

resulting in serious mental damage.

Objective: This paper discusses the anxiety psychology of young teachers in local colleges and universities in the teaching process, counts the psychological changes of job burnout of local college teachers in the teaching process, and analyzes the impact of anxiety intervention on job burnout psychology of young teachers in local colleges and universities.

Subjects and methods: Taking a local university as the research object, 20 young teachers in colleges and universities were randomly selected to participate in the test. The Self-rating Anxiety Scale was used to evaluate and analyze the anxiety psychological status of 20 young teachers. At the same time, the interview method is used to determine the job burnout psychology of 20 young teachers. Finally, the influence of young teachers' anxiety on job burnout is evaluated. Then, with the help of the psychological influencing factors of young teachers' burnout, the psychological intervention strategy is formulated to evaluate the relief effect of teachers' anxiety under the influence of intervention means.

Results: The impact of young teachers' anxiety on job burnout is evaluated as shown in Table 1. The impact degree is quantified on a 0-4 scale. 0 means no impact, 1 means slight impact, 2 means general impact, 3 means significant impact and 4 means full impact. In the evaluation of anxiety, anxiety, depression and low self-esteem are used as evaluation indicators, and procrastination, curriculum recognition and sense of belonging in colleges and universities are used as evaluation indicators in job burnout psychology. Table 1 shows that anxiety can significantly affect the job burnout psychology of young teachers in local colleges and universities.

Table 1. The influence of anxiety on teachers' job burnout

Project	Procrastination psychology	Course recognition	College sense of belonging
Anxious	4	3	4
Depressed	4	4	3
Inferiority	4	4	3

Conclusions: The development of local colleges and universities is an important development strategy in China's cultural popularization. Therefore, how to reduce the job burnout of young teachers in local colleges and universities will be the key to improve the teaching quality of local colleges and universities. By analyzing the anxiety status of young teachers in local colleges and universities, this paper evaluates the correlation between young teachers' anxiety and job burnout. The results show that the anxiety psychology of young teachers can significantly affect teachers' job burnout psychology, and the higher the anxiety score, the more obvious the teachers' job burnout psychology. Therefore, it is necessary to provide reference for the psychological development of teachers in colleges and universities, so as to reduce the psychological burnout of teachers in colleges and universities.

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A STUDY ON THE COMMONALITY OF IDEOLOGICAL AND POLITICAL EDUCATION AND MENTAL HEALTH EDUCATION OF COLLEGE STUDENTS

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Background: In the new era of accelerating social development, anxiety has become a common emotional stress response. The body of college students is basically mature, but their mind is not fully developed, and their ability to control and master emotions is insufficient, which leads to large emotional fluctuations in the face of various pressures, resulting in damage to the social function of college students and anxiety. Studies have shown that a considerable number of college students have varying degrees of psychological problems, such as emotional instability, negative will, abnormal interpersonal relationships and so on. There are many factors leading to college students' anxiety, which can be roughly divided into poor adaptability, improper handling of interpersonal relationships, academic pressure, employment

pressure and so on. Moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Therefore, we need to find an effective way to alleviate students' negative emotions, and then treat psychological diseases such as anxiety and depression.

Aiming at students' mental health problems, college education generally uses ideological and political education to cultivate students' positive psychological literacy. In the ideological and political training of college students, with the change of social situation, the ideological and political teaching courses in colleges and universities also need to be innovated and reformed. The reform of ideological and political teaching in colleges and universities is to help students establish correct values after admission. In colleges and universities, students need to cultivate strong self-management ability. For college students, the lack of self-management knowledge will lead to serious cognitive bias, and then lead to serious psychological problems in their learning. Colleges and universities gradually began to apply psychology to ideological and political teaching courses, aiming to use students' learning psychology to formulate a teaching model suitable for students' learning, hoping to use ideological and political education to guide students to establish a crisis intervention mechanism, so as to improve students' psychological quality and promote students' healthy growth. At the same time, the application of psychology in teaching can help teachers analyze students' behavior psychology, help students dredge psychological problems, and then improve the pertinence and effectiveness of teaching work, optimize teaching ideas, and improve teaching methods and teaching modes. In view of this, the research will analyze the application of psychology in ideological and political education in higher education, explore the synergistic effect of psychological education and ideological and political education, and evaluate the commonality of the two educational methods.

Objective: This paper discusses the application status of ideological and political education in college education, understands the application status of mental health education in colleges and universities, analyzes the synergy between ideological and political education and mental health education in colleges and universities, and discusses the commonality of the two.

