

( $P > 0.05$ ). After treatment, the MMSE scores of students in both groups increased significantly ( $P < 0.05$ ), and the MMSE scores of students in the study group were significantly higher than those in the control group ( $P < 0.05$ ). The changes of MMSE scores of the two groups are shown in Table 1.

**Conclusions:** Under many pressures, such as academic pressure, employment pressure and interpersonal pressure, college students are prone to negative emotions. When negative emotions are overstocked for a long time and cannot be alleviated and released, it will affect the hormone secretion of students' body, resulting in damage to students' cerebral cortex and cognitive impairment. Ideological and political education is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of Ideological and political education in colleges and universities is relatively single and traditional, which cannot arouse students' interest in learning. Based on the theory of school psychology, the research integrates innovation and entrepreneurship education into Ideological and political courses, so as to improve its teaching mode, improve teaching quality, stimulate students' interest in learning, and then effectively alleviate students' negative emotions and cognitive impairment. The results showed that there was no significant difference in MMSE scores between the two groups before treatment ( $P > 0.05$ ). After treatment, the MMSE scores of students in both groups increased significantly ( $P < 0.05$ ), and the MMSE scores of students in the study group were significantly higher than those in the control group ( $P < 0.05$ ).

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**Table 1.** MMSE scores of students in both groups

Timing	MMSE Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	15.1±4.9	15.3±5.2	0.157	0.721
After teaching	25.0±2.8	20.3±4.7	6.417	0.028
<i>t</i>	7.263	3.214	-	-
<i>P</i>	0.001	0.035	-	-

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## THE INFLUENCE OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION MANAGEMENT BASED ON PSYCHOLOGICAL ANALYSIS ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

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**Background:** In the process of economic and social development, the competition is becoming more and fiercer. Therefore, many college students have too much psychological pressure and suffer from anxiety disorder. When the anxiety time is too long and the degree is too deep, the students' body hormone secretion and organ function will be abnormal, which will damage the students' brain and lead to cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. In the process of cognition, it will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brains intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. Cognitive impairment is a pathological process involving brain function. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment and aphasia, which seriously affect their daily life and reduce their quality of life. Therefore, we need to find an appropriate way to alleviate students' psychological pressure and anxiety and treat students' cognitive impairment.

Ideological and political education in colleges and universities is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of Ideological and political education in colleges and universities is relatively single and traditional, which cannot arouse students' interest in learning. Psychoanalysis is analytical psychology. Analytical psychology emerged at the beginning of last century. It mainly studies the in-depth psychology of the original image of

individual mind. Analytical psychology can reflect and outline the original appearance of individual mind. In the theory of analytical psychology, the individual mind is the overall of individual personality, including all conscious and unconscious thoughts, emotions and behaviors. In other words, the individual mind contains three levels: consciousness, individual unconsciousness and collective unconsciousness. Based on the theory of analytical psychology, this study analyzes the mind, personality and consciousness of college students, and then analyzes the law of psychological changes of college students. Based on the analysis results, the research reforms and optimizes the management of Ideological and political education in colleges and universities, so as to alleviate the psychological pressure of college students and avoid students suffering from anxiety and cognitive impairment, which is of positive significance to the long-term development of students.

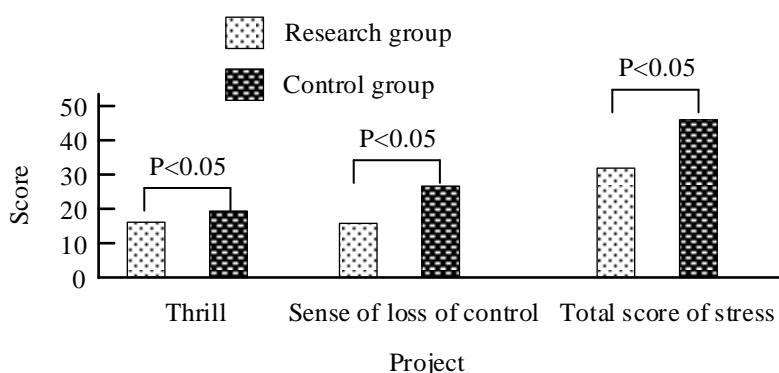
**Objective:** Many college students suffer from anxiety disorder due to excessive psychological pressure. When the anxiety time is too long and the degree is too deep, the students' body hormone secretion and organ function will be abnormal, which will damage the students' brain and lead to cognitive impairment. Based on the theory of analytical psychology, the research reforms and optimizes the management of Ideological and political education in colleges and universities, so as to alleviate the psychological pressure of college students and avoid students suffering from anxiety and cognitive impairment, which is of positive significance to the long-term development of students.

