

physiological symptoms, such as headache, dizziness, fatigue, sleep disorders and so on. Therefore, it is very necessary to intervene the students' mental health problems in time. It is necessary to carry out mental health education while teaching vocal music performance.

Objective: To understand the current situation of vocal performance teaching and students' mental health, and to analyze the reasons for students' mental health problems. On this basis, the psychological health education is integrated into the vocal performance teaching in colleges and universities, and the reform strategy is put forward. Carry out learning motivation education to enable students to understand the importance of learning vocal music performance course, master students' views on the course, deepen students' understanding of vocal music learning, make students clearer about their learning objectives, so as to make students' learning motivation clearer, let students' learning motivation drive more active learning, change students' negative attitudes, and help alleviate students' mental health problems. Carry out education on students' outlook on life and values, so that students can realize the social and life significance of vocal music learning under the influence of correct three outlooks, so as to improve their learning motivation and improve their ability to regulate their emotions.

Subjects and methods: The research objects are students majoring in vocal music. 104 students are randomly selected from a university. The selection criteria of the research objects are gender, grade, family background and whether they are single children. Understand the mental health status of these students and the current situation of vocal music performance teaching, and analyze the students' views on vocal music performance teaching. These students were divided into two groups, the control group and the experimental group were 52. After the beginning of the experiment, the control group carried out general vocal performance teaching, and the experimental group carried out the reformed vocal performance teaching. The teaching time was 2 semesters, during which the experimental data were recorded. Use statistical software to process and analyze the relevant data, and study the changes of students' mental health level before and after the reform of vocal music performance teaching. Grade 1-5 is adopted. The higher the score, the heavier the degree.

Results: Facing the stage anxiety, learning anxiety and other mental health problems of vocal music majors in colleges and universities, we should intervene the students' mental health problems by integrating mental health education into vocal music performance teaching. After the experiment, the students' mental health level was significantly improved. The stage anxiety score of Freshmen in the experimental group was 1.86. The results are shown in Table 1.

Table 1. Psychological state scores of students in different grades in the experimental group after the experiment

Grade	Stage anxiety	Test anxiety	Learning anxiety
Freshman	1.42	1.75	2.05
Sophomore	1.57	1.64	1.81
Junior	1.64	1.59	1.64

Conclusions: In colleges and universities, because some students are introverted, they dare not speak and express themselves in crowded places, which makes these students timid about singing on stage, resulting in stage anxiety. Or because of their poor vocal performance skills, students are ashamed to perform in front of others and have a certain sense of inferiority. In order to alleviate students' mental health problems, we should integrate mental health education into vocal music performance teaching. Through learning motivation education, we should let students understand the importance of learning vocal music performance course, master students' views on the course, make students' learning motivation clearer, let students learn more actively driven by their learning motivation, change students' negative attitude, and improve students' ability of emotional regulation.

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RESEARCH ON STRATEGIES OF MOBILE SHORT VIDEO TO PROMOTE URBAN CULTURAL COMMUNICATION FROM THE PERSPECTIVE OF COMMUNICATION PSYCHOLOGY

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Background: Communication psychology belongs to psychology, which is a new interdisciplinary subject. Its main research content is the psychological conditions of communicators, the psychology of audiences and communication channels. Among the communication channels, there are two kinds of communication channels, namely, language communication channels and non-language communication channels. The research focus of communication psychology mainly includes three points: the psychology of communication subject, the psychology of communication object and the psychological interaction in communication. The psychology of the communication subject mainly acts on the psychology of the audience, thus affecting the communication effect. The psychology of the communication subject includes many factors such as expectation psychology, affinity and so on. The audience psychology directly affects the communication effect. The audience psychology includes many psychological factors, such as individual needs, personality, interest and so on. These psychological factors will have a certain impact on the communication effect. Psychological interaction refers to the psychological interaction between the communication subject and the audience. Communication psychology is applied in many fields. Communication psychology can help guide people to cultivate healthy psychological quality, promote the establishment of good interpersonal relationships between people, achieve effective information exchange, promote the information and culture to be spread by the industry, let more people understand and recognize, and achieve the purpose of information and culture communication. With the continuous development of information technology, short videos have set off a frenzy in the network, and various short videos have blossomed everywhere on the network, which has made many short video anchors reap great benefits, thus promoting the development of more short videos. In order to occupy a certain position in many short videos, the anchors speculate on the psychology of the audience, think about problems from the perspective of the audience, and constantly innovate and improve the videos, so as to retain the audience and attract more audiences. In this favorable environment, it also creates good conditions for the spread of urban culture and promotes the development of urban culture. While the urban culture is spreading, a preliminary impression of the city will be formed in the minds of the audience. The effect of urban cultural communication, to a large extent, determines the quality and good degree of the city image in the minds of the audience, thus affecting the investment of external funds and the further development of the city. However, although the current urban culture communication has a good development trend, there are some problems. After a city's culture is defined as a certain image, the self-media will repeatedly recommend similar videos, which will cause certain visual fatigue to the audience and hinder the spread of the city's culture. The words used in the videos shot by some non-professionals are relatively simple, the cultural output is limited, and there is no further excavation of urban culture. Failure to grasp the hot spots and low sense of existence of the official media are all problems existing in the current urban cultural communication.

