

anxiety psychology, promote the improvement of tourists' social psychology and improve tourists' behavioral psychology.

**Conclusions:** With the development of society, people's yearning for tourism is increasing. How to meet the psychological needs of tourists and promote the psychological construction of tourists is an important concern in the development of tourism. Taking the tourists in cultural tourism as the research object, this paper puts forward consumer psychology to improve the cultural expression ability in cultural tourism, and analyzes the effect of tourist psychological construction under the influence of consumer psychology. The results show that under the influence of consumer psychology, tourists' anxiety psychology, social psychology and behavioral psychology change significantly, and can be improved to a certain extent. Therefore, in view of the psychological construction of tourists in tourism, consumption psychology can be used to meet the consumption needs of tourists and improve the cultural expression in cultural tourism.

**Table 1.** The influence of cultural tourism on tourists' psychology under consumer psychology

	1 month	2 months	3 months	4 months
Anxiety psychology	64.12±4.31	59.72±4.01	55.13±3.97	48.15±3.89
Social psychology	5.71±1.06	5.92±1.32	6.74±1.19	7.66±1.18
Behavioral psychology	4.29±2.83	5.11±2.34	6.68±2.01	8.01±1.77

**Acknowledgement:** The research is supported by: National Social Science Foundation Art Project (No. 20BH144) Research on the authorization mechanism of cultural and creative intellectual property rights of cultural and cultural relics units.

\* \* \* \* \*

## THE INFLUENCE OF THE CONSTRUCTION AND ANALYSIS OF DACHENG AESTHETIC THEORY ON COLLEGE STUDENTS' BEHAVIORAL COGNITIVE IMPAIRMENT

Peng Lu & Jingzhi Tan

*Xi'an Jiaotong University, Xi'an 710049, China*

**Background:** College students are the main educational objects in China. Generally speaking, college students will have a certain degree of anxiety after leaving the high school campus environment and entering the university campus, and they will have different degrees of behavioral cognitive impairment when facing the unfamiliar university campus environment. From the perspective of psychology, the main reason for college students' behavioral cognitive impairment lies in the improvement of the difficulty of college education and the increase of the knowledge involved in college teaching, which has an impact on students' conventional cognition, resulting in behavioral cognitive impairment. In view of the current situation of college education, in view of the behavioral cognitive impairment of college students, colleges and universities continue to improve the teaching system and teaching mode, and urge teachers to formulate teaching plans from the aspect of students' psychological cognition. However, it is undeniable that college students' behavioral cognitive impairment has gradually shifted from curriculum learning to daily life. In order to better alleviate college students' behavioral cognitive impairment, it is necessary to implement teaching management for college students. From the generation principle and action mechanism of behavioral cognitive impairment, we can know that the generation of behavioral cognitive impairment is that after the human brain is faced with unbearable information, the neurotransmitters in the brain are abnormal, and then there are different degrees of cognitive abnormalities. After patients have behavioral cognitive impairment, under the influence of cognitive impairment, they lack correct subjective ideas in the analysis of known content, so they cannot express the same performance as ordinary people in behavior. In the cognitive impairment of students' behavior in college education and learning, in the face of complex college environment, neurotransmitters have abnormal information transmission, resulting in students' inability to perceive English in teaching in line with conventional standards. Therefore, the mitigation of college students' behavioral cognitive impairment is an important work in colleges and universities except professional teaching. In order to help college students, alleviate behavioral cognitive impairment, this paper studies how to alleviate students' behavioral cognitive impairment by improving students' aesthetic psychology.

Dacheng aesthetic theory is an important way in aesthetic education. It uses aesthetic thought to build a comprehensive aesthetic evaluation system. In view of the cognitive impairment of college students'

behavior, the use of Dacheng aesthetic theory to build a unified aesthetic education system can affect their behavior cognition to a certain extent. And in Dacheng aesthetic theory, it not only contains the basic concepts of aesthetic theory, but also contains the changes of psychological activities in the aesthetic process. At the same time, in Dacheng aesthetic theory, Marxist philosophy theory, as an important content pillar, also occupies an important position. The proposal of Dacheng aesthetic theory provides a theoretical basis for the cultivation of individual aesthetic cognition to a great extent. Therefore, in order to help college students, alleviate the obstacles of behavior cognition, the research starts with the improvement of college students' aesthetic cognition, and uses Dacheng aesthetic theory to improve the cultivation efficiency of aesthetic cognition, so as to alleviate the obstacles of students' behavior cognition.

**Objective:** This paper analyzes the current situation of college students' behavior cognitive impairment, discusses the influencing factors of college students' behavior serious disorder, constructs Dacheng aesthetic theory, and analyzes the influence of Dacheng aesthetic theory on college students' behavior cognitive impairment.

**Subjects and methods:** Taking 120 college students in a school as the research object, a two-month follow-up survey was conducted to count the current situation of 120 students' behavioral cognitive impairment, and analyze the influencing factors of students' behavioral cognitive impairment. Construct Dacheng aesthetic theory, and randomly analyze 120 students in the experimental group and the control group. The students in the experimental group use Dacheng aesthetic theory to intervene in behavioral cognitive impairment, and the students in the control group use conventional means to intervene in behavioral cognitive impairment, and analyze the differences before and after students' behavioral cognitive impairment.

**Results:** The changes and differences of behavioral cognitive impairment between the two groups are shown in Table 1. For the behavioral cognitive impairment of students, the changes of three indicators: language impairment, memory impairment and learning impairment are used for analysis. Table 1 shows that the scores of language impairment, memory impairment and learning impairment of students in the experimental group decreased more significantly than those in the control group.

**Table 1.** Analysis on the changes and differences of behavioral cognitive impairment between the two groups of students

Project		Language disorder	Dysmnnesia	Learning involvement disorder
Experience group	Before intervention	15.14±10.66	11.37±5.26	13.11±4.93
	After intervention	10.03±12.45	8.24±1.26	5.32±0.15
Control group	Before intervention	15.26±10.45	11.28±5.42	13.86±4.87
	After intervention	14.11±13.22	10.39±5.47	12.56±4.37

**Conclusions:** The behavioral cognitive impairment of college students is the key factor hindering the healthy growth of students. How to alleviate the behavioral cognitive impairment of college students is an important work in the development of colleges and universities. Aiming at the behavioral cognitive impairment of college students, this study proposes to use Dacheng aesthetic theory to improve students' aesthetic cognition, so as to alleviate students' language impairment, memory impairment and learning impairment. The results showed that the language impairment, memory impairment and learning impairment of the experimental group were significantly improved. The above results show that Dacheng aesthetic theory can alleviate the behavioral cognitive impairment of college students to a certain extent and play a positive role in the development of college students' physical and mental health.

\* \* \* \* \*

## RESEARCH ON THE INFLUENCE OF NETWORK SECURITY LAW EDUCATION ON COLLEGE STUDENTS' MENTAL HEALTH

Zhenggong Ai

*Yunnan College of Business Management, Kunming 650000, China*

**Background:** With the development of social economy, society puts forward higher requirements for talents, which not only requires talents to have rich theoretical knowledge and strong practical ability, but also requires talents to have high psychological quality and pressure resistance. Students' psychological