

ensure the reliability of the experimental data, the change of the number of people divided by grade is taken as the final result of the experiment.

Results: The experimental results of the intervention of music therapy on the psychological immunity of psychological negative emotions are shown in Table 1. It can be seen from Table 1 that in the 4-week experiment before music therapy intervention, the proportion of “no effect” reached 82%, and there was no significant change. In the 4-week experiment after music therapy intervention, the proportion of “no effect” decreased significantly, and the proportion of “good effect” and “obvious effect” reached 43% and 45% respectively.

Conclusions: In the group of college students full of negative emotions, the music therapy adopted for this group can significantly improve the negative emotions, help college students alleviate and eliminate all kinds of bad emotions and mental health problems, promote college students to shape a sound personality and maintain a positive attitude towards learning and life.

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RESEARCH ON THE INNOVATION PATH OF CHINESE EXCELLENT TRADITIONAL CULTURE INHERITANCE AND INTERNATIONAL COMMUNICATION UNDER THE LANGUAGE BARRIER

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Background: With the globalization and diffusion of culture and economy, China’s higher education began to gradually put forward the path of communication and innovation for the world. In college education, teachers constantly try different teaching schemes to adapt to the changes of students’ thoughts, so as to expand the spread of culture. With the increasing emphasis on traditional culture in China, students can receive more and more cultural impact. On this basis, college teachers began to focus on Chinese traditional culture, aiming to realize the international communication of culture with the help of the cultural spirit and thought in traditional culture, so as to broaden students’ vision and build good values. Chinese traditional culture is an important spiritual heritage in China. In China’s Millennium inheritance, traditional culture, as an important spiritual food, continues to affect the development of the Chinese nation. Therefore, taking traditional culture as a key part of daily teaching can help protect and inherit traditional culture to a certain extent. In the cultural education of colleges and universities, the cases of teachers integrating traditional culture into cultural communication have also begun to increase, but a large number of teaching practices have not been able to analyze the specific role of traditional culture in cultural communication and its specific impact on students’ thoughts. And some studies have found that due to the global spread of culture, students are vulnerable to the impact of other languages when accepting the impact of cross-border culture, resulting in mental diseases such as language barriers.

Among personal mental disorders, psychologists point out that the changes of students’ self-esteem and self-confidence in foreign language learning in colleges and universities will lead to language disorders. Generally speaking, students will care about the views of their surrounding students in college study, but students’ background differences will lead to students’ fear of communication, so they show personal language anxiety disorder. Language negative evaluation barrier believes that students will reduce their own evaluation under the teacher’s evaluation when they accept the teacher’s evaluation. Therefore, students who produce negative evaluation often have the psychology of avoiding failure, and finally the phenomenon of continuous circulation and aggravation of negative emotions, which further deepens the language barrier of students. Communication barrier is also one of the main reasons for students’ language barrier. For students, foreign language learning in colleges and universities is very difficult. In foreign language communication, the communication between students and students and between students and teachers is the key to test students’ foreign language expression ability, and students’ poor foreign language pronunciation will lead to communication barrier, resulting in students’ poor communication and expression and language barrier. Finally, withdrawal anxiety is also the main reason for language barriers in the process of foreign language communication among middle school students in cultural communication. From the current situation of students’ learning, in the international communication of culture, students often have doubts in the face of the integration of different cultures. At the same time, in the international communication of culture, if the language expression is inaccurate and insufficient, students are prone to withdrawal anxiety under the negative evaluation of teachers. The personality of self-expression leads to the emergence of language barriers.

Subjects and methods: This paper analyzes the current teaching situation of students majoring in international cultural exchange in China, analyzes their language barriers in cultural communication, and evaluates the application of traditional culture in international communication and its impact on students' language barriers.

Using the method of stratified cluster sampling, 120 students majoring in international cultural exchange were randomly selected from three universities to participate in the experiment, and the current situation of language barriers of middle school students in international cultural exchange was analyzed. Taking the inheritance of Chinese excellent traditional culture as the teaching basis, optimize the teaching in the conventional professional education of international cultural exchange, and put forward the innovative path of international communication. 120 students were randomly divided into experimental group and control group, with 60 students in each group. The students in the experimental group took international communication innovation path for teaching intervention, and the students in the control group took conventional teaching strategies for intervention to evaluate the changes of students' language barriers before and after intervention.

Results: Students' social psychology and language expression behavior psychology are used to evaluate their language barriers, and 0-10 points are used to indicate that the evaluation indicators are poor and excellent. The results are shown in Table 1.

Table 1. The psychological changes of social psychology, language expression and behavior of the two groups of students

Project	Experience group		Control group	
	Before intervention	After intervention	Before intervention	After intervention
Social psychology	4.71	8.24	4.84	5.67
Language expression behavior psychology	5.03	8.62	4.91	5.72

Conclusions: With the continuous development of science and technology in the world, the links between various countries are becoming closer and closer, and the cultural exchanges are also increasing. In order to alleviate the language barriers of students in international communication and cultural exchanges, the research proposes to introduce the inheritance of Chinese excellent traditional culture to improve the strength of international communication, so as to alleviate the language barriers of students in communication. Teaching practice has proved that under the influence of the inheritance of Chinese excellent traditional culture, students majoring in international cultural exchange have significantly alleviated their language anxiety, which is mainly reflected in the significant improvement of students' social psychology and language expression behavior psychology. Therefore, in order to promote cultural inheritance and enhance the international influence of China's traditional culture, colleges and universities need to control students' language barriers, so as to enhance the inheritance and dissemination of traditional culture.

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PSYCHOLOGICAL ANALYSIS OF AUDIENCE BEHAVIOR IN SPORTS EVENTS FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: The psychological behavior characteristics of sports consumption refer to the typical psychology of sports consumers in the process of sports consumption for a long time and stably. It is the external embodiment of sports consumption psychology. Dividing the target population is the first important meaning of consumption research in marketing, because only with a clear understanding of the target population can we complete the segmentation of the market and formulate meaningful marketing strategies. As a special target group, urban teenagers are the backbone of sports, the follower of modern consumer culture and the symbol of the future. Their psychological and behavioral characteristics of sports consumption are increasingly concerned by sports businessmen and sports scholars. In its unique way, sports