

thoughts and establishing healthy psychology for students through emotional education, law popularization education and political and cultural education. Special psychological counseling mainly solves patients' anxiety problems by solving their doubts, establishing mutual trust through communication and exchange with patients, and putting forward effective opinions on patients' anxiety problems. The employment anxiety disorder faced by college students stems from students' confusion about employment development. There is a special psychological education consulting room in college education. Through career planning guidance for students with employment anxiety disorder, we can establish good communication with patients with anxiety disorder, and relieve students' employment pressure and employment anxiety through psychological auxiliary treatment. Therefore, this paper studies the current situation of college students' employment anxiety, analyzes the common treatment methods of anxiety symptoms, and analyzes the impact of psychological education on alleviating college students' employment anxiety.

Objective: To explore the current situation of college students' employment anxiety, analyze the common treatment methods of anxiety, study the role of psychological education in alleviating anxiety symptoms, and then discuss the use of psychological education strategies to alleviate college students' employment anxiety.

Subjects and methods: Taking the students of a university as the research object, by carrying out psychological education on the students of the university, statistics the changes of psychological health activities of the students of the university in five months, and constructs an evaluation index system. Taking 10 points as the benchmark, the evaluation indexes include employment enthusiasm index, individual development planning index and mental health index, so as to evaluate whether the psychological education of the university can improve the anxiety of the students.

Results: As shown in Table 1, the scores of students' psychological activities after five months of psychological education are shown. It can be seen from Table 1 that after half a month of psychological education, students' employment anxiety symptoms have been effectively improved and they have a positive understanding of career development.

Table 1. Scores of students' psychological activities after five months of psychological education

Project	1 month	2 months	3 months	4 months	5 months
Employment enthusiasm index	3	4	6	7	8
Development planning indicators	1	2	2	3	5
Mental health indicators	2	3	5	8	9

Conclusions: College students generally have anxiety problems, especially those who are about to graduate, which leads to employment anxiety. Employment anxiety affects students' physical and mental health and academic development. Therefore, this paper analyzes the common treatment methods of anxiety and the positive impact of psychological education on alleviating students' anxiety symptoms. Therefore, psychological education can alleviate the employment anxiety of college students. The results show that psychological education can effectively improve students' psychological pressure, improve students' learning quality and alleviate students' psychological anxiety symptoms. At present, college students generally have the symptoms of employment anxiety. Schools should strengthen psychological education and career planning education to help students solve the problem of employment pressure, so as to ensure the scientific and healthy development of students.

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A STUDY ON THE INFLUENCE OF SPEECH COMMUNICATION SYNTHESIS MODEL ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY FROM THE PERSPECTIVE OF COGNITIVE PRAGMATICS

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Background: With the acceleration of the pace of life, more and more people are affected by environmental factors, resulting in anxiety and depression, which is extremely unfavorable to people's

physical and mental development. In modern higher education, it is clearly pointed out that the importance of mental health education. College students need to maintain a positive psychology in order to effectively invest in learning and life, so as to better complete their academic requirements. Positive psychology refers to people's psychological activity state, which is a positive, stable and upward psychological activity state. In this state, people's mood is stable, their mentality is optimistic, and can have a positive impact on the current task. In modern education, there are many ways for college students to maintain positive psychology, such as college students' self-regulation. Especially contemporary college students face various pressures of study, life and employment, their mental state is tight, and they produce anxiety and depression. Students can alleviate the pressure and maintain a positive psychological state through self-regulation. Helping students establish a positive psychological state through college education, such as mental health education, physical education, ideological and political education and some cultural and ideological education, are all transmitting positive and healthy information for students, improving students' character, alleviating students' pressure and having a positive mind. In addition, there is psychological education. Through psychological counseling, mental health consultation, communication and other forms, it can enlighten students, alleviate students' mental stress, and help students build a positive psychology.

The synthetic model of verbal communication is an important research content in the field of cognitive pragmatics. The actual process of verbal communication is actually the process of the mutual formation of language and context. In the study of pragmatics, college students' mental health is affected by many factors, such as learning factors, employment factors and social factors. Among them, many students will be affected by interpersonal factors, such as the disharmonious relationship between teachers and students affects their study, the improper handling of classmate relations affects their life, and even the poor heterosexual communication has an adverse impact on students' positive psychology. Some researchers have found that through the study of students' communicative competence, improving students' communicative competence has a positive impact on students' psychological activity. At present, there is little research on the psychological impact of verbal communication on students in the research of mental health in colleges and universities. Therefore, in order to clarify the impact of verbal communication on students' positive psychology, this paper analyzes the impact of verbal communication synthesis mode on college students' psychology from the perspective of cognitive pragmatics.

Objective: To explore the mental health status of college students, analyze the relevant factors affecting students' positive psychology, analyze the impact of social factors on students' positive psychology, study the impact of language communication synthesis mode on students' interpersonal communication from the perspective of cognitive pragmatics, and then explore the impact of language communication synthesis mode on students' positive psychology.

