

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,

ideological and political education should pay attention to the transformation and innovation of its educational mode. It has realized the innovative teaching of curriculum content and the grasp of students' learning needs and psychological characteristics, and has changed in the adjustment of teaching objectives, teaching design and improvement of assessment mechanism, that is, it should pay more attention to the cultivation of humanistic quality, and help students realize the unity of correct emotional cognition and "Three Outlooks". The transformation of ideological and political classroom education mode can effectively play its role in intervening and alleviating students' anxiety and negative psychological problems, and then promote the development of students' mental health. With the help of the relevant theories of educational psychology, the research realizes the transformation and innovation of the ideological and political education mode in colleges and universities, to alleviate the anxiety of students, cultivate the "Three Outlooks" and correctly evaluate their own values.

**Subjects and methods:** The research selected the college students with learning anxiety in a university as the research object. Firstly, the information about their ideological and political teaching effect, learning anxiety and mental health status was collected, and then the three-month ideological and political teaching reform was carried out for college students to achieve the psychological intervention of the research object. The experimental design is to divide the research object into teaching innovation group and teaching routine group. The teaching routine group is taught according to the conventional ideological and political teaching mode. Under the guidance of educational psychology theory, the teaching innovation group carries out innovative teaching from the aspects of teaching design, teaching plan and teaching objectives, and constructs diversified teaching models. The teaching experiment lasts for eight weeks. After the teaching experiment, the information about the improvement of students' learning anxiety before and after the experiment is collected by means of self-assessment anxiety scale and self-test psychological scale, and the five-level scale is used to score the impact of the scoring items. The experimental data are collated and statistically analyzed in order to better explore the effect of the transformation of ideological and political education model on the alleviation of students' learning anxiety and the improvement of their mental health.

**Results:** The innovation and reform of the ideological and political education mode in colleges and universities is a necessary measure to adapt to the teaching reform and the requirements of the times. The optimization of the teaching classroom with the help of educational psychology can effectively alleviate students' learning anxiety from the perspective of students' learning needs. Table 1 shows the scores of learning anxiety of the two groups before and after the experiment.

**Table 1.** The scores of learning anxiety of the two groups before and after the experiment

Timing	Teaching innovation group	Teaching routine group
Before experiment	32.76±0.28	31.98±0.63
After experiment	12.23±0.22	27.53±0.11
<i>P</i>	0.035	0.052

Table 1 shows that after the experiment, the learning anxiety of the subjects in the teaching improvement group has been significantly improved, with a difference of 20 points, and the data before and after the experiment have significant statistical significance ( $P < 0.05$ ). The learning anxiety of students in the teaching routine group was significantly lower than that in the teaching improvement group.

**Conclusions:** Ideological and political education is an important part of the construction of spiritual civilization, and students' ideological and political quality and psychological emotional state are more likely to be affected by internal and external environmental factors and their own cognitive level, resulting in learning anxiety. The transformation of ideological and political teaching mode with the help of relevant theories of educational psychology can effectively improve students' psychological status and guide their negative emotions, and promote their mental health.

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## AN ANALYSIS OF THE INFLUENCE OF CULTURAL EXCHANGES BETWEEN CHINA AND LATIN AMERICAN COUNTRIES ON PEOPLE'S ANXIETY FROM A CROSS-CULTURAL PERSPECTIVE

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