

Objective: Analyze the sustainable development strategy of civil engineering under the background of environmental psychology, and make contributions to the green and healthy development of civil engineering.

Subjects and methods: 200 civil engineering practitioners in two regions were selected as the research object, and the improvement effect was classified by random forest algorithm. The experimental period was 6 months. Set the evaluation index of improvement effect as no improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people and the total number of people at the two levels of improvement and obvious improvement. The correlation between sustainable development strategy of civil engineering and environmental psychological effect under the background of environmental psychology is analyzed by Pearson product moment correlation coefficient. The sustainable development strategy includes four strategies, which are represented by strategy 1-4 respectively. When $P < 0.05$, the difference has significant statistical difference, and $P < 0.01$, the difference has very significant statistical difference. The value range of correlation coefficient is set as follows, 0.8-1.0 refers to very strong correlation. 0.6-0.8 refers to strong correlation; 0.4-0.6 indicates medium intensity correlation; 0.2-0.4 indicates weak correlation; 0.0-0.2 indicates very weak correlation and uncorrelation.

Results: Table 1 refers to the correlation between sustainable development strategies of civil engineering and environmental psychological effects under the background of environmental psychology. It can be seen from Table 1 that the correlations between the four strategies of civil engineering and environmental psychological effects are 0.561, 0.682, 0.519 and 0.498 respectively. This shows that there is a positive correlation between the environmental psychological effects of civil engineering practitioners and the four strategies.

Table 1. Correlation between sustainable development strategy of civil engineering and environmental psychological effect under the background of environmental psychology

Strategy	Relevance	Significance
Strategy 1	0.561	<0.05
Strategy 2	0.682	<0.01
Strategy 3	0.519	<0.05
Strategy 4	0.498	<0.01

Conclusions: The environmental psychological effects of civil engineering practitioners are positively correlated with the four strategies. Therefore, the proposed sustainable development strategy is effective and feasible. Strengthen the development of civil engineering design, construction, selection of engineering materials, production, processing, transportation, operation, maintenance and other technologies to ensure the protection of the ecological environment, create a comfortable and healthy environment for people, provide possibilities for the protection of the natural environment, and avoid the massive consumption of mineral resources and environmental damage.

* * * * *

ANALYSIS ON THE INTEGRATION PATH OF GRAPHIC DESIGN AND TRADITIONAL AESTHETICS UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

Rong Huang

School of Information Engineering, Xinyang Agriculture and Forestry University, Xinyang 464000, China

Background: Educational psychology is an important branch of applied psychology. It is an interdisciplinary subject of pedagogy and psychology. The main research content is the basic psychological laws of education and teaching in the context of education and teaching. Usually, there is a cross use between school psychology and educational psychology society. The focus of educational psychology is to analyze theoretical work, and the focus of school education is to engage in school and related specific affairs. Educational psychology is based on psychology and involves teaching design, educational technology, special education and classroom management. According to the type of subject, teachers can adopt different teaching schemes. For physics, chemistry and other highly operational disciplines, the teaching method should adopt a highly operational scheme. For drama and other art programs, the teaching method should adopt the teaching scheme of role-playing. At the same time, different teachers will have different teaching methods due to personality reasons. Serious teachers' teaching methods are relatively

conservative and fixed, while cheerful and lively teachers may be more suitable for activity teaching method. At present, the relevant research of educational psychology mainly focuses on the active challenges faced by students in the process of growth, learning initiative, the change of teaching methods and the design of teaching courses. The future research trend of educational psychology is learners' subjective initiative, the action mechanism in the learning process, the influence of situational environment on learning results, teaching mode and so on. The practical significance of this discipline is to assist teachers to complete the problems in teaching work, provide scientific and reasonable theoretical guidance for teachers' teaching work, and assist teachers to analyze in practical teaching work.

The basic concepts to be followed for the integration of traditional culture into graphic design are as follows. First, advocate the concept of nature. Graphic design combined with traditional culture needs to pay attention to nature. Second, pay attention to the combination of virtual and real. Graphic design combined with Chinese traditional culture should pay attention to the reasonable collocation of design elements, and try to show the design style of simple and complex integration and difficult and easy combination in a complex environment. Pay attention to the effective combination of cultural elements and basic environment, and show unique cultural attributes in the nuances of product design. Third, pay attention to the integration of local cultural elements. Graphic design needs to explore the unique design elements of different regions and places, such as plants, paintings, ornaments, totems, etc. on the basis of displaying the elements of Chinese traditional culture. The integration path combining traditional aesthetics and graphic design is shown below. First, designers add traditional culture to meet people's psychological needs and create a natural, harmonious and quiet environment for people. Second, graphic design adopts furnishings, colors and materials combined with traditional cultural elements, which makes people feel comfortable. Third, designers should pay attention to the uniqueness, inheritance and mobility of graphic design.

Objective: Combined with the role of graphic design of traditional cultural elements on designers' educational psychology from the perspective of educational psychology, this paper aims to provide a path for the integration of traditional aesthetics and graphic design.

Subjects and methods: Two regional designers are selected as the research object. Through the representative clustering using representative (cure) algorithm, this paper analyzes the effect of graphic design of traditional cultural elements on designers' educational psychology from the perspective of educational psychology. The evaluation contents are quality, will, cognition, emotion and interpersonal relationship. The research evaluates the results through the influence value, and sets the score range as 0-100 points. The higher the score, the higher the degree of influence. The average value of the research object is selected as the final result, and the number of designers is 60. The data were statistically analyzed by jmp15 data statistical analysis software. In order to ensure the reliability of the research results, the research objects selected by the research institute are staff who have worked for more than three years.

