

Subjects and methods: The study selected 60 higher vocational college students with depression in a higher vocational college as the research object. The students were randomly divided into study group and control group with 30 people in each group. The degree of depression was evaluated by Hospital Anxiety and Depression Scale (HADS). Based on the current situation of students' depression psychology, the ideological and political teaching mode in higher vocational colleges is formulated and applied to students' teaching practice. The students in the research group adopt the improved teaching mode and the students in the control group adopt the conventional teaching mode to evaluate the depression score of students before and after teaching. All data were collected by SPSS24.0, $P < 0.05$ was statistically significant.

Results: Table 1 shows the changes of depression scores of the two groups of students. The table shows that the depression scores of the students can be significantly reduced under different teaching modes, and it can be found that the depression scores of the students who adopt innovative teaching schemes are significantly reduced. The comparison of the depression scores of the two groups of students after teaching shows that the difference is statistically significant ($P < 0.05$).

Table 1. Changes of depression in two groups of students before and after teaching

Project	Before teaching	After teaching	<i>P</i>
Research group	65.43±2.12	35.78±1.65	<0.05
Control group	66.37±2.12	49.64±1.95	<0.05
<i>P</i>	>0.05	<0.05	-

Conclusions: The depression of students in higher vocational education is the main factor hindering the healthy growth of students. In higher vocational education, ideological and political education is usually used to alleviate students' depression. Based on the current situation of higher vocational college students' depression, the research formulates the teaching mode of Ideological and political course in higher vocational colleges, and applies the mode to students' daily teaching to evaluate the changes of students' depression. Teaching practice shows that under the influence of innovative programs, the depression of higher vocational college students decreases significantly, and is significantly lower than the depression score of students under the conventional teaching mode. Therefore, in the ideological and political teaching of higher vocational colleges, based on students' depression, curriculum teaching will effectively alleviate students' negative emotions and further improve the teaching quality.

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MENTAL HEALTH STATUS AND PERSONALITY TRAITS OF COLLEGE STUDENTS MAJORING IN BROADCASTING AND HOSTING ART IN THE ERA OF FINANCIAL MEDIA

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Background: With the development of modern information technology and the advent of the financial media era, many new media interaction platforms have emerged in the market. The existence of new media has profoundly affected and changed the way of thinking, lifestyle and behavior of Internet users, and the social psychology is also changing imperceptibly. In the development of new media, traditional TV programs began to show the phenomenon of depression, which is also affecting the social psychology of Chinese citizens step by step. With the development of the financial media era, colleges and universities began to focus on broadcasting and supporting the teaching of art majors, in order to fit in with the process of social development and provide channels for social talent training. With the development of the times, the major of broadcasting and hosting art has been paid more and more attention by colleges and universities. Therefore, in order to ensure that students majoring in broadcasting and hosting art can receive social attention, and to improve the professional level of students majoring in broadcasting and hosting art, colleges and universities have continuously improved the requirements for students' broadcasting and hosting ability. Under the background of the continuous improvement of the professional level of broadcasting and hosting, students also apply more life time to the study of broadcasting and hosting art, and a large amount of time will lead to students' unbalanced psychology, which will lead to students' negative psychological emotions in learning and life, and it is difficult to develop good values. Therefore, it is of great significance to solve the psychological problems of students majoring in broadcasting and hosting

art under social pressure. However, the current psychological research pays less attention to students majoring in broadcasting and hosting art, which needs targeted analysis of follow-up research.

The mental health of college students is a key issue in college education. Most college students will have strange psychology when they first enter the university. Under the influence of strange environment, a large number of college students will have anxiety and anxiety. The generation of anxiety and anxiety is called negative psychological activities in psychology. Generally speaking, the negative psychological activities of college students are usually influenced by the environment and individuals. The environment includes campus environment and living environment. There are natural environment and learning environment in the campus environment. The learning environment is more likely to make college students have negative emotions. Personally, when facing more complex learning contents, college students will inevitably be restless, produce evasive psychology, and are unwilling to learn new knowledge. With the expansion of achievement differences with their classmates, restless psychological activities will intensify, and finally seriously affect their physical and mental health. Moreover, in college life, the personality traits of college students will also change significantly. After the mental health is damaged, the personality characteristics of students will deviate significantly from those of normal people. There are obvious abnormal behavior patterns in personal life and interpersonal relationships, and there will be conduct problems in adolescence, such as truancy, weariness, alcoholism, sexual debauchery, lying, violation of discipline, attacking people and so on, which will develop continuously for a long time, Until the patient reaches adulthood or for life. Therefore, in order to cultivate students' psychological quality in the development of financial media era, taking broadcasting and hosting art students as an example, this paper analyzes their mental health status and personality traits, and points out the direction for college teaching.

Objective: Explore the development status of broadcasting and hosting art specialty in the era of financial media, analyze the students' mental health level and personality traits, and put forward the scheme to promote the students' psychological growth.

Subjects and methods: Taking 64 students majoring in broadcasting and hosting art in a university as the research object, this paper uses the Self-rating Anxiety Scale and personality test questionnaire to obtain the current situation of students' mental health and personality traits, and uses correlation analysis to understand the correlation between students' mental health level, personality traits, academic achievement and development prospect.

