

**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.

\* \* \* \* \*

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

Yanchao Zhang & Xiaojuan Du\*

*College of Sports Economics and Management, Guangxi University of Finance and Economics, Nanning 530003, China*

**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

events not only promote the development of sports industry, but also drive the development of local sports infrastructure and some related industries. It plays an important role in expanding domestic demand, promoting consumption and promoting employment. The economic and social benefits brought by its development cannot be underestimated. At present, the commercialization of sports events in China has begun to take shape and has gradually become one of the most valuable commodities in the market. Therefore, introducing sports events, especially large and super large sports events, into the market and strengthening the commercial operation of sports events are the necessary way for the development of sports events. Compared with ordinary products, sports events, as a product, have the consumption characteristics of “irreversibility of consumption, diversity of consumption subjects, volatility of consumption value and timeliness of product value”, which makes its consumption as a service product highlight the complexity. At present, the development of sports events in China is still facing a series of difficulties. The lack of commercialization, marketization and specialization has become the main problem restricting the development of sports events in China. If sports events are to be truly integrated into the market, the primary problem to be solved is the consumption of sports events. From the perspective of product exchange process, sports events as commodities integrated into the market for trading must have a large fixed consumer group, so as to be based on the market. From the perspective of psychology, consumer psychology determines consumer behavior. Therefore, the exploration of consumer psychology is not only the need to deeply understand the consumption process of sports events, but also of great significance to the development of China’s sports event market.

**Objective:** For the whole consumption psychological process of sports events, it is necessary to analyze the uniqueness of the consumption psychological process on the basis of following the general product consumption psychological law, especially the exploration of the promotion strategy of sports events is based on the law of the particularity of sports event products. Aiming at the huge target group of teenagers, studying the psychological and behavioral characteristics of sports event consumption has practical significance for guiding teenagers to participate in sports consumption, prospering sports consumption market and promoting teenagers’ self-development.

**Subjects and methods:** Using the theory of consumer psychology, this study selected a number of regional representative cities, and took 2400 teenagers in these cities as the research. 2400 questionnaires were distributed and 2192 questionnaires were recovered, including 982 males and 1210 females. The content of the questionnaire is the self-made consumption concept classification scale, which designs some questions on different sports consumption concepts, investigates teenagers, judges them by “yes” and “no”, and classifies them into five sports consumption concepts according to the answers. In the research process, through SPSS20.0 and Excel statistical analysis of students’ psychological state.

**Results:** The results show that the characteristics of practical sports consumption view are that consumers attach great importance to the practical value of goods themselves, and the practicability of sports goods is the first consideration in purchase decision-making. The characteristic of frugal sports consumption view is that consumers are more sensitive to the price of sports goods. The characteristic of experiential sports consumption view is that consumers pay attention to past consumption experience. The characteristic of conspicuous sports consumption is that consumers attach great importance to the praising evaluation and good response of others to their participation in sports consumption; The unique concept of sports consumption is characterized by its own unique understanding of the appearance, color, texture and collocation of sports goods. See Table 1.

**Table 1.** Sports consumption view of urban teenagers

Consumption view	Male	Female	Total	Composition ratio / %
Practical type	256	248	504	22.9
Show off type	174	338	512	23.3
Experience type	346	160	526	23.9
Frugal	96	194	290	13.2
Idiotype	110	250	360	16.5
Total	982	1210	2192	100.0

**Conclusions:** As a service product, sports events enter the market and develop a new and complex social consumption culture. Its consumption process is affected and restricted by many factors. Under the combined action of these factors, consumers show various psychological changes in the consumption of sports events. According to the changes of consumers’ psychology, it can be summarized into five links: attention, interest, expectation, action and aftertaste. The in-depth analysis of these five links will help to accurately grasp the different attitudes, emotional cognition and motivation trend of consumers’

competition consumption in different periods. Therefore, in the process of practice, we should pay attention to the research on the promotion of sports event products from the perspective of consumer psychology.

\* \* \* \* \*

## A STUDY ON THE PERFORMANCE AND ADJUSTMENT STRATEGIES OF COLLEGE STUDENTS' ONLINE ENGLISH LEARNING ANXIETY

Zonghui He

*China West Normal University, Nanchong 637002, China*

**Background:** As a specialized institution to transfer knowledge, culture and skills, colleges and universities are also an important base for college students' psychological development. At present, college students are facing more and more learning burden, employment pressure and social communication pressure, which makes them easy to fall into bad emotions such as irritability, tension and anxiety. Anxiety is one of the common psychological symptoms of college students. If college students will directly affect their daily life and learning, disrupt their life and learning order, and then have an impact on their healthy growth, increase students' sense of failure and attack students' self-confidence. According to different performance types, the anxiety psychological problems of college students can be divided into three types: Academic anxiety, social anxiety and Employment anxiety. However, at this stage, some colleges and universities do not pay attention to students' mental health, which will lead to their anxiety problems cannot be fundamentally solved. At the same time, college students' online English learning anxiety, as a common phenomenon, under normal circumstances, will not have an impact on students' studies, life and other aspects, but if they are in anxiety for a long time, college students' studies will not only be affected, but also have a negative impact on their physical and mental health.

In view of the increasingly serious anxiety of college students' English online learning, the regulation strategy of college English online teaching is of great significance. With the help of network environment and network platform, college English online teaching can realize the efficient utilization of online resources to the greatest extent. The strategies of college English online teaching are as follows: make full use of online learning resources, teachers' online learning guidance, and online teaching combined with offline English knowledge. English learning is a long-term process. Teachers and students need to optimize learning activities together. Before classroom learning, teachers need to organize and plan in advance to ensure that students complete their learning efficiently; In classroom teaching, teachers organize students to complete the teaching activities of combining questioning learning outside the group and discussion learning inside the group. In online teaching activities, teachers need to adjust the teaching content according to students' different learning situations; Teachers can also record video courses to help students review their knowledge after the course.

**Objective:** This paper analyzes the impact of college English online English teaching mode on college students' anxiety, in order to improve college students' mental health and their ability to learn English.

**Subjects and method:** 200 college students with different degrees of anxiety were selected as the research object. They were divided into control group and experimental group by digital random grouping method, with 100 students in each group. The students in the control group had normal English teaching, while the students in the experimental group used English online optimization measures for teaching. The experimental period was 6 months. After that, the improvement of anxiety of the two groups was compared and analyzed. The State Trait Anxiety Inventory (ATAI) was used to analyze the anxiety of the two groups of students, and Support Vector Machine (SVM) was used to classify the improvement effect of college students' anxiety. As a standard of anxiety assessment, ATAI can measure the improvement of anxiety in the process of intervention. The improvement effect evaluation indicators are set as four levels: no improvement, slight improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people with slight improvement, improvement and obvious improvement to the total number of people. In order to avoid the influence of subjective factors on the research results, the average score of all subjects is taken as the final result.

**Methods:** This paper analyzes the influence of college English online optimization strategy teaching on college students' anxiety through NOSA data statistical analysis software.

**Results:** Table 1 refers to the improvement rate of the two groups of subjects in the experimental cycle. It refers to the improvement rate of the two groups of subjects with statistical significance. It can be seen from the table that with the increase of experimental time, the improvement rate of patients in both