

and negative employment emotion were taken as the research objects. Then, after reasonably evaluating and grading the negative employment emotion and employment pressure of the research object, the factor analysis is carried out on the influencing factors of students' employment anxiety with the help of principal component analysis, and an employment pressure relief mechanism model is constructed from the two aspects of school education and the adjustment of students' own psychological quality, so as to realize the active intervention on students' employment psychology and self cognition level. In addition, psychological and emotional counseling, employment practice training and other intervention means were used to help the subjects relieve the employment pressure and improve their employability. The experiment lasted for one month. After the experiment, the students' employment pressure relief and relevant employability data were statistically analyzed and evaluated, and the data were processed with statistical analysis tools, in order to better provide countermeasures for the alleviation of the employment pressure of college graduates.

Results: When college graduates who are about to graduate face job selection and employment, they often have employment pressure and negative employment emotions such as fear, worry and anxiety due to changes in the market environment and differences in their professional ability evaluation. The experiment shows that there are many factors influencing the employment pressure of college graduates, among which low self-efficacy is one of the main factors. Table 1 shows the statistics of the impact of employment stressors on graduates.

Table 1. Statistics on the proportion of graduates' employment stressors

	Academic qualifications	Lack of professional skills	Opaque employment information	Unclear employment planning	Low employment self-efficacy
Value (%)	18.74	21.38	16.28	17.49	26.11

The results in Table 1 show that there are many factors that cause the employment pressure of college graduates, including subjective and objective factors. The experimental results show that the effects of educational restriction, lack of professional skills, opaque employment information, unclear employment planning and low employment self-efficacy account for 18.74%, 21.38%, 16.28%, 17.49% and 26.11% respectively. Among them, the low evaluation of graduates' own value is the main reason for their employment problems.

Conclusions: There is a high correlation between employment pressure, employment anxiety and employability. Colleges and universities should actively help graduates do a good job in employment planning and employment guidance, and help students correctly evaluate their professional ability and employment situation on the basis of understanding the current situation and requirements of the employment market, that is, do not set too high expectations, nor deny their own values and abilities. At the same time, colleges and universities should actively intervene and guide the employment anxiety and psychological problems of college graduates, so as to improve their mental health and employment ability.

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CREATIVE APPLICATION OF CALLIGRAPHY AND PAINTING ART ELEMENTS IN THE DESIGN OF CULTURAL AND CREATIVE PRODUCTS FROM THE PERSPECTIVE OF AESTHETIC PSYCHOLOGY

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Background: Aesthetic psychology is a branch of psychology that studies and explains the laws of human psychological activities in the aesthetic process. The aesthete refers to the production and experience of aesthetic feeling, and psychological activities are the comprehensive feelings of knowledge, emotion and meaning in the aesthetic activities and aesthetic experience. As a marginal subject of aesthetics and psychology, aesthetic psychology can be broadly divided into the psychological activities and characteristics of human beings engaged in various literary and artistic activities. The narrow sense is divided into the characteristics of psychological activities limited in aesthetic activities. Aesthetic psychological elements include form intuition, psychological distance, empathy or reflection, that is, through the change of the

relationship between aesthetic subject and aesthetic object to affect the psychological activities in different states. Aesthetic experience and artistic creation come from the collective unconsciousness of human beings. When the aesthetic object can awaken, trigger or conform to the original experience or image of the collective unconsciousness hidden in the aesthetic subject, the society can get a strong and lasting aesthetic feeling and aesthetic effect. Aesthetic psychology refers to the free mood in which people perceive objects with aesthetic attitude in aesthetic practice and obtain emotional pleasure and spiritual happiness in aesthetic experience. It is a subjective reflection of the beauty of objective objects, including people's aesthetic perception, emotion, imagination, understanding, etc. Individual aesthetic psychology plays an important role in individual aesthetic experience and judgment, and also affects the individual's ability to capture the beauty of the aesthetic object and improve the aesthetic ability. It has the characteristics of consciousness, individual differences and diversity. And the aesthetic psychology of different individuals at different stages has great changes, which will be affected by individual age structure, social experience, mental health status and cognitive level. Aesthetic psychology has a great influence on marketing and the creation of artistic works, that is, the creation and display of aesthetic objects by creators or marketers will reflect the individual aesthetic tendency to a certain extent, and this aesthetic tendency and preference will have a certain impact on the aesthetic audience. At present, the combination of cultural and creative products with traditional culture in design is relatively rigid, and it is difficult to reflect the beauty and culture of design elements, making it difficult to achieve unified coordination between product details and cultural connotation, and thus difficult to be favored and preferred by consumers. For example, cultural and creative products with painting and calligraphy art elements only add this element to the product design, rather than realize the deep integration by extracting the connotation and artistic creation, which makes the product designers have negative emotions and reduces the psychological preference of the product audience. Therefore, the research actively explores the creative application of painting and calligraphy art elements in the design of cultural and creative products from the perspective of aesthetic psychology, in order to improve the negative emotions of product designers and improve their mental health level.

Subjects and methods: Firstly, the consumption aesthetic scale is compiled to collect the basic information of consumers' aesthetic preference, aesthetic psychology, choice tendency and commodity value attribute about the design of cultural and creative products. The research takes the designers of cultural and creative products as the research object. First, the information about their design ideas and aesthetic psychology is collected. Then, the research objects are randomly divided into intervention group and control group. The intervention group learns relevant aesthetic psychology theories in the experiment and creates calligraphy and painting art elements in the design of cultural and creative products in combination with the data of consumer aesthetic demand scale, while the control group does not learn any theories. The experiment lasted for three weeks. After the experiment, the creative works of the research object were collected in the form of questionnaires and interviews to better explore the application value and aesthetic guidance of aesthetic psychology in the design of cultural and creative products, and the experimental data were processed, counted and analyzed with the help of statistical analysis tools.

