

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

communication. The more widely the media impression of psychological satisfaction is spread, the wider the audience affected by cultural communication. Therefore, in the process of overseas communication of Chinese traditional culture, it is very necessary to control the psychological expectation and use experience of overseas audiences. Once the psychological expectation of overseas audiences can be fully mobilized and sufficient satisfaction experience can be generated in the process of cultural experience, a communication chain with cultural audiences as the main communication path will be produced. This communication mode is mainly spontaneous communication and group voice, and it is easy to form a “snowball” effect in cultural communication, which has a stronger communication effect than the traditional unilateral stereotyped cultural output mode.

Objective: From the perspective of social psychology, this study explores the overseas communication path of Chinese traditional culture dominated by overseas cultural audience groups, so as to provide a communication strategy more in line with the psychological characteristics of modern people for the overseas communication of Chinese traditional culture, so as to promote the worldwide communication of Chinese traditional culture and provide assistance for the inheritance and development of Chinese traditional culture.

Subjects and methods: This study focuses on the overseas traditional cultural audience and potential audience. Therefore, the research object is selected in the form of overseas website related publicity. After logging in to the website, the research object will receive a questionnaire application. After consent, the questionnaire information of the website audience will be retained by the website background. This study combines correlation analysis with k-mean cluster analysis, classifies elements on the basis of establishing links, and makes a detailed impact grade analysis according to different element categories.

Study design: This study starts from the perspective of social psychology, takes the cultural experience and cultural communication willingness of overseas cultural communication audiences as the main research direction, establishes a logical chain by connecting the psychological elements of overseas cultural communication audiences in the process of cultural experience with the correlation analysis of their cultural communication willingness, and then makes a detailed classification according to the different types of psychological characteristics of the audiences. Then it makes a detailed analysis according to the category of psychological characteristics, and puts forward the strategies of overseas cultural communication on this basis.

Methods: SPSS software was used for the statistics and analysis of the research data.

Results: The impact of overseas audience’s cultural experience satisfaction on overseas audience’s cultural communication behavior is shown in Figure 1.

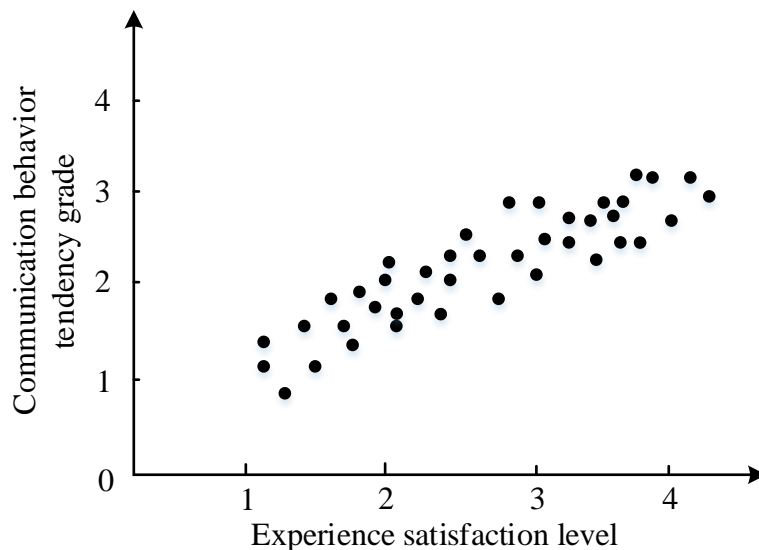


Figure 1. Analysis of communication behavior tendency

As can be seen from Figure 1, with the gradual increase of overseas audience’s cultural experience satisfaction, the level of overseas audience’s cultural communication tendency is also higher and higher, showing a positive proportional distribution trend as a whole. This distribution trend fully shows the relationship between the satisfaction of overseas audiences’ cultural experience and cultural communication behavior. The higher the satisfaction of overseas audiences, the more communication behavior can be formed, so as to expand the communication area and form a group effect.

Conclusions: With the development of globalization, the overseas dissemination of Chinese culture is the inevitable trend of the inheritance and development of Chinese culture. From the perspective of social psychology, this study refines overseas cultural communication into the psychological experience of the audience of overseas cultural communication. On this basis, the research uses the correlation analysis method and K-means cluster analysis method to analyze the relationship between the psychological elements of the overseas cultural communication audience and the communication behavior tendency of the audience group. The results show that the higher the satisfaction of overseas audience's cultural experience, the higher the communication tendency of overseas audience's culture. By focusing the cultural communication strategy on the audience's cultural use chain of cultural expectation and cultural experience, it is conducive to form the overseas communication trend of Chinese culture with more group advantages, and then provide help for the inheritance and development of Chinese excellent traditional culture.

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RESEARCH ON THE INFLUENCE OF CERAMIC ART TEACHING INNOVATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY UNDER NEW MEDIA

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Background: Mental health means that all aspects of mental state and its activity process show a positive, continuous and positive state, and in this state, the subject has a good ability of psychological adjustment. The external objective environment, self-awareness level and internal psychological conflict will affect the individual's psychological state when dealing with the changes of the surrounding environment and stimuli. If the individual's psychological state is not adjusted and guided in time, under the influence of multiple pressures, it will produce corresponding psychological problems and negative emotions, such as anxiety, depression, schizophrenia and so on. The frequency of anxiety psychology is high and the audience is wide, which has become the main psychological disease of people under modern living conditions. Age structure, cognitive level, psychological age, nature of work and so on will make psychological anxiety groups show different psychological states and anxiety degrees. Psychological anxiety is mainly an emotional regulation disorder dominated by anxiety, which may also lead to other negative emotions such as shame, disappointment, anxiety, fear and so on. Anxiety disorder can be divided into two types: generalized anxiety and acute anxiety. Its etiology is more complex, including genetic factors, stress factors, disease factors and so on. At present, the treatment of anxiety disorder is mainly drug treatment, supplemented by appropriate psychological guidance, but drug treatment has certain compliance, and it is difficult for patients to take drugs regularly, which will not only affect patients' life and work, but also cause certain damage to their physical and mental health, and affect their accuracy and sensitivity of judgment.

Under the current development trend of new media, the information exchange and communication mode with information means as the technical support and scientific and technological products as the physical medium not only speeds up the speed and efficiency of information transmission, but also breaks the restrictions and limitations of time and space on information, making each independent individual become the publisher, disseminator and sharer of information. The innovation of technical means provides opportunities and challenges for the development of ceramic art education in colleges and universities, which makes teachers start to think and seek new teaching methods to improve teaching quality. However, in the original ceramic teaching, the old teaching equipment, the lack of theoretical innovation and the difference of teaching effect all make its student audience have related anxiety psychology. At the same time, the pressure of academic examination, the change of learning environment, interpersonal communication and low psychological tolerance will affect the degree of students' psychological anxiety. Therefore, exploring the impact of ceramic art teaching innovation on students' psychological anxiety in colleges and universities has good practical application value and helps to improve students' mental health.

Objective: In order to alleviate the psychological anxiety of students in ceramic teaching in colleges and universities and improve their psychological adjustment mechanism, this paper studies the improvement and innovation of the original teaching mode with the help of relevant psychological theories, and strengthens the intervention of teachers to students with the help of classroom teaching to help them