

psychology, we can firmly grasp the relationship between consumer demand and consumer psychology. Therefore, in order to study the influence of Marvel film cosmic text strategy on audience and consumer psychology, this study analyzes the psychological characteristics and influencing factors of consumers, studies the characteristics of Marvel series film cosmic text, and then analyzes the influence of Marvel film cosmic text strategy on consumer psychology.

Objective: To study the characteristics and influencing factors of consumer psychology, analyze the characteristics of consumer psychology, and analyze the characteristics of Marvel film cosmic text from the perspective of intertextuality, and then discuss the influence of Marvel cosmic text strategy on audience consumer psychology.

Subjects and methods: 200 young film viewers were randomly selected as researchers to study the psychological changes of consumers by letting the audience watch the traditional film text and Marvel Universe film text. At the same time, the traditional film text and Marvel Universe film text were scored with a score of 1-10. The higher the score, the more consumers like the film text strategy. The evaluation indicators include characterization, plot design, content integration and viewing desire. So as to evaluate whether Marvel's cosmic intertextuality strategy has a positive impact on consumers' psychology.

Results: As shown in Table 1, it is the score of 200 viewers after watching the ordinary film text and Marvel Universe text strategy. It can be clearly seen that Marvel Universe text strategy is more liked by consumers' psychology. No matter the setting of characters, plot design and viewing desire are higher than ordinary text strategy, indicating that Marvel Universe text strategy has a positive impact on consumers.

Table 1. 200 viewers rated the traditional film text and Marvel Universe text strategy

Project	Characterization	Plot design	Content integration	Viewing desires
Ordinary movie text	5	4	5	4
Marvel Universe text	7	7	8	8
<i>P</i>	<0.05	<0.05	<0.05	<0.05

Conclusions: Marvel series hero films have always been deeply loved by young groups. They firmly grasp the psychological characteristics of people's heroism and the worship of the younger generation for power, especially the cosmic text strategy of Marvel films, grasp the audience's consumption psychology and win a large number of audiences. Therefore, this paper analyzes the influence of Marvel film cosmic text strategy on audience consumption psychology. The results show that Marvel's series of works are more concerned among the young groups. Compared with ordinary types of texts, Marvel's film universe text strategy is more liked by the young groups. Therefore, in the research of consumer psychology, if we can grasp the characteristics of consumers' psychological needs, we can improve consumers' purchase desire and product sales performance.

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THE INFLUENCE OF THE CONSTRUCTION OF QUALITY STANDARDS FOR THE CULTIVATION OF TALENTS OF VOCATIONAL SOCIAL RECRUITMENT ON THE PSYCHOLOGICAL QUALITY OF COLLEGE STUDENTS

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Background: The expansion of higher vocational enrollment for the public is one of the main trends in higher vocational enrollment this year. Since 2019, many national departments, including the Ministry of education, have successively issued calls and calls for higher vocational college enrollment, and released relevant documents. Premier Li Keqiang once proposed in the government work report that to reform and improve the enrollment of higher vocational colleges, it is necessary to expand the enrollment of one million people on a large scale, and recruit more social people such as migrant workers, laid-off workers and retired soldiers. As people who have entered the society and participated in the work, the psychological quality and mental health of the higher vocational college students may be quite different from those of college students who have never entered the society, which will lead to their attitudes and goals in the face of school learning and that of ordinary college students. Therefore, higher vocational colleges should also take this into account to plan the study and life of expanding students.

For college students, the quality standard of talent training in their schools has a significant impact on

their college life. The quality standard of talent training is the standard achieved by students during their study in school, and it is also the requirement of the school for graduates. Different types of schools and majors often have great differences in the quality standards of talent training for students. This difference not only stems from the differences in majors, but also from the characteristics of different types of students' psychological qualities. As a group of students who have gradually grown in recent years, the socially recruited students in higher vocational colleges have different psychological qualities from those of ordinary college students. Based on the above situation, it is necessary to study the impact of talent training quality standards on the psychological quality of students recruited by higher vocational colleges, and to explore the construction methods of quality standards suitable for them.

Objective: This paper studies the influence of different talent training quality standards on the psychological quality of higher vocational college students recruited by social organizations, aiming to lay a foundation for the construction of quality standards for talent training of college students recruited by higher vocational colleges, and to optimize the teaching planning of higher vocational colleges for students recruited by social organizations.

Subjects and methods: Selected 300 higher vocational social recruiting students as research objects, divided into two groups, one group shared a set of talent training quality standards with ordinary college students of the same major, and the other group selected the talent training quality standards specially adjusted for social recruiting students. The psychological quality of the two groups after one semester of study was compared.

