

the higher the basic level of college students' social psychology, the higher their psychological endurance and comprehensive quality ability, which plays a significant role in enhancing the overall educational effect of college ideological and political education courses.

**Table 1.** Correlation evaluation results between the basis of college students' social psychology and the effect of ideological and political education in colleges and universities

Evaluation results	1	2	3	4	5
Number of college students	2	9	17	42	19
Proportion (%)	2.25	10.11	19.10	47.19	21.35

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## THE INFLUENCE OF CHINESE FILMS ON THE COMMUNICATION AND ADAPTATION BARRIERS OF FOREIGN STUDENTS FROM THE PERSPECTIVE OF CROSS-CULTURAL COMMUNICATION

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**Background:** Communication and communication is an essential skill for people to survive in society, and it is also a skill for people to realize information exchange, an important way to improve work efficiency and learning efficiency. Due to physiological and psychological factors, some people suffer from communication adaptability disorder and are unable to complete normal communication with others. Physiological factors refer to patients with congenital developmental and acquired brain injury, which are often accompanied by cognitive communication disorder. Physiological cognitive communication disorder is caused by the impairment of one or more cognitive functions caused by brain injury, which damages the patient's sulcus communication function, unable to accurately express their feelings and intentions. Psychological communication adaptation disorder refers to psychological diseases such as depression and social anxiety, which lead to patients feeling nervous, fearful and maladjusted when communicating with others. communication adaptation disorder seriously affects the social ability of patients, and then affects the normal life and work of patients, and reduces the quality of life. Generally speaking, there are two causes of communication adaptation disorder. One is physiological, that is, the patient is unable to communicate normally due to the impairment of body function, such as brain injury, aphasia and so on. When patients are suffering from anxiety, social anxiety and other psychological problems, they will feel uneasy when they communicate with others, such as anxiety and social anxiety. In addition to the pathogenic factors, the environment and atmosphere of communication, the interpersonal relationship between communication subjects, the emotion and communication ability of communicators may lead to communication adaptation obstacles.

In higher education, there will be some estrangement in the communication and exchange of foreign students during their study abroad. The reason is that there are significant differences in the adaptive psychology of foreign students in different cultural teaching environments, resulting in communication difficulties in different language exchanges. Generally speaking, in the process of alleviating the communication and adaptation barriers of foreign students, most colleges and universities adopt language training and long-term cultural influence to promote foreign students to accept the domestic living and educational environment. Some studies have also proposed the use of cross-cultural communication to improve the frequency of communication between different cultures. They believe that from the perspective of cross-cultural communication, the communication between different cultures and races needs to be carried out for a long time, and the cultural connotation should be used to affect the language communication of other nationalities. However, in terms of the current cross-cultural communication and education, there is still the phenomenon of incomplete cultural communication, which leads to the gradually serious communication and adaptation obstacles of foreign students in the social communication of colleges and universities in China. Therefore, the study takes Chinese films as the main cultural output object and foreign students as the receiving object to analyze the impact of Chinese films on foreign

students' communication and adaptation barriers from the perspective of cross-cultural communication.

**Objective:** To explore the current situation of communication adaptation barriers of foreign students during their study at home, analyze the application status and application value of cross-cultural communication in the treatment of communication adaptation barriers of foreign students, and analyze the impact of Chinese films on communication adaptation barriers of foreign students from the perspective of cross-cultural communication.

**Subjects and methods:** Taking 50 foreign students from different countries in a university as the research object, according to the different degrees of communication and adaptation barriers of foreign students, they are divided into mild barrier group, moderate barrier group and severe barrier group. Firstly, the cross-cultural theory is used to analyze the causes of communication adaptation obstacles of foreign students, and based on the influencing factors of communication adaptation obstacles of foreign students, Chinese films are used to help foreign students understand Chinese language art and alleviate their communication adaptation obstacles. The evaluation results of communication adaptation barriers of three groups of foreign students before and after the intervention were recorded, including cultural understanding, language habit and exchange of ideas.

**Results:** The differences of students' cultural understanding, language habits and exchange of ideas before and after the intervention in the mild disorder group, moderate disorder group and severe disorder group are shown in Table 1. Table 1 shows that the cultural understanding, language habits and exchange ideas of all foreign students have been significantly improved under the influence of Chinese films, indicating that Chinese films can significantly alleviate the communication and adaptation barriers of foreign students.

**Table 1.** Evaluation of communication adaptation barriers of foreign students

	Index	Cultural understanding	Language habit	Exchange ideas
Mild disorder	Before intervention	5.3	4.9	5.5
	After intervention	7.6	8.1	7.4
Moderate disorder	Before intervention	4.3	4.8	5.1
	After intervention	6.9	8.2	7.9
Severe disorder	Before intervention	4.2	4.3	3.9
	After intervention	7.1	7.6	6.9

**Conclusions:** During their study in China, foreign students will have different ideological understanding due to language and cultural differences. In serious cases, it will lead to communication and adaptation barriers for foreign students. Therefore, the mitigation of communication and adaptation barriers for foreign students has important university education value. Based on the perspective of cross-cultural communication, the research alleviates the obstacles of communication adaptation of foreign students through Chinese films. The evaluation results show that the three communication adaptation indicators of cultural understanding, language habit and exchange of ideas of all foreign students show positive changes. Therefore, we can know that in the quality training of foreign students, it is effective to use Chinese films to alleviate the communication and adaptation obstacles of foreign students.

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## RESEARCH ON LOGISTICS PACKAGING DESIGN STRATEGY FOR CONSUMER PSYCHOLOGY UNDER THE TREND OF ONLINE SHOPPING

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**Background:** According to relevant literature reports, the consumption of express waybills in China exceeds 50 billion a year, and the consumption of express packaging products such as packing boxes and plastic bags is also extremely huge. Express packaging is an important measure to ensure commodity safety and provide consumers with high-quality services. Logistics packaging design is not only an important link of commodity sales, but also one of the most intuitive and effective ways to realize commodity marketing. Logistics packaging design is an important way for consumers to feel the product concept and product characteristics, which affects consumers' psychology. Therefore, logistics packaging design is very