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

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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

0.586, 0.786, 0.532, 0.486, 0.563, 0.524 and 0.563 respectively. This shows that the psychological anxiety of the staff is positively correlated with the international communication modes of the seven ecological civilization ideas.

Table 1. Correlation between international communication mode of ecological civilization concept and residents' psychological anxiety

Mode	Relevance	Significance
Mode 1	0.586	<0.05
Mode 2	0.786	<0.01
Mode 3	0.532	<0.05
Mode 4	0.486	<0.01
Mode 5	0.563	<0.05
Mode 6	0.524	<0.01
Mode 7	0.563	<0.05

Conclusions: The international communication mode of the concept of ecological civilization needs to change from mass communication to accurate communication, and completely change the neat and uniform communication mode. We should not only pay attention to the theory of social stratification, but also carry out close exchanges and cooperation with international organizations as much as possible. The follow-up research can improve the anxiety of residents and improve the level of mental health through seven international communication modes of the concept of ecological civilization.

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RESEARCH ON THE PROBLEMS AND LEGAL REGULATION OF RURAL ECOLOGICAL ENVIRONMENT FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Rural ecological environment livable mainly refers to adhering to the green and ecological orientation, protecting the ecological environment and changing the traditional rural development mode relying on resources, so as to realize rural revitalization. Rural revitalization should give full play to the advantages of rural resources and further protect rural ecological resources, so as to develop rural economy. In recent years, the rural economy has developed rapidly, but the sustainable development of the rural economy and the environmental growth capacity continue to decrease. Most rural areas have a very adverse impact on the development of agriculture due to the destruction of the ecological environment. Rural development not only affects the quality of life of rural people, but also affects the development of the whole country. For the development of rural economy, rural ecological environment plays an important role. Therefore, we must take rural ecological environmental protection as a major research topic, and study the problems and legal regulations of rural ecological environment from the perspective of psychology. Cognition mainly refers to the description of the development process and complexity of all kinds of knowledge. Therefore, the corresponding cognitive psychology is closely related to people's attention, perception, memory and thinking logic, which is mainly reflected in the actual process of people collecting, retrieving, receiving and exchanging information. The concept of cognitive psychology has long been one of the main research directions of western psychology, which involves short-term memory, perceptual observation, logic theory and so on. In the basic concept of cognitive psychology, the human brain is equivalent to an information processing system similar to the computer. Cognitive impairment is a mental health disorder that has a negative impact on various cognitive abilities. It will lead to the impairment of individual basic cognitive function, which is mainly externalized into executive dysfunction, learning and memory impairment, sensory motor function limitation, complex attention decline, aphasia and agnosia. The memory ability and language ability of patients with cognitive impairment will be significantly reduced, accompanied by abnormal emotion or behavior, which is difficult to carry out normal social, work and life.