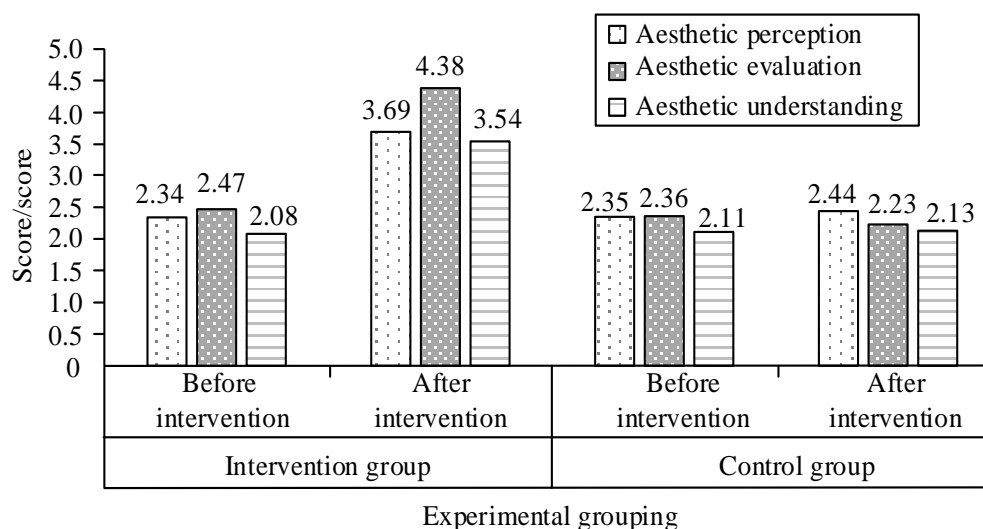


Figure 1. Scoring statistics of consumers' psychological preferences for cultural and creative product design works of different research objects

Results: The experimental results show that on the basis of the guidance of aesthetic psychology theory

and the grasp of consumers' aesthetic tendency and other information, cultural and creative product designers can better integrate painting and calligraphy design elements and details into product design, reduce the rigidity of their design, and more conform to consumers' aesthetic preferences and pursuit of beauty. Figure 1 shows the scoring statistics of consumers' psychological preferences for cultural and creative product design works of different research objects.

In Figure 1, there is no significant difference between the two groups in the scores of psychological aesthetic dimensions before the experimental intervention. The values in the table show the aesthetic scores, and 5 points is the highest score. After the experiment, the scores of aesthetic perception, aesthetic evaluation and aesthetic outlook in the intervention group with the help of aesthetic psychology learning were all 3.5 or more, much higher than the average score of 2.67 in the conventional group.

Conclusions: Aesthetic psychology is the internalized sediment of object structure and the product of practice structure system. It can be constructed and sublimated in reflection, education and training. It is one of the important components of individual psychological status and needs to be accumulated and cultivated continuously. The creative design and cultural integration of cultural and creative products from the perspective of aesthetic psychology can effectively improve the aesthetic feeling and appreciation of design works, enable cultural and creative products to complete the inheritance of traditional excellent culture and the innovative development of modern civilization, reduce the aesthetic limitations and rigid thinking of designers to a certain extent, improve their aesthetic ability and mental health level, and are more likely to be favored and preferred by consumers. It can effectively guide consumers' aesthetic psychology.

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THE TRANSFORMATION AND INNOVATION OF IDEOLOGICAL AND POLITICAL EDUCATION MODEL IN COLLEGES AND UNIVERSITIES HAVE A POSITIVE IMPACT ON ALLEVIATING COLLEGE STUDENTS' LEARNING ANXIETY

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Background: Anxiety disorder is a very complex psychological and emotional disorder. Its clinical manifestations are usually motor restlessness and sympathetic hyperactivity, and often accompanied by negative emotions such as anxiety, shame, disappointment, anxiety and fear, which will have a certain impact on the physical and mental health of individuals. According to the international health organization, the anxiety disorder patients are becoming younger and more serious. College students are the main anxiety patients, and their number is still increasing year by year. Due to their immature physical and mental development, college students are more vulnerable to external setbacks and difficulties to produce negative emotions and anxiety. Due to the differences in cognitive structure, age experience, social experience and other factors, it is difficult to rely on their own strength to self regulate anxiety. College students are prone to have learning anxiety, social anxiety, interpersonal anxiety, employment anxiety and so on. Learning anxiety refers to the anxiety caused by the differences in learning difficulty, curriculum arrangement and learning progress. As the main body of the teaching mode, students' enthusiasm to participate in the classroom and learning efficiency will affect the teaching quality and the completion of teaching objectives. Most college students live in a noisy and crowded environment, which is prone to fatigue, dullness, irritability and other psychological problems. The change of learning environment and the change of learning methods make students relax their requirements and standards for course learning, and it is difficult for them to devote themselves to classroom teaching and carry out learning activities.

The diversification and comprehensiveness of the needs of educational subjects make it more difficult for the original ideological and political education to grasp the regularity and direction and consider a wide range of dimensions. As one of the important theoretical courses for the full implementation of quality education, ideological and political teaching plays an important role in students' ideological guidance and psychological intervention education. However, the traditional teaching and education model ignores students' initiative and practicality, and the boring teaching plan design reduces students' interest in learning, making ideological and political teaching gradually become a teaching tool floating in the pavilion, which is difficult to give play to its psychological intervention mechanism for students. Therefore,