

**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

Guangpeng Yue & Fengze Li\*

*Luxun Academy of Fine Arts, Shenyang 110004, China*

**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

contents and high requirements for themselves, college students will have psychological anxiety. During the examination period, college students will have examination psychological anxiety due to insufficient examination preparation, insufficient learning ability, poor psychological quality and other reasons. They will show excessive tension in the examination process. When answering questions, they will be in a state of mental tension, with physical symptoms such as sweaty palms and headaches, and even unable to think, blank brain and examination syndrome. Or because the education and teaching mode is unreasonable, the teaching quality is not high, and the students' professional ability has not been properly cultivated, the students feel psychological anxiety about the future employment and fear that they cannot meet the requirements of employment.

The major of product design is a comprehensive discipline, which integrates humanistic art and computer technology. The talents trained in this major are comprehensive talents. They need to have good cultivation and quality of industrial product artistic modeling design, master relevant professional theoretical knowledge and be able to be applied in practical activities. At present, there are still many problems in product design education in colleges and universities, and the teaching mode is still in the "spoon feeding" teaching mode. When teaching, teachers prefer theoretical teaching and less practical teaching, which cannot mobilize students' enthusiasm, students' comprehensive ability cannot be cultivated and cannot meet the job requirements of relevant industries, which hinders students' smooth employment and makes students have employment anxiety, which is common among employees in this industry. During school, the professional practice ability of these employees has not been well cultivated. After graduation, their working ability is poor and they need to invest more time and energy to improve their application ability. However, the urgency of time has brought them great psychological pressure, resulting in psychological anxiety.

**Objective:** To understand the psychological anxiety of the corresponding industry of product design specialty and the current situation of product design education in colleges and universities, and analyze the causes of psychological anxiety of relevant employees and the shortcomings of product design education in colleges and universities. This paper discusses the importance of considering the psychological anxiety of employees in product design education in colleges and universities, and on this basis, reforms the product design education in colleges and universities. Through rich and colorful teaching methods, attract students' attention, improve students' learning enthusiasm, let students master the software tools of relevant industries, improve their aesthetic ability, make students have a deeper understanding of the employment industry, alleviate students' employment anxiety, and prevent students' anxiety after employment. Strengthen the practical teaching of product design, improve students' practical ability, improve students' employment success rate, and prevent students' anxiety after employment, so that they can better face the problems at work after graduation.

**Subjects and methods:** The research objects are students majoring in product design. 340 students majoring in product design are randomly selected from four universities. These students come from different schools, grades and families, understand their learning and psychological anxiety, and analyze the causes of psychological anxiety. These students were taught the reform of product design education in colleges and universities for two semesters, and the relevant data of students were recorded during the teaching period. Through fuzzy evaluation, the psychological anxiety of students before and after the reform of teaching is analyzed. Grade 1-5 is adopted. The higher the score, the heavier the degree. SAS software is used for data processing and analysis.

**Results:** Due to the outdated teaching mode and insufficient practical teaching, the professional application ability of students majoring in product design is poor. Many graduates of this major have psychological anxiety after engaging in relevant industries. Considering the psychological anxiety of graduates after employment, colleges and universities attach great importance to practical teaching in order to enable future students to avoid or reduce relevant psychological anxiety. After the reform and teaching of product design education in colleges and universities, students' professional skills have been improved, students' employment anxiety has been improved, and freshmen's employment anxiety score is 2 points. The results are shown in Table 1.

**Table 1.** Employment anxiety scores of students majoring in product design in different grades

College student	Job insecurity	Employment anxiety	Employment fear
Freshman	2	2	2
Sophomore	2	1	1
Junior	1	2	1

**Conclusions:** After the reform and teaching of product design education in colleges and universities, students' learning enthusiasm and professional skills have been improved, students' employment anxiety

has been alleviated, and comprehensive talents have been cultivated.

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## A STUDY ON THE CULTIVATION OF COLLEGE STUDENTS' ENGLISH PSYCHOLOGICAL QUALITY BY POSITIVE PSYCHOLOGY AND ITS STRATEGIES

Shangchun Zeng

*Wuzhou University, Wuzhou 543002, China*

**Background:** As a branch of psychology, the research content of positive psychology is human positive psychology and virtue. The research focus of this psychology is the positive role of positive psychological quality in different fields, including education, management and so on. In the research process, we will guide and cultivate the positive psychological quality of individuals through scientific methods, correct the negative concerns of individuals with psychological problems, and enable them to shift their concerns to the positive level of things. And gradually stimulate the individual with the help of various positive things, so as to infect the individual's emotion, gradually become optimistic and positive, stretch your mind and improve the individual's negative emotion. After a period of time, when facing problems, individuals will no longer blindly look at things negatively, have the courage to find ways to solve problems, and actively try a variety of methods. When they can't solve them, they will humbly ask others for advice until they find a solution to the problem, rather than directly escape and treat them negatively when the problem occurs, resulting in more and more serious problems. In the process of education and teaching, we can use positive psychological knowledge to create a positive learning atmosphere and ensure the good development of teaching.

At present, English, as a second language, has a poor teaching effect in college teaching. Many students have uneven abilities in English learning. With the growth of age, the level of students' English learning ability tends to decline. For students with poor English scores, English learning is more difficult. There are great differences in Chinese and western language habits, which has hit the enthusiasm of students. These students will have negative emotions such as escape, exclusion and disgust when facing English learning, and will have anxiety. For new college students, their familiar things have changed. Because their English pronunciation has a strong local accent, they dare not speak English in front of others and are ashamed to ask others for advice, resulting in anxiety. And some students feel at a loss about the application prospect of English. They learn English more in order to obtain CET-4 and CET-6 certificate. They don't face up to English learning and are not active in learning. Most of the time, they just make a surprise attack for a period of time before CET-4 and CET-6.

**Objective:** To understand the current state of college students in English courses and the effect of English teaching, analyze the reasons for the negative psychological state of students, adjust the English teaching mode by using the knowledge of positive psychology according to the students' English learning situation and learning psychology, and cultivate the students' positive psychology of English learning at the same time of English teaching, so as to make college teachers and students pay attention to the positive psychology of English learning. In the construction of teachers, the construction requirements of full-time learning psychological counseling teachers and English professional teachers as the supplement, and the cultivation of positive psychology in English learning permeates into daily education and teaching. In the process of English teaching, we should deeply explore students' positive psychological quality and promote the formation of students' positive psychology in English learning.

**Subjects and methods:** The research objects are college students. 280 college students were randomly selected from a university. The selected students come from different grades and majors. Understand students' personality characteristics, attitudes towards English courses and the current situation of English courses, and analyze the reasons for students' negative psychological state. After the reform of English Teaching for these students, the time of English teaching is one semester. The relevant data of students are recorded during the teaching period, and these data are sorted and counted. Fuzzy evaluation is used to analyze the psychological state of the students selected before and after the reform of English teaching. Grade 1-5 is used. 1-5 points respectively mean no, slightly, general, obvious and complete. The data processing software is SAS software.

**Results:** At present, in college English teaching, students' learning enthusiasm is not high. Facing the problems in the process of English learning, many students choose to be perfunctory and give up English learning. Some students, due to their personal ability, work twice as hard in English learning, resulting in anxiety. Through the reform of English teaching mode by using positive psychology, students gradually form