

**Conclusions:** Community scenario marketing is different from traditional marketing strategies. In the community circle, consumers should be more viscous, interactive and willing to buy. To improve the effect of community scene sales, we need to reasonably grasp the psychological relationship between consumers and products, such as the balance between product price and sales quantity. Establish community brand and set up membership system. At the same time, pay attention to commodity promotion, continuously optimize the community marketing strategy through the evaluation of consumers' psychological purchase intention, which can improve consumers' purchase intention. At the same time, by reasonably balancing the relationship between price and quantity, it can also significantly improve the performance of community sales, so as to meet the development goal of community scenario marketing. With the continuous discovery of China's e-commerce market, more and more online e-commerce platforms have also established independent community marketing brands offline, which makes the sales of community products more diversified and more conducive to the purchase requirements of consumers. However, in community scenario marketing, we should always grasp the purchase psychology of consumers and reasonably optimize the marketing strategy, so as to meet the hearts of mass consumers, in order to achieve better development of community scene sales.

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## RESEARCH ON THE CURRENT SITUATION AND DEVELOPMENT OF WUSHU AND ITS IMPACT ON ALLEVIATING COLLEGE STUDENTS' LEARNING PSYCHOLOGICAL ANXIETY

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**Background:** Psychological anxiety is a psychological disease. People with psychological anxiety have tight nerves and are vulnerable to the influence of the external environment, resulting in problems such as depression, anorexia, poor sleep and so on. With the acceleration of the development of modern society, more and more young groups suffer from psychological anxiety, which has been widely concerned by the society. At present, college students generally suffer from learning psychological anxiety, and the causes of students' learning psychological anxiety mainly focus on learning problems, such as the psychological anxiety caused by the difficulty of professional courses and learning difficulties faced by many college students. For another example, the pressure of entering a higher school and graduation leads to the pressure of learning at home, resulting in mental stress problems. In addition, with the increase of English test, computer and other certification tests, the learning tasks of learning specialty and textual research are overlapped, and the students' academic tasks are increased, resulting in the problem of learning psychological anxiety. In addition, more and more students do not have reasonable adjustment and arrangement of study and rest time. For example, college students generally stay up late to study and increase learning tasks in the stage of facing the examination, coupled with the accumulation of various internship tasks, employment and other pressures, many college students are nervous and have the symptoms of learning psychological anxiety. Learning anxiety symptoms not only affect students' health, but also affect their academic development. Therefore, in modern college education, we need to pay attention to the psychological anxiety of students, put forward targeted measures according to the specific anxiety status of students, and improve students' psychological anxiety, which is very important to promote the scientific development of current education.

In the long-term research on college students' learning anxiety, psychological experts believe that the problem of psychological anxiety in colleges and universities is a universal phenomenon. We should not only look at the problem with a normal attitude, but also make reasonable adjustments to help current college students solve the problem of learning psychological anxiety. From the impact of learning psychological anxiety, experts found that physical and mental exercise can effectively alleviate students' learning anxiety, but also have the effect of strengthening their health. Wushu is one of the key sports in colleges and universities. By actively promoting Wushu activities in college education and calling on all students to participate in Wushu activities, it has important research significance for students who have been in a state of mental anxiety for a long time. Wushu not only provides Wushu movement guidance, but also a reasonable Wushu movement can relieve students' mental pressure and release students' pressure. Wushu training in the outdoor environment, with the participation of many students, can regulate students' body, psychology and emotion, which will have an important impact on improving students' learning anxiety. Therefore, facing the problem of learning anxiety of college students, this paper studies the impact of

actively carrying out Wushu in college education on alleviating college students' learning anxiety.

**Objective:** This paper discusses the situation of college learning anxiety, analyzes the symptoms of college students' learning psychological anxiety and its impact on learning, and then puts forward the problem of alleviating students' learning psychological anxiety through Wushu teaching.

**Subjects and methods:** Taking 100 students suffering from mental anxiety in a university as the research object, this paper counts the number of students' psychological changes after six months of martial arts training, so as to prove whether martial arts training has an impact on improving students' learning psychological anxiety.

**Results:** Table 1 shows the psychological changes of 100 research subjects after Wushu training. It can be seen from the table data that after Wushu training, the mentality of 100 research students has improved, they become more active and learn more actively, indicating that Wushu can improve students' learning psychological anxiety.

**Table 1.** Psychological changes of 100 subjects after Wushu training

Positive psychology	Before teaching	After teaching	P
Learn more actively	30	70	<0.05
Anxiety improved	20	90	<0.05
Self-confidence	12	70	<0.05

**Conclusions:** Psychological anxiety has become a common social phenomenon. Especially with the accelerated development of social rhythm, more and more people appear in psychological anxiety, which will not only affect personal physical and mental development, but also have an adverse impact on work and study. Through the research on the current situation of college students' learning anxiety, it is found that college students generally have the problem of learning psychological anxiety. According to the in-depth study of students' anxiety factors, it is found that physical training can effectively alleviate students' learning pressure and improve students' psychological anxiety. Therefore, this paper studies the influence of Wushu in colleges and universities on alleviating students' learning psychological anxiety. The results show that Wushu in colleges and universities can effectively alleviate students' learning pressure and learning anxiety, and has a positive impact on promoting the scientific development of current college education.

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## STUDY ON THE INFLUENCE OF CIVIL ENGINEERING SAFETY CONSTRUCTION MANAGEMENT MODE ON EMPLOYEES' PSYCHOLOGICAL ANXIETY AND DEPRESSION

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**Background:** Psychological anxiety and depression is a typical psychological disease. There are many factors causing psychological anxiety and depression, especially in modern society, people's accelerated pace of life and increased pressure, resulting in many people's problems of psychological anxiety and depression. In medical research, clinicians believe that people with psychological anxiety and depression are mainly affected by external environmental factors, leading to the stimulation of the brain nervous system, resulting in hormones that are not conducive to human development, affecting people's body, mind and emotion, making people depressed, tension, anxiety and other problems. Patients with psychological anxiety and depression are in a depressed state, and their learning ability and working ability will decline. If they do not improve the problem in time, serious patients will have serious problems such as insomnia and dreaminess, weight loss, low memory, and even depression. Therefore, patients with psychological anxiety and depression should be dealt with in time. In the construction of civil engineering projects, due to the pressure of work, many construction workers have psychological anxiety and depression, which has a great impact on the safety production of engineering construction projects. In particular, patients with psychological anxiety and depression are likely to have construction negligence due to mental tension,