Results: In the era of financial media, the psychological health status of students majoring in broadcasting and hosting art shows that with the development of society, the probability of students' psychological negative emotions increases. The correlation between mental health level, personality traits, academic achievement and development prospect is shown in Table 1. Table 1 shows that the relationship between the four indicators of students shows a positive correlation, indicating that it can promote students' academic progress by alleviating students' mental health.

Table 1. Correlation analysis between students' mental health and future development

Index	Mental health level	Personality traits	Academic achievement	Development prospect
Mental health level	1	0.423	0.312	0.519
Personality traits	0.423	1	0.294	0.337
Academic achievement	0.312	0.294	1	0.397
Development prospect	0.519	0.337	0.397	1

Conclusions: The mental health problems of college students are not only the problems that students need to pay attention to and solve, but also the problems that need to be paid attention to in college education. The research takes the students majoring in broadcasting and hosting art as the research object, analyzes the mental health status and personality traits of the students majoring in broadcasting and hosting art in the era of financial media, and makes a correlation analysis. The calculation results show that with the development of social times, the probability of college students having mental health problems is increasing, and the development of students' mental health can significantly affect students' personality traits and students' future development. Therefore, colleges and universities need to formulate reasonable teaching plans in daily teaching to alleviate students' growing mental health problems, and improve students' learning ability and promote their development by cultivating students' correct values.

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RESEARCH ON THE ALLEVIATION OF READERS' PSYCHOLOGICAL ANXIETY SYMPTOMS BY THE PROMOTION OF LIBRARY CLASSIC READING FROM THE PERSPECTIVE OF CULTURAL INHERITANCE

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Background: In college teaching, reading is considered to be the main way for students to improve their knowledge level. Generally speaking, college students will choose reading to alleviate their psychological anxiety when they change from a familiar environment to a relatively unfamiliar environment for the first time. In the process of social development, a large number of studies have confirmed that reading is an important way to help individuals improve their thoughts and values. Some studies also believe that middle school students can find their own knowledge cognitive defects in reading, improve students' cognition and improve students' comprehensive quality. However, university is a special stage of students. Compared with the learning stages of junior middle school and senior high school, interpersonal communication has changed greatly. Many college students cannot adapt to this change, resulting in psychological anxiety. The long-term backlog of anxiety will affect students' normal study and life, lead to the decline of students' academic performance and damage to their physical and mental health. Under the influence of psychological anxiety symptoms, most students will still choose to immerse themselves in the reading work of the library. However, it is undeniable that anxiety psychology brings about the individual's worry about gain and loss, which also leads to students' anxiety and unable to fully understand the important ideas in the book. In addition, some psychological studies believe that students' anxiety will be affected by the external environment, including the work of the library in reading promotion.

College students' desire for reading is not high in their daily learning. On the one hand, college students' awareness of independent reading is the reason for their low desire for reading, but on the other hand, the university library is not well prepared for the external promotion. University library is not only an important place for students to enrich their own knowledge, but also the main communication medium to popularize reading to the whole people. With the increase of social demand for high talents, improving personal culture has formed an important means to ensure personal development. However, it is not optimistic that the effect of universities in library promotion is not ideal. The main reason is that they cannot clearly understand the impact of university library reading promotion, that is, they do not explore the relevant influencing factors. From previous studies, it can be found that promotion is a form of communication, and the form of communication is the communication between things. And it can be found that the current library reading promotion work is more traditional, and the promotion of cultural knowledge in books is less, which leads to students not being able to understand the cultural ideas at the first time. When students cannot receive the cultural and ideological guidance in library reading promotion, students are rarely likely to participate in library reading, which makes students with psychological anxiety unable to obtain spiritual support from reading, and in serious cases, it will aggravate students' anxiety. Therefore, in order to alleviate students' psychological anxiety, this study takes cultural inheritance as a breakthrough, analyzes the impact of cultural communication in the reading and promotion of library classic works on students' anxiety, and puts forward some strategies to improve students' anxiety.

Objective: This paper analyzes the current situation of the reading and promotion of classic literary works in colleges and universities, analyzes the anxiety of students in library reading, and explores the impact of the reading and promotion of library classic literary works based on cultural inheritance on students' psychological anxiety.

Subjects and methods: Taking 300 students in a university as the research object, this paper uses the Self-rating Anxiety Scale to evaluate the current situation of students' anxiety, and understands students' views on library reading promotion through interview in the evaluation process. According to the statistics of students' views on the reading promotion work of university library, this paper puts forward the core path of library reading promotion work, introduces the thought of cultural inheritance, puts forward the promotion scheme of library classic literary works based on cultural inheritance, and analyzes the effect of alleviating students' anxiety under the function of cultural inheritance and promotion scheme.

Results: The survey shows that 45 of the 300 students suffer from serious psychological anxiety. The change of the number of students with serious anxiety under the cultural inheritance and promotion program is analyzed, as shown in Table 1. Table 1 shows that under the influence of the scheme, with the continuous promotion work, the number of students with serious psychological anxiety has been reduced to 21, and 4 of them have been released from psychological anxiety.