

THE EFFECT OF DIFFERENT INNOVATIVE TALENT TRAINING MODES ON STUDENTS' SOCIAL FEAR IN LAW EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Colleges and universities are the key source of national talents. They produce high-quality comprehensive talents in all aspects for the construction and development of the country, and law education in colleges and universities undertakes the task of delivering high-level legal professionals and pillars to the society. However, there are many problems in the traditional legal education, which cannot provide professional and scientific educational resources for legal professionals, and is not conducive to the cultivation of legal talents. In the practice of law education in colleges and universities, especially in the stage of undergraduate law education, the main way for students to learn legal knowledge is classroom learning, and classroom theoretical learning accounts for the majority of law education. The assessment of students' learning effect mainly depends on the students' memory of written theoretical knowledge, and ignores the key of the practical application ability of legal knowledge in law learning. On the other hand, the relevant systems and mechanisms of legal education in colleges and universities are not perfect, which cannot provide students with the necessary legal education tools and conditions. Students are difficult to access the legal learning knowledge in some specialized fields, and lack the ability to apply legal theoretical knowledge in many fields. The serious disconnection between legal education in colleges and universities and social legal practice makes students limited to written knowledge, but helpless in the face of practical legal problems.

Everyone is a member of a social group, and each individual has sociality and social functions. Therefore, interpersonal communication is an indispensable part of the daily life of social individuals, and it is also the only way for social individuals to survive and develop. However, some people may have the problem of interpersonal barriers, and social fear may occur due to the imbalance of interpersonal relationships. Patients with social phobia tend to magnify some embarrassing situations and negative evaluations in their daily social life, resulting in fear and avoidance of social behavior and social relationships. When facing the social scenes that make them feel scared, patients with social phobia may have problems such as rapid heartbeat, tension, sweating, and even shivering, convulsions, dizziness, which seriously affect the mental health and emotional state of patients with social phobia, and is not conducive to the life and development of patients with social phobia. However, college students are a high incidence group of social-phobia. Some studies show that interpersonal problems account for the highest proportion of college students in psychological counseling. Many college students have bad social relations and suffer from serious social phobia. There are many reasons for college students' social fear, such as genetic factors, family environment, personal personality, lack of social skills and so on. For law students, their future law work and practice cannot be separated from communication with others. Even if some law students with social fear master excellent legal skills, they are difficult to achieve good results in legal practice. Therefore, colleges and universities need to actively adjust the law education model, provide help to alleviate the social fear of law students, and promote the improvement of law students' comprehensive quality.

Objective: In order to solve the loopholes and problems in the traditional law education in colleges and universities, alleviate the social phobia of law students, study the innovative reform of the law education system in colleges and universities, explore the application effect of the talent training mode different from the previous one in the law education in colleges and universities, find out a new way out for the law education in colleges and universities under the development rhythm of the new era, and promote the comprehensive quality level of the law education in colleges and universities in China, Provide teaching support for law students with social phobia.

Subjects and methods: Starting from the analysis of the teaching effect of the law system in colleges and universities at the present stage, the research explores the problems existing in the law education in colleges and universities, understands the current situation of social phobia of law students in colleges and universities, and puts forward the innovative talent training strategy of law education in colleges and universities for social phobia students. The research explored the effect of different innovative talent training modes of law education on students' social phobia by means of pilot reform. 300 law students were divided into practical teaching group and research teaching group. The pilot experiment lasted for 6 months to explore the alleviation of students' social phobia by the two teaching modes.

Results: The change of social phobia degree of the two groups of students during the pilot process is shown in Figure 1. The social phobia symptoms of the students in the practical teaching group are significantly relieved, while the students in the research teaching group have little change.

Conclusions: Legal education plays an important role in the education system of colleges and

universities. The development and promotion of legal education in colleges and universities is not only an important educational support for the implementation of the rule of law in China, but also an important way for the implementation of the national strategy of rejuvenating the country through science and education. Strengthening the connection between law education and legal practice in colleges and universities can effectively help law students to exercise their legal communication ability in practical legal activities and alleviate their social fear obstacles.

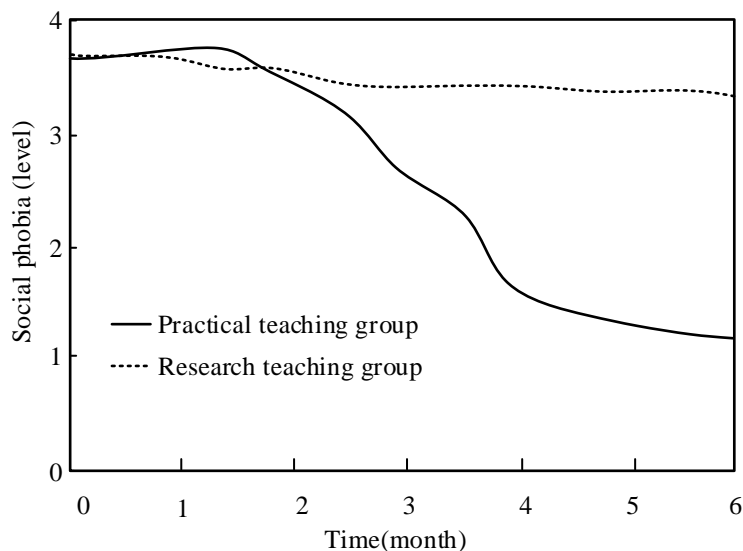


Figure 1. Changes in social phobia of the two groups of students during the pilot program

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ANALYSIS ON THE IMPACT OF DEALER EQUITY INCENTIVE ON ENTERPRISE FINANCIAL PERFORMANCE FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is a discipline that studies the psychology of consumer activities and the law of consumption. Through the research of consumer psychology, we can constantly optimize the consumption process to achieve the purpose of promoting the growth of consumer activities. In the research of consumer psychology, the research objects include the psychological change characteristics of consumers, the psychological characteristics of consumers’ personality, various factors affecting consumers’ consumption, the impact of social environment on consumption and so on. The study of consumer psychology is conducive to improve the sales performance of enterprises and improve the circular development effect of social economy. Consumer psychology is a branch of psychology research. It aims to explore the influencing factors in line with the promotion of consumption and realize the role of promoting the development of consumption activities through the study of all psychological activities and influencing factors of consumption environment. Under the economic and social background, enterprise development pays more and more attention to the research on consumer psychology. Reasonable research on consumer psychology can not only promote the growth of enterprise sales performance, but also study consumer psychology. At the same time, it can constantly adjust the enterprise development route, optimize enterprise management activities and promote the development of enterprises. As an important target customer of enterprise development, dealers will circulate a large part of their products to the market and improve the sales effect of enterprise goods. Therefore, in the development of modern enterprises, through the study of consumer psychology, constantly adjusting sales strategies can play a role in promoting the development of enterprises.