Research design: Using the occupational psychological quality test table and the college student personality questionnaire, the two groups of research objects were tested before and after the semester, and the results were compared and correlated to analyze the differences between the two groups of students before and after the different quality standards of talent training.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: It can be seen that the students who adopt the adjusted talent standards have improved in all dimensions of vocational psychological quality after one semester of study, and there is a statistically significant difference between before and after vocational ability and vocational cognition ($P < 0.01$). Vocational and social recruitment of students using the talent training quality standards specially adjusted according to their characteristics has significantly improved their professional psychological quality.

Table 1. Comparison of the professional psychological quality of the students in the experimental group at the beginning of the semester and at the end of the semester

Item	Test before the semester	Test after the semester	<i>P</i>
Professional cognition	3.184	3.217	0.061
Professional character	3.053	3.137	0.000*
Professional ethics	3.260	3.294	0.342
Professional values	3.222	3.253	0.227
Professional ability	3.112	3.158	0.003*
Total	3.167	3.212	0.001*

Note: * represents $P < 0.01$.

Conclusions: In order to support the task of social recruitment in higher vocational colleges, optimize the management of schools and the learning experience of students, it is necessary to study the impact of the construction of quality standards for personnel training in higher vocational social recruitment on the psychological quality of social recruitment students. This is to formulate appropriate training for social recruitment student's basis of the plan. The research divides the students into two groups, teaching according to different quality standards of talent training, and records and compares the changes of their psychological quality. The results of the study show that the quality standards of talent training have a significant impact on the psychological quality of students recruited by higher vocational colleges. There was also a clear advantage in the control group of the general plan.

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RESEARCH ON THE INFLUENCE OF YOUNG FARMERS' PSYCHOLOGICAL ANXIETY ON THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND LOCAL CULTURE UNDER THE BACKGROUND OF RURAL REVITALIZATION STRATEGY

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Background: At present, psychological anxiety is common among young farmers in my country. This anxiety can be explained as the specific experience and perception of individuals in an environment with great uncertainty or negative factors. The greater the uncertainty and negative factors, the more anxiety possibly more serious. If the majority of people in a community are anxious because of the same or similar factors, this is social anxiety, and this anxiety is holistic. The collective psychological anxiety of young farmers is related to the drastic changes in culture, economy and other aspects that China's rural society is experiencing. The real problems that give rise to this anxiety mainly include the polarization of rich and poor, survival anxiety, lack of traditional values and morals, social Blockage of flow mechanisms, etc. The anxiety of young people under the influence of these factors has a negative impact on the stable economic and cultural development of rural areas. From the perspective of young farmers, anxiety may lead to extreme personal behavior; from the social level, it may lead to social relations. Deterioration, so the anxiety of young farmers needs attention.

The rural revitalization strategy was given high importance in the report of the 19th National Congress of the Communist Party of China. To achieve rural revitalization, the cooperation of rural ideological and political education is necessary. An important research aspect of rural ideological and political education is to integrate it with local culture. From a social perspective, this can increase the cultural self-confidence, ethnic and national identity of young farmers, and help maintain rural social stability and development; from an individual level in other words, the identity, personal values and cultural literacy of young farmers can also be cultivated. However, the psychological anxiety in the young farmers has a negative impact on the ideological and political education combined with local culture. Therefore, the relationship between the anxiety of the young farmers and the ideological and political education is studied, and the methods to improve their psychological anxiety are explored. It is necessary to increase the effect of ideological and political education.

Objective: The study analyzes the correlation between the anxiety level of young farmers and the effect of ideological and political education combined with local culture. The purpose is to explore whether the influence of ideological and political education on young farmers is affected by their psychological anxiety, and whether it is necessary to take intervention measures for the psychological anxiety of young farmers.

Subjects and methods: Select 200 young farmers with similar conditions except for psychological anxiety level from the same area, and divide them into a higher group and a lower group according to their different levels of psychological anxiety, and give them ideological and political education combined with local culture. Differences in the effect of ideological and political education and its correlation with anxiety levels.

Research design: Using the General Anxiety Disorder-7 (GAD-7) and the farmer youth anxiety test form designed according to the anxiety causes of farmers' youth, the two groups of subjects were tested before and after receiving 7-day ideological and political education to observe the changes in their anxiety. At the same time, an assessment questionnaire for the content of ideological and political education was designed, the educational results were assessed by means of dialogue and written test, the differences in the scores of the two groups were observed, and the correlation with anxiety levels was analyzed.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: According to the difference in the assessment scores between the higher group and the lower group after ideological and political education, it can be seen that the average score of the lower group is higher than that of the higher group, and the difference is statistically significant ($P < 0.05$).

Table 1. Comparison of the scores of the two groups

Higher anxiety group	Lower anxiety group	<i>P</i>
33.4	41.8	0.039

Conclusions: The anxiety of the peasant youth group has a significant negative impact on the educational results of the integration of ideological and political education and local culture. It can be seen from statistics that the group with a lower anxiety level has received the same ideological and political education. The effects were significantly higher than those in the group with higher anxiety levels. At the