**Subjects and methods:** 200 students in a university were selected as the research objects. Symptom checklist 90 (SCL-90), Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and stress perception scale (Chinese version) (CPSS) were used to evaluate the mental health of the subjects.

**Study design:** 200 students were randomly divided into study group and control group, with 100 students in each group. Among them, the students in the research group accepted the improved management of Ideological and political education in colleges and universities based on analytical psychology. The students in the control group received the traditional management of Ideological and political education in colleges and universities. During the experiment, the subjects' mental health was evaluated and compared by Symptom Checklist 90 (SCL-90), Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Chinese Perceived Stress Scale (CPSS).

**Methods:** The relevant data were processed and statistically analyzed by SPSS21.0 software. The measurement data are expressed by means  $\pm$  standard deviation, and the inspection method of measurement data is *t*-test. Chi square test is used for the inspection of counting data.  $P < 0.05$  indicates that the difference is significant.

**Results:** After 3 months of teaching, the psychological stress of the two groups of students was evaluated by CPSS scale. The experimental results showed that the students in the study group had significantly lower scores of tensions, loss of control and CPSS than those in the control group ( $P < 0.05$ ). The CPSS scores of the two groups of students are shown in Figure 1.



**Figure 1.** CPSS scores of two groups of college students

**Conclusions:** In the process of economic and social development, the competition is becoming more and fiercer. Therefore, many college students have too much psychological pressure and suffer from anxiety disorder. When the anxiety time is too long and the degree is too deep, the students' body hormone secretion and organ function will be abnormal, which will damage the students' brain and lead to cognitive impairment. Ideological and political education in colleges and universities is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of ideological and political education in colleges and universities is relatively single and traditional, which cannot arouse students' interest in learning. Based on the theory of analytical psychology, this study analyzes the mind, personality and consciousness of college students, and then analyzes the law of psychological changes of college students. Based on the analysis results, the research reforms and optimizes

the management of Ideological and political education in colleges and universities, so as to alleviate the psychological pressure of college students and avoid students suffering from anxiety and cognitive impairment, which is of positive significance to the long-term development of students. The results showed that the scores of tensions, loss of control and CPSS in the study group were significantly lower than those in the control group ( $P < 0.05$ ).

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## RESEARCH ON THE CONSTRUCTION OF SMALL TOWNS AND REGIONAL ECONOMIC DEVELOPMENT IN SHAANXI FROM THE PERSPECTIVE OF SPIRITUAL AND EMOTIONAL ANXIETY OF URBAN RESIDENTS

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**Background:** Small towns are the connecting hub between urban and rural areas in China. They are also an important strategic stronghold to coordinate the relationship between urban and rural areas and promote urban and rural economic development. The construction of small towns and regional economic development are important strategic measures to promote China's urbanization, stimulate rural economic development, and expand domestic demand. In recent years, Shaanxi has exposed a series of problems in the construction of small towns and regional economic development, which has hindered the local urban construction and economic development, and the income of urban residents has been reduced. In this context, many urban residents have negative emotions, and then suffer from mental anxiety. Mental anxiety is anxiety disorder, which is a common mental disease. At the psychological level, anxiety belongs to a kind of negative emotion. It is a dangerous state in which individuals are unable to achieve their goals or overcome obstacles, which leads to the frustration of individual self-confidence and self-esteem, increases the sense of frustration and frustration, and then forms a state of tension, anxiety and fear. Usually, anxiety will lead to physiological reactions such as rapid heartbeat, elevated blood pressure, trembling, sweating, dizziness and so on. Excessive anxiety will affect the physical and mental health of urban residents, affect the harmony of patients' families, and also have a negative impact on social stability. Therefore, finding a way to promote the construction of small towns and regional economic development is of great significance to alleviate the mental anxiety of urban residents.

Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationship on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the psychological impact of surrounding environment on individual. The research puts forward strategies based on social psychology, and puts forward strategies for the urban construction and regional economic development of small towns in Shaanxi, so as to promote the process of urbanization and the progress of regional economic development, so as to improve the income of urban residents and alleviate the mental anxiety of residents.

**Objective:** In recent years, a series of problems have hindered the local urban construction and economic development, and the income of urban residents has been reduced. The research puts forward strategies based on social psychology, and puts forward strategies for the urban construction and regional economic development of small towns in Shaanxi, so as to promote the process of urbanization and the progress of regional economic development, so as to improve the income of urban residents and alleviate the mental anxiety of residents.

**Subjects and methods:** A questionnaire on the formulation of urban construction and regional economic development strategies based on social psychology. 600 residents of small towns in Shaanxi were selected as the research object for questionnaire survey. The statistical research object's satisfaction with the development strategy proposed based on social psychology.

**Research design:** Quantify the satisfaction of the research object with urban construction and regional economic development strategies. The score is 1-4. The higher the score, the more satisfied the research