

protagonist's complex emotional entanglements, letting the work show strong self-awareness, forming a narrative theme that cares about the real world and the spiritual world.

Subjects and methods: Researching the artistic connotation of "Hunting Young Children" from the perspective of cultural sub-health.

Results: The novel "Hunting Young Children" is created from the perspective of feminism. By telling the complex mother image of protagonist Lin Jingzi, who is amorous with adult men on the one hand and sadistic with boys everywhere on the other hand, it deeply depicts the marginalized group in society, and explores the philosophical propositions of human nature id and superego.

Conclusions: Researching the artistic connotation of "Hunting Young Children" from the perspective of cultural sub-health makes it easier to grasp the literary creation path of Kōno Taeko and to deeply interpret the aesthetic value of the works.

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THE EMBODIMENT OF ILLUSTRATION DESIGN IN MODERN ADVERTISING DESIGN AND THE INFLUENCE OF ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF THE AUDIENCE

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Background: In modern print advertising, pictures occupy more and more space and proportion, and they are favored by more people because of their own intuitive, visual and sense of life characteristics. More importantly, their unique function of "strengthening the theme and beautifying the goods" can effectively capture the attention and attention of the audience, and occupy an important position in advertising design. The illustration design in modern advertising design is different from the advertising painting in the general sense. It takes the demand characteristics of advertising audience and product characteristics as the main design concept, and has special aesthetic value in the design characteristics. The main function of advertising illustration is to beautify commodities and strengthen advertising theme from the perspective of visual aesthetics, which is the theoretical basis for people to examine advertising illustration from the perspective of aesthetics. Good advertising illustration contains aesthetic criteria and artistic laws, and can give people a strong visual impact and psychological intervention in its unique concrete form. With advertising illustration design as the carrying tool and design art psychology as the theoretical guidance tool, it can effectively play the role of illustration design in regulating individual emotion and psychology, and make the involved subjects realize design activities on the basis of considering the needs of the audience. With the increase of social competition pressure and the limitation of individual psychological adjustment ability, most people are prone to produce psychological anxiety and negative emotions, which makes it difficult to adjust their emotions and maintain their mental health, causing great losses to their lives and work. Psychological anxiety refers to the negative and complex emotional states, such as tension, anxiety, worry, and worry, caused by the possible future dangers, losses, and threats. Anxiety is the main emotion, and its main clinical manifestations include panic disorder and panic attack somatic symptoms. Anxiety is only a form of contradiction and conflict, which can be used as a defense mechanism to avoid deeper troubles, but excessive anxiety response will lead to anxiety disorder. More intuitive visual stimulation can make the emotion of individuals with psychological anxiety fluctuate. Positive psychological intervention can effectively reduce psychological anxiety and negative emotions. Some scholars have shown that illustration art design has good application value in the treatment of children's mental diseases. Therefore, the research explores the mechanism of illustration design in modern advertising design to alleviate the psychological anxiety of the audience with the help of psychological related content, in order to improve the psychological health level of the audience.

Subjects and methods: The research take the public with psychological anxiety as the research object. Firstly, the classification of their psychological disease status and the collection of basic information about the causes of their psychological diseases are carried out. Then the subjects were invited to participate in the psychological intervention experiment, and the subjects were randomly divided into the fusion intervention group and the conventional treatment group. Both groups of subjects participated in the advertising illustration design experiment. The difference is that the illustration design seen in the fusion intervention group was designed from the psychological anxiety of the audience. The experiment lasted for three months. After the experiment, the change of psychological anxiety and the improvement of depression of the subjects before and after the experiment were analyzed with the help of Self-rating

Anxiety Scale and Self-rating Depression Scale, and the data were statistically analyzed with the help of statistical analysis tools.

Results: Illustration design is an important part of advertising design, and its style, form of expression and the use of color will produce different emotional and psychological feelings for the audience. The improvement of illustration art can relieve the psychological anxiety of the audience on the basis of effectively grasping the psychological law of the audience. Table 1 shows the scores of psychological anxieties of the subjects in the fusion intervention group before and after the experiment.

Table 1. The psychological anxiety scores of the subjects in the fusion intervention group before and after the experiment

| Types of anxiety | Before intervention | After intervention |
|-------------------|---------------------|--------------------|
| Social anxiety | 3.87 | 1.24 |
| Job anxiety | 4.14 | 2.31 |
| Emotional anxiety | 3.82 | 2.65 |

It can be seen from Table 1 that the scores of the research object in the dimensions of social anxiety, work anxiety and emotional anxiety before the experimental intervention are all above 3.8 points. After the experimental intervention, the scores of the three dimensions of anxiety of the subjects decreased in varying degrees, all lower than 3 points.

Conclusions: On the basis of fully grasping the psychological preference and regular characteristics of the audience, improving the artistic role of advertising illustration can meet the emotional needs and service needs of the audience to a large extent, thus reducing their doubts and negations about their own internal value evaluation and external things' standards, and effectively reducing the generation of negative emotions and bad psychological problems. Mental health is one of the important indicators of individual health. In future advertising planning, advertising designers should fully consider the psychological characteristics and emotional problems of the audience, give full play to the positive intervention effect of illustration design on individual psychology, and improve the aesthetic ability and mental health level of the audience in line with the design theme.

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ON THE RELATIONSHIP BETWEEN THE POPULARIZATION OF MARXISM IN COLLEGES AND UNIVERSITIES AND THE PSYCHOLOGY OF COLLEGE STUDENTS

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Background: As a kind of young group, college students are under great psychological pressure from study, life, emotion and employment. In the context of these multiple pressures, the mental health problems of college students need to be solved urgently. The tragic facts happening every day all over the world constantly remind us to pay attention to the mental health of college students, and related topics have gradually become the focus of social attention. Generally, the psychological problems of college students can be divided into two categories. On the one hand, they are growing psychological problems. Usually, students will show psychological obstacles, but this situation is not particularly bad, which is also a common psychological problem of college students. On the other hand, college students have different degrees of psychological barriers, which can be understood as a very serious psychological disease. Psychological problems in growth mainly include: problems of environmental change and psychological adaptation, psychological problems caused by improper adjustment of learning psychology, psychological and behavioral deviations caused by relatively weak ability of emotion control, self-cognition and self-evaluation, personality development and will quality training in interpersonal communication, love and sexual psychology. There are four main reasons for students' psychological problems: interpersonal communication, sex and love, learning and employment pressure. As for the employment pressure, the market competition is becoming more and more fierce, which leads to higher and higher requirements for the comprehensive quality of students.

In view of the psychological problems of college students, the starting point for the popularization of Marxism in colleges and universities should be the growth and success of students, which can not only promote the realization of the goal of the popularization of Marxism, but also the strongest demand point of