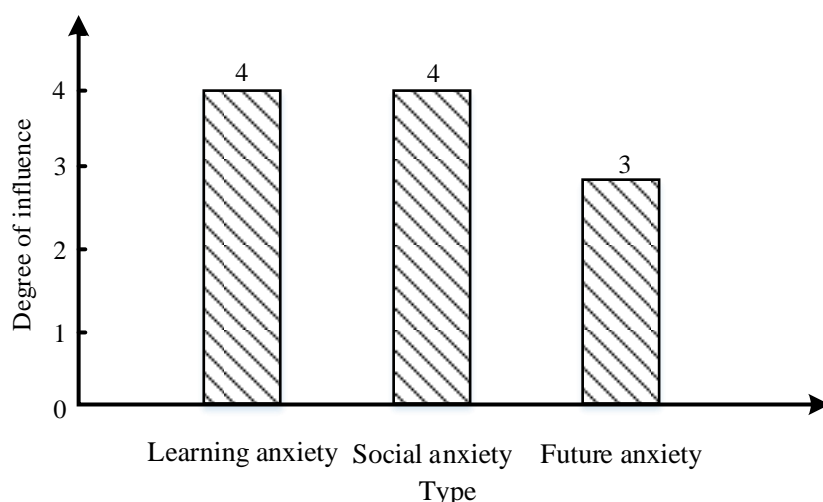
**Objective:** This study treats college students as a group with higher sensitivity to anxiety, uses the college ideological and political education method of educational psychology to help students dredge anxiety, establish a mental health education system more suitable for contemporary students, and improve students' physical and mental health level.

**Subjects and methods:** College students are selected as the main research object. This study combines the fuzzy evaluation method and factor analysis method. Firstly, the qualitative indicators are formulated according to the current situation of students' emotional anxiety, and then the qualitative indicators are given quantitative values, which can be transformed into quantitative indicators for quantitative analysis. On this basis, the factor relationship analysis is carried out.

**Study design:** This study first collects the scale based basic data according to the current situation of students' emotional anxiety, and then establishes the qualitative index system of emotional anxiety according to the basic data of students' emotional anxiety. After fully quantifying the qualitative index, this study will use the factor analysis method to analyze the functional relationship between educational psychology, college ideological and political education and students' anxiety.

**Methods:** This study uses the campus network to investigate the data related to anxiety among students, and uses SPSS software as a fuzzy evaluation tool.

**Results:** Educational psychology the specific effect of ideological and political education in colleges and universities on college students' emotional anxiety is shown in Figure 1.



**Figure 1.** Anxiety level distribution

As can be seen from Figure 1, college students' learning anxiety and social anxiety are significantly affected by educational psychology and college ideological and political education methods, reaching level 4. The future anxiety is obviously influenced by educational psychology and the way of ideological and political education in colleges and universities, reaching level 3. It can be seen that the benign influence of educational psychology on the way of ideological and political education in colleges and universities is mainly concentrated in two aspects: learning anxiety and social anxiety.

**Conclusions:** As a growing group, the psychological status of contemporary college students has certain particularity compared with other social groups. Based on the emotional anxiety status of contemporary college students, this study uses fuzzy evaluation method and factor analysis method to analyze the impact of students' anxiety under the way of ideological and political education in educational psychology colleges and universities. The results show that educational psychology and college ideological and political education have a significant positive effect on students' learning anxiety and social anxiety. Therefore, in the ideological and political education in colleges and universities, we should formulate a practical psychological emotion counseling scheme according to the psychological characteristics of students, and use the relationship between teachers and students to guide students to establish a correct concept system and a sounder personality.

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## DISCUSSION AND STRATEGY ANALYSIS OF OVERSEAS COMMUNICATION PATH OF CHINESE TRADITIONAL CULTURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** In social psychology, the research on cultural communication is essentially based on the psychological preferences of cultural audience groups. The psychological theory of "use and satisfaction" is to transform the flow of cultural forms across time and space into the audience's psychological experience of culture. The psychological theory holds that the contact and communication behavior of culture among media individuals is essentially the behavior of the joint action of social factors and psychological factors. Media individuals first contact this type of culture in other communication processes and have psychological expectations for this type of culture. This expectation urges media individuals to actively contact this culture and produce use experience in the contact process. If this psychological experience is satisfied. Then the media individual will be transformed into a new cultural communication individual, produce a new cultural communication relationship, and reproduce the cycle of expectation, use and satisfaction in the psychology of other media individuals. Therefore, the more satisfied the media individual is in the process of cultural use, the higher the sense of relative cultural experience it brings, the easier the media individual is to be transformed into a part of the communication culture and further expand the scope of cultural