

**Conclusions:** Employment anxiety is a problem that has always plagued many seniors and graduates of colleges, and under the influence of today's epidemic, the group characteristics of this anxiety are more obvious and more serious. The career planning education in colleges and universities should pay more attention to this problem, and make reasonable interventions to alleviate the employment anxiety of college students. Based on the idea of relieving employment anxiety, this research optimizes the education model of career planning based on psychological knowledge, and shows through experiments that appropriate education can alleviate the employment anxiety of college students.

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## RESEARCH ON THE INFLUENCE OF THE TEACHING REFORM OF MECHANICAL AND ELECTRICAL MAJORS IN COLLEGES AND UNIVERSITIES ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF COLLEGE STUDENTS

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**Background:** Anxiety generally refers to the negative psychological state of individuals in the face of high-pressure, dangerous or unstable environments. It has always been an important research object in cognitive psychology, neuroscience and other fields. Mild psychological anxiety generally does not require too much intervention and can be alleviated through the individual's own psychological adjustment. It can even be transformed into a motivating factor for individuals with better psychological resilience, but when the psychological anxiety is too severe, it may have a greater impact on the individual. Common manifestations include tremors, sweating, insomnia, etc. In severe cases, symptoms such as dizziness and vomiting may occur, requiring intervention. For the current college students, anxiety is a relatively common psychological problem. Common factors that cause college students' anxiety include learning problems, employment problems, interpersonal and social problems, economic problems, etc. At the same time, under the current epidemic situation, the anxiety factors faced by college students. Moreover, the anxiety level may be larger, and some studies believe that the anxiety of college students has shown group characteristics. The mental development of college students is often immature, and excessive psychological anxiety is more likely to have a greater negative impact on them. Therefore, schools, parents, society and students themselves should pay attention to this problem.

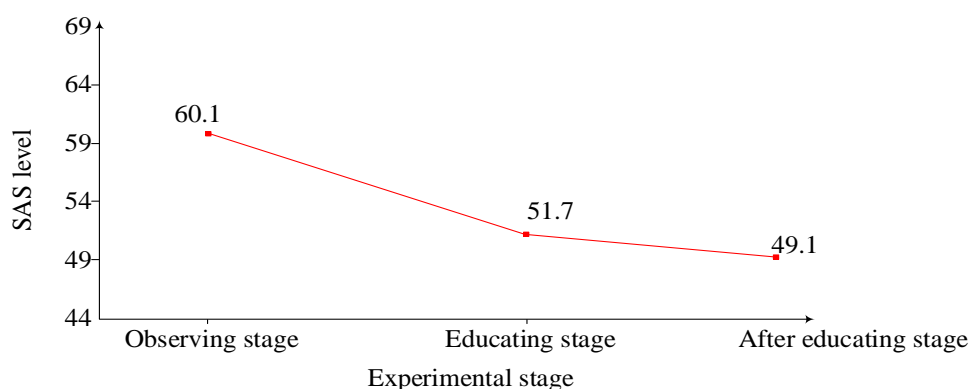
Electromechanical major is one of the important engineering majors in my country's higher education, and its development and reform conform to the trend of my country's scientific and technological innovation. In the course of the development of the electromechanical major, the proposal of the new engineering concept provides a new perspective for the theoretical and practical exploration of the major, and also points out the direction for its future development. At present, it is generally believed that there are few practical links in the electromechanical major, and the examination of students' hands-on and innovative practical ability in the final assessment is also lacking, which leads to the fact that the practical work ability, professional skills and innovative awareness of mechanical and electrical college graduates often cannot meet the needs of employers. Therefore, it often takes a longer period of study and adaptation after actually participating in the work. At present, one of the main goals of the teaching reform of mechanical and electrical majors in colleges and universities is to improve the comprehensive quality of students, so that they can start working with "zero adaptation period" after graduation. On the other hand, as one of the subjects of study and work, the mental health of college students should receive the attention of the school. In the process of teaching reform, the common problems faced by the current college students should be taken into account. Therefore, the teaching reform of electromechanical major should also consider students mental anxiety problems.

**Objective:** To study whether the teaching reform has a significant impact on the psychological anxiety state of students, and to explore whether the designed teaching reform strategy can effectively alleviate the psychological anxiety level of college students majoring in mechanical and electrical engineering.

**Subjects and methods:** 120 college students majoring in mechanical and electrical engineering were recruited from a university, and they were observed for a period of time, and their psychological anxiety was continuously recorded, and then a designed teaching reform strategy was applied to them, and the changes in psychological anxiety were observed after a period of time. The observation period is 1 month, and the teaching experiment period is 3 months. The psychological scales used to test students' anxiety level in this study are mainly Symptom Checklist 90 (SCL-90) and Self-rating Anxiety Scale (SAS).

**Results:** Figure 1 shows the changes in the average anxiety level of the students during the entire

experimental period. It can be found that the anxiety level of the students decreased significantly after receiving the teaching, and remained at a low level until the end of the teaching. After statistical analysis of the data, it can be further found that the decrease of the average anxiety level of the students after receiving the teaching is significant compared with that before the teaching ( $P < 0.05$ ).



**Figure 1.** Changes in anxiety levels of students in the experiment

**Conclusions:** Anxiety is a common psychological problem among college students today. As the main environment for students to study and live, the school's professional teaching reform should pay more attention to it. This research focuses on the electromechanical major, combined with the specific reform measures of the electromechanical major, using psychological theory to add intervention methods for college students' group anxiety. The experimental results show that the anxiety level of the students after the teaching reform is significantly lower than that before the reform, and other related psychological states are also healthier.

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## RESEARCH ON THE STRATEGY OF CREATIVE COMMUNICATION OF SPORTS EVENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

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**Background:** With the improvement of China's comprehensive national strength, China has hosted more and more major international events. The holding of sports events can establish a good international image of China externally, and internally encourage the public to participate in physical exercise and strengthen the national physique. With the innovation of digital media technology, the communication media is also updated day by day. The communication strategies and means of sports events have increasingly become one of the focus points of people. How to make sports event broadcasting stand out in many report competitions is the content that the media needs to emphasize. At present, sports event communication has the characteristics of mobility, interactive viewing experience and intelligent sports monitoring. Major Internet enterprises spend money to buy the exclusive broadcasting right of sports event network, and start to comprehensively layout the sports industry chain relying on its powerful social platform, so that the communication of sports events presents the trend of "Internet + sports".

From the perspective of psychology, the pursuit of the public at the spiritual level is becoming higher and higher, which has stimulated the creative requirements for the communication of sports events. People's attention to sports events itself is a kind of consumption behavior. In the field of psychology, people's behavior transformation based on consumption psychology has five key nodes, namely attention, interest, expectation, action and aftertaste. These five nodes are progressive and indispensable. When novel events collide with people's curiosity, people will unconsciously expect it and take consumption behavior for it. After completing the consumption experience, the audience changes from relatively unfamiliar to familiar with sports events, so as to achieve inner satisfaction. Due to the differences in the audience's cultural level, economic conditions, spare time, interests and aspirations, the development of sports event communication as the tertiary industry is bound to make people's demand for it different. In the demand level, people must first meet material needs, followed by spiritual needs. Therefore, people's