

**Conclusions:** Under the background of epidemic prevention and control, the study and life of college students have undergone tremendous changes compared with those before the epidemic. As a result, their mental health status also shows different characteristics from those before the epidemic. The mental health education of universities should pay attention to this situation and make corresponding actions. adjustment. The study explored a mental health education model combining ideology and politics, and proved through experiments that this model has a positive effect on the mental health of college students in the era of epidemic prevention and control.

\* \* \* \* \*

## RESEARCH ON THE IMPACT OF THE CONSTRUCTION OF NEW RETAIL SMART CIRCULATION SUPPLY CHAIN SYSTEM ON ALLEVIATING MERCHANTS' ANXIETY

Guangtian Yu

*Suzhou Industrial Park Institute of Vocational Technology, Suzhou 215123, China*

**Background:** Anxiety is a kind of negative emotion, which occurs when an individual is unable to solve the real threat. This emotion is mainly anxiety, and there will be tension and uneasiness. Everyone may have anxiety. When the problem or threat is solved or disappears, the anxiety will be eliminated. An appropriate amount of anxiety will have a positive impact on the individual's work and study, promote the individual to solve problems, and in this process, stimulate the individual's potential, improve the individual's psychological tolerance, and improve the individual's psychological quality. Excessive anxiety will hinder the individual's normal thinking, attack the individual's enthusiasm to solve problems, make him depressed, his temper will become irritable, and he will be very sensitive to the movements around him. A little noise will attract his attention, resulting in the impulse to lose his temper. In the long run, it will bring a great burden to the body and mind, cause physical and mental health problems, reduce the body's function and immunity. Even produce disease, causing mental illness. There are many reasons for anxiety, such as personal factors, family factors, social environmental factors and so on. In personal factors, introverted and cowardly people are more likely to have anxiety, and they are more sensitive to the movements around them. Among the social environmental factors, the threat and pressure brought by the social environment have a sense of oppression on the individual's work and study, increasing the individual's psychological pressure, resulting in anxiety.

With the continuous development of economy and society, the e-commerce industry has developed rapidly, and the physical retail industry has been greatly impacted. The space of the retail industry has been squeezed, the sales volume has decreased significantly, and many retail stores are facing the risk of bankruptcy. In the face of the fierce e-commerce industry, physical retail merchants have had varying degrees of anxiety. Although the physical retail industry has taken many measures to change this situation, the actual effect is not good, and many retail industries have not found a way to transform. Even if some stores find a way of transformation, the cultivation period of new stores is very long. Physical retail merchants are worried and anxious about the future development and are eager to find a way out.

**Objective:** To analyze the current physical retail industry and understand the anxiety and causes of physical retail merchants. On this basis, we will innovate the business model of the new retail smart circulation supply chain, integrate online and offline channels, and reconfigure the concerns among consumption scenarios, consumption expectations and business situations based on consumer experience, that is, reconstruct the enterprise relations in the supply chain such as brands, wholesalers and logistics, reduce retail costs, improve retail efficiency, and enable physical retail merchants to find a development path, reduce anxiety. On this basis, a new retail smart circulation supply chain business model innovation system is established to increase the passenger flow and repurchase volume of retail stores, so as to alleviate the anxiety of merchants.

**Subjects and methods:** The research objects were physical retail merchants. 210 physical retail merchants were randomly selected. These merchants came from different ages, educational backgrounds and business ages. Understand their physical retail status and anxiety, and analyze the causes of these merchants' anxiety. Fuzzy evaluation is used to study the impact of new retail smart circulation supply chain business model innovation methods on physical retail merchants. 1-5 grades are used. The higher the score, the heavier the degree of correlation. SPSS software is used to process and analyze the data.

**Results:** In recent years, under the influence of the rapid development of e-commerce industry, the sales volume of physical retail industry has been decreasing, the space of retail industry has been squeezed, and the users of this industry have varying degrees of anxiety. By establishing a new retail smart circulation

supply chain business model innovation system, the retail cost of merchants' stores is reduced and the retail efficiency is improved. Among them, the anxiety score of young and middle-aged merchants is 2, and the results are shown in Table 1.

**Table 1.** Anxiety scores of physical retail merchants of different ages

Age group	Uneasy	Fear	Anxious
Youth	1	1	2
Young and middle-aged	1	1	2
Middle age	2	2	2

**Conclusions:** With the continuous development of economy and society, the e-commerce industry has developed rapidly, and the physical retail industry has been greatly impacted. The sales performance of many retail stores is poor, and merchants have varying degrees of anxiety. In order not to cause more losses, some retail stores choose to close stores and no longer operate. By establishing a new retail smart circulation supply chain business model innovation system, the cost of retail merchants is reduced, the income is improved, and the anxiety of physical retail merchants is significantly alleviated.

\* \* \* \* \*

## RESEARCH ON THE SOURCE OF FILM WRITERS' ANXIETY AND ITS INTERVENTION COUNTERMEASURES

Xiaonan Yu

*Shandong College of Arts, Jinan 250300, China*

**Background:** Anxiety disorder is the abbreviation of anxiety psychosis, and its main feature is anxiety. Individuals with anxiety disorder experience fear and uneasiness without facts, and these emotions have no clear objective object. Individuals with anxiety disorder are also accompanied by autonomic nerve symptoms, muscle tension and other physiological characteristics. According to the characteristics of symptoms, anxiety disorders can be divided into two categories: panic disorder and generalized anxiety disorder. In generalized anxiety disorder, individuals have worries, troubles and other emotions that are not symmetrical with reality, and will be overly vigilant and exercise-induced tension. For individuals with panic disorder, they will have a strong panic state, which will occur repeatedly, at least three times a month, each lasting within 2 hours, and a sense of loss of control, which will affect the development of daily life. Anxiety disorders are classified according to symptoms, which can be divided into acute anxiety and chronic anxiety. The main manifestation of acute anxiety is panic disorder. During the attack, the individual will feel dying, the heartbeat will be too fast, dyspnea, and even respiratory alkalosis, which will induce limb numbness. The severity of physiological symptoms will increase the individual's sense of fear and lead to mental collapse. After the attack or appropriate treatment, the symptoms of acute anxiety will gradually alleviate. Chronic anxiety can have five main symptoms: panic, fatigue, nervousness, shortness of breath and chest pain, as well as physiological symptoms such as nausea and cold sweat. Chronic anxiety is sometimes difficult to distinguish from neurasthenia in diagnosis. Doctors need to make a comprehensive diagnosis to avoid misdiagnosis. Generally speaking, young and middle-aged people are more likely to suffer from anxiety disorder. The causes of this psychosis change with the individual and environment. Introverts are more likely to suffer from anxiety disorder than extroverts. Long-term brain holes and excessive pressure are also easy to lead to anxiety disorder.

Compared with the foreign film industry, the development trend of the domestic film industry is weak, and there are few domestic brilliant films. When watching the film, the audience will have the phenomenon of "scolding while chasing and spitting while watching". The film score is low. When many viewers mention the domestic film, the first impression is that the film is not good-looking, the content of the film is not attractive, and the audience prefers to watch foreign films. Facing the current situation of domestic film broadcasting, film writers are under great pressure, resulting in anxiety disorder. In addition, the screenwriting team is mixed. In addition to the fame and wealth of well-known screenwriters, many young screenwriters have made contributions to the film screenwriting work, but they do not have the qualification of film signature. Many rights and interests of these young screenwriters are not guaranteed, their income is not high, and copyright infringement will occur. The complex film writing environment makes young screenwriters have great psychological pressure, resulting in anxiety disorder.