Subjects and methods: 144 students in a school were selected as the research object to investigate the current situation of students' professional achievements in ideological and political courses, and the self rating anxiety and depression scale was used to evaluate students' mental health. Formulate the strategy of ideological and political education in colleges and universities combined with mental health education, and divide 144 students into experimental group and control group. The students in the experimental group adopt the scheme combined with teaching for teaching intervention, while the students in the control group adopt the conventional teaching scheme for teaching intervention, and count the anxiety and depression scores of students before and after teaching.

Results: The score changes of the two groups are shown in Table 1. It can be seen that the anxiety and depression scores of the students in the experimental group show more significant changes compared with the students in the control group after the intervention of teaching strategies combined with education, and the score difference between the two groups after teaching is statistically significant ($P < 0.05$).

Conclusions: College students' mental health education is the content that colleges and universities must pay attention to outside the teaching of professional courses. Analyzing the application of college mental health education in colleges and universities plays a positive role in the development of college education. This paper studies and analyzes the application and function of mental health education in ideological and political education in colleges and universities, evaluates the similarity between ideological and political education and mental health education, and formulates an integrated teaching model. The teaching practice shows that the integrated education program can significantly reduce students' anxiety and depression and contribute to the cultivation of students' mental health. Therefore, in college education, colleges and universities need to make comprehensive use of ideological and political education and mental health education to provide a reference path for the positive development of students' values.

Table 1. Mental health evaluation of two groups of students

Grouping	Quantity (example)	SAS score		SDS score	
		Before teaching	After teaching	Before teaching	After teaching
Experimental group	72	63.48±4.53	35.95±4.32*	70.49±2.61	36.01±3.45*
Control group	72	65.92±3.88	48.33±6.54*	69.25±2.73	46.69±4.54*
	<i>t</i>	7.563	8.963	8.369	9.030
	<i>P</i>	0.0753	0.030	0.096	0.023

Note: * indicates the comparison with that before teaching, $P < 0.05$.

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THE INFLUENCE OF MODERN ART DESIGN PRODUCTS ON CONSUMERS' PURCHASING POWER BASED ON CONSUMER PSYCHOLOGY

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Background: Since the 1990s, China's economic level has developed rapidly, people's disposable income has risen rapidly, and the quality of life is also improving. Nowadays, in addition to the pursuit of living standards, people's spiritual needs are also rising. In this context, modern art design is rising rapidly and has become an important part of art design specialty. At present, in order to cater to consumers, most modern art and design products blindly pursue beauty and novelty, ignoring cultural heritage and practical functions, resulting in lower added value of modern art and design products and a significant decline in consumers' consumption desire. Many designers have anxiety. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Many studies have pointed out that maintaining moderate anxiety can help individuals concentrate, so that they can focus more on their work and study, and then improve their work and learning efficiency. However, when the degree of anxiety is too high and lasts too long, the individual's physical and mental health will be damaged, affecting the individual's normal life, study and work. Therefore, the innovation of modern art design products and the improvement of consumers' purchasing power and desire are of great significance to alleviate the anxiety of designers.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. By studying the psychological phenomena and psychological laws of consumers in their purchase behavior, we can improve and innovate modern art design products, improve consumers' purchase desire, improve consumers' purchasing power and alleviate designers' anxiety.

Objective: At present, most modern art design products ignore the cultural heritage and practical functions, resulting in a significant decline in consumers' consumption desire, and many designers have anxiety. Based on consumer psychology, the research analyzes the psychological phenomena and psychological laws of consumers in purchasing behavior, and improves and innovates modern art design products according to the analysis results, so as to enhance consumers' purchasing power and alleviate designers' anxiety.

Subjects and methods: 20 workers engaged in modern art design were selected as the research objects, and the anxiety degree of the research objects was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS). The purchasing power of consumers was evaluated by the number of art and design products sold each month.

Using random number table method, 20 subjects were randomly divided into study group and control group, with 10 people in each group. The designers of the research group adopt the design mode based on consumer psychology for modern art design. The designers of the control group used the traditional design mode for modern art design. After a period of time, the mental health status of the two groups of designers and the number of products sold were compared.

Methods: The corresponding data were processed and calculated by software SPSS22.0.

Results: Before the experiment, there was no significant difference in SAS scores between the two groups ($P > 0.05$). After the experiment, the SAS score of the designer in the study group decreased significantly compared with that before the experiment ($P < 0.05$), while the SAS score of the study group in the control group did not change significantly compared with that before the experiment ($P > 0.05$), and was significantly higher than that of the control group ($P < 0.05$). The SAS scores of the two groups are shown in Figure 1.

Conclusions: In recent years, modern art design has sprung up rapidly and become an important part of art design specialty. At present, most modern art design products ignore the cultural heritage and practical functions, resulting in a significant decline in consumers' consumption desire, and many designers have anxiety. When the degree of anxiety is too high and lasts too long, the individual's physical and mental