Objective: Understand the current status of short video development, urban cultural communication and the audience's views on urban cultural communication video, analyze the problems existing in urban cultural communication, and put forward strategies for the interaction between short video and urban culture. During the creation of short video content, follow the hot spots of public opinion, properly integrate the urban culture into the relevant hot news, attract the attention of the audience, and improve the publicity effect while reducing the publicity cost. For example, excellent films will reflect the cultural characteristics of the local city, show the cultural beauty of the city, infect the audience, deepen their understanding of the local culture, and let more viewers choose to travel in the region, so as to promote the development of local tourism.

Subjects and methods: The research object are the tourists in a certain area. 406 tourists are randomly selected from a certain area. The selection criteria of the research object are age, gender, occupation, economic income, etc. Learn about these tourists' interests, their use of short videos and other personal information, and know through what channels they know about the place and their views on the place. The statistical software is used to process the relevant data to study the impact of urban cultural communication strategies on the audience psychology of passengers. A score of 1-5 is adopted. A score of 1-5 indicates no impact, slight impact, general impact, obvious impact and complete impact respectively.

Results: At present, urban culture communication videos are developing continuously, but there are still some problems. The uneven quality of short videos and the low sense of existence of the official media all make the audience's acceptance of urban culture related videos low. Some viewers even go away as soon as they see similar videos. Urban culture communication short videos do not grasp the audience's psychology. After the implementation of the relevant strategies of urban culture communication, it has attracted many audiences to understand the urban culture and greatly satisfied the audience psychology of the audience. Among them, the impact score of young tourists on content creation following the hot spots of public opinion is 4.84, and the results are shown in Table 1.

Conclusions: Communication psychology belongs to psychology, which mainly studies the psychological conditions of communicators, the psychology of audiences, communication channels and other related contents. At present, although the spread of urban culture is developing well, there are still some problems.

After a city's culture is defined as a certain image, the self-media will repeatedly recommend similar videos, which will cause certain visual fatigue to the audience and hinder the spread of the city's culture. The failure to grasp the hot spots and the low sense of existence of the official media have also greatly affected the spread of urban culture. Through the production of high-quality videos and following the hot spots of public opinion, the urban culture communication videos have attracted more and more attention from the audience. After meeting the audience's psychology of novelty seeking and proximity seeking, more and more viewers choose to have a close understanding of the cities in the videos through tourism, which has promoted the development of urban tourism.

Table 1. The influence of different urban cultural communication strategies on the psychology of different age groups

Age group	Content creation follows the hot spots of public opinion	High quality short video	Omnidirectional propagation matrix
Youth	4.84	4.39	4.68
Young and middle-aged	4.65	4.76	4.45
Middle age	4.71	4.62	4.79

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RESEARCH ON THE CONTENT DEFINITION, MEASUREMENT METHOD AND CURRENT SITUATION OF CORPORATE SOCIAL RESPONSIBILITY INFORMATION DISCLOSURE UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is an important branch of psychological research, which mainly studies human advanced psychological processes. There are many fields of cognitive psychology research, which is the study of complex psychological processes such as attention, language ability, memory function, perception, decision-making ability, thinking and creativity. The proposal of cognitive psychology is an important breakthrough in the field of psychological research. Cognitive psychology will more comprehensively study human complex emotions and thoughts, and combine social, cultural, environmental, economic and other elements to further explore the relationship between human and social development, and solve the problems of human development. Since the beginning of the 21st century, the domestic economy has entered a golden decade of rapid development. Enterprises play an important role in domestic social development. Corporate social responsibility information disclosure mainly refers to the process that an enterprise needs to perform its social responsibility in accordance with the relevant national laws and regulations, and use unique technologies or methods to disclose the status quo of the social responsibility undertaken by the enterprise, the financial status quo of the enterprise due to the social responsibility, and the business results that affect the status quo. The disclosure of corporate social responsibility information will play an important role in the benign development of society. Analyzing the development status of enterprises in combination with cognitive psychology will be more conducive to promoting the healthy development of domestic economy.

The proposal of cognitive psychology provides a new direction for the harmonious development of human and society. Social psychology emphasizes the harmonious and healthy development of society and people through the study of social environmental factors and the adoption of necessary intervention mechanisms. Therefore, based on cognitive psychology, this paper studies the content of corporate social responsibility information disclosure. In the process of development, enterprises need to fulfill their social responsibility obligations, timely provide stakeholders with the performance of corporate social responsibility in accordance with national laws and regulations, and better facilitate information users and social institutions to effectively supervise and evaluate enterprises, which will be more conducive to enterprises to carry out social and economic activities and maximize social and economic benefits. In the research of cognitive psychology, through the research and development of the cognitive psychological activities of enterprise executives, enterprises take the ways of hiding, covering up, evading or deliberately falsifying the corporate social responsibility information, which will lead to the economic risk of enterprise economic development. At the same time, managers' cognitive psychological state will also be affected, which will