

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.

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

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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.

Objective: To understand the current situation of film screenwriter industry and analyze the causes of anxiety disorder among film screenwriters. On this basis, adjust the film screenwriter industry, integrate the strength of the film screenwriter industry, obtain the nutrients of screenwriter creation from real life, increase the quality of life and professional level, which can arouse the resonance of the audience, increase the attraction of the film, and improve the anxiety of the screenwriter while increasing the box office of the film. Strengthen the construction of screenwriters, improve the ideological quality and professional level of screenwriters, provide industrial and social support, give young screenwriters more development opportunities, reduce the psychological pressure of young screenwriters and alleviate their anxiety.

Subjects and methods: The research objects were film writers. 53 film writers were randomly selected. These film writers had different educational background, income, length of service and family background. Understand the personality information, personality characteristics and working environment of these film writers, and analyze the causes of their anxiety disorder. Through fuzzy evaluation, this paper studies the impact of adjustment countermeasures of different film screenwriting industries on film screenwriters, and the anxiety score of film screenwriters after the implementation of relevant countermeasures. Score 1-5. The higher the score, the heavier the degree. Process the data through SAS software.

Results: In recent years, screenwriters in the film industry tend to be commercialized, benefit the most, and homogenize seriously, forming a trend of "IP" adaptation, but the film box office is bleak, and the audience is more disappointed in the film industry, which brings great psychological pressure to the film writers and produces anxiety disorder. Through the adjustment of the film screenwriter industry, the film creation is focused on real life, and the audience's recognition of the film has been improved to a certain extent, which gives the film screenwriter a little self-confidence and alleviates his anxiety. Among them, the impact score of young screenwriters in excavating realistic themes is 5, and the results are shown in Table 1.

Table 1. Influence of different measures on film writers of different ages

Age group	Explore realistic themes	Provide industry support
Youth	4	5
Young and middle-aged	5	5
Middle age	5	4

Conclusions: By increasing the excavation of realistic themes, strengthening the construction of editing team and providing industry and social support, the life quality of film content can be improved, the resonance of audience can be increased, the professional level of film writers can be improved, and the improvement of film quality can be promoted, so as to reduce the psychological pressure of film writers and alleviate their anxiety.

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ON THE IMPORTANCE OF CONSIDERING EMPLOYEES' PSYCHOLOGICAL ANXIETY IN PRODUCT DESIGN EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Psychological anxiety is the emotional reaction of an individual when he feels that he can't solve the coming threat, or the tension and anxiety of an individual without reason and objective object. Anxiety is its main emotional response. In addition, it will also realize negative emotions such as tension and worry. Psychological anxiety can be divided into two kinds: realistic anxiety and pathological anxiety. The cause of realistic anxiety is that the individual cannot solve the threat he will face, which leads to psychological anxiety. This psychological anxiety will disappear as the problem is solved, and basically everyone will have realistic anxiety. As a kind of mental illness, the symptoms of pathological anxiety are tension and uneasiness without specific reasons, and there will be an unfounded feeling that they will be in danger, which will cause sports uneasiness and subjective pain. Pathological anxiety is a long-term state and will not be eliminated due to the solution of objective problems. Moderate psychological anxiety can help solve problems and improve individual enthusiasm. Excessive psychological anxiety will bring great psychological pressure to individuals, which will not only hinder the smooth solution of problems, but also affect the development of individual physical and mental health. For college students, due to many learning