Subjects and methods: Take 200 students in a university as the research object to investigate the students' positive psychological status. From the perspective of cognitive pragmatics, carry out the test of speech communication synthesis mode for the research object, and count the scores of students' psychological changes before and after. The evaluation indexes include interpersonal communication enthusiasm index, personal recognition evaluation index and self-confidence index. The score is 1-4. The higher the score, the better the researchers' positive psychological performance. So as to evaluate the effect of speech communication synthesis model on college students' positive psychology.

Results: The scores of psychological changes of 200 students after four months of test are shown in Table 1. It can be seen from Table 1 that after four months of study, students' positive psychological indicators have been significantly improved, especially their interpersonal skills have been greatly improved, indicating that the mode of verbal communication synthesis has a positive impact on college students' positive psychology from the academic perspective.

Table 1. 200 students were tested for their scores of psychological changes after 4 months

Positive psychology	Before teaching	After teaching	<i>P</i>
International communication enthusiasm index	1	3	<0.05
Personal recognition evaluation index	2	3	<0.05
Confidence index	1	3	<0.05

Conclusions: The mental health status of college students is affected by many factors. Only by maintaining a positive attitude can students gain healthy physique, better participate in learning and improve personal development. In the development of colleges and universities, many students affect their mental health because of social factors. Therefore, this paper studies the synthetic model of verbal communication and analyzes the effect of the synthetic model of verbal communication on the positive psychological state of college students. The results show that the research on the synthesis model of language communication can effectively improve students' communicative competence, enhance students'

optimistic attitude, and have a good impact on students' positive psychology. Therefore, in the development of higher education, we should continue mental health education and communication education to alleviate students' pressure, so as to ensure that students have positive psychology, so as to ensure the healthy development of students.

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ON THE PATH OF STUDENTS' COGNITIVE PSYCHOLOGY FROM THE INNOVATIVE DEVELOPMENT OF PHYSICAL EDUCATION AND HUMANITIES EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Cognitive psychology is an advanced psychological research discipline, including the research on human memory, reasoning, logical thinking, knowledge representation and so on. In the research of cognitive psychology, psychologists usually decompose the input information and measure the time consumption through decomposition, so as to determine the correlation between the nature of processing process and other processes. In the current college education, through the research of cognitive psychology, analyze the changes of students' cognitive thinking activities, and continuously optimize the course teaching content and teaching design through the research on the characteristics of students' emotion, logic, memory and reasoning, so as to improve the teaching quality. The research of cognitive psychology is complex. The cognitive process takes into account the combination of people's attention, perception, memory, emotion and other cognitive characteristics to explain or explain a phenomenon and explore the dependence between things. With the deepening of the research of cognitive psychology, the research of cognitive psychology will be extended to all kinds of psychological research of people, including development psychology, learning psychology and anxiety psychology, so as to better explain the research relationship. And further optimize the research content. With the continuous reform of modern education, college education studies students' cognitive psychology through various ways, so as to continuously adjust teaching, optimize content and improve the effect of modern education. The study of college students' cognitive psychology has an important impact on improving teaching quality.

As a comprehensive quality discipline, physical education plays a very important role in college education. Physical education includes physical training and physical culture education. Physical training can regulate students' body and mind, improve students' physical quality and alleviate students' mental pressure. Sports culture education mainly involves the teaching of sports culture, sports theoretical knowledge, sports history, sports humanities and so on. In sports humanistic education, advocating the educational concept of "humanistic care", taking "sports culture" as the educational carrier in education, affecting students' physical and mental quality by enriching the content of sports humanistic education, improving students' cultural quality cultivation, and transmitting sports spirit in education is a very important part of physical education. Sports humanistic education has an important impact on the mental health of modern college students. Therefore, this paper studies the research contents and relevant characteristics of cognitive psychology, analyzes the role of cognitive psychology in modern education, and studies the impact of sports humanistic education on students' mental health, so as to analyze the impact of college sports humanistic education on students' cognitive psychological path.

Objective: This paper studies the relevant theories and research directions of cognitive psychology, discusses the influence of cognitive psychology on education, studies the relationship between college sports humanistic education and students' cognitive psychology, and then discusses the influence of college humanistic education on students' cognitive psychology.

Subjects and methods: 120 students in a university are selected as the research object to analyze the performance of students' cognitive and psychological activities. The selected 120 students carry out college physical and humanistic education courses for 6 months, and count the scores of students' cognitive and psychological evaluation before and after. Students' cognitive and psychological evaluation indicators include physical and mental health indicators, learning ability indicators, application ability indicators and scores of 1-10. The higher the score, the better the comprehensive department ability of students, so as to evaluate the effect of college physical education humanities education on students' cognitive psychology.

Results: Table 1 shows the scores of cognitive psychological indicators of 120 students after six months of college sports humanistic education. It can be seen from Table 1 that college sports humanistic education has a positive impact on students' cognitive psychology, and the scores of students' mental health indicators,