Results: The effect of graphic design of traditional cultural elements on staff's educational psychology from the perspective of educational psychology is shown in Table 1. On the whole, combined with the perspective of educational psychology, the graphic design of traditional cultural elements has a great positive impact on the designer's quality, will, cognition, emotion and interpersonal relationship, and the average value of the impact score is about 85 points. Therefore, the graphic design combined with traditional cultural elements from the perspective of educational psychology is of great value. This model can be applied to the training of designers in the future.

Table 1. Combined with the role of graphic design of traditional cultural elements on staff's educational psychology from the perspective of educational psychology

Region	Quality	Will	Cognition	Emotion	Interpersonal relationship
Region 1	85.36±7.96	87.58±8.69	86.35±8.86	87.32±7.86	85.32±87.86
Region 2	86.58±8.63	84.67±9.98	86.58±8.69	86.58±8.65	84.67±19.98

Conclusions: At present, the problems of graphic design combined with traditional cultural elements are mainly manifested in that designers follow the characteristics of personalization, pay attention to the precipitation of national culture, and designers can not complete the professional design of traditional culture. The graphic design combined with traditional cultural elements from the perspective of educational psychology proposed by the research can improve the educational psychological level of designers, which is reflected in the five fields of quality, will, cognition, emotion and interpersonal relationship, which is conducive to the sustainable development of the graphic design industry and the physical and mental health of designers.

* * * * *

RESEARCH ON THE INFLUENCE OF INTERNATIONAL COMMUNICATION MODE OF ECOLOGICAL CIVILIZATION CONCEPT ON ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY

Meng Lei

College of Business Administration, Jiangxi Institute of Economic Administrators, Nanchang 330088, China

Background: Anxiety is a kind of abnormal psychological bad mood, which is mainly due to the irritability formed by excessive worry about the future, fate and life safety, including anxiety, panic, tension, anxiety and other psychological manifestations. Medical psychologists believe that anxiety usually refers to that people's adverse feelings such as risk, pressure and pain exceed their acceptable range, and it is difficult for people to face and solve these problems. Generally speaking, anxiety itself is a very reasonable emotional response. However, long-term anxiety will lead to physiological and emotional diseases. According to different types, anxiety can be divided into pathological anxiety and realistic anxiety. Pathological anxiety is one of the most common types of anxiety. Its clinical manifestations are panic anxiety, generalized anxiety disorder and so on. At present, the main causes of anxiety are increasing pressure, perfection requirements, health concerns, smart phones and so on. At present, the most common intervention measures are personalized psychological intervention, lectures on professional knowledge of mental health and so on. Although these interventions can alleviate psychological anxiety, their application scope is greatly limited, and their implementation is difficult, poor effect and low real-time performance. Therefore, their promotion value is not particularly great.

As an important way to build ecological civilization, the international communication mode of the concept of ecological civilization is also an important measure to promote civilization exchanges and learn from each other. In recent years, studies have shown that it has greatly improved the psychological anxiety of residents, and its communication mode needs to change from mass communication to accurate communication, as shown below. First, determine the subjectivity of the international dissemination of the concept of ecological civilization. Marx, a world-famous philosopher, believes that the future social form should be a real community, which is achieved through the objectification of man's essential power, specifically the harmonious unity of man and nature, man and society, man and man. This return of subjectivity includes two levels: the state and the individual. Second, create an overall framework for the international dissemination of the concept of ecological civilization. Third, build an all-media matrix for the international dissemination of the concept of ecological civilization. Fourth, design a three-dimensional channel for the international dissemination of the concept of ecological civilization. Fifth, the narrative skills of creating the international communication mode of the concept of ecological civilization. Sixth, realize the effectiveness of the international dissemination of the concept of ecological civilization. Seventh, attach importance to international cooperation in the international dissemination of the concept of ecological civilization.

Objective: To analyze the effect of the international communication mode of the concept of ecological civilization on Residents' psychological anxiety, in order to improve people's psychological anxiety and create a positive and loving living environment.

Subjects and methods: 100 residents with different degrees of anxiety were selected as the research object to analyze the effect of the international communication mode of the concept of ecological civilization on Residents' psychological anxiety. The research used the ordering points to identify the clustering structure (options) algorithm to classify the improvement effect of college students' anxiety. The study sets seven international communication modes of the concept of ecological civilization, which are represented by modes 1-7 respectively. In order to avoid the influence of subjective factors on the research results, the data of all subjects were taken for analysis. The correlation between designers' emotional psychology and anxiety in the process of product design is analyzed by Pearson product moment correlation coefficient. When $P < 0.05$, the difference has significant statistical difference, and $P < 0.01$, the difference has very significant statistical difference. The value range of correlation coefficient is set as follows, 0.8-1.0 refers to very strong correlation. 0.6-0.8 refers to strong correlation. 0.4-0.6 indicates medium intensity correlation. 0.2-0.4 indicates weak correlation. 0.0-0.2 indicates very weak correlation and uncorrelation.

Results: Table 1 refers to the correlation between the international communication mode of the concept of ecological civilization and residents' psychological anxiety. As can be seen from table 1, the correlations between the international communication modes of the seven ecological civilization ideas and anxiety are